



**Arkansas Association of Collegiate
Registrars and Admissions Officers**

**Executive Committee Meeting
Friday, December 9, 2011
UALR
Little Rock, Arkansas**

Members Present: Regina Carter, Gin Brown, Chad Cox, Susan Dewey, Tracy Finch, Amy Mahan, Jean Mitchell, and Rachel Mullins. **Committee Chairs:** Robin Carr, Ron Hudson, Alisa Waniewski, and Mary Whiting. **Guest:** Don Lugafet of Business Imaging Systems and Blayne Stewart of b/media.

Call to Order: President Carter called the meeting to order at 10:40 a.m.

Approval of Minutes from Executive Committee (EC) Meeting, October 7, 2011: Minutes of the October 7, 2011 EC meeting were presented. Gin Brown moved that the minutes be accepted with corrections. Susan Dewey second. Motion passed and the minutes were approved. A copy of the minutes is included in the Secretary's Notebook.

NEW BUSINESS

President: President Carter reported that there have been several items that she has been working on since the last EC Meeting which was October 7th 2011 in Hot Springs. The first thing was securing committee chair appointments for the Legislative Liaison position, Constitutional Review, Site Selection and Membership. President Carter was pleased to announce that Scott Post is our new Legislative Liaison, Alisa Waniewski is over Constitutional Review, Robin Carr over Site Selection, and Roz Blagg over Membership. Also, President Carter recently had to fill the Hospitality committee chair since Wayne Womack resigned. President Carter was pleased to announce that Ms. Linda Holland has accepted the position. Second, President Carter has been working with Maria Byrum, the Director of Sales, at the Wyndham Hotel in North Little Rock to secure our contract for the 2013 Fall Conference.

President Carter is still waiting on the Cooperate Office to finalize the contract, but she does have a Proposal of Meetings/Guest Rooms that was sent to her on December 8, 2011. A copy of the Proposal of Meetings/Guest Rooms is in the Secretary's Notebook. President Carter stated that she assumes this is the contract, but she will confirm. Third, President Carter has signed the contract for the Support Staff Workshop which will be on March 12, 2012 at the University of Arkansas 4 H Center. In the contract we did have to make a revision in reference to liability insurance. For a small fee of one hundred and fifty dollars, the 4H Center added the insurance on our behalf. President Carter expressed the she was grateful that this was done for ArkACRAO. Also, our treasurer has made our down payment for the center as well. Fourth, President Carter reported that Blayne Stewart our Webmaster has done an awesome job of changing our theme for the website. Hopefully soon ArkACRAO can obtain a TWITTER account. Fifth, President Carter reported that she has been busy promoting the SACRAO scholarship which is given to one recipient from our organization. Linda Holland will be the recipient of this year's SACRAO scholarship. President Carter also asked that the EC consider having ArkACRAO pay the past president's SACRAO registration fee (approximately \$185) since the EC decided at the last meeting to add contacting vendors at SACRAO to the past president's duties. There was a discussion regarding ArkACRAO's current expenditures for SACRAO and the increase in the number of vendors and sponsors at ArkACRAO's Fall Conference since we started distributing letters to vendors at SACRAO inviting them to attend the Fall Conference. Jean Mitchell moved that ArkACRAO pay the past president's registration fee for the 2012 SACRAO Conference. Amy Mahan second. Motion passed. Alisa Waniewski stated that she would look at updating the past president's duties in the constitution.

President Elect: Susan Dewey reported that she has been in contact with the director of sales and marketing at the Holiday Inn in Jonesboro. There has been a contact change since the original contract was made with the hotel. The new contact is Don Feneziani. Mr. Feneziani thinks he can save ArkACRAO about \$1,400 compared to the original contract price. The hotel will hold our block of rooms until October 1st. Ms. Dewey stated that she felt like Mr. Feneziani will be easy to work with. Ms. Dewey also stated that she is considering sending out a call for proposals for the 2012 Fall Conference. The EC agreed that this was a good idea. Chad Cox suggested sending out the call for proposals to SACRAO as well. Gin Brown advised that we send it out early. Ms. Dewey asked if ArkACRAO is able to pay for a keynote speaker. After some discussion about the Fall Conference budget, the EC agreed that we should explore the possibility of paying a keynote speaker.

Past President: Gin Brown reported that she participated in the ArkACRAO and ACPA follow up meeting concerning fall conference on November 2 at UALR. Ms. Brown also updated the ArkACRAO Quick Facts, and sent them electronically to President Carter, President Elect Dewey, and Secretary Mullins. Ms. Brown also distributed copies to the EC and Committee Chairs at the EC meeting. Ms. Brown reported that she assisted with updating of the Constitution and sent thank you letters to vendors that participated in the 2011 Fall Conference. Ms. Brown also participated in ArkACRAO and College Fair Automation online meeting, December 6.

Secretary: Rachel Mullins reported that she updated the ArkACRAO Constitution and By-laws and had it updated on the ArkACRAO website.

Treasurer: Amy Mahan reported that ArkACRAO's cash on hand is \$34,918.39, CD value is \$9,286.17, pending dues to be received total \$400, and Total Assets equal \$44,604.56. Ms. Mahan reported that three institutions have delinquent dues: Arkansas Northeastern College, Black River Technical College, and Drury University. Lambuth University was also delinquent; however, they ceased academic operations as of June 30, 2011. The EC determined that Lambuth University should be taken off of the list of Associate Members. Ms. Mahan reported that she has received a thank you letter from Arkansas Children's Hospital for the \$600 raised at the 2011 Fall Conference. MyFavoriteStudent pledge to give an in-kind donation to Arkansas Children's Hospital; however, Ms. Mahan has not received confirmation of their donation yet. Ms. Mahan did point out that the letter could have gone to ArCPA. Ms. Mahan also discussed the vendors and sponsors for the 2011 Fall Conference. Vendors and sponsors contributed \$4,200; however, the Army has not paid yet. Ms. Mahan noted that we have not reconciled with ArCPA monetarily yet; however, she estimates that the 2011 Fall Conference will be an \$8,000 profit. Ms. Mahan stated that we probably would have broken even if it had not been for the vendor money and shared expenses with ArCPA. Money we brought in from vendors was not split with ArCPA. President Carter reported that at the November meeting with ArCPA representatives, the Joint Conference Committee decided that we would prorate the registration fees and expenses. This decision was made because roughly 130 of the nearly 200 attendees were registered with ArkACRAO. There was some discussion regarding the financial benefits of considering a joint conference again in the future. Past President Brown, President Carter, and Treasurer Mahan recommended that more research and careful thought should be put into any consideration of a joint conference in the future. They also recommended that any agreements with another organization should be put into writing.

Guest – Don Lugafet: Don Lugafet of Business Imaging Systems spoke to the EC regarding the possibility of providing the hospitality for the 2012 Fall Conference. Business Imaging Systems has provided hospitality for the Oklahoma Association of Collegiate Registrars and Admissions Officers (OACRAO) for approximately 14 years. OACRAO typically provides a room for Mr. Lugafet, a room for the hospitality, and allows Mr. Lugafet to present in a session. Mr. Lugafet indicated that he would still pay a vendor fee. The EC agreed to allow Business Imaging Systems to provide the hospitality for the 2012 Fall Conference.

Vice President for Admission Administration: Chad Cox reported that he is considering Pulaski Technical College as a possible site for this year's Boot Camp since it is in a central location. Mr. Cox asked the EC if anyone had heard of concerns from an Admissions standpoint that he should be working to address. The only issue mentioned was the College Fair Automation System, which was discussed under "Other Business."

Vice President for Records: Jean Mitchell distributed copies and discussed the agenda for the ArkACRAO Support Staff Workshop on March 12, 2012. Copies of the agenda, name tag, and save the date card are in the Secretary's Notebook. Ms. Mitchell stated that she plans to send information regarding the workshop to the listserv in January and then have registration in February. Ms. Mitchell asked if we have to use the ArkACRAO official logo for the nametags and agenda. The EC determined that it was not necessary to use the official logo as long as ArkACRAO is capitalized correctly. Ms. Mitchell reported she has received a donation of 75

mugs for the workshop. Ms. Mitchell also asked if it was possible to have a budget to use for centerpieces that could be given away as door prizes. The EC determined that up to \$200 could be spent on door prizes for the Support Staff Workshop.

Vice President for Registration: Delores Voliber was not present. President Carter stated that she would contact her in regards to plans for Registrars Therapy.

Publications/Publicity Chair: Tracy Finch reported the she submitted the ArkACRAO news for the fall SACRAO newsletter. A copy of the article is in the Secretary's Notebook. Ms. Finch also discussed vendor newsletter submissions. The mission of ArkACRAO's newsletter is to inform. Ms. Finch stated that ArkACRAO currently does not have a corporate membership. AACRAO has a corporate membership (\$2,000 minimum), and SACRAO has a corporate membership (\$100). Neither AACRAO nor SACRAO have vendor sponsored articles. AACRAO has the journal with articles that may mention products. Ms. Finch proposed the following: (a) allow corporate articles free of charge if an ArkACRAO member has the product and is a co-writer, (b) allow paid corporate articles for one admission product and one registrar product per newsletter with the submission of \$50 fee, (c) Publicity/Publication Chair will send paid articles to the EC for approval before publication, and (d) Publicity/Publication Chair will develop a disclaimer statement to be included in newsletters that have either type of product article. Ms. Finch asked the EC to think about these recommendations and discuss them further at the next EC meeting.

Constitutional Review: President Carter asked Alisa Waniewski from Arkansas Tech University to serve as chair of the Constitutional Review Committee for the 2011-2012 year after Tony Sitz from the University of Central Arkansas declined to serve another term. The following people were asked to serve on the committee and accepted: Charla Jennings from North Arkansas College, Chris Riggins from the University of Central Arkansas, Susan Dewey from the University of Arkansas Community College at Morrilton, Chad Cox from the University of the Ozarks, and Tom Gattin from Henderson State University. Ms. Waniewski reported that two areas that will be addressed are Article IV, Section 2 that deals with voting and Article II, Section 1 of the By-Laws that deals with the fiscal year. Clarification of the definition of associate members may also need to be addressed. Ms. Waniewski stated that once the revisions that were approved at the 2011 Business Meeting have been made to the constitution, a copy will be distributed to the committee members and a meeting date set. Recommended revisions will be sent to the Executive Committee for approval before being distributed to the membership thirty days prior to the 2012 Fall Meeting.

Professional Access and Equity: President Carter reported for Chris Riggins. The PAE Committee consists of five members; however, Mr. Riggins asked President Carter to forward the names of interested individuals who filled out the "I'm Available" form at the 2011 Fall Conference. The committee plans on meeting in March 2012 to discuss topics for the upcoming Fall Conference. Mr. Riggins also asked that the ArkACRAO representative for SACRAO please gather as much information on any PAE sessions as possible, and please have the presenters e-mail their presentations.

Site Selection: Robin Carr reported that she is already receiving proposals since her name is on the ArkACRAO website. Ms. Carr asked the EC for guidance on where to look for the next conference site. Since we try to rotate between city and rural areas, the EC asked Ms. Carr to look for a rural location for the 2014 Fall Conference and bring at least three recommendations to the EC.

Articulation Workshops: Ron Hudson reported the following tentative schedule for this year's Articulation Workshops: (a) Northwest on September 4th at UA Fort Smith, (b) Northeast on September 5th at Lyon College, (c) Southern on September 6th at UACC Hope, and (d) Central on September 7th at Hendrix. Last year we served close to 400 counselors. Mr. Hudson reported that he is working on revamping the articulation schedule so that some colleges and universities that have not had a chance to participate may serve as host.

College Planning Program Clearinghouse: Mary Whiting reported that there were some challenges with the calendar this year, but overall, she felt that it went very well. Ms. Whiting also stated that she received a lot of support from the EC this year. The EC discussed the importance of this position. Alisa Waniewski stated that when a fair is hosted by a member institution, the institution should help ensure that the Statement of Good Practice is followed.

OTHER BUSINESS

Guest – Blayne Stewart: Blayne Stewart discussed the possible advantages to ArkACRAO having a Facebook or twitter account. Mr. Stewart suggested that we could either automate the account and drive people to our website or we could assign someone to post to the account, which would give it a more personal touch. There was some discussion as to whether or not a twitter and Facebook account would benefit the organization since we use the listserv. There was also a follow up discussion from the last EC meeting regarding updating the directory. Ms. Finch reported that the current process seems to work well. Ms. Finch also stated that she plans on giving institutions a chance to proof the revised copy before it is printed. There was some discussion as to why we still print copies of the directory. The EC determined that copies should still be printed because high school counselors use them as a working copy and make notes in them at Articulation Workshops. Mr. Stewart suggested that we add information to the events calendar on the website. President Carter stated that she would send him some information to post.

Amy Mahan asked the EC to consider the Audit Committee's recommendation to purchase a new computer for the Treasurer. Tracy Finch moved that we allow Amy Mahan up to \$1,500 to select an appropriate laptop to keep the treasurers records. Susan Dewey second. Motion passed.

College Fair Automation System: Regina Carter distributed copies of the e-mail and supporting documents that Chris Riggins had sent out to select admissions officers regarding a proposal for a pilot program for next fall using a college fair automation system. A copy of the documents distributed is in the Secretary's Notebook. Upon Chad Cox request for feedback from admissions officers, Tammy Fowler from ASU Jonesboro had replied with some concerns/issues. A copy of Ms. Fowler's e-mail is in the Secretary's Notebook. The EC discussed in depth the college fair automation system and some of the issues with the proposal.

The EC does not recommend moving forward with the pilot program at this time. Instead, the EC determined that a committee would be assigned to further investigate into colleges that have used the system, how it uploads, how it would affect the calendar, etc. The committee will then bring a proposal to the EC by the July meeting and then move forward towards a possible vote at the 2012 Fall Conference depending upon the committee's report. It was also suggested that we ask the company to be a vendor at the Fall Conference and ask them to present prior to the business meeting. President Carter suggested that Mr. Riggins, the vice presidents for admissions, the college planning program clearinghouse chair, and the past president be on the committee.

Set Date, Place, & Time for next EC Meeting: The next meeting will be Friday, March 2, 2012 at 10:30 am at UALR.

Adjourn: Gin Brown moved that the meeting be adjourned. Tracy Finch second. Motion passed. The meeting was adjourned at 2:45 pm.

Respectfully submitted,

Rachel Mullins, Secretary 2009-2013

Regina Carter, President 2011-2012