



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

**Executive Committee Meeting
Thursday, July 18, 2013
Hilton Garden Inn
North Little Rock, Arkansas**

Members Present: Susan Dewey, Roz Blagg, Regina Carter, Barbara Dunn, Tracy Finch, Tom Gattin, Penny Hatfield, Amy Mahan, Rachel Mullins, Ed Nipper, Scott Post, and Chelsea Bishop Ward. General Standing Committees: Linda Holland, Dylan Mowery, and Alisa Waniewski. College Fair Automation Committee: Josh Rauls and Chris Riggins.

Call to Order: President Dewey called the meeting to order at 9:32 a.m.

Approval of Minutes from Executive Committee (EC) Meeting, March 28, 2013: Minutes of the March 28, 2013 EC meeting were presented. Roz Blagg moved that the minutes be accepted. Amy Mahan second. Motion passed and the minutes were approved. A copy of the minutes is included in the Secretary's Notebook.

NEW BUSINESS

President: President Dewey thanked everyone for their presence and commented that we had a wonderful turnout for today's meeting. President Dewey thanked Tom Gattin and Ed Nipper for arranging the room and food, as well as, planning Registrar's Therapy.

President Dewey reported that she had visited with several EC members regarding ArkACRAO business such as Ron Hudson (articulation), Dylan Mowery (associate membership request), and Amy Mahan (Fall Conference). President Dewey stated that this has been a very productive year for ArkACRAO. Some of the EC members attended Gin Brown's retirement party. It was evident that her college and community will miss her in that roll. President Dewey also reported that she reviewed the EC meeting minutes to make sure that we have addressed the concerns and issues that had been brought up during the year.

President Elect: Amy Mahan reported that she has been planning the Fall Conference. The “save the date” and theme was sent to the listserv. The Conference Committee members include: President Dewey, UACCM; Louis Scivally, UALR; Candace Gross, ASUN; Chelsea Ward, UALR; Allan Ford, HSU; Tracy Finch, ASUJ; Zeda Wilkerson, OZ; and Linda Holland, UACCM. Ms. Mahan also reported that the NLR Wyndham has been contacted. Ms. Mahan gave the following update regarding the hotel:

Deposit has been paid

Menu is in hand

We can start making reservations now – block held until Wednesday, 09/11/13

We have the two rooms on either side of the hospitality room (1003 & 1009) for Hospitality Chair

Rate is \$99.95 single/double and \$10 for each additional person

Complimentary transportation to and from the airport and on-site parking

One complimentary guest room night for every 50 guest rooms utilized

Ms. Mahan stated that the Call for Proposals was placed on 05/08/13 and 07/11/13. A request for topics was sent 05/22/13. The deadline given was 08/08/13. We have had no one offer to present up until this point, and no topics have been suggested. The keynote speaker, general session speakers, and vendor/sponsor presenters include: Amy Pitchford, UCA; Thomas Pennington, ATU legal counsel; Stan DeMerritt, AACRAO BOD representative; Wayne Banks, SACRAO representative; Christy Wessel, Digital Architecture along with a Harding representative; and Don Pitchford, ACT Account Executive. Ms. Mahan can start putting together an “at a glance” program soon. Ms. Mahan asked some of the EC members to volunteer to present, and they did. Ms. Mahan discussed some of the items she will be working on in the coming months including: reconnecting with LR Convention and Visitors Bureau, connecting with NLR Visitors Bureau, creating short program, creating and finalizing long program, setting the menu, creating signage, and getting registration up and running.

Past President: Regina Carter reported that ACT wants to sponsor an event at Fall Conference. She is working on the Nomination Committee. Ms. Carter asked President Dewey for four names. The committee will meet via e-mail next week. Ms. Carter will post the nominations to the listserv 30 days before Fall Conference as the constitution requires. The positions that will be available will be President Elect, Vice President for Registration, Vice President for Admission Administration, and Secretary.

Secretary: Rachel Mullins reported that she is preparing to pass on the Secretary’s Notebook. Ms. Mullins hopes to scan most of the documents instead of passing on the two large binders as well as the binders given to her by the previous secretary, Gin Brown. Ms. Mullins has been working on updates to the ArkACRAO website and discussed those updates with the EC. Ms. Mullins stated that she will go over the Quick Notes with President Dewey to see if any other updates are needed.

Treasurer: Chelsea Bishop Ward reported that we have \$33,271.82 cash on hand. Membership invoices were e-mailed to the contacts persons we have for each institution; members and associate members. We have already started receiving dues.

Boot Camp will be held on July 26th at UALR. Four registrants have not paid and have been e-mailed a reminder. There are a total of 16 registered (one from University of Alabama).

Registrar's Therapy is happening this week. We have had one cancellation and are still needing payments from six. There are a total of 28 registered. Hilton will send an invoice within 30 days of the event.

We currently have two vendors signed up and paid (\$800) for the Fall Conference. Pine Bluff Convention Center bill has been paid for the consolidated college fair.

Blayne Stewart has sent in his invoice for the year of \$840.00. Ms. Bishop Ward requested approval from EC to pay Mr. Stewart. Tracy Finch moved to extend Blayne Stewart's contract as ArkACRAO's webmaster. Penny Hatfield second. Motion passed.

We also must complete our taxes, which have not been done in the last 4.5 years. Ms. Bishop Ward stated that she will begin that process in September.

Vice President for Admission Administration: Penny Hatfield reported that she met with President Dewey and Josh Rauls to discuss College Fair Automation (CFA). Ms. Hatfield asked Josh Rauls and Chris Riggins to present to the EC on CFA since they have experience with the scanners. Before they presented, Ms. Hatfield clarified that the scanners are not intended to replace contact cards but will just be another tool in your toolbox.

Mr. Riggins and Mr. Rauls stated that they wanted to address some of the questions that were raised last year about the CFA system. Some of the points brought up in their presentation are as follows:

- CFA offers the bar code/scanner solution specifically designed for the College Fair market to improve traffic flow at the fair and streamline follow-up efforts.
- Students register online, and the registration page collects more information than typical info cards at the table.
 - ArkACRAO can customize the registration page for college fairs in Arkansas.
 - The whole state will use the same questions.
- Students print a bar code to bring to the fair.
- There are flyers available that are tailored to the needs of high school counselors and students.
- Colleges/Universities use a scanner to capture student registration information, and the Admissions reps have full discretion of whom they scan.
- Scanners offer upload capability to turn around leads quickly.
 - Upload process takes about 30 seconds
 - Should be compatible with any database system
 - Can retrieve data as often as you would like
 - Typically takes two or three days to get the contacts
 - Data is secure and admissions reps will only have access to the contacts they scan
- Scanners can be bought or rented. A mobile scanning app is also available.
 - The mobile app is the least expensive and allows the admissions representative to enter notes for each contact if desired.
- Leads are \$.10 per lead, 500 minimum, unlimited leads \$1,200
- Cost to ArkACRAO is \$450 per year; however, the CFA representative said that she would waive the fee this first year. The fee essentially pays for the IT services to format our information card.
- ArkACRAO would need to provide CFA with a list of universities/colleges, and they will contact counselors.
- High school counselors login allows counselors to produce a list of students registered, bulk print student bar codes, and track student attendance/activity at college fairs.

- High school counselors surveyed at the most recent Arkansas School Counselor Association (ArSCA) meeting in Hot Springs.
 - Presented the CFA idea in two different sessions
 - 100% of the counselors answered “yes” to the survey question, “Are you in favor of the College Fair Automation system being implemented in Arkansas?”
 - 96% of the counselors answered “yes” to the survey question, “Are you interested in participating in a pilot program for the College Fair Automation system?”
 - 98% of the counselors surveyed were not aware of the College Fair Automation System.
 - Heard no negative concerns from the counselors
- Participation from high schools and college/universities is completely voluntary.
- Bordering states use the CFA system.

Chris Riggins commended President Dewey for her leadership in this investigation. Mr. Riggins stated that President Dewey had told him that she did not know whether or not her institution will participate, but we are here to serve the whole state and do what’s best for the body as a whole. There was some discussion regarding the CFA system. President Dewey recommended that we present a demo for the counselors and college representatives after each articulation workshop. It was also recommended that we could record the presentation and post it on the website.

After some discussion, Tracy Finch moved to proceed with the College Fair Automation System this first year as a pilot program for the entire state provided that ArkACRAO has one week to inform the body and high school counselors prior to the company contacting them. Scott Post second. Motion passed. President Dewey stated that she would draft an email for Roger Palmer to send out to the high school counselors’ listserv. The EC agreed that the membership should vote at Fall Conference whether or not to pay the \$450 fee for the following year.

Vice President for Records: Roz Blagg thanked Rachel Mullins for her support and always being willing to help.

Vice Presidents for Registration: Tom Gattin reported that 27 members have registered for the Therapy for Registrars. If all 27 pay and if the expenses for the EC are deducted from the hotel expenses, we will be close to breaking even. No meals are provided in order to contain costs. Presenters include Rick Jenkins, Dr. Ed Nipper, and Scott Post.

Vice President for School Relations: Barbara Dunn reported that Boot Camp registration is live on the ArkACRAO website. As of July 17, 2013, we have a total of 17 registered. Ms. Dunn has received confirmation from all of the presenters. Ms. Dunn has also ordered name tags and binders. Refreshments and lunch will be ordered by Chelsea Bishop Ward. Ms. Bishop Ward stated that College Fair Automation would be added as a topic at Boot Camp.

Legislative Liaison: Scott Post gave the following update on Bills from March 28, 2013.

SB915 – Would have allowed some non-citizens in-state tuition rates, did not pass

HB2020 – Would have required grade distribution on transcripts, did not pass

HB1489 – Would have required repayment of lottery funds, did not pass

Acts of Interest:

Act 1263 – Expands eligibility for lottery scholarship for traditional students. Those earning a GED in what would have been their junior or senior year of high school, and scoring at least a 19 composite on the ACT are eligible.

Act 1106 – Students awarded lottery scholarship funds that do not complete any hours in a semester will forfeit funds for the remainder of the academic year.

Act 330 – Requires transcripts between Arkansas public and private schools, ADHE, and ADE to be sent/received electronically. Failure to comply results in loss of state funds, including lottery scholarship money.

Act 998 – Prohibits colleges/universities from requesting password/username for social media accounts like Facebook and LinkedIn. Applies to current and prospective employees and students.

Deferred Action:

ADHE's position is that students under deferred action are not legal residents, and therefore not eligible for state/federal financial aid nor in-state tuition. This is based on an attorney general's opinion, and also the fact that the Arkansas legislature has not passed a bill saying otherwise, when they have had opportunities. However, the representative mentioned that other schools' attorneys may interpret the regulations differently.

The EC had a discussion regarding Act 330. Some of the concerns included what to do if the electronic transcript system is down and should colleges refuse to accept paper transcripts? Those EC members attending Registrar's Therapy will bring concerns to ADHE representative(s) attending. It was also recommended to form a committee to contact ADHE regarding this issue.

Publications/Publicity Chair: Tracy Finch reported that less than 12 schools are missing for directory updates. In the past we have ordered 1,000 books. The EC recommended that we order the same amount. Ms. Finch stated that she is on the Nominations and Elections Committee for SACRAO, so please let her know if we want to serve in a position for SACRAO. Ms. Finch thanked Brad Moody for nominating her.

Constitutional Review: Alisa Waniewski reported that based on a request from Tracy Finch, Publicity and Publications chairperson, the Executive Committee asked the Constitutional Review Committee to recommend changes to the constitution with regard to the publication of newsletters. Because only a slight revision was needed, the Constitutional Review chairperson, Alisa Waniewski, opted to forgo a committee meeting and solicited the assistance of Tammy Rhodes Weaver. The recommended change to the constitution is as follows:

Article V – Committees

Section 3

General Standing Committees

9. Publicity and Publications Committee - shall have responsibility for publishing a minimum of two (2) newsletters per year. ~~with one newsletter distributed to the membership at least one month prior to the Annual Meeting. Included in this newsletter shall be: proposed constitutional changes, report of the Nominations and Election Committee, Annual Meeting, and conference and workshop information.~~ Further responsibilities shall be the publication and distribution of the ArkACRAO Directory and submission of articles to the regional (SACRAO) newsletter.

The objective of the revision is to allow the Publicity and Publications chair to publish the fall newsletter after the Annual Meeting in October. Because all meeting and workshop registration information is now provided via the ArkACRAO listserv and website, it is unnecessary to provide the information in the newsletter. Additionally, the slate of officers and proposed constitutional changes are broadcast via the listserv as well.

Penny Hatfield moved to accept the recommendation of the Constitutional Review Committee, and vote on the update at Fall Conference. Regina Carter second. Motion passed.

Recognition: Alisa Waniewski suggested recognizing Joe Scribner, U of A, at Fall Conference for his service to ArkACRAO by maintain the listserv.

Membership: Dylan Mowery reported that he has had two inquiries regarding Associate Membership: one from Rebekah Seymour of Ottawa University and one from Lauren McKee of Mississippi State University. Mr. Mowery has received an application from Ottawa University; however, he has not received an application from Mississippi State University. Mr. Mowery stated that he has Emily Newlin from CCCUA helping him on the committee.

Professional Access and Equity: President Dewey reported for Allan Ford that he has to resign from his position because he has accepted another position on Henderson's campus. Mr. Ford will, however, attend Boot Camp next week to present on health and safety on the road. He also agreed to participate on the Nomination Committee before his departure. President Dewey stated that she will appoint a new chair.

Hospitality: Linda Holland reported that she has chosen the Ronald McDonald House as the charity for this year's conference. Ms. Holland pointed out that this is the same charity as last year; however, she may donate the items to a different location than last year.

Site Selection: President Dewey reported for Kelly DeWitt. Ms. DeWitt sent President Dewey the following information regarding the locations she has been researching:

Mountain Harbor Resort near Hot Springs - It would be a more rustic atmosphere, not the typical hotel. They have a large room that we can use, as well as accommodate the smaller meeting rooms. They also have a 1000 sq. foot bar area and could allow us to bring in our own hospitality goodies. For sleeping accommodations, they can offer three-bedroom condos and three-bedroom cottages. Without seeing the facility, my only concern is that she mentioned we may need to drive from the meeting facilities to the sleeping areas. My contact there, Andriane, is excited about our potential business and has been very accommodating with my requests for information.

DeGray Lake Resort, near Arkadelphia – Kathy and I have had difficulty getting in contact with one another due to phone issues and power outages on her end. I did receive an email from her that she didn't think she could accommodate our request. Since then, I spoke with you, edited my request and sent her the contract from the 2010 conference we had there. I wait to hear back from her.

Clarion Hotel Lacrosse, Texarkana, AR – I have been speaking with Pam. They have plenty of space to accommodate our needs as far as meeting rooms and have onsite catering. We also have a couple of different hospitality options we could look at – renting an apartment and bringing in our own goodies or having a cash bar in the ballroom. I have requested additional information and pricing in writing and have not yet received it. To my

understanding, several Admissions personnel from around the state are familiar with use this hotel during their travel season and it is in a good location for shopping, eating out, and other entertainment.

Baymont Inn and Suites in Hot Springs – I have called them numerous times and have yet to get a reply. I probably will not contact them again.

The EC discussed other possible locations. There was concern the Mount Harbor was not large enough to accommodate the fall conference. President Dewey stated that she would encourage the committee to make site visits and present to the EC prior to Fall Conference.

Articulation Workshop: Rachel Mullins reported for Ron Hudson that he has made site visits to three out of the four locations, and they all seem to have things in order. Mr. Hudson will make the final site visit prior to articulation. Mr. Hudson will also contact ADHE to see if they could send out a representative for state updates. Mr. Hudson has sent Blayne Stewart an email to have the registration put up on the site tentatively on Friday, August 3rd to give everyone a month to get registered. The Articulation Workshop schedule is as follows:

Tuesday, September 3rd - Williams Baptist College, Northeast Region

Wednesday, September 4th - University of the Ozarks, Northwest Region

Thursday, September 5th - University of Arkansas Pine Bluff, Southern Region

Friday, September 6th - University of Central Arkansas, Central Region

College Planning Program Clearinghouse: Rachel Mullins reported for Mary Whiting. The calendar has been completed and all requests have been mailed. Invoices are being sent to anyone who has requested to purchase a calendar, and Ms. Whiting is giving Chelsea's contact information for payment. Once payment has been received, Ms. Whiting mails a calendar. At least two out of state schools have asked Ms. Whiting if purchasing the calendar allows them to attend every fair. Ms. Whiting has told them they should contact the host before attending, unless an invitation is sent.

The calendars were printed on Ms. Whiting's campus, charged to her office account, and reimbursement was sent by Chelsea Bishop Ward. Ms. Whiting's office is covering all mailing costs. In the past, ArkACRAO has returned the amount in registrations for the Fall Conference. Scheduling went fairly well. Ms. Whiting will submit any updates through the listserv. Ms. Whiting is coordinating the Pine Bluff Consolidated Fair again this year. Since it's an ArkACRAO sponsored event, Ms. Whiting visited with all schools/administrative personnel on behalf of the association as she has done in previous years.

OTHER BUSINESS

President Dewey stated she has read through the EC meeting minutes from this year to make sure that we did not need to follow up on any issues. She stated that the EC did need to finalize the mission statement and tag line.

ArSCA Liaison: In the October 2012 meeting, there was a discussion regarding a liaison between ArSCA and ArkACRAO. Chris Riggins is currently serving on their board. The EC recommended that it be left up to the discretion of the ArkACRAO president to invite ArSCA board members to EC meetings to keep us informed on issues pertaining to ArSCA.

Educational Committees: President Dewey stated that the EC had discussed putting a list of the House and Senate Educational Committees on the ArkACRAO website. Scott Post stated that he will email the list to Rachel Mullins to post on the website.

Guest Speaker Travel Expenses: President Dewey reminded Amy Mahan, president elect, that it was recommended to pay Fall Conference speakers' travel expenses up to a certain dollar amount.

ArkACRAO Tablecloth: President Dewey recommended that we purchase an ArkACRAO tablecloth. There was some discussion. Roz Blagg moved that we purchase an ArkACRAO tablecloth and a promotional item. Amy Mahan second. Motion approved. Tracy Finch volunteered to create a design and send it out to the EC for approval.

Mission Statement: The EC will discuss over e-mail the mission statement and tag line.

President Dewey gave a special thanks to those EC members who will be going off of the EC. She thanked them for their time and dedication to ArkACRAO.

Set Date, Place, & Time for next EC Meeting: The next meeting will be Friday, October 4, 2013 at the Wyndham Riverfront, North Little Rock after Fall Conference.

Adjourn: Amy Mahan moved that the meeting be adjourned. Tracy Finch second. Motion passed. The meeting was adjourned at 12:30 p.m.

Respectfully submitted,

Rachel Mullins, Secretary 2009-2013

Susan Dewey, President 2012-2013

Malissa Mathis, Secretary 2013-2015

Amy Mahan, President 2013-2014