

of record



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

**Executive Committee Meeting
Tuesday, December 17, 2013
Student Center
Arkansas State University - Beebe**

Members Present: Tracy Finch, Keesha Johnson, Amy Mahan, Malissa Mathis, Scott Post, Chris Riggins, Chelsea Bishop Ward, Wayne Womack.

Call to Order: President Mahan called the meeting to order at 10:52 a.m.

Approval of Minutes from Executive Committee (EC) Meeting, October 4, 2013: Minutes of the October 4, 2013 EC meeting were presented and reviewed. Tracy Finch moved that the minutes be accepted. Wayne Womack seconded. Motion passed and the minutes were approved. A copy of the minutes is included in the Secretary's Notebook and will be uploaded to the ArkACRAO website prior to the next EC meeting.

NEW BUSINESS

President: President Mahan welcomed the Executive Committee members, thanking them for their presence at today's meeting during a busy time of the year when many could not attend due to end-of-semester and travel commitments. Since the October 4th EC meeting, President Mahan has been busy working on the following action items and projects, which she reported to the EC: 1) She has collected the "I'm Available" sign-up sheets that were distributed during the Fall Conference this year and has typed them up for distribution out to the committee chairs so that they might start calling volunteers. The information will be distributed prior to the next EC meeting. 2) She sent out Thank You notes to all who worked on putting together the successful Fall 2013 conference. She commended the EC for their wonderful assistance and efforts on the Fall conference, and stated that rarely has she witnessed a group working so hard have such a great time working together. 3) She sent the letter with prescriptive recommendations created

from the discussions of state Registrars on concerns related to Act 330 to ADHE Director, The Honorable Shane Broadway. She has received an acknowledgement of receipt of the letter from Director Broadway, and she will follow up with him soon for further feedback. President Mahan, President-Elect Tracy Finch, and Past-President Susan Dewey have all talked with Director Broadway at some point concerning the recommendations, but are eagerly awaiting his official response to the ArkACRAO recommendations. 4) President Mahan has proactively been learning more about the Conference Fair Automation scanning process. She has talked by conference call with the College Fair Automation (CFA) scanner vendor. She has seen how the student sign-up technology works and in her view, it is an amazing and efficient process. The feedback from institutions seems to be very positive.

President Mahan announced that she had received notification of some upcoming vacancies on both the Executive Committee and General Standing Committees, as follows:

- Treasurer:** Chelsea Bishop Ward will be resigning after two years of exemplary service to ArkACRAO, effective Jan. 2014.
- VP for Admissions:** Ron Hudson has moved out of the scope of ArkACRAO, taking on new duties at UCA.
- Professional Access and Equity:** Josh Rauls has moved out of the scope of ArkACRAO, leaving higher education for a new position.
- Hospitality:** This committee will shift to someone new as Linda Holland will be moving on to another ArkACRAO committee as Site Selection chair.
- Publications and Publicity:** President Mahan had appointed Keesha Johnson, COTO, as the new chair, but will be in discussion with her concerning another position.

President Mahan consulted the EC members present on suggestions and recommendations for ArkACRAO members to fill the announced vacancies. She also distributed a list of ArkACRAO Committee Responsibilities so that the EC would be aware of the job descriptions and duties of the EC committees. She is already in discussion with some prospects suggested from the "T'm Available" list and will be talking with candidates soon but welcomes recommendations from the EC on members willing to serve in these important roles.

President Elect: Tracy Finch reported that she began working on the ArkACRAO newsletter prior to Thanksgiving, but with the change in the Publications and Publicity position, will look forward to talking with the new person taking on this position to finalize plans. Ms. Finch has been in discussion with the Honorable Shane Broadway concerning a centralized ADHE website that lists all the in-state institutions offering online courses (a draft of the proposed website was distributed by Ms. Finch to the EC members present. A copy is included in the ArkACRAO Secretary's Notebook). Ms. Finch shared that the website concept was to list each school in alphabetical order, asking the schools to define what types of online courses were offered (example: web, web assisted, hybrid online/onsite, etc.) as each institution defines online educational offerings differently. Each school might have links to its homepage, admissions' information, course searches, etc. but each school would be limited to three links per campus. Ms. Finch invited the EC members present to submit information from their schools (deadline:

December 18, 2013). She will need to have information to the Honorable Shane Broadway by December 20, 2013.

Past President: Susan Dewey could not attend the EC December meeting, but provided information to the Executive Council via the listserv on the 2014 Annual Conference Embassy Suites' contract, the PSAV Brochure, and the billing instruction for the 2014 Fall Conference.

Tracy Finch asked the EC if there would be a need for an attorney to look over contracts for ArkACRAO prior to signing? Discussion ensued with the outcome being that the EC agreed with the suggestion of consulting an attorney prior to ArkACRAO entering into signed contracts (not necessarily for conference arrangement, but for larger contracts). President Mahan will ask her on-campus attorney for information relating to organizational contracts liability and bring information to the March EC meeting.

Secretary: Malissa Mathis thanked the EC again for the opportunity to serve as its secretary. Since the October 4th meeting, Ms. Mathis reported the following actions:

- Updated the EC Members and General Standing Committee Chairs information as requested at the October 4, 2013 EC meeting, which she circulated to EC members present (when in final form, she will request that the information be uploaded to the ArkACRAO website),
- Ensured that the October 4th, 2013 EC meeting minutes were distributed for review on the EC listserv prior to the current meeting,
- Updated the Secretary's Notebook to include the revisions to the Constitution and By-Laws as approved at the October Annual Meeting,
- Updated the Secretary's Notebook to include the letter to the Honorable Shane Broadway,
- Posted the July 18th, 2013 EC meeting minutes to the website.

Ms. Mathis also reported that she will check with Web Master, Blayne Stewart about the possibility of posting the CFA information power-point presented by Josh Rauls and Chris Riggins to the ArkACRAO website.

Treasurer: Treasurer Chelsea Bishop Ward reported that ArkACRAO currently has an available balance of \$35, 863.82, with the CD still available. There are no outstanding bills. Since the October 4th meeting, she has updated the EC listserv to reflect the new executive committee members. In reviewing the 2013 Membership dues, Ms. Bishop Ward stated that she did not receive dues from Arkansas Baptist College and that they are now past due to the point at which their membership will be revoked. UAMS also did not pay membership dues this year, but they still have another year remaining before any action will be taken. The UAMS Director of Admissions was contacted and notified that payment needed to be made soon.

Ms. Bishop Ward has been working on the ArkACRAO Vision and Mission statements, which she sent to the listserv for comments. She received only positive feedback on the statements and no substantive

changes, but received only three responses. She will provide the statement information to Malissa Mathis for future reference.

Ms. Bishop Ward announced that she is resigning her position as Treasurer for 2014 for personal reasons. She will send a formal resignation letter to be placed in the Secretary's Notebook soon. President Mahan thanked Ms. Bishop Ward for all of her service to ArkACRAO. Ms. Bishop Ward has written a letter to the Bank of the Ozarks asking that she be taken off of the ArkACRAO account and that Amy Mahan be reinstated as primary signer on the account until a new Treasurer is elected. Ms. Bishop Ward said that she will miss serving with everyone on the EC. She reported that she would work closely with President Mahan to ensure that all of her files and binders from 2013, including an updated contact list of ArkACRAO member institutions, were given to the EC. The updated contact list of member institutions will need to be added to Quickbooks before the next set of invoices is sent out in 2014.

Ms. Bishop Ward noted as crucially important the need to get a new tax ID number so that members can pay ArkACRAO. She also recommended that the EC consider having a CPA audit performed either annually or every two years. President Amy Maha will take the lead on securing the new tax ID and CPA Consultation.

Vice President for Admissions: Due to the vacancy left by Ron Hudson, President Mahan appointed Keesha Johnson, College of the Ouachitas, to serve as VP for Admissions. Ms. Johnson stated that she will be glad to serve in this capacity, and will step-down as Publications and Publicity chair in order to do so.

Vice President for Records: Roz Blagg was unable to stay for the EC meeting but had submitted an activity report to President Mahan. Ms. Blagg is looking forward to planning the Support Staff Workshop, but needs input from the EC on both the date and geographic location of the event. The EC discussed options and recommended that the workshop take place on March 20th, which is the Friday prior to Spring Break on most campuses. For Geographic Location, there was some discussion of other locations, but all agreed that Central Arkansas would be best in consideration of travel and the Ferndale 4-H center as the location for the event was regarded favorably.

Vice President for Registration: Wayne Womack reported that he has started planning for the 2014 Registrar's Therapy event to be held in July, and had discussed location with Sharon McDaniel, who had graciously volunteered a location at ASU-Mountain Home on the lake. Mr. Womack asked if this location would be convenient for those travelling to the event. The EC discussed the location, and after discussion of concerns and considerations, decided that a Central Arkansas location would be best for the event, with the lake at Mountain Home being a second. Mr. Womack asked EC to send him suggestions for programming and items for Registrar's Therapy. The EC also agreed to move the July EC meeting to accommodate the event, if needed.

Vice President for School Relations: Barbara Dunn could not attend the meeting, but is working on plans for the 2014 Boot Camp to be held in Summer 2014.

Legislative Liaison: Scott Post noted that a legislative update webinar section has been added to the AACRAO website (under the Advocacy Resources). Mr. Post reported that he had spoken with several ArkACRAO members on the topic of our organization taking a more active role in

discussing pending state legislation, and many agree that ArkACRAO should be more proactive. The EC agreed that ArkACRAO should be involved with legislative discussions before legislation is approved, rather than after the fact, as the case was with Act 330. President Mahan asked that Scott Post keep the organization informed, utilizing the EC list to distribute information on pending legislation, so that ArkACRAO can achieve this goal.

Publications/Publicity Chair: Tracy Finch, past committee chair, reported that only one article has been submitted for the Fall newsletter. She will try again in early Spring to get a newsletter together. Ms. Finch is working on publications/publicity manual for the next committee chair. She also presented Chelsea Bishop Ward with a bill for the printed annual directories. As Keesha Johnson has stepped down from her appointment as this committee's chair in order to become VP for Admissions, President Mahan will take recommendations from the EC for a new chair.

Constitutional Review: President Mahan reported that Alisa Waniewski would be continuing as chair of this committee. There was no further report.

Recognition: There was no report, but President Mahan stated that Pamela Bowie would continue as committee chair.

Membership: Ms. Chelsea Bishop Ward reported that she had worked with Dylan Mowery to update new associational memberships, which she provided to the EC.

Professional Access and Equity: President Mahan said that she would contact members who had expressed interest in serving on this committee to see if they would be interested in serving as committee chair to replace Josh Rauls, who could not serve due to leaving ArkACRAO for a new profession.

Annual Program: President-Elect Finch in her capacity as Annual Program (Conference) chair is charged with planning the next ArkACRAO annual meeting to be held October 1-3, 2014 and has decided on "The Art of Education" as its theme to tie-in with the tremendous artistic and cultural resources of the Rogers area. In later EC discussion, Ms. Finch recommended that every third year, a national speaker be brought in to the annual conference.

Hospitality: President Mahan has received recommendations for a new committee chair and will update the EC soon on her appointment. Tracy Finch provided a receipt from the 2013 Annual conference to Malissa Mathis to itemize supplies purchased by the Hospitality Committee to assist the next committee chair and to enter into the Secretary's Notebook.

Site Selection: President Mahan confirmed that Linda Holland will serve as committee chair.

Articulation Workshops: No report was submitted, but a review of the CFA program will be presented later in the EC minutes by Chris Riggins.

College Planning Program Clearinghouse: No report was submitted, but the Executive Committee commended Mary Whiting for her diligence in sending out the ArkACRAO directory and high school and transfer fair event invitations.

OTHER BUSINESS

President Mahan recognized Chris Riggins, appointed by the Executive Council as ArkACRAO liaison with the Arkansas School Counselors Association (ArSCA) at the October 4, 2013 meeting, who submitted the following reports:

Liaison for School Counselors, ArSCA Summer Conference: Chris Riggins invited ArkACRAO members to consider making presentations at the ArSCA & ADE Summer conference scheduled for July 14-16, 2014. The theme is "Celebrate School Counselors," and over 600 counselors, K-12, are invited to attend the conference, which will be held at the Hot Springs Convention Center. Mr. Riggins said that any ArkACRAO members who would like to present at the conference could contact him for information by January 31, 2014. Mr. Riggins recommended that:

1) ArkACRAO purchase a table banner for the association. The banner can be used to promote the association at different events (Fall Conference Registration Table, ArSCA Summer conferences, Articulation Workshops, etc.). After discussion, the EC agreed that the purchase of a table banner would be desirable to promote the activities of ArkACRAO, so Tracy Finch moved that ArkACRAO order an associational table banner and that President Amy Mahan be empowered to order it working together with Chris Riggins. Chelsea Bishop Ward seconded the motion, which was then approved by the EC.

2) ArkACRAO be represented at the ArSCA Summer conference during the exhibit fair. After EC discussion, Keesha Johnson moved that ArkACRAO be represented at the ArSCA Summer conference by paying the conference table fee of \$300. Chelsea Bishop Ward seconded the motion, which was then approved by the EC. EC discussion of the table continued and it was decided by the EC members present that the ArkACRAO table at the ArSCA conference distribute an ArkACRAO information sheet that explains the mission of ArkACRAO and describes what services are provided by ArkACRAO to assist high school counselors (articulation workshops, importance of consolidated fairs, college planning programs, etc.). Further discussion centered on purchasing an item to give-away at the table. Keesha Johnson suggested a tumbler with the ArkACRAO logo bearing a website link.

College Fairs Automation: The second report submitted to Executive Council by Chris Riggins concerned College Fairs Automation (Scanners). Mr. Riggins reported that he and Josh Rauls presented to the ArkACRAO Executive Committee during Spring 2013 about the functioning and usage of College Fairs Automation (CFA). At that time, the EC voted unanimously to implement the CFA at all ArkACRAO College Planning Programs. Mr. Riggins also reported that he and Josh Rauls had presented the College Fairs Automation at the Arkansas School Counselors Association Summer conference in 2013 and conducted a survey at the end of the presentation. The result of the survey was 100% buy-in from the counselors to implement CFA. Also, Mr. Riggins and Mr. Rauls presented at all Articulation Workshop locations & set up a table during the information exchange period. The following are the results of the CFA pilot, begun in July 2013:

Fall 2013 data of the College Fairs Automation:

In-state institutions that purchased the scanner:

- Two-Year Colleges 9
- Four-Year Colleges 16

Out-of-state institutions that purchased the scanner:

- Total 82

College Planning Program CFA Students Registration:

- | | | | |
|-------------|------|-------------|-----|
| • Jonesboro | 479 | SAU | 349 |
| • Nashville | 206 | Fordyce | 406 |
| • DeQueen | 259 | Ozarka Coll | 322 |
| • Texarkana | 1767 | Arkadelphia | 334 |
| • ASU-Beebe | 457 | ATU | 477 |
| • NWACC | 354 | Van Buren | 469 |
| • UAM | 689 | Stuttgart | 347 |

Due to the overwhelmingly positive reception of the CFA scanners and program, Mr. Riggins made the following recommendations to the ArkACRAO Executive Council:

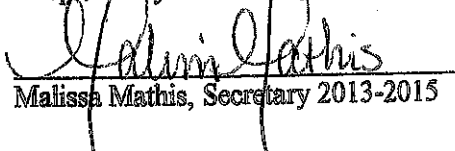
1) That ArkACRAO pay the annual fee of \$450 to CFA and that the program be presented at all articulation workshops, possibly being represented at an ArkACRAO table with information to be distributed (flyers). After discussion, Tracy Finch moved that ArkACRAO empower President Amy Mahan to pay the \$450 annual fee to CFA. Wayne Womack seconded the motion, which was then approved by the EC.

2) That the ArkACRAO Executive Council make the College Fairs Automation program a standing committee or sub-committee of ArkACRAO. President Mahan asked if the CFA program would be appropriately placed under the Liaison for School Counselors. Tracy Finch and Keesha Johnson discussed whether it would be under the Liaison for School Counselors committee or stand under that committee as a separate sub-committee. After further discussion, the EC recommended sending a proposal to Alisa Waniewski, prepared by Chris Riggins, for her consideration as head of the Constitutional Review committee as to whether the CFA program should be included as a sub-committee under the Liaison for School Counselors committee. After a response is received back from the Constitutional Review Committee, a motion will be made at the next EC meeting.

Set Date, Place, & Time for next EC Meeting: The next meeting will be Friday, March 7, 2013 at the ASU-Beebe campus.

Adjourn: Amy Mahan moved that the meeting be adjourned. Susan Dewey and others seconded. Motion passed. The meeting was adjourned at 12:58 p.m.

Respectfully submitted,


Malissa Mathis, Secretary 2013-2015


Amy Mahan, President 2013-2014

