



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

**Executive Committee Meeting
Thursday, July 17, 2014
Hilton Garden Inn
North Little Rock, Arkansas**

Members Present: Roz Blagg, Tracy Finch, Keesha Johnson, Susan Kissinger, Todd Koch, Amy Mahan, Malissa Mathis, Scott Post, Brandi Tripp, and Wayne Womack. General Standing Committees: Linda Holland, Dylan Mowery, and Alisa Waniewski. Special Guest: Brad Patterson, Arkansas College Personnel Association (ArCPA).

Call to Order: President Mahan called the meeting to order at 9:33 a.m.

Approval of Minutes from Executive Committee (EC) Meetings, December 17, 2013; March 7, 2014; and May 30, 2014: Minutes of the December 17, 2013 EC meeting were presented [Due to the lack of a quorum present at the March 7th EC meeting, the minutes had not yet been approved]. Wayne Womack moved that the minutes be accepted. Keesha Johnson seconded. Motion passed and the minutes were approved. Minutes of the March, 7, 2014 EC meeting were presented [Due to the lack of a quorum present at the May 30th EC meeting, the minutes had not yet been approved]. Keesha Johnson moved that the minutes be accepted. Dylan Mowery seconded. Motion passed and the minutes were approved. Minutes of the May 30, 2014 EC meeting were presented. Tracy Finch moved that the minutes be accepted. Brandi Tripp seconded. Motion passed and the minutes were approved.

Copies of the all of the EC minutes approved are included in the Secretary's Notebook.

NEW BUSINESS

President Mahan welcomed the Executive and General Standing Committee members present. She noted that new EC and General Standing Committee members were present (Brandi Tripp,

EC Treasurer, and Todd Koch, Publications/Publicity Chair), so asked that everyone introduce themselves indicating areas of responsibility and home institutions. Due to the presence of a special guest at the meeting, President Mahan asked to suspend the agenda to allow the guest to present his information to the EC. As EC members were in agreement with the suggestion, President Mahan introduced Dr. Brad Patterson, President of the Arkansas College Personnel Association (ArCPA).

Special Guest Presentation: Brad Patterson thanked the EC for the opportunity to speak on behalf of the upcoming *Partners for Student Success: In Concert with Each Other* conference scheduled for October 1-3, 2014 in Hot Spring, Arkansas. Patterson said that the upcoming event was historical in significance because it would be the first ever joint conference between the Arkansas College Testing Association (ACTA), Arkansas Higher Education Health Services Professionals (AHEHSP), Arkansas Association on Higher Education and Disability (Ark-AHEAD), Arkansas College Personnel Association (ArCPA), and Arkansas Academic Advising Network (ArKAAN). The conference's theme was chosen to symbolize efforts to bring all of the various student affairs/services associations together to encourage working in harmony for student success, breaking down silos between groups, and pooling resources to leverage more opportunities to bring in nationally prominent speakers, host at better venues, and offer collaborative sessions. Patterson said that he understood that the joint conference scheduled this year would directly conflict with ArkACRAO's Fall Conference to be held during the same dates in Rogers, Arkansas, but wanted to invite ArkACRAO EC members to consider joining efforts together with the *Partners for Student Success* conference for Fall 2015, tentatively planned location in Texarkana, Arkansas. Patterson said that he realized that ArkACRAO and ArCPA had participated in a past joint conference which maybe wasn't perceived as a successful effort, but stated that ArCPA had taken many steps in the current *Partners in Success* conference to ensure that all organizations involved were full partners in planning decisions. Patterson stated that the joint conference planners expected 200-250 attendees for the 2014 event, but for 2015, if ArkACRAO would partner, attendance might easily reach 400, particularly if the state financial aid association was also encouraged to participate, creating unprecedented access and opportunity. Patterson said that the joint conference had gained the approval of Dr., Don Bobbit, President of the U of A System, and that Jennifer L. Bloom of the University of South Carolina, would be the 2014 featured speaker.

Patterson then opened the floor for EC members questions.

President Mahan asked about the cost of the conference, and Patterson answered that cost for association members was \$150, and \$50 for students. Roz Blagg asked how conference planners ensure that separate associations achieve what they need for their members, and Patterson answered that all associations were present at the planning table, though since ArCPA was the largest organization participating, it took on the responsibility for most of the planning. On the question of how the event was funded, Patterson answered that a separate account was created for the conference, utilizing money collected from a Spring Drive-In event that was very successful. Patterson stated that he anticipated the joint conference to be operating in the black for this year's conference. Roz Blagg and others expressed questions concerning how campuses would operate and not shut down to allow for all members wanting to attend the joint conference to participate, to which Patterson answered that is a valid concern since most in-state organizations schedule annual Fall conferences for the same time period. The joint conference was planned to allow for maximum participation, but campuses would most likely need to make

decisions on how personnel could attend in yearly rotations. To questions about how vendors were handled, Patterson stated that the planning committee invited vendors by a centralized process, but that plans were not written in stone and open to negotiation. Linda Holland noted that hosting such a large conference would limit the places that it could be held, to which Patterson answered that most likely Central Arkansas would be the choice location due to that factor (venues available to handle capacity planned for), but that Hot Springs, Northwest Arkansas, and Texarkana might also have large enough venues for a larger joint conference. To questions about how the conference sessions were organized, Patterson answered that session planning decisions were centralized on the planning committee with each organization working to ensure that its desired session needs or plans for collaborative sessions were accommodated.

In closing his presentation, Dr. Brad Patterson said that he welcomed further discussion and questions from ArkACRAO and hoped that everyone would carefully consider how ArkACRAO's involvement would take the joint student affairs/services conference to a whole new level of influence, perhaps on the same level as the Arkansas Association of Two-Year College's (AATYC) conference event. He shared his email address (rbpatterson@ualr.edu) and in leaving the EC meeting at that point, he thanked EC members for their interest and consideration, and asked for members to reach out to him with further questions.

After the departure of Dr. Patterson, President Mahan opened the floor for EC member discussion of the invitation to ArkACRAO to participate in the *Partners for Student Success* joint conference for 2015. After EC members discussed several considerations and concerns related to past joint conference experiences, collaborative organization and planning challenges and benefits, budget and funding pros and cons, effectiveness of efforts, equal organization representation in planning processes, site selection limitations, appropriateness of vendor selection to association needs, appropriateness of proposal to ArkACRAO identity and purpose, and ability of large groups of personnel to attend, President Mahan and EC members reached a consensus that such a large decision should be brought to the full ArkACRAO membership during the annual conference for discussion and decision. President Mahan volunteered to collect a list of the EC membership's pro and con items expressed about the joint conference invitation and create a PowerPoint for discussion at the annual business meeting so that all of ArkACRAO would have a voice and vote on this decision.

President: Returning to the EC meeting regular agenda, President Mahan presented her report [copy is included in the Secretary's Notebook]. President Mahan noted that this EC meeting was bittersweet in that it would be her last meeting before the business meeting at the annual conference in October, and she expressed her gratitude to each EC member and General Standing Committee chair for service and all the efforts made to support ArkACRAO. Mahan said that out of the many lessons learned this year, she learned that ArkACRAO is a community and a metaphorical family in many different ways.

President Mahan stated that there are some lingering concerns as she leaves her role, particularly one expressed for many past years on the activity level of our membership. She noted that in planning the fall conference in 2013 it was incredibly difficult to find members who were willing to share and present, yet a criticism of the conference was that more sessions were needed and she wholeheartedly agrees. While sharing that she does not like pointing out challenges for the organization without proposing some solutions, President Mahan stated that issues still remain to

be addressed and expressed hope that the efforts to create position descriptions and calendars of duties in progress will help.

Another criticism that President Mahan shared is in ArkACRAO's disseminating information and communicating with members, including the executive council and committee chairs communicating with each other. She stated that it is difficult to encourage peers whose personalities conflict to get along and play nicely together. Mahan said that her prominent leadership style is democratic, drawing on the knowledge and skills of others to commit to and work toward agreed upon goals. She has relied on those with the knowledge to act accordingly and with some ArkACRAO projects, she knows there will be ongoing challenges to be resolved.

President Mahan reported that the College Automation project has experienced some growing pains, but noted that it has been a long time since ArkACRAO attempted a project of this nature. Change is difficult, new technology is difficult; changing to new technology in higher education is almost an impossible feat to accomplish. Finding the appropriate place for this oversight is in progress with the Constitutional review committee. President Mahan said that she believes that ArkACRAO will sort out all the decisions together.

President Mahan shared the following updates:

- There is a new treasurer, Brandi Tripp, ATU
- There is a hospitality subcommittee chair, Sharon McDaniel, ASUJ
- Professional Access and Equity is the only vacancy at this time
- She distributed Position Descriptions – drafts
- She distributed an ArkACRAO planning calendar – draft.

President Elect: Tracy Finch reported that she has been planning the Fall Conference scheduled for October 1-3 at the Embassy Suites Northwest Arkansas Hotel and Convention Center in Rogers, Arkansas. Finch distributed the proposed conference logo design and theme, *The Art of Education*. The "save the date" and theme will be sent to the listserv after EC approval. Roz Blagg moved to approve the Fall Conference logo and theme as presented. Amy Mahan seconded. Motion passed and the Fall Conference logo and theme were approved. President Elect Finch reported that she sent out the Fall Conference call for session proposals and proposal guidelines to the membership listserv on June 10, and again on June 25. The deadline for receiving session proposals was June 30, and submissions are currently under review. President Elect Finch reported that she had received a session proposal from a vendor and asked what the guidelines were for vendor sessions. Alisa Waniewski answered that in the past, vendors were charged an additional fee for session presentations. A recommendation was made for considerations such as these to be placed in a Fall Conference planning handbook or manual. President Elect Finch reported that the AACRAO representative, Brad Myers, will present a session on parliamentary procedure. Finch also asked Legislative Liaison Scott Post to update her on details for the informative Pre-Conference Legislative session, particularly whether the Honorable Shane Broadway, ADHE President, would be attending (Post will confirm panelists with Finch soon). The Fall Conference keynote speaker has been approved by prior EC listserv vote, and will be internationally noted speaker and educator David LaMotte. EC discussion took place concerning the need for a Professional Access and Equity (PAE) chair to assist with Fall Conference session approval. Roz Blagg asked for an additional blurb concerning the duties of

the PAE chair to be added to the “I’m Available” form. Keesha Johnson indicated the need for an experienced ArkACRAO member to serve as PAE committee chair. President Mahan read the description of the PAE committee chair position and committed to making another push for PAE chair appointment soon.

Past President: Susan (Dewey) Kissinger reported that she was currently in communication with several vendors for Fall Conference. Since the March 7th EC meeting, she has worked with other ArkACRAO EC members on issues pertaining to the College Fair Automation System. On Friday, May 30th, she hosted a special EC meeting at University of Arkansas Community College at Morrilton to address the following:

- College Automation Committee
- Articulation Workshops
- CPP Clearinghouse Calendar
- Fall Conference —speaker and contract dates
- ArkACRAO position descriptions
- ArkACRAO manual.

Minutes of the May 30th EC meeting (special session) are included in the Secretary’s Notebook.

Secretary: Malissa Mathis reported that she is archiving ArkACRAO business communications and minutes in the Secretary’s Notebook. Ms. Mathis will send scanned copies of the newly approved December 17, 2013; March 7, 2014; and May 30, 2014 EC meeting minutes to Webmaster Blayne Stewart for uploading to the ArkACRAO website. Ms. Mathis asked that EC and General Standing Committee members who had not yet submitted reports to her do so quickly to ensure accuracy in reporting minutes.

Treasurer: Brandi Tripp reported that we have \$34, 936.67 cash on hand. Bank statement as of June 30 reflects: \$25, 320.38 balance and \$9,616.32 CD. Dues were emailed to all members on June 1. So far, payment has been received from 32 members. A reminder was sent to the listserv on July 16th that dues should be received by July 31st. Staff Support Workshop was held on March 20th at the Arkansas 4-H Center in Ferndale (Little Rock). 30 registered for the workshop and all attendees have paid.

Boot Camp will be held on July 25th at UALR. There are a total of 19 registered with 6 paid so far.

Registrar’s Therapy is happening today. There are a total of 20 registered with 10 paid so far.

Vice President for Admission Administration: Keesha Johnson reported that she is assisting the Vice President for School Relations, Barbara Dunn, with Boot Camp which will be held at UALR on July 25th. Ms. Johnson stated that a desire for Admissions specific training for professionals who have been in the field more than a year has been expressed. A committee will be formed to develop a training session tentatively scheduled for Spring 2015. This discussion can take place at the admissions chats at Fall Conference. Ms. Johnson asked for input from the EC on how best to proceed and invited comments and suggestions.

Vice President for Records: Roz Blagg reported that the Support Staff Workshop was held on March 20th at the Arkansas 4-H Center in Ferndale (Little Rock). She checked the “I’m

Available” forms from Fall Conference and formed a committee that included Allison Haught from ASUMH and Zeda Wilkerson from Ozarka. Excellent input and great effort was given from Allison and Zeda during the planning and execution of the workshop. The workshop’s theme was “Lots of Bloomin’Ideas,” and Allison Haught and Roz Blagg led a sign-in and get-acquainted activity related to attendees’ favorite flower. Thirty registered for the workshop and excellent presentations were given by Amy Mahan, ArkACRAO President (FERPA Updates); Regina Carter, Past ArkACRAO President, and Jennifer Sibley (Personal & Campus Safety); Dr. Julia Gist (Disaster Drill Preparedness); and Zeda Wilkerson (Workplace Personalities).

Vice President for Registration: Wayne Womack reported that twenty people have registered for the 2014 Registrar’s Therapy event, which will begin this afternoon (July 17th) and conclude at noon tomorrow. Featured speakers will be Rick Jenkins from ADHE and Collin Callaway from the Arkansas Association of Two-year Colleges (presentation on the Degree Matters initiative).

Vice President for School Relations: Barbara Dunn submitted a report to Secretary Malissa Mathis. Ms. Dunn reported that Boot Camp will be held on July 25, 2014 at the University of Arkansas at Little Rock. She extended thanks to Chelsea Bishop-Ward and all of the staff who volunteered to host this year’s event and gave very special thanks to Shelley Price from UACCM who assisted with planning the event. Additional special thanks to all the scheduled presenters. Nineteen new professionals from universities and colleges from across the state will be attending Boot Camp. Ms. Dunn reported that some of the sessions offered include: planning travel, safety & health, appropriate dress and professionalism, high school visits, etiquette, college fairs, college fair automation, financial aid and more.

Legislative Liaison: Scott Post reported that he is organizing the informative Pre-Conference Legislative session for Fall Conference. The Honorable Shane Broadway has been contacted along with State Representatives from the Northwest area.

Nominations and Election: Past President Susan Kissinger reported that she is planning to seek approval to send out a call for nominations to the membership for the ArkACRAO Executive Council positions that will be voted on at the 2014 Fall Conference. This year, the Nominations and Election Committee is charged with identifying candidates for the offices of President-Elect, Vice-President for Records, Vice-President for School Relations, and Treasurer. Ms. Kissinger asked if the EC would approve her sending out the nomination form electronically utilizing a Wufoo form and with detailed job descriptions. EC member consensus indicated approval. After discussion of the Wufoo form, Tracy Finch suggested that a Fall Conference panel presentation/session about technology used in student services jobs would be a welcome addition (Keesha Johnson and Susan Kissinger agreed to serve on the panel). There was EC discussion concerning the need for training sessions for new committee chairs and members after Fall Conference. Alisa Waniewski suggested that it would be a great idea to start tracking who served in what capacity as committee chairs or as committee members in order to implement the training sessions. Keesha Johnson said that it might also be useful to have a newcomer’s session or breakfast to begin the training process. Ms. Kissinger thanked the EC for the ideas shared and stated that while good progress had been made on creating an ArkACRAO training and procedures manual, more time to complete would be needed.

Publications/Publicity Chair: Todd Koch reported that the Publications/Publicity Committee has spent the past month organizing and finalizing the 2014-2015 ArkACRAO Directory. Mr. Koch has contacted every member institution in the state to provide ArkACRAO with any changes and/or updates to the Admissions', Registrar's, or university's personnel. Changes also included tuition/fees, dates of importance, phone numbers, etc. As of Wednesday, July 16, there were 10 member institutions and 13 associate member institutions that had not sent any updates. There will be an indication in the directory that allows the reader to know that the information listed may not be up-to-date. Todd Koch stated that the ArkACRAO Directory will be sent to print next week, after which, it will be sent to Tracy Finch by August 1. Tracy Finch said that it would not be mailed to conserve postage, but instead distributed through Articulation Workshops as requested. President Mahan said that the bill for printing would be sent to Brandi Tripp. Alisa Waniewski requested that the EC consider printing more directories. Tracy Finch said that currently 1,000 copies of the directory were planned for printing as well as it being uploaded to the ArkACRAO website. Ms. Finch said that in the past year, after the requests for printed copies of the directory were received after all had been distributed, requestors were directed to the version on the ArkACRAO website. President Mahan asked Todd Koch to take note of directory requests and plan to print more if needed. After a suggestion was made by Tracy Finch to increase the directory print run, a motion was made by Roz Blagg to increase the directory's print run by 100 (cost is around \$2/copy). President Mahan seconded. Motion was approved.

Mr. Koch also reported that another duty of the Publications/Publicity Committee is to provide the Southern Association of College Registrars and Admissions Officers (SACRAO) with a quarterly newsletter. This newsletter allows ArkACRAO to give SACRAO any state updates. The Summer 2014 ArkACRAO newsletter was sent on June 16th, and text read as follows:

Arkansas (submitted by Todd Koch)

ArkACRAO is currently holding registration for students at each respective institution, but also for our two professional development workshops. The annual Registrar's Therapy workshop will take place at the Hilton Garden Inn in North Little Rock on July 17 & 18. They will discuss hot topics in the world of registration along with an information update from the Arkansas Department of Higher Education (ADHE), as well as a presentation from Colin Callaway, the Director of Programs with the Arkansas Association of Two-Year Colleges.

Our Admissions and Enrollment personnel are processing applications and getting students enrolled, all while admitting themselves to our annual Admissions Boot Camp hosted by the University of Arkansas at Little Rock on July 25. This workshop is specifically for new admissions and enrollment professionals and always receives rave reviews!

The Executive Committee held their late spring meeting on May 30 at the University of Arkansas Community College at Morrilton where they discussed the keynote speaker for the Fall Conference scheduled to be held October 1-3. The committee is studying session proposals and encouraging others to submit new ideas. The EC also talked about the opportunity to submit an electronic version of the ArkACRAO Directory. The directory is currently undergoing updates for the new academic year.

If you need a break from the daily grind, why not check out our website <http://arkacrao.org>. [End of newsletter text to SACRAO.]

Mr. Koch also reported that the next step for the Publications/Publicity Committee is to finalize and print the 2014-2015 ArkACRAO Directory, and to prepare for the Fall 2014 newsletter to be sent to SACRAO.

Constitutional Review: Alisa Waniewski reported the Executive Committee asked the Constitutional Review Committee at the May 30th meeting to consider a proposal to add a new standing committee to the constitution. The proposal was received from Chris Riggins, appointed by the Executive Council as ArkACRAO liaison for School Counselors (ArSCA). The Constitutional Review Committee made a few minor changes to the proposal. The new committee should be listed under Article V – Committees, Section 3, Admissions Administration and School Relations-Oriented Standing Committees and should read as follows:
3. College Fair Automation Committee – coordinates, evaluates, and makes recommendations concerning the College Fair Automation Program endorsed by ArkACRAO for Arkansas high school counselors and students. The Chair of the College Fair Automation Committee shall serve as a liaison to the College Fair Automation provider and work closely with the Admissions Administration and School Relations-Oriented Standing Committees to ensure a positive experience for counselors, students and members. The Chair shall serve a two year term.

In order to be consistent, the Constitutional Review Committee also recommends that “The Chair shall serve a two year term” be added to the definition of the Articulation Workshop Committee in the same section.

The proposed committee members were listed on the proposal. Although the Constitutional Review Committee has no influence with regard to who serves on the committee, there was concern over the makeup of the committee. While having two people from the same institution serve on the same committee was questioned, the greater concern was that there was no representation from the two-year schools. Members off the Constitutional Review Committee are Charla Jennings, Sharon McDaniel, Zeda Wilkerson, and Alisa Waniewski (chair).

EC members discussed the report of the Constitutional Review committee and largely agreed with the amendments to the College Fair Automation Committee proposal. Points shared by EC members included discussion of pros and cons of the scanners (high school counselor reaction has not been 100% positive), the need for close coordination between all of the Admissions Administration and School Relations-Oriented Standing Committees (the Articulation Workshop Committee and College Planning Program Clearinghouse Committee) in order to ensure that communication is occurring on decisions, the importance of all EC members being able to voice concerns, and the need to reflect membership of all committees on the ArkACRAO website and directory.

After much EC discussion, Tracy Finch motioned to recommend the acceptance of Constitutional Committee modifications with additional constitutional references to the College Fair Automation Committee proposal. Roz Blagg seconded. Motion passed. Alisa Waniewski will clarify the constitutional references and send out appropriate changes to the EC listserv. The revised as indicated College Fair Automation Committee proposal will be voted on by the larger organizational membership at the October business meeting.

After further EC discussion concerning whether or not the ArkACRAO calendar should appear partially, in full, or at all on the College Fair Automation website. Concerns expressed by EC members included loss of calendar sale revenue which in the past has averaged \$1500-\$1600 per year. Tracy Finch motioned that President Mahan and herself, as President Elect, work directly with the College Fair Automation company to amend the website calendar in the manner decided by the EC (similar to modifications made by LACRAO). Wayne Womack seconded. Motion was approved.

Recognition: Pamela Bowie could not attend today's meeting, but reported via Secretary Mathis that she and her committee are considering potential presentations for honorees at Fall Conference.

Membership: Dylan Mowery reported that he has not received any new requests for membership, but has been communicating with past members about reestablishing their membership. Crowder was contacted last year and was still confused on membership this year. We discussed at Fall Conference that we would get payment up front since they had been missing dues. Directed them to Treasurer. OKC University was contacted to change contact information. UAFS also needed information updated. Emily Newlin is the Membership committee member.

Professional Access and Equity: Vacant.

Hospitality: Vacant, but Sharon McDaniel has been contacted about serving as chair.

Site Selection: Linda Holland presented a PowerPoint presentation and reported the following information regarding the locations she and her committee (Kim Bigger, Black River Technical College, Sheila Sommers, UACCM, and Zeda Wilkerson, Ozarka) have been researching for 2016:

Eureka Springs, Inn of the Ozarks – Resort was completely rebuilt after fire in 2004. ArkACRAO would only need to reserve top floor as it would be easy to fit 150 people in the larger rooms. The conference center is free with one paid group meal per day. It is the most economical of the four sites, room rates are \$83/night. Hospitality Suites are available, so we could bring our own food and beverages for this room (they will provide ice and trash cans). Free wifi and all media needs (screens, projectors, microphones, etc.). They will provide set up and decorations for most any theme dinner at no additional charge (Example: Jimmy Buffet night by the pool). Lots of parking at hotel and conference center. The staff are very courteous and easy to work with. Some drawbacks may be the remote location (175 miles NW from Little Rock), hotel rooms are grouped in 5 separate buildings on the property, and there is an outside walk or drive to the conference center. Also, most area shops close at 5:00 p.m., though there is a trolley for downtown at \$6/day or \$10/for two.

Mt. Magazine State Lodge – ArkACRAO would have entire resort to ourselves, but hotel rooms and cabins are priced separately, with only 60 rooms and 13 cabins with 22 bedrooms. People would need to share rooms in order to accommodate everyone. It's a remote location, on top of the highest mountain in Arkansas, 110 miles NW from Little Rock. Weather permitting, the views are beautiful. Hospitality room is available and we can bring our own food and beverages for this room. Otherwise, all meals will need to be provided and the food costs are estimated around \$17,000. There is a good selection of food and drinks. There is

free high speed internet and all media needs (screens, projectors, microphones, etc.). There is a pool, fitness room, and restaurant on premises. The staff are very courteous and easy to work with. Nearest shopping is Fort Smith or Russellville.

Embassy Suites, Little Rock – This site is centrally located and more accessible to all members, but because of central location, many members may not be allowed to stay at the hotel which may provide less opportunity for networking. The committee doesn't have the room costs yet, but probably will be around \$130 per night. The conference rooms are in one general area, and we can have a hospitality room and bring our own snacks and drinks (committee didn't get to see hospitality room, so not sure about size). There is free breakfast in the atrium every morning. It's a clean hotel and it will be getting new carpet this year. The atrium and sports bar are the only areas for Chats (not very private). May be charged for wifi if used in guest rooms and the hotel has their own AV equipment and staff to set it up (they would charge us). Parking is next to the hotel and it is within driving distance of several restaurants.

Marriott (formerly The Peabody Hotel), Little Rock – Currently undergoing a \$16 million dollar renovation, so spaces and rooms will be super nice when completed. Conference rooms are on four different floors and there is an escalator down to the State House Convention Center. One room is free for every 50 guest rooms booked. There is a spacious, two-story suite for hospitality room with a big screen TV and sitting areas upstairs and downstairs. We can bring our own food and drinks into the hospitality suite. Large bandwidth for free wireless in rooms and conference area, but we would have to pay extra for all media needs through an outside vendor or bring our own (unless we use their theatre style rooms which already have projectors and screens). There are also additional fees for ballroom, session rooms and each vendor tabletop. We don't have the room cost yet, but probably \$130 per night. The parking is not at Marriott, but is two blocks south of the hotel or below the Doubletree, and there would be a charge.

The EC discussed other possible locations. The Marriott at Fort Smith is too small. There was a recommendation to look at Fairfield Bay at Heber Springs. Susan Dewey expressed thanks to Linda for the work that she and the committee have done. President Mahan asked Linda and the committee to present the strongest candidates to the membership at Fall Conference.

Articulation Workshop: Whitney Hall sent in her report for the official EC meeting minutes. The Articulation Workshop schedule is as follows:

Tuesday, September 2nd – Arkansas State University, Northeast Region

Wednesday, September 3rd – Arkansas Tech University, Northwest Region

Thursday, September 4th – Ouachita Baptist University, Southern Region

Friday, September 5th – Arkansas State University-Beebe, Central Region.

Ms. Hall reported that each of the four host sites have been visited in person this summer, with a walk-through of the event spaces, agenda outline, parking accommodations, speaker discussion, layouts, ambassador assistance for counselors, registration tables, signage and directions. She received confirmation of official membership/associates for programs, adding in as received from Treasurer for programs. She managed to register and complete a two-hour training requirement for the high school counselors to be eligible to receive 3 hours of professional development from ADE (7/28) and create ADE-PDSAM for the Articulations. Ms. Hall reported that she worked consistently with Webmaster Blayne Stewart to coordinate the launch off the event registration information by 8/01 to remain open until 8/30. She also distributed online invitations/reminders to the main ArkACRAO listserv and the high school counselor listerv (via

Roger Palmer closer to launch date). She confirmed ADHE representative, Lisa Smith, to discuss the state federal updates at each workshop, and state updates will be with the institutional financial aid director on the host site's campus. Finally, she arranged with Chris Riggins to also speak on behalf of the college automation/scanners and have a separate table for information exchange, including herself for passing out certificates and ADHE for booklets.

Further projects that Ms. Hall will be working on include:

- Creating all the official certificates of professional development for the counselors at each site (must include formal ADE code),
- Receiving brief biography feedback and RSVPs from more ArkACRAO representatives who will be recognized during the Opening Remarks (information is also required to store in official records for ADE for auditing purposes and renewal applications for future events),
- Monitoring registration processes and responses from host sites to calculate effective attendance for colleges and universities as the events draw near,
- Determining new host sites for 2015 Articulation Workshops,
- Sending post event letters of appreciation to all host site institutions and their speakers,
- Posting all registration of attendees on the listserv for institutions.

College Planning Program Clearinghouse: Mary Whiting sent in her report for the official EC minutes. The Clearinghouse calendar was completed at least 2-3 weeks earlier this spring and was mailed to all members. Ms. Whiting requested a contact person for each institution and mailed the number needed to that person for distribution. She reported that this worked really well in most areas. Additionally, Ms. Whiting had a central point person at UAMS handle all distribution there (to the School of Medicine, School of Nursing, School of Pharmacy, etc.), and this was a tremendous help. Ms. Whiting reported that anyone outside of the membership who contacts her about calendars must purchase: she sends an invoice and once Treasurer Tripp verifies payment, Ms. Whiting mails the calendar. She also provided Maggie (with College Automation) the calendar of events/dates/locations, as requested, and answered her questions since she received the information.

Ms. Whiting has also continued to work on college fairs that have reported problems or need to be added to programs that are already in place. She is currently working with the Pine Bluff superintendents, principals, and counselors regarding the consolidated fair, for which she has started the scheduling process through the convention center. She reported that she consolidated much of SW AR to better accommodate the college reps who asked her to do so (feedback from all but one counselor has been very positive). She added some high schools to current fairs in hope of preventing some of the renegade fairs, and found all to be very cooperative with her. Counselors have begun notifying her of location changes for the upcoming year, which is very helpful. Some brand new counselors want advice on how to handle fairs and some are just sharing their new contact/location with her for her records.

Ms. Whiting chose to schedule fairs herself in SE, Central, SW and NW AR this year. Deb Thompson scheduled NE, but Ms. Whiting had to make several changes. She also had one person who planned to assist, but called to say that it was too overwhelming to try and accommodate everyone. Two others told her they didn't want to take on a task like the calendar. In the end, it was much easier for her to schedule dates because her relationships with counselors over the last few years made this task fairly simple and the calendar must flow to make the dates work (example: Texarkana tells her when their fair is and then she must work around those

dates. The Little Rock area must be scheduled around availability of facilities/buses/leadership, which she does). Ms. Whiting reported that she did have a committee who provided input prior to starting the scheduling process and she often sought opinions in specific regions (example: she contacted four people in SW AR before the consolidation process). Alexis Pacheco, in her office, typed the template, but was not involved in any scheduling. Ms. Whiting reported that she also scheduled regional transfer fairs again to better assist everyone with planning. Everyone was very cooperative. She has reiterated the importance of the Statement of Good Practice to all hosts. Any notifications about changes/updates/times/contacts/locations are sent through the ArkACRAO listserv. And, if a high school counselor requests that she send an invitation for a special fair their school is hosting, she does so.

College Automation Committee: Chris Riggins, the Liaison to the Arkansas School Counselors Association (ArSCA), sent in his report for the official EC meeting minutes. He reported that the ArSCA and ADE Summer Conferences were held on July 14-16, 2014, at the Hot Springs Convention Center. The theme was "Celebrate School Counselors." At the ArSCA Summer Conference, Mr. Riggins reported that he gave two presentations entitled (respectively) "How to Have a Successful College Fair" and "How to Maximize your College Representative." The first presentation on successful college fairs provided detailed information on College Automation Fairs. There were approximately 87 counselors that attended the sessions. Mr. Riggins also reported that ArkACRAO was represented at the ArSCA Summer Conference in the exhibit area. ArkACRAO paid for a table setup, and handouts about our organization were provided for counselors to receive information regarding ArkACRAO's services to ArSCA.

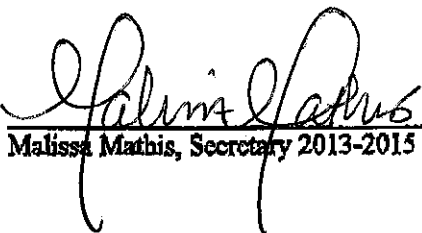
OTHER BUSINESS

President Mahan 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 3, 2014 at the Embassy Suites, Rogers, AR after Fall Conference.

Adjourn: Brandi Tripp moved that the meeting be adjourned. Keesha Johnson seconded. Motion passed. The meeting was adjourned at 1:17 p.m.

Respectfully submitted,


Malissa Mathis, Secretary 2013-2015


Amy Mahan, President 2013-2014