



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

**Executive Committee Meeting
Friday, September 25, 2015
Stephens Room, Student Center
ASU-Beebe
Beebe, Arkansas**

Members Present: Tracy Finch, Keesha Johnson, Amy Mahan, Malissa Mathis, Rachel Mullins, Randy Scaggs, and Brandi Tripp.

Call to Order: President Finch called the meeting to order at 10:02 a.m.

Approval of Minutes from Executive Committee (EC) Meetings, July 16, 2015: Minutes of the July 16, 2015 EC meeting were read and reviewed. Rachel Mullins asked that a correction be made concerning an attendee's designation as EC, rather than a chair of a General Standing Committee. Minutes will be amended as noted. Amy Mahan moved that the minutes with amendment be approved. Keesha Johnson seconded. Motion passed and the minutes, as amended, were approved. Corrected copies of the approved EC minutes are included in the Secretary's Notebook.

Welcome: President Finch welcomed the Executive Committee members present. Discussion then focused on new business as there were no old business items on the table.

NEW BUSINESS

President: President Finch gave her report covering ArkACRAO business items from the past few months, as follows:

- Since our last executive meeting in July, we have had the need for a couple of email votes. Information on the vote concerning the constitutional amendment was sent to Secretary Malissa Mathis for the minutes and Secretary's Notebook.
- Vice President for Registration, Wayne Womack was not available to conduct Registrar's Therapy. I stepped in and enhanced his agenda by adding a presentation and presenting a session. I believe that we had twenty-five in attendance.
- There were some challenges with the Directory this year. Thanks to an AMAZING EC, a directory was completed, published, and distributed. This is an area of concern that should be discussed by the new EC early in the term.
- More and more independent fairs are being scheduled. This may be something that should be addressed at the annual business meeting. In addition, there has been a suggestion/request to provide our high school counselors with the ArkACRAO freebie. This has a cost associated with it. Again, this may be something we want to bring forward at the annual meeting.
- There is both a fiscal and personal cost associated with this organization. We have limited income opportunities. We need more participation in leadership roles. This may be another area of discussion for our general meeting.

President Finch said that it has been a pleasure and learning experience to serve as your president. She is looking forward to the annual meeting and to working with the new EC.

President Elect: President Elect (PE) Randy Scaggs handed out the itinerary/conference program for the Fall 2015 Conference. He reported that out of 110 registered for conference (some guests in that total), there are 35-40 first-time ArkACRAO conference attendees. President Elect Scaggs reported that we have sold 172 room (nights) and that the hotel was booked solid with ArkACRAO conference attendees. Renee Riddick, our contact at the hotel in Texarkana, has already arranged for potential over-flow at a neighboring hotel just in case we need it. President Elect Scaggs will send out one more information push concerning conference early next week.

President Elect Scaggs said that meals were planned under contract for 130 for a cost of \$16,691, and right now, our numbers are below that figure by our registration. By contract, we are obligated to spend \$12,015 (pre-tax) with a 22% service charge. President Finch suggested that if, by the time of the conference, we are still below our contracted cost, PE Scaggs can add in drinks and snacks for breaks, if needed. PE Scaggs said that following the recommendations expressed over the listserv, he has ordered Filet Mignon for the Wednesday night Keynote meal. The lunch cost will be \$20.95.

President Elect Scaggs asked that all EC attend the newcomers breakfast and come-up with at least a 2-minute blurb on EC position responsibilities and structure. Since VP School Relations Rachel Mullins will not be able to attend conference this year, VP Admissions Keesha Johnson agreed to report at the breakfast on Admissions Administration. VP Rachel Mullins said that it is important for attendees to understand how the Clearinghouse Calendar works. President Finch said that she has materials for either a scavenger hunt or bingo (EC voted to have bingo). VP Keesha Johnson asked if there would be plenty of time during the breakfast for Q & A (answer

was yes), because it is important that newcomers have a more informal, less intimidating environment in which they feel comfortable and can ask questions.

President Elect Scaggs reported that the Past-Presidents' luncheon has been structured as an informal, panel that will be fun and engaging. Glen Metheny will attend as a guest. When asked if there would be a head table where the EC will sit, President Finch said that will depend on the room set-up. All of the EC present agreed that they would sit wherever PE Scaggs needs them to in order to minimize price. PE Scaggs said that this hotel does not dictate room layout so we are free to set-up however we prefer to do so. Treasurer Tripp reported that she has the badges ready for conference. PE Scaggs also reported that he has been talking with the Chamber of Commerce about coming by and providing a welcome, but wasn't sure that they would have bags of local information that they would provide. President Finch suggested that EC members collect local restaurant menus as they go out and about to bring back to the registration/information table.

President Elect Scaggs said that each presenter has been told of the need to bring laptops, but wondered if we will need more? Most of the EC present said that they will bring additional laptops, if needed. Past President Mahan asked PE Scaggs how else the EC could help with conference. PE Scaggs said that he will EC to help moderate sessions, introducing speakers, and distributing and collecting the session evaluations. PE Scaggs said that he has contacted Whitney Hall about picking up speaker gifts from the local area. In other news, PE Scaggs said that there are options on setting up the hospitality rooms: can either establish them in connecting rooms where the furniture is portable, or have the option of the larger Magnolia room that has a large-screen t.v. and pub tables (EC voted to set-up hospitality in the Magnolia room option). PE Scaggs said that the conference would start with the keynote dinner, but there will be some pre-conference afternoon sessions that all attendees are welcome to attend without paying additional money. National Student Clearinghouse (Nancy Penna) and College Scheduler (Mike Ayers) will have snacks in their sessions because they are registered as sponsors.

Past President: Amy Mahan submitted the following report:

- Invitation to known vendors to join us for Fall Conference
 - Sent on 08/17/15 via email to
 - College Scheduler
 - National Research Center for College and University Admissions
 - DIGARC
 - National Student Clearinghouse
 - Jenzabar
- Invitation to known past presidents to attend luncheon
 - Sent on 08/18/15 via email and USPS to 24 past-presidents
 - October 1 is deadline to RSVP per President-elect, Randy Scaggs
- Nominations and Elections Committee
 - Wayne Banks, Vikita Hardwick, Keesha Johnson, & Wayne Womack
 - Slate of Officers presented to membership for consideration at Fall conference on 09/04/15 to ArkACRAO list serve

ArkACRAO Slate of Officers 2015-16

President-Elect	Chris Riggins, Admissions 4-yr
Vice President Admission Administration	Whitney Hall, Admissions 4-yr
Vice President for Registration	Linda Holland, Registrar 2-yr
Secretary	Zeda Wilkerson, Registrar 2-yr

Secretary: Malissa Mathis reported that she was preparing materials for the new EC Secretary so that person (nominee: Zeda Wilkerson) would have complete hard-copy and electronic files from the 2013-2015 reporting period. She will have the past Secretary's notebooks at conference to give to her position's successor. She thanked the EC for allowing her to serve as Secretary over the past two years.

Treasurer: Brandi Tripp stated that the current balance in account as of October 8th was \$20,197.26 with \$9,650.79 in CD for a cash on hand total of \$29,848.05. Treasurer Tripp distributed a balance sheet of details on income and expenses since the October 2014 (attachment archived in Secretary's Notebook). She reported that membership dues were missing from UALR (now submitted since 9/25). Associate membership dues were not received from ACT, ADHE, Drury University, and Missouri Southern State University. Treasurer Tripp said that the EC needed to discuss ACT being an associate member and also paying vendor dues for Fall conference. Should they pay for both membership and vendor fees? President Elect Scaggs said that associate membership and vendor fees carry different privileges, so we may charge for both. Other EC members agreed. Treasurer Tripp also reported on Profit/Loss for Boot Camp and Registrar's Therapy (copies of statements are archived in the Secretary's Notebook). She reported that Jenzabar has paid their vendor fee from the 2014 Fall Conference. For Fall 2015 Conference, the only vendor that we have received payment from so far is College Scheduler. As noted by President Elect Scaggs, both National Student Clearinghouse and College Scheduler have registered as sponsors. As of 9/25/15, Treasurer Tripp reported that 107 people have registered for Fall 2015 Conference, including 2 sponsors, 2 vendors, 5 guests, and 98 members. She has received registration fees for 40 people. To date, ArkACRAO has sold 9 Clearinghouse Calendars for a total of \$1350. Last year, we sold a total of 11 calendars for a total of \$1750.

Vice President for Admission Administration: VP Keesha Johnson submitted the following report: She thanked Rachel Mullins for stepping up to coordinate and host Boot Camp when she could not attend. VP Johnson has sent out emails requesting that ArkACRAO members submit desired topics for the Bird of a Feather/ Fireside Chat at the upcoming Fall Conference.

Vice President for Records: President Finch reported that this area is currently vacant, but she has been seeking someone for this position.

Vice President for Registration: President Finch covered VP Wayne Womack's report during her previous report.

Vice President for School Relations: VP/School Relations Rachel Mullins provided her report. ArkACRAO Boot Camp for new admissions recruiters was held at the University of Arkansas Community College at Morrilton on Thursday, July 30, 2015. There was an excellent

group of 25 recruiters representing 18 different institutions who attended the event. The participants heard from seasoned professionals from ATU, ASU Beebe, UACCM, and UCA on topics such as ArkACRAO, High School Visits, College Fair Automation, and Financial Aid. (A detailed Agenda of the event is archived in the Secretary's Notebook.) Based on the evaluations, one of the most popular sessions was the high school counselor panel. Participants were provided a light breakfast, lunch, and a binder with copies of the presentations and other various resources. VP Mullins believes that all involved (both seasoned and new professionals) enjoyed and benefited from this excellent networking opportunity! She also reported that all attendees who wanted to be added to the ArkACRAO listserv, and those who requested it were added. She also distributed and collected the "I'm Available" forms from attendees.

Legislative Liaison: No report, but President Elect Scaggs reported that the Legislative Topics panel at Fall 2015 Conference on Friday would include Representative Brent Talley from Hope, AR, Senator Bruce Malloch from Magnolia, AR, and Representative DeAnn Vaught from Horatio, AR.

Nominations and Election: Past President Amy Mahan reported on nominees for EC during her previous report.

Publications/Publicity Chair: President Finch reported despite many concerns, we were successful in getting the directory out. It was difficult to get proofs together, and get people to proof entries at institutions, but we pulled it together. President Finch suggested an admissions chat item focused on continuing to provide the directory in hard-copy. Other EC members discussed and commented that high school counselors want the directory in hard-copy. She stated that Publications/Publicity chair is a very important position and provided advice to President Elect Scaggs on areas of concern. President Finch has prepared a spreadsheet of when tasks should be completed to pass on to the new EC.

OTHER BUSINESS

President Finch introduced topics for discussion by EC members present.

"I'm Available" Form: President Finch had requested that form be posted on the ArkACRAO website, but it doesn't currently get delivered anywhere. She will pass the form on to President Elect Scaggs to proof, and after discussion, it was decided that the form will go to the EC President's email. President Finch will work with President Elect Scaggs to prepare a spreadsheet of responses collected so that information may be passed on to committees to help them identify members.

Rotating EC Members: Amy Mahan, Malissa Mathis, Keesha Johnson, Scott Post, and Wayne Womack will be leaving at EC after the Fall 2015 Annual Business meeting. President Scaggs will appoint the Legislative Liaison and Publications/Publicity chair.

Constitutional Amendment: President Finch distributed the amendment to the ArkACRAO Constitution received from Zeda Wilkerson, on behalf of the Constitutional Committee. She will prepare a PowerPoint of the proposed change for the Annual Business meeting.

Items for New EC to Discuss: President Finch strongly recommended that the new EC consider the request from Mary Whiting and Chris Riggins that ArkACRAO purchase items to distribute at the ArSCA Conference. President Elect Scaggs and VP Johnson suggested bringing this topic up for discussion at the Admissions chat at conference to get a better feel on membership opinions. The previous item discussed for purchase would've cost us \$5,000 at a time when the organization's revenue is low. Concerns about providing an expensive item that going forward becomes an expectation were discussed. VP Johnson suggested that ArkACRAO consider providing a more useful, informational item such as a flashdrive with information about ArkACRAO and perhaps even the directory contained on it.

Fall 2015 Conference: President Finch asked for suggestions on potential auditors for the Fall conference expenses. She will also let all of the committee chairs know that that are to provide reports for the annual business meeting. Treasurer Tripp has emailed Patti Carson about the cost of the awards to be presented. President Finch reported that Linda Holland will have a PowerPoint on Site Selection for the business meeting. She also volunteered to assist if President Elect Scaggs needed help creating signage. President Finch will need someone to serve as Parliamentarian for the annual business meeting. She will send out an email to the listserv requesting assistance.

Set Date, Place, & Time for next EC Meeting: The next meeting (annual business meeting) will be held on Thursday, October 8 at 11:15 a.m. at the Fall 2015 Conference in Texarkana. President Finch will confirm details in advance of next meeting.

Adjourn: VP Keesha Johnson moved that the meeting be adjourned. Past President Amy Mahan seconded. Motion passed. The meeting was adjourned at 11:33 a.m.

Respectfully submitted,

Malissa Mathis, Secretary 2013-2015

Tracy Finch, President 2014-2015