



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

**Executive Committee Meeting
Wednesday, July 20, 2016
Hilton Garden Inn
Conway, Arkansas**

Members Present: Kim Bigger, Chad Cox, Matthew Cummings, Tracy Finch, Amy Foree, Whitney Hall, Linda Holland, Amy Mahan, Christine Pacheco, Mark Pruitt, Chris Riggins, Chris Robinson, Brandi Tripp, Zeda Wilkerson, Jessica Williams.

Call to Order: President-elect Riggins called the meeting to order at 9:43 a.m.

Approval of Minutes from Executive Committee (EC) Meetings, March 4th, 2016: Minutes of the March 4th, 2016 EC meeting were presented. Kim Bigger moved that the minutes be accepted. Linda Holland seconded. Motion passed and the minutes were approved. A copy of the EC minutes approved are included in the Secretary's Notebook.

NEW BUSINESS

President-elect Riggins welcomed the Executive and General Standing Committee members present. He noted that President Scaggs would be unable to join us for the meeting.

Special Guest Presentation:

Blayne Stewart presented the new ArkAcrao website. The new website is static, fast, user-friendly, pulls new information in every night. Automated in that it pulls in some current information from other websites. It's mobile and tablet friendly. The goal is to have each institution's information available by the Articulation Workshops. Would like pictures from each institution, and Chad will send out an email requesting that institutions update their information. The quick-book will be printed from the fields on the website. Institutions can add visit dates,

etc. VP Hall suggested that perhaps Chad can demonstrate the website at the fall conference. Perhaps we can add vendor icons. Blayne demonstrated the admin function for updating information. The idea of possibly having it as an app was discussed.

President: Secretary Wilkerson read President Scaggs' report on his behalf.

It has been my distinct pleasure to serve the association this year. Since our last meeting I feel that we have made some important improvements that will distinguish ArkACRAO and help us be seen as an advancing state association among our regional peers and our in-state constituents. Let me begin by complimenting Vice President Sharon McDaniel for putting together a tremendous Support Staff Workshop. She worked very hard and created an excellent experience for those who attended. I also want to commend Chair Mary Whiting for her accomplishment of producing the Clearing House Calendar for the College Planning Programs. Her diligence provided us with the calendar in a record time table. She also led the charge in creating a digital calendar and saving on print cost. I'm so very proud of how each chair and Vice President has fulfilled their duties and completing the work of the association in their busy schedules. The Registrar's Therapy and the Admissions Boot Camp are certain to be big hits today and tomorrow. I'm looking forward to the fall conference to see the results of President-elect Riggins' hard work, leadership and inclusive planning.

An area that really reflects some of our improved processes and products is the ArkACRAO website. Blayne Stewart has been tremendous to work with and has provided some great ideas. He has truly had our best interest at heart and often shares his thoughts and ideas. We have a new website with a new host. The website is fast, dynamic, clean, and mobile adaptable. It focuses on institutional pictures that rotate each time a person reloads a page. The page for the legislative education committees has been attached to a live government site and is always current. The work on a live, dynamic directory is underway and I have asked Blayne to present the projects current stage to the committee this morning. Vendor registration is now available for the fall conference. Pay Pal will soon be an option to pay for meetings, dues, and the calendar. There are also conversations concerning the creating of a mobile electronic directory.

Ms. Tara Carr accepted another position at the university and therefore was not able to complete the year and has resigned from her position as the Chair for the Articulation Workshops. Mr. Mark Pruitt from Harding University has accepted an invitation to fill this position. He has done an outstanding job of jumping in with both feet and getting done what is required to provide us with a quality experience for our high school counselors this soon coming fall. I'm very pleased that we were able to include more of our members from private schools into leadership positions.

I have also accepted the resignation of Mr. Claye Eubanks. His workload and personal situation has not allowed him the freedom to participate. I have chosen not to fill his position but will ask the Chair for Publications and Publicity to absorb some additional duties and other projects may be delegated or placed with a task force.

I have visited with Erin Jernigan from the Rogers Lowell Area Chamber of Commerce and she is very excited about the possibility of hosting SACRAO in her area. She has provided me with much information but unfortunately I will not be able to get it to you today. Later on in this meeting you will have an opportunity to discuss the possibility of presenting this idea to the

association to put forth a bid to host SACRAO in Arkansas again. If this is the desire of the EC I will put together a task force to formulate a formal request to be discussed in a September meeting, then, if we desire, the idea will be presented as new business at the annual fall meeting before the association.

As Treasurer Tripp has already shared I'm sure, we already have \$2,000 committed by Vendors for our fall conference. The task force did a great job of putting together an attractive and acceptable slate of options for vendors. Past President Finch has done excellent in communicating with the vendors and having the online vendor registration up and going has proved an excellent decision. I feel that the Pay Pal option will only improve our collection of fees.

The EC and committees have been busy and I'm certain that I have left out some important news. This EC and Committee has the feel of high energy and progressive! Thank you for allowing me to serve you in this capacity.

Sincerely and humbly submitted,

Randy Scaggs

VP Hall made a motion to approve the President's report, VP Holland seconded. Motion carried, report approved.

President Elect: President Elect Riggins reported the following:

- There was a planning meeting June 1st for the Annual Meeting. The Conference will begin at noon on Wednesday and will conclude on Friday.
- Transportation for guests and the theme were discussed.
- Rick Schaeffer and Charlotte Strickland will be keynote speakers.
- Additional speakers are Cie Gee with SACRAO, and Jaclyn Elliot with AACRAO
- Registration fee will be \$100.
- There is an online payment option now.
- The chamber will provide 150 bags.
- The idea of having name badge "flags" was discussed. This prompted the idea of possibly having stickers to put on the name badges of those who donate to our charity.
- The Past President Recognition was discussed as well.
- We also want to encourage attendees to visit with the vendors.

Jessica Williams made a motion to approve the President Elects report. VP Hall seconded. Report was approved.

Past President:

Vendors

I have been working with vendors for the annual program. Approximately 30 vendors/individuals have been contacted. I believe we have four confirmed sponsors.

- Steve Cook: Atlas Flags
- Jay Schnobelen: Jenzabar
- Matt Stinson: Parchment
- Christy Wessel: DIGARC

I am organizing a committee of volunteers to be assigned to the vendor as an additional contact at the actual conference to assist them with conference needs.

I have created a detailed contact list for next year that includes vendor participant history for the past couple of years. I will recommend next year's Past-President contact the vendors right after the annual meeting. Some vendors used calendar year to set budgets.

Nominations and Elections

The committee has been formed. First request from the general membership will go out later this week. Tentative timeline:

Aug. 5: deadline for nominations

Aug. 8 – 10: send to committee for confirmation

Sept. 2: Send to ListServe and request posting on website if appropriate

Past-Presidents

I will start the invitation process to the Past-Presidents luncheon mid-August assuming this is something we will still be doing. Conference Evaluations have indicated disappointment in this function. I'm open to suggestions on how to handle the event.

Secretary: Secretary Wilkerson shared that she will have the Position Description Document ready for the next meeting.

Treasurer:

- Current bank balance
 - \$13,409.89
 - See balance sheet for details.
- CPP
 - All outstanding fees have been paid.
- Fall Conference
 - One remaining registration fee outstanding from 2015 Conference.
 - Have already received \$1000 from DIGARC for vendor sponsorship
 - Invoices have been sent to Parchment for \$1000 vendor sponsorship and to Jenzabar for \$500 vendor fee
 - We anticipate having online payment options available for the fall conference.
- Membership Dues
 - Membership Invoices were e-mailed out on June 2nd.
 - Dues have been received from 33 of the 73 members so far.

**Arkansas Association of Collegiate Registrars and Admissions Officers
Financial Report
July 20, 2016**

Beginning Balance October 2, 2015

\$23,022.47

Revenue

| | |
|-----------------------------------|------------|
| 2015 Support Staff Workshop | |
| 2015 Pine Bluff CPP Registration | \$350.00 |
| 2015 Boot Camp Registration | \$80.00 |
| 2015 Fall Conference Registration | \$4,000.00 |
| 2015 Fall Conference Vendors | \$700.00 |
| 2015 Fall Conference Extra Meal | \$20.00 |
| 2015 Raffle | \$453.00 |
| 2015 Membership Dues | \$400.00 |
| Interest Payments | \$5.96 |
| 2016 Calendar Sales | \$600.00 |
| 2016 Membership Dues | \$3,300.00 |
| 2016 Support Staff Workshop | \$560.00 |
| 2016 Bootcamp | \$720.00 |
| 2016 Registrar's Therapy | \$880.00 |
| 2016 Pine Bluff CPP | |
| 2016 Fall Conference | |
| 2016 Fall Conference Vendors | \$1,000 |
| Business Check rewards | \$1.80 |

Total Income

\$13,070.76

\$36,093.23

Expenses

| | | |
|------------------------------|--|-------------|
| debit Staples | printing of name badges | \$12.86 |
| debit Vincent's Fine Wine | Hospitality Room | \$196.90 |
| debit Target | Karaoke machine (Hospitality) | \$140.71 |
| debit Wal-Mart | Hospitality Room | \$190.08 |
| 171 Sharon McDaniel | Hospitality Room | \$124.57 |
| 172 Whitney Hall | Speaker Gifts | \$360.01 |
| 173 Tracy Finch | Newcomer gift cards | \$25.00 |
| 174 Post Master | stamps | \$9.80 |
| 175 Fairfiled Bay | 2017 Fall Conference Deposit | \$1,200.00 |
| 176 Fielding Graduate Univ. | Room reimbursement for Monique Snowden | \$177.48 |
| 477 Holiday Inn Texarkana | 2015 Fall Conference | |
| 178 Void | | |
| 179 UCA Admissions | Conference Refund | \$200.00 |
| 180 Technology Resource Corp | College Automation | \$479.25 |
| Harvest Regional Food | | |
| 181 Bank | Fundraiser | \$453.00 |
| debit SACRAO | Susan Atkinson registration | \$215.00 |
| Bank of the Ozarks | stop payment fee for Holiday Inn | \$35.00 |
| 182 Holiday Inn Texarkana | 2015 Fall Conference | \$14,419.50 |
| debit Myrtie Maes Restaurant | EC lunch | \$144.42 |
| 183 Randy Scaggs | SACRAO expenses | \$1,240.73 |
| 184 Technology Resource Corp | College Automation | \$483.75 |
| 185 Bookends Café | Support Staff lunch | \$145.52 |
| 186 Thomas Pennington | Support Staff speaker | \$100.00 |

| | | | | |
|-----|----------------------------|---|------------------------|-------------------|
| 187 | ArSCA | booth rental for summer conference | \$250.00 | |
| 188 | Bookends Café | Support Staff lunch | \$70.21 | |
| 189 | Sharon McDaniel | Support Staff workshop | \$101.13 | |
| 190 | Hilton Garden Inn | Deposit for Registrar Therapy | \$200.00 | |
| | Blayne Stewart | Web services | \$888.00 | |
| | Blayne Stewart | Online Payment System | \$100.00 | |
| | Blayne Stewart | Online Directory System | \$450.00 | |
| | Rachel Mullins | Binders for Bootcamp | \$64.97 | |
| | Whitney Hall | door prizes/name tags for Bootcamp | \$85.45 | |
| | | Refund of Heather Funk's Registrar Therapy | | |
| | Phillips Community College | fee | \$40.00 | |
| | Ozark College | Refund of Amber Whitaker's Bootcamp fee | \$40.00 | |
| | Lyon College | Refund of Tammie Hall's Registrar Therapy fee | \$40.00 | |
| | | Total Expenses | | \$22,683.34 |
| | | | Balance on Hand | \$13,409.89 |
| | | | CD | \$9,650.79 |

Respectfully Submitted

Brandi Tripp

Respectfully Submitted July 20, 2016
Brandi Tripp

Vice President for Admission Administration:

- I served on a task force with Publications and Publicity Chairman, Chad Cox, and VP of Student Relations, Rachel Mullins, to research, evaluate, and create a competitive pyramid package for the association's levels of vendor/sponsorship at the annual fall meeting conference – aiming to increase participation variety, cost coverage, etc.
- As a member of the Planning Committee for Annual Meeting, I was unfortunately absent from the June 1, 2016, meeting due to a prior campus engagement; I received post meeting information from President – Elect, Chris Riggins.
- I generated and submitted a detailed 2nd draft of a position plan for the office of VPAA, as well as a 1st draft on behalf of the Articulation Workshop Chairperson. Plans are in place to use the compiled documents of all EC and chaired position duties, timelines, etc. from the secretary to create professional and organized folders – in hopes to pass down from term to term.
- Since the end of May, I am continually training and assisting our newest Articulation Workshop Chairperson, Mark Pruitt of Harding University. He has since stepped up and completed the following duties:
 - Spring memorandums to institutions and high school counselors/career coaches via the ListServ
 - Communication with the webmaster to discuss registration plans to open in August

- ADE online training and PDSAM certified requirements to provide the high school counselors/career coaches up to 3 professional development hours in September
- Generation of professional development certificates to award at each regional site
- 1 of the 4 visits to regional hosting institutions to further plan event details and view campus facilities (2nd visit to Northwest Region is set for July 19, 2016)
- I co-coordinated summer ArkACRAO Boot Camp plans/workshop agenda with VP of Student Relations, Rachel Mullins, including but not limited to:
 - Reserved presenters for vital session topics in the areas of travel (planning, safety, and health), professionalism/appropriate dress, college fair automation, etc.
 - Invited career coaches to be included in the discussion panel portion (originally we had 2 but 1 cancelled this past week due to an off campus school engagement)
 - Worked closely with Jason Poole of Central Baptist College through multiple emails and conference calls to finalize technology for presenters, room space, registration set up, campus arrival and signage for guests, food and beverage, etc.
 - Created name tags for all attendees – expecting 35 to 40 new hires
 - Developed “What I Wish I Had Known” presentation, including both serious and comical tips, as well as coordinated the opening icebreaker

Gathered multiple door prizes from Starbucks and Sonic, as well as convenient laundry bag packs; submitted \$85.45 in expenses to treasurer

Mark Pruitt moved that the VP for Admission Administration’s report be approved. Linda seconded. Report was approved.

Vice President for Records: No new report.

Vice President for Registration: Vice President Holland shared on the topics that would be presented during Registrar’s Therapy including a session on spotting fake documents.

Vice President for School Relations:

- **Annual Meeting Committee:** I attended the meeting on June 1, 2016 to discuss the agenda and other arrangements for the Fall Conference.
- **Boot Camp – July 21, 2016 at Central Baptist College**
The preparation for Boot Camp is almost complete. We currently have 36 participants registered for the event. It was 39, but 3 canceled their registration. Session topics include the following:
 - Welcome and Overview of ArkACRAO – *Randy Scaggs, Northark*
 - Work Ethic for the College Fair and High School Visit Preparation and Etiquette – *Justin Moore, UACCM*
 - Travel (Planning, Safety, & Health) and Professionalism/Appropriate Dress – *Courtney Mullen, UCA*

- High School Counselor/Career Coach Panel – *Career Coach Sorronto Aubrey, Conway HS Counselors Jan Armstrong & Jeannie Moore, St. Joseph HS Counselor Teri Breeding*
- College Fair Automation – *Chris Riggins, UCA*
- Financial Aid and Its Importance in Recruiting – *Debrah Mitchell, UAMS College of Health Professions*
- New Professional 2 Minute Presentations
- What I Wish I Had Known – *Whitney Hall, SAU*

Below is a summary of some of the preparations that have been made.

- 4/21/16 Sent Save the Date to the listserv
 - Sent follow-up registration, agenda, and hotel information on 5/31/16, 7/7/16, and 7/15/16.
- Whitney Hall and I secured session presenters during April and May.
- 5/31/16 Registration was posted to the ArkACRAO Website
- 7/11/16 Jason Poole, Whitney Hall, and I had a conference call to finalize details
- COST: Jason Poole estimates that the lite breakfast and lunch expenses will total \$800. The binders were \$64.97. Whitney Hall has purchased the door prizes. Since the registration fee is \$40, we should be well under budget for this event.

VP Hall made a motion to approve, VP Holland seconded. Report was approved.

Legislative Liaison: Liaison Robinson reported on the Closing the Gap Initiative of October 2015.

Closing the Gap: There is a clear gap between the needs of Arkansas employers and potential employers and educational attainment levels of the state residents. Beyond meeting employer needs, higher education has been clearly shown to provide benefits to individuals who attain post-secondary credentials and to society as a whole. Close this attainment gap will require alignment of goals with available resources to lead the additional completions, both of certificates and degrees, necessary to change the landscape in our state. This plan provides decision makers at the state and institutional levels with an outline to meet the challenge and close the gap.

Goals:

- Raise completion rates and graduation rates for colleges and universities by 10%
- Increase by 50% the enrollment of adults, age 25 to 54 by fall 2018
- Raise the credential attainment rates of the underserved student groups in the state relative to the other students by 10%
- Improve college affordability through effective resource allocation

ACT 852, Jim Dotson, Bob Ballinger, Bart Hester, Charles Armstrong

Nominations and Election: Past President Finch reported they are in the process of collecting nominations for the upcoming year.

Publications/Publicity Chair: Chair Cox reiterated that institutions would want to update their information on the website for inclusion in the directory.

Constitutional Review: Chair Foree reported that there were no requested changes to be considered.

Recognition: Chair Pacheco is currently working on gathering information to recognize the Past Presidents as well as outgoing officers.

Membership: Chair Williams reported that Guide Ed. and Northwest Technical College have requested to be considered for associate membership.

Professional Access and Equity: No new report.

Hospitality: Chair Matthew Cummings shared that Loaves and Fishes would be the charity for the annual meeting, and that they will accept canned goods as well as monetary donations. Tickets will be raffled for door prizes as well. Possible entertainment options include a DJ and karaoke. Due to the noise a DJ might generate, it was discussed moving indoors by a certain point in the evening.

Site Selection: Chair Kim Bigger presented three options to the EC to be considered:

1. Wyndham Riverfront
2. Doubletree
3. Marriott

The Wyndham Riverfront appears to be the most economical and has been a good venue in the past. The three choices will go before the membership in October at the annual meeting.

Articulation Workshop: Chair Mark Pruitt has visited two of the four locations.

College Planning Program Clearinghouse: No new report.

College Automation Committee: No new report.

OTHER BUSINESS

Set Date, Place, & Time for next EC Meeting: The next meeting will be Friday September 9th at Chuy's in Little Rock from 1-3. (Had been tentatively set for UALR, change in venue provided in email from President Scaggs).

Adjourn: Linda Holland moved that the meeting be adjourned. Whitney Hall seconded. Motion passed. The meeting was adjourned at 12:16 p.m.

Respectfully submitted,

Zeda Wilkerson, Secretary 2015-2017

Randy Scaggs, President 2015-2016