



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

**ArkACRAO Annual Business Meeting
Wyndham Riverfront Little Rock
North Little Rock, Arkansas
Thursday, October 3, 2024**

Membership:

Whitney Hall, President
Kyanna Beard, President-Elect
Tracy Finch, Past President
Allie Taylor, Secretary
Linda Holland, Treasurer
Sydney Welch, Vice President for Admissions and Administration
Ashley Berry, Vice President for School Relations
Heath Riddle-Sims, Vice President for Technology
Casey Bromley, Vice President for Records
Connie Herring, Vice President for Registration
Dylan Herekamp, Legislative Liaison
Alexis Scrimshire, Publications/Publicity Chair
Jennifer Wright-Cunningham, Historian Chair

Call to Order: President Whitney Hall called the meeting to order at 12:13 pm.

President Hall asked Rachel Mullins (UACCM) to serve as the Associations Parliamentarian for the meeting. Rachel Mullins responded in the affirmative.

Roll Call: President Hall stated: Each member institution in attendance at the annual meeting may select two people to cast votes on behalf of their institutions concerning election of officers and constitutional amendments. One voting delegate is from school relations and /or admissions administration and one voting delegate is from registration and/or records. Votes are cast according to member institution roll call. Any other business may be conducted by simple majority vote. Allie Taylor, Secretary, conducted the roll call of ArkACRAO Members for 2024-25. 35 members answered the roll call, representing 27 institutions. A copy of the roll call is included in the Fall Conference folder of the ArkACRAO 2024-2025 Digital Secretary's Notebook.

Approval of Minutes from Business Meeting, October 5, 2023: President Hall (SAU Magnolia) called for the reading of the minutes of the October 5, 2023, Business Meeting. Alisa Waniewski (ATU) moved to suspend the reading of the minutes. Tammy Weaver (ATU) second. Motion passed. President Hall asked for any corrections to the minutes. Hearing none the minutes are declared approved.

A. Treasurer's Finance Report, Linda Holland

The Financial Audit will be sent out soon after the conference once the Financial Review Committee is able to review it as well. Treasurer Linda Holland reports that we are on budget as association. The CD we have in place has not been touched in 10-15 years and just reached \$9,800 this year. The past 3 years we have had non-budget friendly conferences causing the audit committee to recommend that we cut



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some things out of the budget for this year for example, not having t-shirts at the conference this year. Treasurer Holland met with the sales director before this meeting and discussed costs of our current conference and it looks to be that there will be around \$20,000 (without the CD) remaining in the budget after this conference. Depending on the vote today, we may have to dip into the extra funds to help pay for the next conference.

Several other things have not been paid yet due to the wait for those receipts and final amounts. We did purchase laptop computers (around \$1,500 for 4 laptops) to use during events and conferences which have cut a lot of the AV costs for our conference. Treasurer Holland states that the Finance Committee has done a wonderful job at cutting a lot of our costs down.

B. Annual Financial Review Committee, Chairperson, Chris Mosley

President Whitney Hall shared that due to unforeseen circumstances and Chris Mosley's absence due to a sudden sickness, the Annual Financial Review Committee was unable to review the finances. At this time, they do not have a report, but as soon as the report is available, they will review and submit their findings electronically to the membership.

C. OFFICERS AND EXECUTIVE COMMITTEE REPORTS

President, Whitney Hall: President Whitney Hall (SAU) gave the following report:

Like many of you, higher education was something I stumbled upon; honestly, it was intended to be a temporary, three-month placeholder while I figured out the next path for my twenty-two-year-old self. I distinctively remember the stress that came with that age...how I was "supposed" to have everything in order and have a plan for what was to be. Oh, I admit I thought I knew it all...but I didn't. I was naïve. I never had all the answers; I didn't even have a few of them...and neither do many of our students we work with on a daily encounter. As a mother of a three-year-old, I worry relentlessly what the future will hold for her, hoping one day, too, she can be surrounded by influential people who make a profound difference in her life as she finds happiness and a fulfilling career. What I really hope is that she is fortunate enough to be introduced to professional mentors like the ones I have come to respect and value within ArkACRAO.

What was once never on my radar, I now believe it to be one of the most rewarding and noble occupations – a humbling chapter in my life that I continue to hold dear to my heart. Each day we have the privilege to expand our networks and embrace generations of diverse students from various backgrounds with optimistic opportunities for success. Graciously, we witness others' transformational moments, and it is such a profound sense of satisfaction to share in their journey, as well add to our own. I realized early on how empowering our roles are in higher education – not only to prospective and current students and their families but also to fellow colleagues across the entire industry. Without



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ample professional development opportunities to collaborate and expand professional circles, how can we work deliberately and effectively to accomplish even greater areas of impact? How can we be more and do more for others?

Yes, working in admissions or registrar areas is not for the faint of heart; it is more than just a typical 8-5 job...I see it as a calling that contributes to the greater good of our state, and I am proud to have been a part of this opportunity and organization since 2010. While serving in multiple leadership capacities within ArkACRAO, many have impacted me beyond words, both professionally and individually, and there is no doubt, these colleagues will remain some of my closest friends and mentors for decades to come. Let me just add that a few consistently stay on my recent call and text lists...While time is certainly a thief, it has allowed us to grow closer without stealing the memories we have made thus far. Most importantly, my time within ArkACRAO has given me a clearer perspective while allowing me countless chances to practice grace; it serves as a constant reminder that others will support you even when you feel cornered by obstacles beyond your control. To these leaders, thank you...

Christopher Riggins
Rachel Mullins
Tracy Finch
Chad Cox
Brandi Tripp
Linda Holland
Heath Sims
Kyanna Beard
Sydney Welch

Thank you for always being there to make me laugh, reminding me there is more than one way to accomplish a goal, standing in as my therapist and listening to me vent, encouraging me when the walls feel like they are caving in, and/or signaling me when I need to hold my tongue. You are the epitome of what ArkACRAO stands for, and your legacies will continue to inspire for many years. But in the end, every institution needs a Sarah Jennings...for it takes a special, genuine person like her that is immensely dedicated to supporting members of a recruitment team who thrive off service-oriented programs and professional development opportunities. Without my former supervisor, I simply would not be on this stage in the presidency role after transitioning to the world of university advancement and development. For the past fourteen years, she has never steered me away from opportunities of growth by investing so much of herself – not only her wisdom and her trust but also her intentional spirit. Hands down, I owe all that I have accomplished professionally in the field of admissions and recruitment to Sarah Jennings for granting me “my first big girl job” and helping to establish a solid foundation. The plan was to stay for only a quarter of the year, but we all know life brings many unexpected twists and turns. In fact, she was the one who initially introduced me to ArkACRAO and all its possibilities. I even recall my first annual conference thinking: “*How amazing is*



this! THIS is work!" I dove in immediately, serving wherever I could, as much as I could. Any time I referenced ArkACRAO projects over the years, she never once questioned my commitment to my first duty as an admissions counselor for SAU. Like she and the many other special guests joining us here today, we understand the time commitment it takes to carry out the business affairs of ArkACRAO – whatever the hierarchy position may be. Every single person is an invaluable link, and at the end of the day, we are all volunteers in this organization; the dedicated people are what make this association and the state of Arkansas stronger. Often, we are unexpectedly approached and/or “voluntold” to add even more to our already full plates, but I am beyond proud to admit this association pulls together like no other in times of need. Plus, it can be a LOT of fun!

Still, the best is yet to come...but frankly, that is hard to visualize when I think back to the numerous learning experiences and wonderful memories that I have shared with so many of you along the way. Thank you for entrusting me, as well as the Executive Boards I have been blessed to be a part of during this tenure. It has been a sincere pleasure to serve as president, and I look forward to returning to my ArkACRAO family for years to come.

President-Elect, Kyanna Beard:

President-Elect Kyanna Beard reports that it has been a very fun year as president-elect and she is thankful for all of those that have helped her along the way. She mentions that she has some very big shoes to fill this next year. She is looking forward to the next year and what is in store.

Past President, Tracy Finch: Past President Tracy Finch (ASU) gave the following report:

It has been my privilege to be called fill the open Past-President role this past year. I hope some of my historical knowledge of the organization along with my longtime higher education experience has been a help.

As part of this role, I served as the Chair for Nominations and Elections (report provided).

I would recommend the changes be considered in the nomination process:

- Consider developing a nomination form. While we don't want to introduce barriers to the process, a brief bio on our candidates may be appreciated by the voting membership.
- Recommend a review data that can be provided by member clicks to provide potential nominees. Some positions require experience.
- Ask outgoing EC members to write a brief testimonial on their duties and time. This could be shared on the list serve as we solicit nominations. It may encourage others to volunteer.



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My final recommendation and/or words of wisdom include take a recommendation to take the time to thank the supervisors of those outgoing individuals who have served the organization. These individuals spend a large amount of extra time devoted to their roles with ArkACRAO. In addition to their time, some of these individuals may have unreimbursed expenses like travel. Their boss and institution should be made aware of the commitment their employee as they assisted our organization in promoting and improving higher education. We need to acknowledge their willingness to allow their employee to serve.

Why not have outgoing individuals provide the name and contact (email or snail mail) of their boss. This would allow someone in the organization to contact that individual to share our association's appreciation of the time and commitment the school, supervisor and outgoing volunteer gave to make this a GREAT organization. Sometimes the simple things have the most impact on the future!

Secretary, Allie Taylor: No report.

Vice President for Admissions and Administration, Sydney Welch: Vice President Sydney Welch (UCA) gave the following report:

Thank you to my three committee chairs: Rebeca Castillo, Mary Whiting, and Rebecca Willems for an awesome year, the ArkACRAO Executive Council, and all of membership, Statement of Good Practices Task Force, and StriveScan for sponsoring the conference with name tags and lanyards and their help with registration

I also was the liaison for the Task force regarding the revisions of the Statement of Good Practices ArkACRAO's first ever Town Hall Meeting was held in February 2024 discussing a StriveScan and how this service can better serve ArkACRAO for college planning programs

A goal for the future is to implement more Town Hall meetings for members to come together virtually and have space to discuss topics, gain professional development, and more items that are of interest to membership

A Director's only meeting was held in June 2024 to give updates on the new Statement of Good Practices, upcoming events such as Articulation Workshops and Bootcamp, membership, registration, and the clearinghouse calendar. VP Berry, VP Riddle-Sims and myself organized and ran this meeting.

Vice President for Records, Casey Bromley: Vice President Case Bromley (UACCB) gave the following report:

This year, the Support Staff Workshop was held at the UACCB campus in Batesville, AR. We had sessions on managing everyday workload and tackling extra duties while maintaining your sanity,



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admission and registration hot topics discussion, Meyers Davis Life Coaching presented presented promoting growth, change, balance, leadership, and building relationships. And then we finished the day with a relax and recharge session where all attendees got free facials or manicures or massages. Although I wasn't sure what I was getting into, when I accepted the roles of Vice President for Records, it has truly been an honor and privilege supporting our state's admissions and registration supports staff these past two years. Thank you!

Vice President for Registration, Connie Herring: Vice President Connie Herring gave the following report:

Registrar's Therapy was held at Mather's Lodge at Petit Jean State Park in Morrilton, AR on July 17 and 18. Registration for the event was \$60, and we had about 21 members in attendance. The room rate at the lodge for those who chose to book a room was \$105. Sessions included ADHE update, sustained wellness, working with different personalities and a birds of a feather session. We did a group short hike to the overlook of the waterfall and a night guided nature tour. The rooms at the lodge were a little outdated and not the most comfortable. I received positive feedback after the event and I'm looking forward to planning next year's Registrar's Therapy event.

Hotel Meeting Room Charge = \$240.00

Food/Coffee at Meeting Room = \$167.62

Speaker Gifts and Supplies = \$162.66

Vice President for School Relations, Ashley Berry:

Bootcamp was hosted at the UCA skyboxes overlooking the stripes on the field and it was a great collegiate experience. Several new recruiters were hitting the road this year and it was so fun leading and collaborating with other colleagues across the state to prep these new admissions counselors before recruitment season began. Thank you executive council and additional presenters from ATU, UCA and UAFS for assisting the whole day. There were 30 attendees total. Vice President Ashley Berry (UCA) stated: "For the past two years, I've had the privilege of training the new admissions counselors and it's been an honor, and I love being able to see the new faces so thank you so much!"

Vice President for Information Technology, Heath Riddle-Sims: Vice President Heath Riddle-Sims gave the following report:

Technology points of interest since 2023-24:



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ArkACRAO EC approved and purchased four laptop computers. These are to alleviate costs of technology during conference and additional workshop gatherings. The VP of Technology will house these and should be contacted if you are hosting one of our workshops.

For the second year, we have utilized MemberClicks to house a digital ClearingHouse Calendar. After feedback from last year's fall conference, we were able to add which high schools would attend events (given the hosting party shared that information) as well as assigning events to ArkACRAO designated regions of the state.

Legislative Liaison, Dylan Herekamp: Secretary Allie Taylor (UAF) gave the following report on behalf of Legislative Liaison, Dylan Herekamp:

Dylan Herekamp was not able to be here today. He had to step away from this ArkACRAO leadership position after accepting a new role at another institution beginning on August 1. On His behalf, he wanted to publicly commend the association for giving him the opportunity to serve in many capacities of the last several years while working as the registrar for Ozarka College, volunteering in ArkACRAO professionally impacted him and he recognizes Madam President Hall as an excellent example to have as a professional mentor. With Dylan stepping down two months prior to the annual meeting, it was a collective decision to keep this ex-officio position vacant until the incoming president appoints a new member this fall.

Publications/Publicity Chair, Alexis Scrimshire: Chairperson Alexis Scrimshire (ATU) gave the following report:

Due to some turnover at the Arkansas Department of Corrections, who prints the Quickbook, the original estimate of production of the Quickbook had increased to, \$1,312.50, nearly double what it had been the previous year. As a result, we reached out to 7 different printing companies to get quotes on printing the Quickbook. After discussion with President Hall, Treasurer Holland, and VP Simms, it was decided to order 200 less books and to only print black and white. This along with some other discussions with the Arkansas Department of Corrections reduced the price to \$715.00 plus tax, which was under what we had paid last year.

It was brought to our attention that ArkACRAO is the only group in the ACRAO organization that produces the Quickbook. With increasing cost of paper and printing, the production of the Quickbook maybe something that the membership wants to have discussions on in the future.

Historian Chair, Jennifer Wright-Cunningham: Secretary Allie Taylor (UAF) gave the following report on behalf of Historian Jennifer Wright-Cunningham:

Jennifer transitions into a new institutional leadership role outside the scope of ArkACRAO in June 2024. Thankfully, she was willing to fulfill this year's commitment as an ex-officio member of the



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executive council yet was no longer able to attend this business meeting, sadly. In her report, she shared that any member of the association will continue to have the ability to share the past practices or data for leadership and other chaired positions to refer to at any given time. An ArkACRAO Google Drive has been created by Vice President Riddle-Sims protected from institutional turnover and documents that were submitted to her were placed in this archive. Jennifer sincerely appreciates the opportunity to serve not only as historian, but also her time on the Statement of Good Practice Task Force. Following this annual meeting, the incoming president will appoint another member in this role.

GENERAL STANDING COMMITTEE REPORTS

Constitutional Review, Chairperson Casey Martin: Chairperson Casey Martin (NPC) gave the following report:

Constitutional Review Committee was tasked with the following consideration:

- To review Article I, Section 1 and 2 of the ArkACRAO By-laws for revisions regarding annual membership fees.

The review committee conducted research regarding the fee structure for other regional ACRAOs. With the knowledge that the Association needs to increase its funding to function effectively and provide services to its members and with seeing that there are some ACRAOs that have higher annual fees, the Constitution Review Committee recommends the following revisions to Article I, Section 1 and 2 of the ArkACRAO By-laws. The proposed changes were distributed electronically via the list serv for review before the conference with the membership price comparison document and are also available for review on the conference PowerPoint slides.

BY-LAWS ARTICLE I -MEMBERSHIP

Section 1.

Institutional Member - Individuals designated by each institutional member shall be eligible to conduct Association affairs, to hold elective office, and to participate in other ways. (Other individuals may be invited to serve the Association on committees and in other capacities.)

Institutional Members can have unlimited individual members. This membership is voting. The annual fee for each institution is based on the total institutional enrollment from the previous fall semester published by the Arkansas Division of Higher Education. The Annual Fees Table below lists the fee breakdown ~~shall be \$150.~~

Annual Fees Table

Student Enrolled	Annual Fee
1-9,999	\$200
10,000-19,999	\$250
20,000+	\$300



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Section 2. (clause 3)

Associate Membership – \$150.00 annual fee – Organizations who have purposes parallel with those of ArkACRAO, who are not otherwise eligible for any other membership designation. Associate Membership is non-voting. Institutions that are candidates for membership to one of the six regional accrediting agencies may apply for associate membership by providing proof of candidacy status. Candidates for associate membership must petition the Membership Committee, meet qualifications for membership, be approved by the Membership Committee, and be approved by a majority vote of the general membership. Once approved, Associate members may participate in the Association’s non-voting activities, including Articulation Workshops at the level determined by the Articulation Workshop Committee, and may participate in the Association’s listserv. ~~There shall be an annual fee of \$150 for each institution.~~

With this change, we also expect to see an increase in the cost of the ClearingHouse Calendar for those that only purchase the calendar but are not seeking membership. This cost increase will be \$250. That change does not require a vote by membership.

It has been an honor to serve as your 2024 Constitutional Review Chair. I would like to express my thanks to Heath Riddle-Sim (Hendrix) for the submission and assistance with the initial research for this proposed change and for the committee members Caleb Knight (OBU) and Marisa Grippo (SAU) for their time and efforts in reviewing the drafted changes.

President Hall states that according to Article 4 Section 1 of the Constitutional amendment section of our document amendments and revisions of the Constitution require two-thirds majority vote while the bylaw section, which is what the change above falls under, only requires a majority vote. Chairperson Casey Martin motions to make a change to the ArkACRAO bylaws to be revised as proposed to add additional fees tabled to increase membership for the entire association under the institutional membership. Past President Tracy Finch (ASU) seconded. President Hall asked if there is any discussion. Chad Cox (UAF) asked for discussion on looking at breaking up the middle section of the table above. Chad Cox amended the motion to continue with the above membership annual fee table. Brandy Tripp (ATU) made a motion to change the enrollment structure on the above table and keep the fee structure. The motion is to reflect the changes to the table shown below:

Annual Fees Table

Student Enrolled	Annual Fee
1 - 4,999	\$200
5,000 - 9,999	\$250
10,000 +	\$300



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This motion was seconded by Hospitality Chairperson, Ashley Henry-Saorrano. President Hall asked for any further discussion. President Hall calls for a vote of all in favor. None opposed, the motion passes.

Nominations and Elections, Chairperson Tracy Finch: Chairperson Tracy Finch (ASU) gave the following report:

Committee members consisted of:
Tammy Weaver- Arkansas Tech
Luke Kordsmeier – UACCM
Tracy Finch – Arkansas State
Casey Bromley - UACCB
Ashley Berry - UCA

The committee proposed the following slate of officers:

- President-Elect: Heath Riddle-Sims, Associate Director of Admission for Communication & Campus Events, Hendrix College
- Vice-President for Records: Marisa Grippo, University Registrar, Southern Arkansas University
- Vice-President for School Relations: Caysie Martin, Director of Admission, National Park College
- Vice-President for Technology: Alexis Scrimshire, Associate Registrar, Arkansas Tech University
- Publications/Publicity Chair: To be filled by the President

Please note we did try to find a Registrar/Registration individual to serve as President-Elect. It is a three-year commitment, and we were not able to fill the slot with that representation. However, we believe we have a strong candidate from the Admissions area in Heath. His wiliness to serve created the opening for the Vice-President for Technology.

Per the constitution By-Laws the slate was distributed to the membership 30 days prior to the conference.

The nomination and election committee is recommending the slate of officers as presented. A motion was made by Treasurer Linda Holland (UACCM). Seconded by Brandy Tripp (ATU). President Hall calls a vote for all in favor. None opposed, motion passed.



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Annual Meeting Program, Chairperson Kyanna Beard: Chairperson Kyanna Beard (UAPTC) gave the following report:

160 Conference attendees for the 2024 Fall Conference including special guests, corporate partners and last-minute registrations.

With respect to the new constitutional bylaws and amendments approved by the association last fall, previous Past President Tracy Finch accepted the appointment to serve in an advisory capacity for the completion of the 2023-2024 term. Therefore, Madam President Whitney Hall continued to act as the primary liaison between corporate partners and ArkACRAO. I am delighted to share we have fourteen (14) individuals representing eight (8) corporate partner sponsorships attending this year's conference.

For any corporate partners who are present, please feel free to stand so we may properly recognize each of you:

Bronze Level Corporate Partner:

Parchment

Gold Level Corporate Partners:

Cambridge Assessment International Education

Paradigm, Inc.

Arkansas Army National Guard

Element451

The Grad Team – in-kind (donated professional photography services with business headshots)

StriveScan – in-kind (donated registration automation services including name badges and lanyards)

Grooper

Every corporate partner received printed recognition throughout the conference space and inside each conference registration bag. Additional perks for the Gold Level sponsorship package provided a featured breakout session throughout today's scheduled program, as well as named Meal Sponsors for this business luncheon and yesterday evening's association welcome dinner. Both StriveScan and Grooper also contributed to "The New PD" as Hospitality Sponsors.

We are sincerely grateful for their time and devotion to ArkACRAO, as well as their generous financial contribution while providing opportunities of impact for membership. We encourage you to network with our incredible vendors and visit all eight (8) booths to further educate yourself on the opportunities available for your institutions."

Hospitality and Charity, Chairperson Ashley Henry-Saorrano: No report.



Site Selection, Chairperson Tod Martin:

President Hall states that members were informed about the rising cost of the previous three conferences that we've already reflected a few times throughout today's meeting, which we encourage everyone to fully consider upon this vote for the 2026 site selection area. Executive Committee, Annual Program Committee, as well as those that have expressed recommendations from the Annual Financial Review Committee this past year and their findings, we really tried to intentionally reduce costs throughout the entire year as well. Some of those expenses were hospitality with the types beverages, t-shirts, and AV costs. We all agreed we did not want to increase the registration fee for each individual person but rather increase the late registration fees to encourage everyone in the future to register early in advance.

Chairperson, Tod Martin (Harding) gave the following report:

Searcy
Eldorado
Ft. Smith Convention Center
Ft. Smith Wyndham Hotel.

We were originally looking at 3 locations, but when we inquired at the Wyndham in Ft. Smith about room rates for a conference at the adjacent Convention Center, the Sales Manager also sent us information about their banquet rooms and catering, and the Wyndham emerged as a fairly cost-effective option compared to the Convention Center in Ft. Smith, so I'm including it here. I think the Convention Center is accustomed to hosting much larger events than our event, and they appear to be priced accordingly \$\$\$\$.

I was able to visit Searcy (obviously) and Eldorado in person and take photographs, but have not been able to do that for Ft. Smith. I'll be inserting web links into the PPT for images of things in Ft. Smith.

I've tried several times to get room rates for the Fairfield Inn in Eldorado but have not yet received a response. I'll send that information if it arrives before next week. Guest Quarters in Eldorado is a unique concept where they have a central office for check-in, but the actual lodging rooms are apartments scattered around the courthouse square in downtown Eldorado. Many of them are second floor, some with balconies, several around a courtyard near a restaurant. Pretty charming and not a bad price for what they offer, about a 3-4 block walk to the Convention Center. The Haywood in Eldorado is across the street from the Convention Center.

In Searcy, Harding has a hotel on the 3rd and 4th floors of the conference center (2nd floor), and many will want to stay there, but there aren't enough rooms for everyone at that location. The Hampton Inn in Searcy is a couple of miles away near the freeway, and it's the newest and highest rated hotel in



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town. The hospitality room could be at that location, as the Harding hotel is on campus, and we're an "alcohol-free" campus.

After reviewing the pros & cons of each potential site for the 2025 conference, and discussion amongst committee members related to the details of each site, the committee originally recommended the Searcy, Arkansas location. Hospitality Chairperson Ashley Henry-Saorrone made a motion for the recommendation of hosting the 2026 Fall Conference in Searcy, AR. Luke Kordsmeier (UACCM) seconded the motion. President Hall opened the floor for discussion. After discussion, Chris Riggins made a motion to amend that the two lower cost locations presented (Searcy and El Dorado) be voted upon individually by hand. This is a majority vote by all people. Treasurer Holland has seconded this motion. The membership voted (55 votes) in favor of having the 2026 conference at the El Dorado location. 50 votes were for the Searcy location. The 2026 site location will be in El Dorado, AR. It was recommended that we look at a two-year rotation for better pricing for our conference hotels.

Membership, Chairperson Vacancy: Vice President Ashley Berry (UCA) gave the following report:

Vice President for School Relations, Ashley Berry, will present the following Membership Committee report for consideration, in lieu of a chairperson vacancy.

Since the last annual meeting, ArkACRAO received two (2) applications for Associate Membership. According to Article I, Section II of the association's bylaws, interested organizations who have purposes parallel to with those of ArkACRAO must meet the candidacy criteria for associate membership by applying and providing proof of institutional status from one of the six regional accrediting agencies.

Associate Membership status is recommended for:

1. Murray State – located in Murray, KY – applied June 24 for consideration; the institution is accredited by the Southern Association of Colleges and Schools Commission on Colleges.
2. University of Missouri – located in Columbia, MO – applied September 16 for consideration; the institution is accredited by the Higher Learning Commission, a commission of the North Central Association of Colleges and Schools.

Additionally, ArkACRAO offers educational agency membership for state educational boards or agencies of higher education. Members of this status receive the same benefits as Associate Members. One (1) application was submitted to ArkACRAO for Educational Agency Membership status and is recommended for:

1. Virtual Arkansas – located in Plumerville, AR – applied May 16 for consideration; the organization's mission is to equip, engage, and empower Arkansas schools, students, and teachers by providing equitable access to superior online education – which is implemented through a partnership with ADHE and AESC by providing an array of quality digital courses to



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public school students. It is not an online high school or a diploma-granting institution but a resource for supplementing educational programs to Arkansas school districts through all Education Cooperatives including content and teacher service, content partnership program, learn anywhere academy, ALE core service, summer school, and dedicated teacher program to name a few.

Vice President Ashley Berry (UCA) made a motion to grant associate membership status to Murray State and University of Missouri, as well as granting educational agency membership to Virtual Arkansas, based on the criteria within our bylaws. Chad Cox (UAF) seconded. VP Ashley Berry asks for discussion. Hearing none, the motion passes.

Recognition, Chairperson Vilma Espinoza: Chairperson Vilma Espinoza (SAU) gave the following report:

Committee Members:

Ashley Berry, University of Central Arkansas

Casey Bromley, University of Arkansas Community College at Batesville

Committee chair, Vilma Espinoza, purchased 7 new and unique awards online from Crown Awards at a total cost of \$379.13. These awards are to recognize the following outgoing Executive Committee members for their outstanding service and dedication to ArkACRAO during their term:

- Tracy Finch, Past President, 2023-2024
- Ashley Berry, Vice President for School Relations, 2022-2024
- Heath Riddle-Sims, Vice President for Information Technology (slated for Pres-Elect) 2023-2024
- Casey Bromley, Vice President for Records, 2022-2024
- Alexis Scrimshire, Publications and Publicity Chair (*ex-officio member of EC; appointed annually by Pres; slated for VP for Information Technology), 2023-2024
- Dylan Herekamp, Legislative Liaison (*ex-officio member of EC; transitioned to a different inst. role but served 1 year; appointed every 3 years by Pres), 2023-2024



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- Jennifer Wright Cunningham, Historian Chair (*ex-officio member of EC, appointed annually by Pres), 2023-2024

The Recognition Committee also printed out a total of 42 certificates described below for a total of \$10.50.

There are 6 certificates of appreciation to recognize the remaining EC members for their outstanding service and dedication to ArkACRAO this year:

- Whitney Hall, President, 2023-2024
- Kyanna Beard, President-Elect, 2023-2024
- Allie Taylor, Secretary, 2023-2024
- Linda Holland, Treasurer, 2023-2024
- Sydney Welch, Vice President for Admissions and Administration, 2023-2024
- Connie Herring, Vice President for Registration, 2023-2024

There are 12 certificates of appreciation and service to recognize the following committee chairs this term:

- Chris Mosley, Annual Financial Review, 2023-2024
- Kyanna Beard, Annual Meeting Program, 2023-2024
- Rebecca Willems, Articulation Workshops, 2023-2024
- Rebeca Castillo, College Fair Automation, 2023-2024
- Mary Whiting, College Planning Program - Clearinghouse Calendar, 2023-2024
- Caysie Martin, Constitutional Review, 2023-2024
- Ashley Henry-Saorrano, Hospitality and Charity, 2023-2024
- Tracy Finch, Nominations and Elections, 2023-2024
- Emily Mendiola, Professional Access and Equity, 2023-2024
- Vilma Espinoza, Recognition, 2023-2024



- [Tod Martin, Site Selection, 2023-2024](#)
- [Tate Anderson, Membership, 2023-2024](#)

Furthermore, a special task force made up of 8 members was appointed by President Hall to address modifications to the association's Statement of Good Practice:

- [Mary Whiting](#)
- [Luke Kordsmeier](#)
- [George Brooks](#)
- [Ashlee Dixon](#)
- [Chris Riggins](#)
- [Chad Cox](#)
- [Jennifer Wright Cunningham](#)
- [Vilma Espinoza](#)

In addition, Fun Awards are something new the Recognition Committee wanted to try this year. These new awards are intended to add more inclusivity and praise amongst the membership; we wanted to feature those that deserve to be highlighted and celebrated amongst fellow peers for their dedication, character, and impact on the organization and their institutional role. 16 nominations were sent to me via email and certificates were printed out for each nomination. These awards along with their recipients are:

- Newcomer of the Year Award - this award recognizes an individual who has and continues to exhibit outstanding performance within their first year in their role. They demonstrate a positive, willing spirit and get the job done.
 - [Laura Suchini, University of Arkansas Hope-Texarkana](#)
 - [Rebeca Castillo, Hendrix College](#)
 - [Kyleen Hewitt, Southern Arkansas University](#)



- Loyalty Award - this award recognizes an individual who has demonstrated extraordinary loyalty, dedication, and service to students, coworkers, and their institution.
 - Alisa Waniewski, Arkansas Tech University
 - Tammy Weaver, Arkansas Tech University
 - Tracy Finch, Arkansas State University
 - Lindsey O'Neal, Southern Arkansas University
- Above the Call Award - this award recognizes an individual who goes above and beyond the call of duty daily. They strive to make a difference in the lives of students, coworkers, and their institution.
 - Jennifer Wright Cunningham, University of Arkansas Hope-Texarkana
 - Rebecca Willems, University of the Ozarks
 - Vilma Espinoza, Southern Arkansas University
- Smooth Sailing Award - this award recognizes an individual who navigates through challenges with ease and demonstrates patience and resilience.
 - Heath Riddle-Sims, Hendrix College
 - Sydney Jones, University of Central Arkansas
 - Kaitlyn Jones, Southern Arkansas University
- Mentorship Award - this award recognizes an individual who serves as a role model. They provide guidance and share wisdom, and play a positive and vital role in your individual growth and career development.
 - Sydney Welch, University of Central Arkansas
 - Sarah Jennings, Southern Arkansas University
 - Whitney Hall, Southern Arkansas University

Professional Access and Equity, Chairperson Emily Mendiola: No report.



Admissions Administration and School Relations Standing Committees:

- I. Articulation Workshops, Chairperson Rebecca Willems:** Vice President Sydney Welch (UCA) gave the following report on behalf of Rebecca Willems (University of the Ozarks):

2024 Host Sites:

- East – Williams Baptist University – Walnut Ridge
- South – Southern Arkansas University – Magnolia
- North – University of Arkansas at Fort Smith – Fort Smith
- Central – University of Arkansas at Pulaski Tech – North Little Rock

New Changes:

- Having the East Host site start at 1 pm was more beneficial for both the host site and the attending college representatives. The host site was able to have time to set up their campus and not have to come in on Labor Day. This also allowed colleges to come up the day of the workshop instead of driving up the day before.
- College presentation rotation this year was based off the host sites. It was just a coincidence that this year hosts were told the end of the alphabet, so this year's presentations went Z-A.
- Workshop Chair could possibly get contact information for the high school principals. This would help contact more high school representatives when turnover would occur. We would still contact counselor representatives and invite them, but also include principals to help touch base with counselors we possibly missed.
- Allow college representatives be there at 7:30. This would allow them to set up their tables and grab breakfast before high school representatives started to show up.
- Workshop chair would email the host sites the check-in QR code to display on the presentation screens to allow college and high school representatives sign-in, if they were missed at the table.
- Start inviting high school representatives to the workshop early to mid-August. We would mass email the contacts that we have on file and use the contacts that we gathered from this year.
- Possibly adding a deadline for representatives to sign up. Creating a deadline for Labor Day for sign-ups would help give colleges and host sites time to gather materials for each event.
- Create the check-in QR Code to auto-populate the representative's information for faster check-in capabilities. Most representatives have their contact information already saved on their phones for other events.
- Have a ArkARACO staff member walk through the check-in line as people are waiting to help check people in faster.
- In the email communication that the articulation chair sends out, maybe include information on what high school representatives should bring: rolling buggie/suitcases, pen, notebook
- Ask college representatives to stay the entire time for all college presentations
- Change the label names for the following. This will help eliminate the confusion of check-ins:
 - o College Trio Program – Trio Program



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- Presenting Colleges – College Representatives

Final Numbers:

East:

College Reps: 59
Presenting Colleges: 31
High School Reps: 37

South:

College Reps: 48
Presenting Colleges: 31
High School Reps: 31

North:

College Reps: 50
Presenting Colleges: 29
High School Reps: 115

Central:

College Reps: 61
Presenting Colleges: 34
High School Reps: 125

Total:

College Reps: 218
Presenting Colleges: 125
High School Reps: 308

2025 Articulation – September 2-5:

Tuesday, September 2, 2025

East – Arkansas State University – Jonesboro

Wednesday, September 3, 2025

South – South Arkansas Community College – El Dorado

Thursday, September 4, 2025

North – University of the Ozarks – Clarksville

Friday, September 5, 2025

Central – National Parks Community College – Hot Springs



II. College Planning Programs, Chairperson Mary Whiting: Vice President Sydney Welch (UCA) gave the following report on behalf of Mary Whiting (UA Monticello):

Positives:

- The majority of the hosts/hostesses were agreeable and willing to work with me.
- I was able to consolidate some areas.
- Statement of Good Practice was given to everyone involved.
- I shortened times wherever possible.
- I continued to try to keep regional fairs within proximity, but there were a few exceptions because of no other choice.
- Professional dress of college reps.
- Courtesy and praise from hosts/hostesses about college reps.

Negatives:

- Everyone adhering to the Statement of Good Practice.
- Some hosts/hostesses choosing to try and change their times without discussing it.
- Changing counselors/administration at schools with no notice and then wondering why I didn't know.
- Complaints about refreshments from college reps. This is totally the decision of the host/hostess.
- Students not using scanner registration.
- Students not interested in even being there.
- Some schools refusing to consolidate because of "unreasonable" statements.
- Needing to include private schools/charter schools in certain areas and refusing to do it(hosts/hostesses.)

III. College Fair Automation, Chairperson Rebecca Castillo: Chairperson Rebecca Castillo (Hendrix) gave the following report:

- In February during SACRAO, we met up with StriveScan to learn more about their services, discussed pricing, and how this could potentially benefit ArkACRAO College Planning Programs
- The StriveScan team worked with Vice President Riddle-Sims on pricing based on how many college planning programs we have, what we were paying Go To College Fairs, and bundled packages vs paying for individual credits
 - We settled on a \$900 bundle rate for 60 ArkACRAO college planning programs in the fall semester. The bundles do not work for out of state fairs



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- This packaged rate is 47% cheaper than what institutions were paying with Go To College Fairs
- President Hall and Vice President Welch scheduled a demonstration and information session with President Elect Beard, Vice President Berry, and Vice President Riddle-Sims at the end of February 2024 to allow the StriveScan team to present their service to more Executive Council members who work closely with areas of Admissions
 - Following this meeting, it was decided to bring this to the rest of the Executive Board during the March meeting
- Once a vote was taken, the first ArkACRAO Town Hall meeting was created and held in April 2024 for members to come and learn about StriveScan and voice their opinions and concerns about switching
- Vice President Welch received positive feedback regarding the switch. After a vote, ArkACRAO officially switched from Go To College Fairs to StriveScan
- The StriveScan team provided flyers and information to give out to high school counselors at the annual ArSCA conference in June. They also came to the Articulation Workshops in September and the first week of college planning programs the week after
- We are excited for this new partnership and how it can continue to better our state for events.

Approval of the Office and Executive Committee Reports:

Brandy Tripp (ATU) made a motion to approve the Office and Executive Committee Reports. Dr. John Proctor (SEARK) has seconded the motion. The motion passed.

D. OLD BUSINESS

Task Force to Review the Statement of Good Practice and Disciplinary Actions – Vice President Sydney Welch (UCA) gave the following report:

During the 2023 Business Meeting, a task force was recommended by VP Riddle-Sims to review the current Statement of Good Practices.

- This document had not been revised since 2011.
- The following members were appointed to serve on the task force to make revisions and determine disciplinary actions
 - Chris Riggins
 - Luke Kordsmeier



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- Mary Whiting
- Chad Cox
- Vilma Espinoza
- Jennifer Cunningham
- George Brooks
- Ashlee Dixon
- I had assistance in these meetings with VP Berry
- A final revision had been voted on by the Executive Council in May 2024
- In August 2024, an urgent matter had been brought to the attention of the Executive Council regarding the use of stickers attached to information pieces during college planning programs. After discussion and a vote, the Executive Council approved distribution of stickers at college planning programs for fall 2024.

President Hall states that scholarships were paused this year for the ArkACRAO conference. We also provide a SACRAO conference scholarship for \$250 this past year. Amongst the applicants was Malloree Murdock from the University of Arkansas. She was selected to attend in Kentucky, along with President Hall and represent where she also served as a breakout session speaker. President Hall encourages everyone who's interested in growing even further outside of ArkACRAO to apply for that. The deadline is in December 2024. More details to come on that.

E. NEW BUSINESS

Brandy Tripp (ATU) made a motion to address educational and corporate membership be raised from \$150 to \$200 for an annual fee. For our associate membership, we would like to follow the same fee structure that we approved in an earlier amendment today to follow with based on enrollment for the out-of-state institutions. Hospitality Chairperson Ashley Henry-Saorrone seconded the motion. President Hall calls for discussion. She calls for a majority vote, none opposed, the motion passes.

F. FUTURE ARKACRAO MEETINGS

Annual Conference/Business Meeting in Hot Springs, Arkansas at the Hotel Hot Springs on October 1-3, 2025.



G. OTHER BUSINESS AND ANNOUNCEMENTS

President Hall announced President-Elect Kyanna Beard as the new ArkACRAO president and officially passed the gavel.

Next Meeting: ArkACRAO Annual Business Meeting on October 2nd, 2025

Adjourn: Vice President Heath Riddle-Sims (Hendrix) motioned to adjourn the meeting. Brandy Tripp (ATU) seconded the motion. Meeting adjourned at 2:28 pm.

Respectfully submitted,

A handwritten signature in black ink, appearing to be 'Allie Taylor', written over a horizontal line.

Allie Taylor, Secretary 2023-2025

A handwritten signature in black ink, appearing to be 'Kyanna Beard', written over a horizontal line.

Kyanna Beard, President 2024-2025