



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

**Executive Committee Meeting
Embassy Suites by Hilton
Jonesboro Red Wolf Convention Center
New Deal Boardroom
July 12, 2023**

Membership:

- Whitney Hall, President
- Zeda Wilkerson, Past-President
- Linda Holland, Treasurer
- Alexis Scrimshire, Secretary
- Kyana Beard, Vice President for Admission Administration
- Heath Riddle-Sims, Vice President for Information Technology
- Casey Bromley, Vice President for Records
- Sarah Philpot, Vice President for Registration
- Ashley Berry, Vice President for School Relations
- Scott Post, Legislative Liaison

Treasurer Holland and VP Berry attended via Zoom. Hospitality and Charity Chairperson, Ashley Henry-Saorrano was also present.

Call to Order: President Hall called the meeting to order at 11:08 a.m.

Approval of Minutes from Executive Committee (EC) Meetings, March 16, 2023: Meeting minutes distributed via email for review and approval. Motion to approve and accept the minutes by Past-President Wilkerson; second by VP Beard. Motion passed and minutes approved.

Treasurer's Finance Report, Linda Holland: Treasurer Holland gave the following report:

There was an error in the spreadsheet from the last report in March, the correct total in March was \$43,950.33

**Arkansas Association of Collegiate Registrars and Admissions Officers
Financial Report
As of July 10, 2023**

Ending Bank Balance as of March 16, 2023: \$34,171.53

Revenue:	2022-23 Membership dues (Past Due)	\$450.00
	2022 Conf Fees Paid (Past Due)	\$330.00
	2023-24 Membership	\$3,000.00



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2023 Registrar Therapy Registration Fees	\$600.00
2023 Boot Camp Registration Fees	\$0.00
2023 Calendar Sales	\$400.00
2023 Conf Sponsorship	\$1,000.00
Interest Income	\$6.95
Total	\$5,786.95

Expense:

Courtyard Conway Deposit (Reg Therapy)	\$400.00
Memberclicks Dues	\$33.90
Total	\$433.90

Ending Bank Balance as of June 30, 2022: \$39,524.58

CD Balance as of June 30, 2023: 9,783.44

Grand Total: \$49,308.02

- 1) Pending Membership payments \$1650 – these pending payments are made in Memberclicks, but haven't hit the account yet.
- 2) Pending Boot Camp Registration \$40
- 3) Pending Calendar payments \$200
- 4) Pending Sponsor deposit \$500
- 5) CD with Bank OZK renewed, will mature in Dec 2024
- 6) Bank requires Articles of Incorporation from State will cost \$49/year for a Registered Agent.
- 7) Working to resolve issues with IRS.

We will have to get an article of incorporation with the state and a registered agent on that and the cost of that is \$49 a year. Once we have that we will be able to change over the bank accounts.

Treasurer Holland had called and left a voicemail with the sales representative of the Embassy Suites in Jonesboro to cover the cost of today's lunch and the meeting room.



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VP Riddle-Sims made a motion to approve the treasurer's report. VP Bromley seconded the motion. Motion carried.

Old Business

The abdication of the presidency by former President Bittle will leave a gap in the Executive Council. As discussed in the last meeting, consideration has been made to request a former past president to fill the role for a year. Past-President Wilkerson cannot continue in the role and needs to step back as her time on the committee has exceeded what was originally anticipated, her job duties have increased, and her role at her institution has changed. After discussion of options and whether or not it should follow the rotation of 2-year and 4-year rotation Treasurer Holland made a motion for President Hall to seek out Tracy Finch of ASU Jonesboro and ask her to fill the role and begin shadowing August 2023. The motion was seconded by VP Riddle-Sims. Motion carried.

President, Whitney Hall: President Hall gave the following report:

- Collaborated with VP Sims to discuss a tentative timeline of upcoming save-the-date event opportunities within the organization, including released conference announcements for the upcoming months and registration processes; additionally, discussed how to better generate exposure of vendors without printing an expensive program manual at annual meeting and create post session evaluations using a QR code
- Individually sought multiple presenters outside of those that submitted session proposals, aiming to represent both divisions evenly; experienced more difficulties within the registrar sections; final proposals were due June 15 for review; reached out to previous mentors and past presidents including but not limited to Tracy Finch, Christopher Riggins, and Tammy Weaver for advice and other recommendations
- Confirmed with SACRAO President Frazier that Chad Cox will serve as the SACRAO representative for the fall conference; plans for a short discussion and SACRAO updates is in place; AACRAO representation is still pending
- Forwarded a list of professional development and DEI topics of consideration to Vilma Espinoza, chairperson of the Professional Access and Equity Committee and to update recommendations by June 15
- Met periodically with VP Beard, VP Berry, and VP Sims along with Mary Whiting, chairperson of the Clearinghouse Calendar to create a more efficient game plan of action for the launching of the virtual calendar set for July 10; experienced a few internal hiccups along the way in communication but managed to work together as a team to move the new project along



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- Participated in monthly meetings with Go To College Fairs (GTCF) representatives and bordering ACRAO colleagues from TACRAO and LACRAO in a formed cohort for impartial enrollment tiers at discount pricing, as well as how to efficiently formulate each travel calendar and unveiling proper marketing to host sites, college representatives, and student prospects; official contract for new fiscal term was authorized and submitted at the beginning of July to Clara Canon with GTCF; ArkACRAO's team continues to receive tasks under the direction of Radeanna Garcia, Chairperson
- Recruited Mr. Frank Byers as the keynote speaker for the opening plenary and welcome dinner at conference; the official contract is for \$2500, making his services quite affordable with added perks and includes another breakout session the following day; Frank resides in Rome, Georgia, but is originally from South Arkansas and is a visionary creative thinker and live event producer/designer from Thumbprint Productions in Nashville, Tennessee
- Explored ideas for a legislative presence at conference with Legislative Liaison, Scott Post; verdict is still pending on moving forward with a round table discussion/luncheon with any matters with state representatives at this point; may shift to AACRAO for a possible unbiased session related to the recently reversed affirmative action policies (from the U.S. Supreme Court) within higher education and how it will impact institutional programs and admissions processes – still to be determined
- Discussed action items with Past President Wilkerson in relation to corporate partnerships for the conference, as well as divided up communication between several specific sponsor representatives with a minimum goal to secure five vendors; further debated about nominations committee and future committee positions, as well as future presidential duties since some responsibilities were shared this term, including recommendations for tasking specific duties at conference within the Executive Council; additionally, noted how/who to fulfill the vacant past presidency position as annual meeting nears
- Contacted Hospitality and Charity Chairperson, Ashley Henry-Saorrone, and provided committee expectations and goals to assist with, including researching a Jonesboro area-based philanthropic organization to raise funds for during conference
- Corresponded with Treasurer Holland on occasion to discuss the statuses of the new ArkACRAO bank account and the IRS tax situation; aiming to offset some of these fees while planning the conference
- Submitted upcoming organizational events and bragging points to the SACRAO newsletter for its bi-annual edition



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- Consistent planning and preparation of the program agenda, catering, etc. continues with anticipated meetings with both Anna Tribble and Annah Elrod from Embassy Suites – set for early July 12 prior to the Executive Council meeting and facilities tour

President-Elect (no report – this role is vacant)

Past President, Zeda Wilkerson: Past President Wilkerson gave the following report:

- We currently have 3 Gold Sponsors,
- The army – we will not get their payment until afterwards. They have to provide documentation/pictures of them being at the conference. Once that is submitted we can invoice them for their \$1000 sponsorship.
- Paradigm is going to do a gold sponsorship
- Andrew's Business is doing a sponsorship in kind. They want to take care of promotional items. We are going to talk to them about sponsoring a portion of the T-shirts.
- Parchment is a bronze sponsorship
- She is following up with many others such as Workday and CourseLeaf.
- The challenge is that the list she is working is from SACRAO, but there are names but not contacts.
- She reached out to Mr. Bittle to track down the gavel and the ArkACRAO table cover. There is a possibility we need to order a new gavel.
- Coordinating with Nominations and Elections committee with a potential slate. The slate does not have diversity so she is going through the directory looking for individuals who would be willing to step into an officer role. There are not many who have served on committees before. She would like any recommendations or ideas.

Secretary, Alexis Scrimshire: no report.

Vice President for Admission Administration, Kyanna Beard: VP Beard gave the following report:

- Have had a lot of meetings with President Hall, VP Berry, and VP Riddle-Sims trying to regain some newness and get things back on one accord.
- Calendar – Trying to get it more tech savvy and streamlined. Mrs. Mary Whiting does so much, and no one is aware of all that goes into that. This will help being a one-stop-shop. You can go in



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and register everyone. It's going to be new and users will have lots of questions, but its good and exciting.

- GoToCollegeFairs – had monthly meetings. All on one accord. Radeanna Garcia has taken ownership of it. Working closely with VP Riddle-Sims to get everything they need. She is hoping GTCF will come to conference.
 - Been meeting with Texas organizations as well to try to get a better rate based on enrollment. You get unlimited fair, reps, and no access codes.
 - < 1,000 students - \$250
 - 1001-5000 students – \$650
 - 5001-1500 students – \$950
 - 1501 + students – \$1,250
 - If Admissions folks have hiccups she needs to know immediately so that she can let Clara, our representative, know.
- Sydney Welch, chair of Articulation Workshop, has communicated with all site hosts. They are working on site visits. They are going to move the Tuesday workshop after the holiday to 1 p.m.

VP Riddle-Sims announced that if we continue to have issues with GTCF it might be worth looking into the Slate product, because it is free and available to non-slate schools. President Hall verified that our contract with GTCF was only for the fiscal year.

VP Berry asked if there has been discussion about a resource guide or a session in the presentations during Articulation Workshop about the FAFSA Simplification Act. President Hall said there would be a Financial Aid representative. VP Beard said that Alisha Lewis from ADHE will be there. VP Berry is going to contact Alisha to make sure that specific topics are being covered including the FAFSA opening late, FAFSA workshops won't be able to happen when they were being offered, and the farms being able to be included.

Vice President for School Relations Report, Ashley Berry: VP Berry gave the following report:

Bootcamp registration is open. There are four registrations currently. There was discussion about the normal registration of bootcamp and that registration normally happens late. Registration numbers are normally around 20.

The ArkACRAO Bootcamp agenda is finalized (see item 1 below). The parking pass and parking map are created.

There was discussion on sending another email to the membership to encourage new Admissions



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Counselors to register. VP Riddle-Sims said he was willing to send out the emails whenever VP Berry was ready.

There is an evaluation in Memberclicks that can be sent out.

The catering date is secured, but waiting on headcount.

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

PARTNERSHIP WITH TREASURER

- Linda and I worked together to open the renewal process on May 16, 2023.
 - Due date is July 24th
 - Renewal form will be used for Quickbook
 - Can pay by card or by invoice
- 125 Associate/Members were contacted to complete the renewal form and provide payment.
 - 79 Opens (as of June 30)
 - 14 Clicks (as of June 30)
- As of 7/12
 - 40 Form submissions have been made
 - 31 Payments have been made
 - 3 Membership renewal forms have been started but not completed
- The most common help requests have been that the form completer has not added an institutional role to their linked profiles and therefore couldn't move to the next page.
 - This will not repeat next year as the information will already be provided from this year.
- The second most asked question has been why a non-key contact couldn't complete the renewal form.
 - This is a MemberClicks policy, not an ArkACRAO policy.
- Reminders of the July 24 deadline have been sent twice.
 - June 7, 2023 (58/108 Opens | 9 Clicks) as of June 30
 - June 30, 2023

PARTNERSHIP WITH CLEARINGHOUSE CALENDAR

- After proposing to Mary Whiting an option to replace the traditional PDF CHC with a digital calendar housed through MemberClicks, we have worked since May 3, 2023, to gather and



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prepare a live model.

- As of June 30, 2023, we have 81 events live.
- Access to the CHC has been granted to all members with 2023-24 renewed membership as of July 10.
- Advanced warning of this new calendar with ArkACRAO-housed registration for college reps was sent to all event hosts on June 28, 2023.
 - 74 recipients (some hosts have multiple events)
 - 39 opens as of June 30
- As of July 10, at 4PM
 - 22 events had at least one registrant
 - 30 registrations had been submitted
- Key contacts can register their staff

WEBSITE UPDATES / NEWLY CREATED FORMS

- Since our last meeting the following forms have been created:
 - Registrars' Therapy Registration (*live*)
 - Registrars' Therapy Survey
 - Bootcamp Registration (*live*)
 - Bootcamp Survey
 - Articulation Registration
 - Articulation Survey

OTHER

- Invited multiple groups to join us as a sponsor for fall conference during the CISVA (College Information System & Visitor Association) National Conference.
 - This included requesting a representative from CIVSA to join us as a sponsored corporate partner.

There was discussion about how to email the whole membership. VP Riddle-Sims said that he can put the whole membership in the "Information" e-list. Then we can use that e-list to send out the information. It is advised to send it through ArkACRAO instead of the work email so that you can't reply all.



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There was discussion that the by-laws say membership has to be paid until July 31st. We had given July 24th as the deadline. We are going to advise that July 31st is the deadline, but July 24th is the deadline for print for the Quickbook.

Vice President for Records, Casey Bromley: VP Bromley gave the following report:

There were 48 participants to attend the 2023 Support Staff Workshop with an overall satisfaction rating of 4 out of 5 stars.

The zoom recording was sent out to the attendees on July 11, 2023.

She is looking at hosting this in person next year at a centralized location. She is hoping to have it off a campus. It was recommended to consider the 4H center.

Vice President for Registration, Sarah Philpot: VP Philpot gave the following report:

Registrar's Therapy will be July 19th and 20th in Conway at the Courtyard by Marriott.

There are currently 20 registered. We had 30 last year, so hopefully more will register this week. The hotel does not have a free breakfast like last year, so she will be purchasing breakfast foods and snacks from Sam's Club. The hotel will provide coffee and water in the conference room.

There was discussion about reimbursement for cost of snacks and breakfast foods.

President Hall is going to talk about ArkACRAO and fall conference. VP Philpot is going to talk about MemberClicks.

It was encouraged to have an evaluation for Registrar's Therapy to help plan for future conferences.

Legislative Liaison: Scott Post, legislative liaison gave the following report:

Our last meeting there was discussion about having a legislative panel at fall conference. There wasn't a lot passed this session to have a legislative panel. Since there is a new ADHE director, it might be better to wait and have a legislative panel for next year.

There was discussion about having someone from ACRAO. It was discussed that it would be a good idea to have someone from ACRAO at fall conference come to talk about the recent Supreme Court decision on admissions.

Publicity/Publication: VP Riddle-Sims is working on this. The Quickbook will be at all articulation workshops. We are going to request that institutions do not grab a Quickbook until the last day.



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General Standing Committee Reports

Annual Financial Review – Alisa Waniewski is our chair and she will not have a report until fall meeting.

Annual Meeting Program

- Trying to meet the \$9,000 catering budget.
- The block of rooms has been scheduled. The EC will need to call to make reservations. Everyone else will have a link and code that will be sent out to book rooms.
- There are lots of ideas for panels such as ambassadors, commencement, and road warriors. Wanting to start the conference day earlier.
- Birds of a Feather sessions such as Slate and Workday.
- The keynote is called “Why Am I Hear?” and he is also doing a session.
- Changes have to be made by September 25, 2023.
- Vender sessions, “Grass is Greener Where I Water It”, international enrollment and recruitment sessions are some ideas.
- Some fun ideas are voluntary escape rooms and rage rooms to get people out in Jonesboro.
- We can bring our own easels and technology.
- Idea of having a headshot photo session
- Giveaway stuff for door prizes
- Thoughts about doing school spirit ideas
- Speaker gifts will need to be budgeted
- Reached out for providing customized cookies
- It’s important to hit vendors in October – Vendors need to know before the calendar year

Constitutional Review – Zeda is going to be getting with this committee. A decision has to be made quickly since any changes have to be sent to the membership before fall conference.

Hospitality and Charity - Hospitality and Charity Chairperson, Ashley Henry-Saorrone reported that she has been looking for committee members and helpers. Only one person has responded that they will help. The charity that is chosen is Hope Found in Northeast Arkansas. Their mission is to end human trafficking through education. They do workshops in the community. She is going to contact them and set that up. A second charity has been chosen, Ronald McDonald House. They are going to collect drink tabs to donate to Ronald McDonald. There was discussion on making a competition for collection of those tabs. There was discussion to make QR codes and cash app accounts so that attendees can donate to the charities. Working on gathering door prizes. Working on coordinating a “poker run.” Participants receive cards while on the walk/run and the participant with the best poker hand wins. Investigating axe throwing for an excursion. Looking into a local band for hospitality.

Membership (vacancy) – The membership chair was tentative, and it ended up not working out. There are two membership requests – Southeast Oklahoma State was one of the requests.

Nominations and Election – please see Past President report.

Professional Access and Equity – no report

Recognition – They are going to get with Rachel Mullins about who printed the recognition awards last year.

Site Selection – Dylan Herekamp is working on this and he is going to email it out to the EC before the fall conference.



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OTHER BUSINESS

Future ArkACRAO EC Meeting October 6 2023

NEW BUSINESS

President Hall asked for thoughts on providing a student a scholarship to attend the fall conference. The decision was that interested students can submit a write up for consideration. President Hall is going to get with Treasurer Holland to see what can be budgeted.

Amendment: An ArkACRAO Conference Scholarship application was distributed via email by President Hall on Tuesday, August 15 (see item 2). VP Berry made a motion to adopt the criteria and application as presented. VP Philpot seconded the motion. The motion carried.

Adjourn: President Hall adjourned the meeting at 1:10 p.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Alexis Scrimshire".

Alexis Scrimshire, Secretary 2021-2023

Whitney Hall, President 2022-2024



Boot Camp

Thursday, August 3, 2023

Bear Hall Skyboxes

The University of Central Arkansas

8:30 AM	Registration & Breakfast	Bear Hall Skyboxes
9:00 AM	Icebreaker	Ashley Berry <i>Associate Director of Recruitment The University of Central Arkansas</i>
9:15 AM	What is ArkACRAO? Statement of Good Practices	Whitney Hall <i>Director of Texarkana Outreach & Enrollment Analyst Southern Arkansas University</i>
9:45 AM	Memberclicks	Heath Sims <i>Associate Director of Admission for Communications Hendrix College</i>
10:15 AM	Break	Break
10:30 AM	CPP's Dos & Don'ts ArkACRAO Calendar & Best Practices	Ashley Berry <i>Associate Director of Recruitment The University of Central Arkansas</i>
11:00 AM	Tips for the Road Travel Safety & Health Reminders	Admissions Counselor Panel
11:30 AM	Financial Aid & Recruitment	Rion Duncan <i>Rocket Admissions Specialist Southern Arkansas University - Tech</i>
12:00 PM	Lunch	Lunch
12:30 PM	Relationship Building	Sydney Welch <i>Admissions Counselor The University of Central Arkansas</i>
1:00 PM	High School Visits & Scheduling	Caitlin Straw <i>Senior Regional Admissions Counselor The University of Central Arkansas</i>
1:30 PM	Institutional Presentations	Ashley Berry <i>Associate Director of Recruitment The University of Central Arkansas</i>
2:15 PM	Closing Remarks & Evaluations	Closing Remarks & Evaluations



2023 ArkACRAO Conference Scholarship

The 2023 ArkACRAO Conference Scholarship is for professionals who show promise for advancing participation and activities within the state association. Two scholarships will be presented to individuals within (1) admissions/recruitment and (1) registrar who seek this professional development opportunity. Eligible applicants could also be support staff members within the field or undergraduate/graduate students seeking a career in higher education. Each scholarship will waive the annual meeting registration fee, as well award \$250 to assist in other conference expenses such as lodging, meals, or travel.

Application Deadline: September 1

NOMINATING BODY

SELF OTHER

IF "OTHER", NAME OF PERSON SUBMITTING NOMINATION:

TITLE:

INSTITUTION:

E-MAIL:

PHONE:

NOMINEE INFORMATION

NAME:

TITLE:

DEPARTMENT: ADMISSIONS/RECRUITMENT REGISTRAR

INSTITUTION:

E-MAIL:

PHONE:

Enclose a brief description of how this scholarship could be beneficial within the profession and further involvement within ArkACRAO.