



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

**Executive Committee Meeting
Pulaski Technical College – Main Campus
Campus Center Building: Grand Hall B
March 16, 2023**

Membership:

- Tyler Bittle, President
- Whitney Hall, President-Elect
- Zeda Wilkerson, Past-President
- Linda Holland, Treasurer
- Jennifer Cunningham, Assistant 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

All members were present except President Bittle.

Call to Order: President-Elect Hall called the meeting to order at 10:14 a.m.

Approval of Minutes from Executive Committee (EC) Meetings, July 20, 2022: Meeting minutes distributed via email for review and approval. Motion to approve and accept the minutes by VP Berry; second by VP Riddle-Sims. Motion passed and minutes approved.

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

Financial Report as of March 16, 2023

Ending Bank Balance as of September 30, 2022: \$55,812.85

Revenue:	Money collected for Charity (total cash & checks)	\$1,055.00	
	Conf Fees Paid - Memberclicks (UAFS Corrected)	\$440.00	
	Conf Fees Paid - UAPB	\$220.00	
	Conf Fees Paid - SAU	\$440.00	
	Membership Renewal - BRTC	\$150.00	
	Membership Renewal - Lyon	\$150.00	
	Interest Income	\$6.95	
	Total	\$2,461.95	+2461.95



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Expense:

Conf 2022 - PairedUp Graphics (T-shirts)	\$1,043.23	
Conf 2022 - Master's Performance	\$3,694.87	
Conf 2022 - Water Springs Ranch (Charity)	\$1,055.00	
Conf 2022 - Presenter Gifts (Brandi Gibbs)	\$316.00	
Conf 2022 - Holiday Inn Texarkana	\$10,113.06	
Conf 2022- Central AR Trophy (Plaques)	\$218.50	
Conf 2022 - Office Depot (printing)	\$9.41	
Conf 2022 - Hospitality Expenses (Luke K)	\$1,236.97	
Conf 2022 - Conf Reimbursements	\$330.00	
Conf 2023 - Ribbons Galore (Name tag ribbons)	\$146.95	
Microsoft Office	\$69.99	
Publications - Ark Correctional Industries	\$627.34	
UAHT - Donita Morris Memorial Scholarship	\$300.00	
Conf 2024 - Deposit - Wyndham	\$2,500.00	
SACRAO 2023 - Scholarship	\$250.00	
SACRAO 2023 - Officer Reimbursement (Whitney)	\$1,422.59	
IRS TAX Fees	\$399.00	
USP Address Change Fee	\$1.10	
Memberclick Charges	\$369.26	
Total	\$24,103.27	-24103.37

Ending Bank Balance as of September 30, 2022: \$34,171.53

CD Balance as of March 16, 2023: \$9,778.80

Grand Total: \$43,950.33

- Corrected a \$220 Conference payment for UAFS, refunded in Memberclicks, opened invoice and they paid with a different card.



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- The IRS did not accept our tax returns, nor did they have where an extension was approved.
- Membership dues for 2022 received from BRTC & Lyon.
- Treasurer reached out to Philander and Baptist College about lapsed accounts. Need to update the key contacts for those institutions.
- Our CD with Bank OZK will mature again on May 18, 2023.
- Applied for new tax ID. Received it the next day. Applied for 501D3 status again, 4-6 weeks before we have a decision on the status.
- Jennifer Wright Cunningham will be the assistant treasurer.
- Our CD is under the old tax number, or the tax number before that. This is an opportunity to change banks and start fresh. The CD matures again at Bank OZK on May 18, 2023. Other banks and options are Regions, Arvest, and a credit union.
 - Treasurer's recommendations would be Arvest or AFCU. We will need to add the assistant treasurer to the bylaws.
- **Amendment:** May 9, 2023 Treasurer Holland electronically made a motion that the ArkACRAO President and Assistant Treasurer be added along with the Treasurer to the future bank account(s) for the purpose of conducting business as needed for the Association (AND) that if approved, this be added to the last EC minutes. For the current year of 2023, this would grant banking authority for the following officers: Whitney Hall, President; Linda Holland, Treasurer; and Jennifer Wright Cunningham, Assistant Treasurer. Both President Hall and Assistant Treasurer Cunningham will communicate with treasurer Holland when purchases are being made for the conference, workshops, etc. so that the information may be updated and added to the Treasurer Reports. The motion was seconded by VP Riddle-Sims. The motion carried following a unanimous vote of approval by the executive council via email May 10, 2023.

VP Riddle-Sims makes a motion to approve the treasurer's report and to change banks. Seconded by VP Philpot. Motion carried.

President:

Post SACRAO conference, President Bittle verbally requested to resign from the President position.

According to Article II Section 2 of the Constitution and By-laws President-Elect, Whitney Hall, assumes the responsibilities of and preside over the fall Business Meeting in the absence of the President.

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



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- Collaborated with VP Riddle-Sims to create a save-the-date piece to share with prospective exhibitors at SACRAO; the 100 printed cards featured artwork around the “Reignite and Reimagine” theme, as well as a QR code to access sponsorship opportunities
- Participated SACRAO in Charlotte, NC, from February 5-8, 2023, on behalf of association; visited with approximately 30+ booths with the assistance of several other ArkACRAO leaders in attendance; presently have 4-5 vendors strongly interested in supporting fall conference
- Created post-conference statistics and special wrap-up to share with membership at large per VP Riddle-Sims - emphasizing SACRAO award recipients, Chris Riggins and Jennifer Cunningham
- Discussed pertinent matters with Past President Wilkerson in regards to leadership moving forward and how the association bylaws reflect such conditions; determined to delegate much of the presidential duties amongst our current roles for the time being; met often to discuss, name, and contact committee chair placements using the organization’s completed I’m Available Forms
- Contacted multiple keynote speaker prospects, aiming to recruit a more affordable candidate within the region – primarily because of conference host site, such as Paul Vitale and Vicki Clark; however, due to likely budget constraints and lack of correspondence, the vicinity widened to include 6 other potential considerations; all costs range from \$3000 - \$7000 with session reservation, travel, lodging, and deposit; still to be determined with more research
- Generated conference announcements for VP Riddle-Sims to schedule in mass:
 - Announcement of Annual Meeting – February 22
 - Call for Proposals 1 – March 8
 - Call for Proposals Reminder – April 19
 - Final Call for Proposals – May 17; Submissions Deadline – June 15
- Guided some elected officials and chaired volunteers of their responsibilities, such as VP for School Relations, Professional Access and Equity, Articulation Workshops, Hospitality, College Fair Automation, etc.
- Teamed with VP Beard, reestablished rapport with Go To College Fairs (GTCF) after much interest was shown from a competitive vendor, StriveScan
- Devised a game plan with VP Berry, VP Beard, PP Wilkerson, and Clearinghouse Coordinator, Mary Whiting, that better suits the needs and wishes of such a large task, like how/when to approach continued issues with membership actions and high school contacts, future of Mary as coordinator of the calendar, etc.
- Sketched a potential “schedule at a glance” to better prepare for an arranged visit of facilities and planning meeting set for March 15, 2023, with Anna Tribble, Sales Manager of Red Wolf Convention Center - Embassy Suites by Hilton; includes layout overview, menu items to meet \$9,000 catered portion, technology and equipment access, etc.



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

- Since our last meeting I have been communicating with a representative from The Marketing Arm, a firm who represents the Army. They would like to serve as a gold sponsor for our conference. I am completing the paperwork necessary for them to do so. They cannot register online/nor pay in advance, as they require pictures of the table at the event and such then can pay for sponsorship.
- I have requested a list of previous vendor contacts from Chad Cox. Once I have the vendor list I will be reaching out to vendors.
- I met via google meet with Casey Bromley to provide her with information about her officer role and the Support Staff Workshop. Casey is going to do an excellent job.
- Discussed via telephone and met virtually to review committee chair needs. Whitney and I divided and conquered to fill the chair positions.
- Emailed Ana Arrendondo-Lopez at Bank OZC to get Whitney added to the ArkACRAO account and myself and Samantha Huggins removed.
- Emailed Samantha Huggins to see if there was any additional documentation of 2021 tax filing extension.

Secretary, Alexis Scrimshire: Secretary Scrimshire reported that she collaborated with VP Riddle-Sims to update the ArkACRAO website with all EC and Fall Business Meeting minutes since 2020.

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

President-Elect Hall and I met with Clara and Holly from Go To College Fairs (GTCF) regarding the possibility of going to a new service. However, after our discussion and seeing some of the additional resources and support that Go to College Fair has to offer. We, President-Elect Hall and I thought it was best we continue our relationship. GTCF was not being utilized to the fullest of its capabilities. There are monthly GTCF meetings that VP Beard plans to participate in moving forward.

Radeanna Garcia is the new chair of College Fair Automation. Planning to go over the details with her. Because of the new establishment of the relationship, there is more potential with the vendor.

March 8th VP Beard, VP Berry, Past-President Wilkerson, and President-Elect Hall met with Ms. Mary Whiting to discuss the concerns she had with the fair calendars. We heard the concerns, along with come up with an action plan to support Mary. Will work on communication with the high schools. Career coaches are becoming more common and they are going to communicate and educate them on best practices.



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President-Elect Hall and VP Beard met with the new Articulation Workshop Chair, Sydney Welch, and she has hit the ground running. The Planning stages are underway and they are excited to see the upcoming Articulation Workshop year!

- Monday, September 4, 2023 = Labor Day (no workshops)
- Tuesday, September 5, 2023 = Northeast – ASU Mid-South possible start time at 1pm
- Wednesday, September 6, 2023 = South – Ouachita Baptist University
- Thursday, September 7, 2023 = Northwest – University of Arkansas – Fayetteville
- Friday, September 8, 2023 = Central – Hendrix College

Vice President for Records, Casey Bromley: VP Bromley gave a report that the 2023 Support Staff Virtual Workshop will be held Friday, April 7th from 10 a.m. to 12:00 p.m. There is no fee for participation, and it will be hosted via Zoom. Invitations have gone out. No cost at all for hosting. There are already 40 registrants. Discussion Topics will include:

- Healthy Work Day Snacks
- Relieve Stress at Your Desk
- Happy Staff, Happy Student
- Essential Ergonomics
- De-escalation & Safety
- Improv/Open Discussion

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

VP Philpot will start planning Registrar's Therapy. Most likely it will be hosted in Conway again. July 19 and 20 are the dates being aimed for. Looking for a space with a larger conference space, but also trying to keep costs down to around the same as it has been in the past.

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

Looking at hosting 2023 ArkACRAO Bootcamp at UCA sometime between July 31 – August 3. Waiting until later allows new hires from over the summer to participate. Looking at different locations on the UCA campus. Hoping to use the Skyboxes. VP Riddle-Sims and President Hall recommended hosting on a Wednesday.

Session ideas based on comments from past bootcamps and what current recruiters asked for. They included

- Memberclicks Overview/ArkACRAO



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- Relationship Building 101
- ArkACRAO Calendar & CPP Do's and Don'ts
- Financial Aid
- Admission Counselor Panel Q&A

VP Riddle-Sims recommended recording the sessions so that it can be posted for people who are hired after bootcamp.

The budget for Bootcamp is based on headcount. There was a recommended to talk about dress code.

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

- ArkACRAO Listserv (aaacraol@listserv.uark.edu)
 - An email campaign was sent to all active accounts through MemberClicks and the old listserv announcing the timeline of closing this communication line.
 - Each campaign message outlined the closure timeline and provided instruction on how to connect with our new communication forms (E-lists and Circles) and provided a help form for those that needed it.
 - This communication line was closed due to its obsolete abilities.
 - Better technologies through MemberClicks E-Lists and Circles allow our members to connect to the conversations most relevant to their roles and weed out incoming communication that is not relevant.
 - Emails were sent through MemberClicks on / to:
 - 02/01/23 - 1249
 - As of 03/15/2023 559 Opens / 183 Unique Clicks
 - 02/14/2023 - 1152
 - As of 03/14/2023 457 Opens / 168 Unique Clicks
 - 02/27/2023 - 1153
 - As of 03/15/2023 443 Opens / 87 Unique Clicks
 - The final goodbye email was sent through the aaacraol@listserv.uark.edu email on 02/28/2023 prior to its closure that same day.
- E-Lists
 - Admission (109)



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- Clearinghouse Calendar (138) (Note: This E-List requires the VP of Technology to mark that an organization and link profiles have access to subscribe. All subscribers will be unsubscribed at the end of each academic year and subscribed to the next year's calendar group as their membership is renewed. Membership is considered renewed once payment has been received.)
- Executive Committee (12)
- High School Representatives (322)
- Information (640)
- Registrar (75)
- Test (2)
- Circles
 - Admission Directors + (28)
 - Admission Recruiter (84)
 - Bootcamp 2021 (6)
 - Campus Visits + Events (72)
 - Job Postings (49)
 - MemberClicks Help (37)
 - Registrars (58)
 - Transfer Recruitment (61)
- New Forms Created Since December - New labels for forms have been created for organizational purposes. This allows us to filter by form type/usage.
 - 2023 ArkACRAO Fall Conference Corporate Registration (0)
 - 2023 ArkACRAO Fall Conference Session Proposals (2)
 - 2023-24 Membership Renewal (0)
 - This form is new and includes a section to update the institution's information for the Quickbook; provide an update for Key Contacts; provide the chance to remove, update, or add linked profiles; provide a contact for a pdf clearinghouse calendar; pay the membership fee with a card.
 - 2023 Support Staff Workshop (37)
- Upcoming forms (Know these will be needed)
 - 2023 Bootcamp
 - 2023 Articulation
 - 2023 ArkACRAO Fall Conference Registration



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Help forms and guides available for everyone on the website.

The website will be updated with banners for the events that are upcoming.

Legislative Liaison: Scott Post gave the following report:

There have been bills and Acts that affect colleges and universities in general (for instance there was a bill about disciplinary action for students), but I am not aware of any so far that affect admissions or registrars directly. There have been proposed changes to the lottery scholarship and other types of state financial aid, which recruiters would need to be aware of when talking to potential students, but to my knowledge those have not been finalized yet. If anyone knows of any potential legislation that I have overlooked, please let me know.

In the works - working on a conference legislative panel for fall conference.

Publicity/Publication: VP Riddle-Sims reported the following:

VP Riddle-Sims would like to standardize the format of information for the Quickbook and meeting the deadlines. More to be discussed on this in New Business.

General Standing Committee Reports – There were no reports from the General Standing Committees, however, the following appointments have been made to chair the committees:

Constitutional Review – Connie Herring, Arkansas Tech University
Nomination and Election Committee – Past President Zeda Wilkerson, Ozarka College
Professional Access and Equity Committee – Vilma Espinoza, Southern Arkansas University
Annual Meeting Program – President Whitney Hall, Southern Arkansas University
Hospitality Subcommittee – Ashley Henry-Saorrano, UA Pulaski Tech
Site Selection – Dylan Herekamp, Ozarka College
Membership - Holly Norman, University of Arkansas Cossatot is considering filling the position.
Recognition Committee – Marisa Grippo, Southern Arkansas University
Financial Review Committee – Alisa Waniewski, Arkansas Tech University
Publicity and Publications – VP Heath Riddle-Sims, Hendrix College

Admission Administration and School Relations Oriented Standing Committees:

Articulation Workshop – Sydney Welsh, University of Central Arkansas, is chairing this committee. She has met with VP Beard and President Hall. Sites are determined. Tuesday after Labor Day weekend is when articulation workshops start at ASU Midsouth. There have been requests for a later start date. There is consideration for cutting back talks to 2 minutes instead of 3 to shave off some time. Looking at



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changing up the order of presentations. Recommendation from the EC is to try it at a later start date and evaluate how it went but be mindful of how long it takes and that it needed to end when school ended.

Past-President Wilkerson will be logging into the ADE portal and getting our Professional Development code well in advance. It opens for new requests May 1 and as soon as it's approved she will pass it on to the chair and Kyanna. She will also add the required process into the master position description document so that new folks will know.

Consideration for using the Professional Development certificate to get people to complete the survey.

College Planning Program Clearinghouse – Mary Whiting, UA Monticello, will chair this committee. VP Beard, VP Berry, Past President Wilkerson, and President Hall met with Ms. Whiting. They came up with a gameplan and how they can support her. Action items included: VP Berry coordinates with email for high school counselors after the calendar is distributed with one follow up. ARSCA conference day and attendance lists. VP Beard is sending VP Riddle-Sims the list for academic counselors. Statement of good practice will be covered at bootcamp. Create a high school counselor newsletter bi-annually. Send communication to members of ArkACRAO about best practices. Mary is developing context for communication. Future goal to create a deadline for high school counselors to apply for the clearinghouse calendar. We will not advertise rouge fairs.

College Fair Automation

Radeanna Garcia, University of Arkansas Fayetteville, will be chairing the committee. They have met with Clara from Go To College Fairs (GTCF) and discussed when to start communication. Clara had ideas on when and how to communicate. Clara is coming to all the articulation workshops with a table for information and help.

OTHER BUSINESS

Future ArkACRAO EC Meeting Monday, July 10 at 11 a.m. at the embassy suites in Jonesboro.

NEW BUSINESS

Membership Renewal Process – New form for Membership Renewal to be sent out in communication June 1 with deadline of July 31. You can't fill out the form until you pay. This form is new and includes a section to update the institution's information for the Quickbook; provide an update for Key Contacts; provide the chance to remove, update, or add linked profiles; provide a contact for a pdf clearinghouse calendar; pay the membership fee with a card.

Discussion on if we can require a Credit card/P-Card or are we required to offer an invoice later option. We determined the ability to do a purchasing order will need to be left as an option. Overall, the



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committee felt that expanding the form to streamline Quickbook updates and additional updates (calendar, key contacts, linked profiles) was a great idea.

Clearinghouse Virtual Calendar Option – Memberclicks allows for private calendars. Consideration for using the private calendar instead of sending out a PDF via email.

- Virtual calendar for College Fairs
 - Seen only by those marked as approved for the group “Clearinghouse Calendar Approved”
 - Can/will remove access at the start of the renewal process.
 - Can re-approve for the next year once renewal is completed.
 - College Fairs are set as events with a MemberClicks form added to the description that attending college reps complete for registration. (NOT STUDENTS)
 - Once template form is created, updates for the fair can easily be made. A confirmation email for each registered institution can be bcc'd to the hosting school's contact.
 - We can export a registration list to share with the hosting contact so they know who is attending as well.
 - Updates about the college fair can be emailed to only those registered to attend the college fair through this process.
 - Example of how this works can be found at <http://rb.gy/6mlzm7>



Before going this route, there will be discussion with Mary Whiting and the VPs this relates to.

The new W9s will be included in the “It’s Time to Renew Membership” communication.

The Abdication of the Presidency and Impact on Past-President role for 2023-2024 term – President Hall encouraged everyone to read over the Constitution and By-laws to make sure we are interpreting it correctly for the situation. We will look into possibly nominating a former past-president to serve in the role for the year. Will also need to consider making a change to the constitution and by-laws for the future. The committee is to be prepared to discuss this in the July meeting and to make a recommendation.



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Adjourn: President-Elect Hall adjourned the meeting at 12:34 p.m.

Respectfully submitted,

Handwritten signature of Alexis Scrimshire in cursive script.

Alexis Scrimshire, Secretary 2021-2023

Handwritten signature of Whitney Hall in cursive script.

Whitney Hall, President 2022-2024