



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

**ArkACRAO Annual Business Meeting
Embassy Suites
Jonesboro, Arkansas
October 5, 2023**

Call to Order: President Whitney Hall (SAU Magnolia) called the meeting to order at 12:42 pm.

President Hall asked Tammy Weaver (ATU) to serve as the Associations Parliamentarian for the meeting. Mrs. Weaver 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. Alexis Scrimshire, Secretary, conducted the roll call of ArkACRAO Members for 2023-24. 32 members answered the roll call, representing 24 institutions. A copy of the roll call is included in the Fall Conference folder of the ArkACRAO 2021-2023 Digital Secretary's Notebook.

Approval of Minutes from Business Meeting, October 6, 2022: President Hall (SAU Magnolia) called for the reading of the minutes of the October 6, 2022, Business Meeting. Alisa Waniewski (ATU) moved to suspend the reading of the minutes. Connie Herring (ATU) second. Motion passed. President Hall asked for any corrections to the minutes. Hearing none the minutes are declared approved.

Treasurer's Report: Linda Holland (UACCM) was unavailable due to an illness. Secretary Scrimshire shared the following report on her behalf:

Due to Treasurer Holland being unavailable, when her report is available it will be sent to the membership electronically. We did want to share that we switched from Bank OZK to the Arkansas Federal Credit Union and have made more money in interest in three weeks, than we had all year at Bank OZK.

Annual Financial Review Committee: Alisa Waniewski (ATU) shared that due to unforeseen circumstances and Treasurer Holland's absence, 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.

President Hall thanked the committee for their work.

A. OFFICERS AND EXECUTIVE COMMITTEE REPORTS

President:



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President Hall addressed the membership and informed them that despite the difficult year, we wanted to offer a year that provided impact and make difference. We wanted to adopt changes with the times and bring vision. We wanted to make our positions better and to make ArkACRAO proud. She commended the group for stepping up, despite the challenges. She encouraged members to look for places to make an impact and get involved.

President Hall stated that we need a motion to amend the agenda and committee listing to indicate a vacancy in the president-elect position since the role as President mid-term was required, this position remained unfilled. However, the duties were dually fulfilled by the presidency role. Therefore, there is no report for that position. Motion to amend the agenda was made by Tracy Finch (ASU) and seconded by Rachel Mullins (UACCM).

President Elect:

This position is currently vacant.

Past President:

Past President Zeda Wilkerson (Ozarka) gave the following report:

It has truly been an honor to serve these past few years. ArkACRAO will always hold a special place in my heart, and I treasure the friendships that were made possible through this organization. I want to again thank our sponsors for their generous donations. Please make sure to visit them and thank them throughout the conference.

Gold Sponsors were:

The Grad Team

Paradigm

The Arkansas Army National Guard

Atlas Flags

Bronze:

Parchment

Encoura

I coordinated the t-shirts with Paired up Graphics in Cave City AR. Thank you Vice President Casey Bromley for delivering them for the packets.



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Secretary: Alexis Scrimshire (ATU) indicated there was no report but thanked the membership for the opportunity to serve them and the organization in this capacity over the last year.

Vice President for Admission Administration:

VP Beard stated that she does not have a formal report, but thanked President Hall for her leadership and VP Heath Sims for keeping us up with the times. She then thanked the organization for the opportunity to serve in the capacity.

Vice President for Records:

VP Bromley gave the following report:

There were 48 participants to attend the 2023 Support Staff Workshop virtually on April 7, 2023, with an overall satisfaction rating of 4 out of 5 stars.

There was a licensed professional counselor talk about maintaining positivity and mental health, a yoga instructor showed ways to relief stress and stretches, a dietitian gave examples of healthy snacks, a public safety officer gave information on situational awareness, and registered nurse discussed proper workstation ergonomics.

She is looking at hosting this in person next year at a centralized location.

Vice President for Registration:

VP Sarah Philpot (JBU) gave the following report:

This year's Registrar's Therapy was held at the Courtyard by Marriott in Conway, AR on July 19th and 20th. Registration fee for the event was \$60 and we had 24 members in attendance. Sessions included Common Course Numbering, a CourseLeaf demo, ADHE updates, a self-care session, and a Birds of a Feather session. I received positive feedback from attendees about the sessions and location of the event.

Vice President for School Relations: VP Ashley Berry (UCA) gave an overview of ArkACRAO Bootcamp, 2023 as her report:



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Registration Breakdown	
Registrants	22
Late Registrants	7
Total Attendees	27
No Show	2

Survey Feedback:

- Everything was great! Very organized, fun and breakfast and lunch were good. It was fun to see friends and meet new people!
- Really enjoyed my time at Bootcamp. Thank you for having me!
- This was my 1st event and 3rd day in my position as an admission counselor, very informative and great vibes. Enjoyed this experience!

We hosted ArkACRAO Bootcamp at UCA's Skyboxes overlooking the Stripes, and it was a great, collegiate experience! Several new recruiters were hitting the road this year and it was so fun meeting and collaborating with other colleagues across the state to prep these new Admissions Counselors before recruitment season began. Thank you, EC and additional presenters, from SAU Tech, UCA, Hendrix, SAU, and University of the Ozarks for assisting the whole day.

Vice President for Information Technology: VP Heath Riddle Sims (Hendrix) made the following report:

We had a lot of growth and changes to meet the times and try to stay ahead.

We had updates to the membership renewal process:

- renewal form that operated as the Quickbook update form.
- provided updated list of current staff and removed those profiles no longer associated

We Digitized Clearinghouse Calendar

- able to provide a live calendar for updated event information
- led to contacting only those registered for an even with updates
- we continue to provide a list of registered institutions to event hosts 2 weeks leading up to the event.
 - this is on top of having the registration confirmation bcc'd to the host
- Updates for next year:
 - add list of high schools attending events on each event
 - Categorize events by region of the state



Legislative Liaison – Scott Post (NPC) was absent, however, he reported prior to the conference he had no report.

Publicity/Publications – VP Heath Riddle Sims (Hendrix) reported a successful year of collecting data for Quick Book.

Historian - vacancy

General Standing Committee Reports

Constitutional Review – Connie Herring (ATU), Constitutional Review Committee chair reported the Constitutional Review Committee was tasked with the following considerations:

- To review Article II, Section 10 of the ArkACRAO Constitution for revisions regarding vacancies
- To review Article III, Section 1 of the ArkACRAO Constitution for revisions regarding eligibility for Executive Committee
- Adding Article IV, Section 1 of the ArkACRAO Constitution regarding Special Elections

She stated that the proposed changes were distributed electronically via the list serv 30 days before the conference and are available for review on the PowerPoint. The Constitution Review Committee recommends the revision of Article II, Section ten as follows:

Proposal 1

Article II - Structure, Section 10. Newly elected officers shall take office at the end of the Annual Meeting during which they were elected. **Any Vice President or presidential role** completing a full term in office may not be re-elected to the same office, but may be elected to a second term in the same office following a year's absence from the position. **Only in special circumstances can an officer remain in the role if the position has not been fulfilled, following extensive recruitment efforts with the membership at large.**

Article 2 - Structure, Section 10 (clause 1).

In the event of an untimely vacancy in the role of President, the Executive Committee can provide a slate of nominees **that** focuses on guidelines in the following order: (1) the balance of institutional



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representation, (2) has served as a previous Vice President or Past President, or (3) is currently serving as a Vice President and conduct a special election to fill the vacancy for the remainder of the term.

Article 2 - Structure, Section 10 (clause 2).

In the event of an untimely vacancy in the role of Past President, the Executive Committee can provide a slate of nominees that focuses on guidelines in the following order: (1) the balance of institutional representation, (2) has served as a previous Vice President or Past President. or (3) is currently serving as a Vice President and conduct a special election to fill the vacancy for the remainder of the term.

Article 2 - Structure, Section 10 (clause 3).

In the event of an untimely vacancy in the role of the President-Elect, the Nomination and Election Committee shall nominate a slate of nominees for the office and conduct a special election to fill the vacancy for the remainder of the unexpired term. The individual fulfilling the term of Presidency shall succeed into the following fiscal year, as originally voted on by membership, if the President-Elect transitions to President unexpectedly.

Article 2 -Structure, Section 10 (clause 4)

In the event of an untimely vacancy in any ~~office other than that of the President-Elect~~ of the Vice Presidents or appointed positions such as Legislative Liaison, Publications/Publicity Chair, and Historian, the Executive Committee shall make an appointment for the balance of the unexpired term.

Article 2 -Structure, Section 10 (clause 5)

Any individual elected or appointed to serve an unexpired term shall be eligible to serve a succeeding full term or terms, as provided for in the constitution.

The Constitution Review Committee recommends the revision of Article III, Section one as follows:

Article III - Elections, Section 1. Association officers shall be elected in the business session of the Annual Meeting. A slate of nominees shall have been presented by the Nominations and Election Committee to the membership at least thirty (30) days before the Annual Meeting. Eligibility for an Executive Committee role of any capacity includes serving as a chairperson or committee member prior to nomination. Additional nominations may be made from the floor of the Business Meeting.

Article IV- Elections, Section 1 (clause 1)

In the event an election is needed outside of the annual meeting, the following will apply:



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1. The ballot issue must be presented to the membership at least 30 days ahead of a requested vote, and
2. Each member school with a vote shall be able to cast 2 votes with one coming from each area of admission and registration, and
3. The voting period should remain open for 7 days, with
4. A simple majority of voting schools participating.

It has been an honor to serve as your 2023 Constitutional Review Chair. I would like to express my thanks to the committee members Chad Cox (UAF), and Caysie Martin (NPC) for their time and efforts.

President Hall stated that constitution changes needed a majority vote. The membership unanimously passed the changes.

Nomination and Election Committee:

Past President Zeda Wilkerson (Ozarka), presented the following:

The ArkACRAO Constitution states the following: **ARTICLE III –ELECTIONS** Section 1. Association officers shall be elected in the business session of the Annual Meeting. A slate of nominees shall have been presented by the Nominations and Election Committee to the membership at least thirty (30) days before the Annual Meeting. Additional nominations may be made from the floor of the Business Meeting.

Notification went out to the membership on September 5, 2023. The Nominations and Elections Committee consisted of the following members: Zeda Wilkerson (Ozarka, chair), Sarah Philpot (JBU, outgoing VP), Brandi Tripp (ATU, president appointed member), Chris Riggins (UCA, president appointed member). Our committee is pleased to submit the following slate of nominees to be voted on at the ArkACRAO.

Business Meeting 2023:

- President-Elect: Kyanna Beard, University of Arkansas – Pulaski Technical College,
- Treasurer: Linda Holland, University of Arkansas Community College Morrilton,
- VP Registration: Connie Herring, Arkansas Tech University,
- VP Admissions Administration: Sydney Welch, University of Central Arkansas,
- VP Technology: Heath Riddle-Sims, Hendrix College,
- Secretary: Megan Gabbard, University of Arkansas – Fort Smith



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I ask if there are any nominations from the floor. If not, I ask for a motion and roll call vote to accept the slate of nominees. Tanda Morrison (ATU) made a motion to suspend the roll call vote and approve the slate of officers as presented. Chad Cox (UA Fayetteville) second. Motion carried.

Thank you for the vote and thank you to those who have answered the call to serve.

President Hall informed the membership that based on conversations and a unanimous vote with members of the EC, Past President Tracy Finch has agreed to fulfill the role of Past President in an advisory capacity for the upcoming unique year. At the time of this decision, Article II, Section 10, Clause 4 stated: in the event of an untimely vacancy of an office aside from the President-Elect, the executive council can make an appointment for the balance of the unexpired term. Due to unforeseen circumstances, the original sitting president for 2022-23 had to leave the associations leadership role, midterm and I, President-Elect, stepped in for the remaining year – hence, not the original term that membership voted on at the annual meeting. Since transitioning to fulfill both roles, while executing an annual conference, and within the already high demands of the presidency, including mentoring of the President-Elect, the Executive Council firmly believed this Past-President, ex-officio position should not move forward again this year in a dual capacity.

Publications/Publicity Committee – No Report.

Annual Meeting Program Committee – President Hall gave the following report:

Approximately 130 plus individuals registered for the 2023 annual meeting – which comprised of 37 institutions and 6 corporate partnerships, featuring the Embassy Suites by Hilton Red Wolf Convention Center. Through a call for proposals, approximately 10 synopses were submitted along with an additional seventeen presenters who were personally recruited. Additionally, seven development discussion panels were incorporated, as well as five birds-of-a-feather forums. Multiple opportunities for networking were created, including three mixers with four gold level sponsors and two bronze level ones. Thank you to the Grad Team, Paradigm, Army National Guard, Atlas Flags, Encoura, and Parchment for their generous support, involvement, and contributions to this annual event. Three keynote speakers were placed throughout the program, highlighting hot topics within higher education such as generative AI and the sensitive SCOTUS decision. Together, this entire program would literally not be possible without the incredible sacrifices and time commitments within the committee/executive council. Each and every single member was imperative to the planning and execution of this program; Some went above and beyond the call of duty to assist – especially after experiencing a major unexpected scheduling hiccup a month prior to conference. No amount of gratitude can be expressed to all the individuals on this team – especially VP Heath Riddle-Sims and Past-President Zeda Wilkerson and the daily conversations and tasks made outside of institutional obligations. From incorporating the unique theme details, to the personalization of the breakout sessions, to featuring local amenities like



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adding a business head shot and hours of chair massages, incredible hospitality functions, etc. the year in Jonesboro is certainly one to remember.

Hospitality Subcommittee – Ashley Henry-Saorrone (UAPTC) reported that the charity selected was Hope Found of Northeast Arkansas a charity local to Jonesboro who works to end human trafficking through education. She gave thanks to the hospitality committee and Stephanie Gipson (ASU). She also informed the membership of the second charity that we chose which was the Ronald McDonald House and the collection of coke tabs. She talked about how we had scheduled the Poker Run, an event with corporate partners, which unfortunately had to be canceled due to weather. Then encouraged the membership to attend the off site social at Native Brew Works that evening.

Site Selection – Dylan Herekamp (Ozarka), site selection committee chair presented the following report:

The Site-Selection Committee announces the proposed sites for the 2025 Conference:

- North Central AR: Fairfield Bay Conference Center (Fairfield Bay)
- Central AR: Hotel Hot Springs (Hot Springs)
- Northwest AR: Embassy Suites (Rogers)
- Northwest AR: Inn of The Ozarks (Eureka Springs)

Information has been gathered on all three of these locations. A site visit was made for both the Fairfield Bay Conference Center, and Hotel Hot Springs. I was not able to visit the Embassy Suites (Rogers) or Inn of The Ozarks due to no call back on my initial and duplicate attempts to contact. Information on both the Inn of The Ozarks and Embassy Suites was collected from their respective websites and documents found therein.

Fairfield Bay Conference Center, Fairfield Bay:

The Fair Field Bay Conference Center (FFBCC for short) is located in Fairfield Bay in North Central Arkansas. Fairfield Bay sits firmly on the popular Greers Ferry Lake and is a popular summer destination for individuals all around Arkansas. The FFBCC is a smaller but still robust location that offers a peaceful atmosphere oriented around the lake. The FFBCC is nearby the Cobblestone Inn & Suites and the partner together to help accommodate conferences and events. The FFBCC features a bar and small restaurant known as Encore that can be used for hospitality and is available each day. The Cobblestone Inn & Suites also includes an on-site restaurant. The FFBCC has a total of 8,400 square feet of meeting space that can be utilized. The Great Hall offers up to 4,800 square feet and can easily fit 120-150 for round tables. It may also be broken down into multiple breakout rooms. Additionally, there is a 3,600 square foot Performing Arts Center which features room for breakouts, award ceremonies, or hospitality. The FFBCC also hosts a two-level multi-use deck for hospitality and outdoor aspects of events. The Cobblestone Inn & Suites features 60 available rooms and I have also been told that they



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own 200 condos nearby that could also be utilized if necessary and potentially at the same rate as the hotel rooms. While not guaranteed, the contact did say that they would try their best to negotiate the government rate for the hotel rooms (currently \$98). The meeting room cost would be a base \$3,000 per day but decreases with the purchase of food and beverage. There is a small minimum food and beverage cost, but the contact was clear that it was very negotiable and would not present a problem. The hospitality suite is included in the rental price. The hotel operates with a 30-day cut off for the room block. Parking is located on site.

Hotel Hot Springs, Hot Springs:

The Hotel Hot Springs is located in downtown Hot Springs. It is within walking distance to a number of shops, restaurants and more. Hotel Hot Springs includes an on-site restaurant that can be used by hotel guests. Hotel Hot Springs has indicated that they are willing to offer a group rate of \$125 for single occupancy and \$135 for double occupancy rooms. The meeting room cost associated with holding the conference in the meeting space is \$1,000. I have been told that we are not required to meet any kind of food & beverage minimum. We can pay for the meeting space and then pay for as much or as little food & beverage as necessary. Additionally, there was no mention of the possibility of having the meeting space cost waived if a food & beverage minimum is met. Though, this could likely be negotiated if necessary. The hotel will provide one complimentary room for each 50 that are booked. The hospitality suite is complimentary and located away from sleeping rooms. The hotel operates with a 30-day cut-off date for the room block. Parking is complimentary and is located in the parking deck near the hotel.

Embassy Suites, Rogers:

They have 41 meeting rooms with a total of 72,060 square feet of meeting space. The largest room setup is 41,550 square feet. They have food and beverage catering located on site. There is a total of 400 rooms available for use. The hotel does have our dates available for 2025. The hotel has the necessary room block available for our conference with a room rate of \$179.00 and breakfast is included in the room rate. The last possible date to release the room block is 3 weeks prior to arrival for the conference. In regard to available event space on those dates, there is room for a large general session with round tables, and room for multiple breakout sessions. They include a presidential suite for hospitality. It is near the sleeping rooms, but they make sure to include the rooms around it in our room block in order to make sure that there are no outside guests disturbed. We can bring in our own food and drinks for the hospitality suite. There is an additional charge for vendor tables and booths. Minimum space rental is \$7,500.

Inn of The Ozarks, Eureka Springs:

I have tried to contact the Inn of The Ozarks to receive information from them regarding their hotel but have so far not been successful in reaching anyone to help me gather information. However, I did gather some information from the website. They have 10 meeting & banquet rooms that total 18,000 square feet of event space. There is a total capacity of 500 people. Additionally, they have a 5,600 square foot



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ballroom & patio. Food and beverage prices are unknown, but it does note in their menu that it is subject to change and that a firm price can be given 60 days prior to event. There is no mention of cost for food and beverage, or a food and beverage minimum. Audio and visual equipment is included with event space. The hotel features free parking on site. However, the number of available rooms is unknown.

Pros & Cons:

Fairfield Bay Conference Center and Cobblestone Inn & Suites

- Potentially cheaper rooms at the government rate.
- Free, on-site parking.
- Low food and beverage minimum and food and beverage lowers the meeting room rental cost.
- While located close together, the hotel and conference center are separate.
- Meeting space is smaller in total square feet than other options.
- Potentially have to utilize hotel and some condos.

Hotel Hot Springs

- More expensive room rate of \$125 or \$135.
- Parking is complimentary but located off site in parking deck.
- The meeting space cost is \$1,000, no food and beverage minimum.
- The hotel provides one complimentary room for every 50 booked.

Embassy Suites

- Large amount of meeting space.
- High cost for meeting space, \$7,500.
- Minimum food and beverage but unknown exact amount.
- More expensive room rate at \$179.00.
- Must rent AV equipment each day for event space.

Inn of The Ozarks

- Large amount of meeting space.
- Cost for rental of meeting space is unknown.
- Cost for food and beverage, or any kind of minimum is unknown.
- Room cost and number of rooms available is unknown.
- Date availability unknown.

Contact Info

Fairfield Bay Conference Center – Benny Baker (bennyb@fbcc.com)

Hotel Hot Springs – Barrie Kiger Nagy (barriek@thehotelhotsprings.com)

Embassy Suites Rogers – Renee Redick (renee.redick@atriumhospitality.com)



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After review of 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 Hotel Hot Springs, however, after considering costs made the recommendation officially that the ArkACRAO Annual Conference for 2025 be held at Fairfield Bay. Compared to the other hotels it offers a reasonable cost with regards to the event space and room rates.

President Hall informed the membership that our last three conferences have been expensive, and that should be taken into consideration. She also stated that if the cost got too expensive, it was possible that registration costs will have to go up for the next conference.

After much discussion and debate, President Hall called for a vote of aye or nay from the membership on choosing Fairfield Bay. Parliamentarian, Mrs. Weaver, encouraged a vote by raising of hands. The membership voted (48 votes) in favor of having the 2025 conference at the Hotel Hot Springs. 28 votes were for Fairfield Bay.

Membership –

As the chair position is currently vacant, Past President Zeda Wilkerson (Ozarka), presented the following for consideration in lieu of a Membership Committee chair:

We received 4 new Associate Member Requests

Associate membership status is recommended as following:

1. Ohio University - Athens, Ohio - regionally accredited by the Higher Learning Commission.
2. Delta State University - Cleveland, MS - accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award baccalaureate, masters, educational specialist, and doctorate degrees.
3. Missouri University of Science and Technology - Rolla, MO - regionally accredited by the Higher Learning Commission.
4. City Year - Little Rock based organization: Website states: We partner with educators while supporting, mentoring and tutoring our students so that they are able to fully take advantage of their drive and skill sets. - Non-accredited membership not recommended.

Majority vote is needed. I would ask for a motion to approve membership for OU, MO-UST, and Delta State, and deny associate membership status for City Year. Tracy Finch (ASU) made a motion to



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approve OU, Delta State, and Missouri University. Rachel Mullins (UACCM) seconded the motion. Motion carried.

Recognition Committee–

Committee chair Marisa Grippo (SAU) purchased seven plaques to recognize the following outgoing Executive Committee members for their outstanding service and dedication to ArkACRAO:

- Zeda Wilkerson, President-Elect, President, and Past President, 2020-2023
- Kyanna Beard, Vice President for Admission & Administration, 2021-2023
- Sarah Philpot, Vice President for Registration, 2021-2023
- Heath Riddle-Sims, Vice President for Technology and Publications/Publicity Chair, 2021-2023
- Scott Post, Legislative Liaison, 2021-2023
- Linda Holland, Treasurer, 2021-2023
- Alexis Scrimshire, Secretary, 2021-2023

The plaques were ordered from Central Arkansas Trophy in Conway. At \$47 each, the plaques cost \$359.43 (including tax).

The Recognition Committee also printed 11 Certificates of Appreciation at no cost to ArkACRAO to recognize the following committee chairs:

- Alisa Waniewski, Annual Financial Review Committee Chair, 2022-2023
- Whitney Hall, Annual Meeting Program Committee Chair, 2022-2023
- Sydney Welch, Articulation Workshops Committee Chair, 2022-2023
- Radeanna Garcia, College Fair Automation Committee Chair, 2022-2023
- Mary Whiting, College Planning Program – Clearinghouse Chair, 2022-2023
- Connie Herring, Constitutional Review Committee Chair, 2022-2023



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- Ashley Henry-Saorrone, Hospitality & Charity Chair, 2022-2023
- Zeda Wilkerson, Nominations & Election Committee Chair, 2022-2023
- Vilma Espinoza, Professional Access & Equity Committee Chair, 2022-2023
- Marisa Grippo, Recognition Committee Chair, 2022-2023
- Dylan Herekamp, Site Selection Committee Chair, 2022-2023

Professional Access and Equity Committee –

Vilma Espinoza, Professional Access and Equity Committee Chair submitted the following report that was read by Secretary Scrimshire:

The PAE committee currently consists of Vilma Espinoza, chair, and Chris Riggins but they would love and be thrilled to have more committee members. The committee would encourage ArkACRAO when selecting committee chairs to be diverse (ethnicity, gender, institutional, etc.). They are supportive of the Executive Council and appreciate everything they have done and continue to do. The committee finds ArkACRAO in compliance with the PAE committee.

Admission Administration and School Relations Oriented Standing Committees:

Articulation Workshop – Committee Chair Sydney Welch (UCA) gave the following report:

Host Sites for Articulation Workshops were as follows:

East – Arkansas State University Mid-South

South – Ouachita Baptist University

Northwest – University of Arkansas

Central – Hendrix College

There were new changes:

- Tuesday’s articulation workshop began at 1 pm instead of 8 a.m. This allowed admissions representatives to leave the morning of the workshop instead of the night before so they would not lose their Labor Day holiday.



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- Adjusting the order of presenters, A-Z or Z-A. It was determined based on the host site. This allowed the presenter from the host site to work a station if needed. It was respectful to the host site to be in the first half of presenters.
- Check in – A QR code was created for anyone to use (high school counselors, TRIO, college and career coaches, and presenting institutions). This allowed for a smoother check-in process that got people in the door faster. There were less lines and could catch people walking in. Some schools changed their email addresses, so they could update their preferred email address. It was easy to download in an excel sheet to send to college representatives.

Final Numbers:

College representatives – 186

High school counselors, career coaches, TRIO, etc: 266

Grand Total: 452

East:

College representatives – 43

Presenting Colleges – 26

High School Counselors, career coaches, TRIO, etc: 35

South:

College representatives: 42

Presenting colleges: 30

High School Counselors, career coaches, TRIO, etc: 67

Northwest:

College representatives: 36

Presenting colleges: 27

High School Counselors, career coaches, TRIO, etc: 66

Central:

College representatives: 52

Presenting colleges: 38

High School Counselors, career coaches, TRIO, etc: 98

The 2024 Articulation Dates are September 3 – 6, 2024.

Tuesday, September 3 will be held at Williams Baptist University for the East region. Tentatively

Wednesday, September 4, will be held at Southern Arkansas University. Thursday, September 5,



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will be held at University of Arkansas Fort Smith, Friday September 6 will be held at UA Pulaski Tech.

College Planning Program Clearinghouse – The following report was provided by Mary Whiting (UAMONT):

The calendar has been more of a challenge this year for many reasons, including:

- Change in the format, causing many questions and confusion from high school counselors and college representatives;
- Negligence in following the statement of good practice for SOME, mostly military and outside sources. No on-site corrections were made, in most cases.
- High school demands;
- Complaints from college representatives about food served, too much time between fairs, weather, participation by students.

It's important for all to remember that food is not our responsibility, timing is often relative to principals and buses, weather is out of our control and location is difficult to change at the last minute, and lack of participation by students is the result of counselors "asking" if students want to attend, rather than enforcing it.

A major problem that requires much discussion is the large number of rogue fairs taking place. This is the worst year I have seen in my 18 years of handling the calendar. They continue to happen and will. The majority are the result of many career coaches being held accountable for things like this. I have tried to explain cost, travel, time, etc. I often receive replies that they "will invite who they want." It is a factor in at least one other state that contacted me for advice. The only solution is to boycott these, which is impossible if a school is in your "backyard." One state has chosen to add all and extend the length of the calendar, but this will include overlap of many, cost, and the overall loss of control of the calendar.

Overall, colleges have been supportive, which is greatly appreciated. Heath Riddle-Sims has worked very hard to implement the technology, and some issues have been out of his control, such as those overseeing what is posted failing to be timely. Many have requested a hard copy of the calendar to return.

And many high schools have been supportive. My relationship with the counselors across the state is often helpful when I ask for their help.



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I encourage all in ARKACRAO to remember that their comments are heard, but, unless you have been part of calendar scheduling, you do not understand what all it takes to complete it.

College Fair Automation

Committee Chair, Radeanna Garcia (UAF), gave the following report:

She indicated the committee was comprised of: Caysie Martin (NPC), Allie Taylor (UA-Fayetteville), actively recruiting others.

Update regarding GTCF: This summer GTCF created a cohort of Arkansas, Louisiana and Texas with a flat fee structure. Purchasing allowed institutions in all three states to attend all fairs within this cohort. This eliminated the individual access code needed for an individual user within the GTCF app.

Prior to Articulation:

- Attending multiple meetings with Go To College Fair representative, Clara Canon.
- With the assistance of Heath Sims provided ArkACRAO college fair list and events to GTCF so that they could be entered in the GTCF system.
- Individual admissions counselors/recruiters have reached out to counselors within a ArkACRAO fair area encouraging them to bulk/express register their students or have their students register providing them with the QR code for student registration and the instructions on how to bulk register.

Articulation Workshops:

- Presentation at each articulation workshop with assistance from Whitney Hall regarding GTCF and the resources available to high school counselors. Each counselor that attended received a flyer with a QR code for the student GTCF registration link.
- All attendees of the articulation workshops received an email with GTCF website link, student QR code registration flyer as well as link for two webinars hosted by GTCF for high school counselors.

Current:

- Actively recruiting members for this committee. Please reach out to Radeanna Garcia at rigarcia@uark.edu if you know someone that is interested.
- Clara Canon, our GTCF representative has taken another role outside of GTCF. Our current contact is Holly Lazzaro.
- As of 10/2/2023, student registrations are down over all compared to last year. There are some fairs that have saw an increase. (See attached excel sheet for data) GTCF has reported that the number of counselors using bulk registration has increased within our cohort.



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- GTCF is sending out communication (estimated around 10/4/2023) again to counselors per the list they purchased from ArkACRAO encouraging them to register their students or to have their students register themselves.
- This committee will work with ArkACRAO communication about sending a template email with GTCF information that hosts of upcoming college fairs can use to send out to their attending schools regarding the need for student registration.

Future Activities or Goals:

- More committee members to disburse tasks for the committee.
- Increase awareness of GTCF with high school counselors/college and career coaches around the state.
- Increase student registration numbers in upcoming October fairs.
- Have a GTCF session during bootcamp to help new admissions counselor/recruiters understand the GTCF process and how they can help spread the word to students and high school counselors.
- Have a GTCF session at the Arkansas Counselor Conference in summer 2024. Either led by committee members with GTCF resources or a representative from GTCF.
- Have a GTCF session at the College and Career Coach workshops/training that happen in August.
- Work to create a yearlong ArkACRAO email communication plan/action plan outside of the GTCF “playbook”. These duties could be distributed among committee members.
- Have spring email communication to counselors as they are beginning to visit with juniors and plan. This would be a great time to share with the students what GTCF is and how it is beneficial to them.
- Work with ArkACRAO to have more update-to-date counselor contact information.

President Hall thanked all the officers and committee members for their reports. Motion by Megan Gabbard (UAFS) to approve all Officers and Executive Committee Reports. Seconded by Caysie Martin (NPC). Motion carried.

B. OLD BUSINESS

I. Policy and Procedure Manual to Accompany Constitution and Bylaws

Past-President Wilkerson charged the incoming EC with creating a procedure manual because there is so much knowledge in the association among the past-presidents, but as individuals retire and leave that knowledge is lost. When decisions need to be made and there is no guidance, it is hard to not have



something to guide the decisions. A guidelines and policies manual would help equitable and consistent decisions be made.

II. ARKACRAO and SACRAO SCHOLARSHIP RECIPIENTS

President Hall informed the membership that Kayden Castle, student intern within the Office of Admissions at Hendrix College and Tracy Henderson, Registrar, of Williams Baptist University were awarded the ArkACRAO scholarships for fall conference.

Sydney Welch, UCA, was the recipients of the SACRAO Scholarship.

C. NEW BUSINESS

I. Statement of Good Practice and Disciplinary Actions

VP Riddle-Sims recommended creating a task force to review statements of good practices and disciplinary actions to go along with that. The statement of good practices hasn't been updated since 2011. The disciplinary actions would hold each other accountable. Megan Gabbard (UAFS) made a motion to move forward with the recommendation. Seconded by Marisa Grippo (SAU). Motion carried.

II. Association Dues and Fees

President Hal indicated that the constitution Review Committee of 2024 will be tasked with reviewing Association dues and fees and that will go before the membership at the annual conference in 2024.

D. FUTURE ARKACRAO MEETINGS

Next year's meeting will be at the Wyndham Riverfront in North Little Rock, October 2 – 4, 2024.

E. OTHER BUSINESS OR ANNOUNCEMENTS

President Hall stated that we are a little off track, but we will start next session at 2:15 p.m.

Adjournment: Ashley Henry-Saorrone (UAPTC) made a motion to adjourn. Seconded by Wayne Banks (Lifetime Member). Meeting was adjourned at 2:12 p.m.



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Respectfully submitted,

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

Alexis Scrimshire, Secretary 2021-2023

A handwritten signature in black ink that reads "Whitney Hall".

Whitney Hall, President 2023-2024