



Arkansas Association of Collegiate  
Registrars and Admissions Officers

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Executive Committee Meeting

Virtual Zoom Meeting  
Wednesday, March 13th, 2023

**Membership:**

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

**All committee members were present.**

**Call to Order:** President Hall called the meeting to order at 9:31 am

**Approval of Minutes from Executive Committee (EC) Meetings, December 12, 2023:** Meeting minutes distributed via email for review and approval. Motion to approve Tracy Finch; Second by Casey Bromley. Motion passed and minutes approved.

**Treasurer's Report, Linda Holland:** No official Report; Paid Invoice with ARSCA; completed paperwork for Wyndham; Paid personify invoice; Stopped payments for Arkansas Correctional Industries, haven't received check and issued a new check; sponsorship for military received about a week and a half ago – 4 months past due; Taxes completed; \$5000 check has not been cashed, following up with them.

**Old Business:**

Reimbursement form that is online – Heath will take a look into it

**Officers and Executive Committee Reports:**

**President, Whitney Hall:**

Attended the 2024 SACRAO Conference in Lexington, Kentucky on behalf of association; received confirmation that ArkACRAO could reach out to AACRAO for conference participation, as well as a positive number of interests with corporate partner interest; personally



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shared association's fall conference invitation for sponsorship throughout entire attendee list of approximately 40+ representatives.

Met individually with StriveScan and VP Welch along with a fellow admission member to discuss potential organizational support after reconsidering GTCF's relevancy.

Reauthorized the contract with Hotel Hot Springs as the host site for the 2026 annual conference; updated authorization needed to reflect the accepted changes agreed upon.

Met with VP Sims and VP Welch to discuss steps moving forward for the Clearinghouse Calendar

**President-Elect, Kyanna Beard:** Preparing Timeline for conference, getting ready for planning process; Theme: Focus on the future looking ahead with ArkACRAO Oct. 2-4; Registration will be around (raised up about \$25) Last year was \$110, Late Reg was \$150 Going up to \$125 for early bird Registration, Save the date graphic is going to be sent out soon.

**Past President, Tracy Finch:** Met with vender (Parchment for digital diplomas) Reached out to colleges for meeting with vender; Encourage everyone to invite other colleges when a vendor is coming around the area. Parchment might be a possible sponsor; All vendors respond by sept. 1<sup>st</sup>

**Secretary, Allie Taylor:** No report.

**Vice President for Admission Administration, Sydney Welch:**

Articulation Workshops:

-- 2024 host site visits have been scheduled:

1. June 11 = Williams Baptist University
2. June 12 = UA Pulaski Technical College
3. June 13 = UA Fort Smith
4. June 17 = Southern Arkansas University

-- Rebecca is creating a "Save the Date" poster which should be sent to me on March 15, 2024.

Once finalized, this will be sent to counselors, career coaches, etc across Arkansas College fair automation – need more committee members to represent more of the institutions.

**Vice President for School Relations Report, Ashley Berry:** ArkACRAO Bootcamp is scheduled for Thursday, August 8 at The University of Central Arkansas. ArkACRAO has sent out a session proposal email with a deadline of June 3 for submissions. I have also reached out to external constituents (Arkansas Department of Higher Education and central Arkansas high school counselors) for sessions as well.

ArkACRAO is attending the ArSCA School Counselor Conference on June 24-26 in Hot Springs as an exhibitor. We will be promoting our college fair automation software as well as our updated Statement of Good Practices.

Vice President Berry and Vice President Welch were tasked this spring to conduct a task force to refresh and edit ArkACRAO's Statement of Good Practices. Edits and additions will be provided to the Executive Committee for review.

**Vice President for Information Technology, Heath Riddle-Sims:** No report.



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**Vice President for Records, Casey Bromley:** We have 16 registrants representing 7 different colleges for the Support Staff Workshop which will be held at the UACCB campus in Batesville this Friday, March 15th. (Spring Breakaway-Theme); Explained the schedule for the day.

**Vice President for Registration, Connie Herring:** This year's Registrar's Therapy is scheduled to be held Wednesday, July 17th and Thursday, July 18th at Mather Lodge at Petit Jean State Park. Save the Date being sent out some time this month.

**Legislative Liaison, Dylan Herekamp:** Joint budget committee meetings; higher ed funding -0.14% keep eyes on it; requested to include legislative session at conference.

**Publications/Publicity Chair, Alexis Scrimshire:** No Report.

**Historian, Jennifer Wright Cunningham:** Google drive to store online info thanks to Heath.

**General Standing Committee Reports:**

Annual Financial Review – No Report; Reaching out after this next week.

Constitutional Review – No Report

Nomination and Election Committee – No Report; Allie will send an updated report to Whitney with those leaving the Executive Committee and their nominations.

Professional Access and Equity Committee – No Report

Hospitality Subcommittee – No Report

Site Selection – Taking requests to stay budget friendly and gained different options; past president is part of committee.

Membership – Henderson State University, need to check in on the email sent about being added.

Recognition Committee – No Report

**Admission Administration and School Relations Oriented Standing Committees:**

College Planning Programs:

-- Mary will continue chairing, but after discussing further, we came up with an idea to bring in someone to learn from her this upcoming year to then take over. The idea of a co-chairing option with Caysie Martin (National Park College) and Chad Cox (University of Arkansas). Should both accept and EC approves the idea of a co-chair, then I will reach out to both and extend the offer.

-- Year-round schooling is becoming more popular, so we need to be aware of this as an organization in regard to the calendar. This could lead to an earlier fall travel schedule.

-- Rogue fairs have erupted this past year, especially in small, rural schools. Many school counselors reach out to Mary to ask about joining the calendar. The idea of having an application



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for schools to be added came up so we can either approve or deny a school to have a fair and add it to the ArkACRAO calendar.

College Fair Automation:

- Rachel Chenault (Hendrix College) has accepted the offer to be the new committee chair.
- In February, President Hall and I met with Strivescan to discuss opportunities in using their service over Go To College Fairs
- Later on, President Hall, VP Riddle-Sims, VP Berry, and I met with Strivescan to go deeper into pricing specifically for Arkansas.
- > Bundled rate = \$900 for 60 ArkACRAO CPPs (fall semester) or institutions can purchase fair credits for individual CPPs. This will be cheaper than using Go To College Fairs by 47%
- > This payment does not include out of state CPPs
- We are looking at utilizing Strivescan at Articulation to show counselors how easy it is to sign up and scan in, hoping this will help encourage them to get students registered before CPPs.

OTHER BUSINESS

VP Riddle-Sims, VP Berry and I met to discuss holding a mandatory training for member institutions via Zoom directly after our July EC meeting. This meeting will go over the new Statement of Good Practices, Memberclicks, Strivescan, and other updates as needed. Every institution must have a representative that is over recruitment in some way (i.e. Director, Associate Director, etc.)

**NEW BUSINESS**

- Switching to StiveScan vs. GoToCollegeFairs for Fall 2024 – Will have to purchase fair credits if outside of AR; Much cheaper option is StriveScan; Works with any CRM; 2 year trial with pricing; Recommended to move to StriveScan motioned by Ashley Berry, Seconded by Heath Riddle-Sims; Tracy Finch asked for discussion; Meeting date set for April 3<sup>rd</sup> at 2 pm for membership to decide if a change over to StriveScan will be made.
- Fall Conference Meeting set for June 27<sup>th</sup> from 10am – 1 pm at the Wingate by Wyndham Little Rock; Hotel Rates have been locked in at \$107 per room

Task Force - Statement of Good Practices:

- A Google Document was sent to members of the task force to make notes to. We met twice to discuss ideas of what to keep, get rid of or add.
- New ideas:
  1. Creating a separate document for the Misconduct Policy



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2. Creating a separate document of rules and things to know for the Host Sites
3. "Policing" at CPPs: having members of Registrar Offices around the state come to CPPs near them to monitor the CPPs. This way we have people who are unbiased, this does not add to our plates as an EC, does not take away Admissions team members from tabling for their institutions, and they are already part of our organization.  
We can host a summer workshop, like Bootcamp, where we train those wishing to volunteer.

Recommendations to speaker music, purchasing on clearing house calendar, verbiage for bags to hand out,

Adding misconduct policy; crating a misconduct document separate from SOGP; creating a host site rules and info document; policing the college fairs members of Registrar offices to police the college fairs; no form for reporting.

Next meeting – Date to be discussed.

**Adjourn:** President Hall adjourned the meeting at 11:07 AM first by Tracy Finch; Second by Heath Riddle-Sims.

Respectfully submitted,

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

Allie Taylor, Secretary 2023-2025

A handwritten signature in black ink, appearing to read 'Whitney Hall', written over a horizontal line.

Whitney Hall, President 2023-2024