

VACRAO Executive Committee Meeting

Wintergreen Conference Center and Resort (Crawford Room) – Wednesday, Dec. 8 and Friday, Dec. 10

***In attendance:*** Kathie Tune (Averett University), Susan Kennon (Lynchburg College), Jarret Smith (Bridgewater College), Jason Ferguson (Hampden-Sydney College), Andrew Boor (Averett University), Whitney Gershowitz (Richard Bland College), Connie Cook (Jefferson College of Health Sciences), Hope Parks (Virginia Tech Carilion School of Medicine), Mallory Griffith (Old Dominion University) and Joshua Floyd (Emory & Henry College)

***Absent:*** Kristy Hall (Mountain Empire Community College)

***Call to Order:*** President Kathie Tune called the meeting to order at 3:28 p.m.

***Secretary's Report:*** Joshua presented minutes from the Sept. VACRAO Executive Committee meeting at Lynchburg College. Since there were no changes, the minutes were seconded and approved.

***Treasurer's Report:*** Andrew presented his report. In his initial overview, Andrew was very pleased to report that the VanGuard account has been changed to represent current VACRAO EC leadership – that being Andrew, along with President-Elect Susan Kennon. The aforementioned individuals will also be added to the respective address line so that efficient delivery can take place as well. By having two individuals on the account, it will negate any potential challenges during future transitions.

Andrew also informed the EC that the checking account has been registered for on-line banking with SunTrust. This additional step will allow Andrew, along with future treasurers, the chance to track account developments and verify no fraudulent activities have taken place with these important assets.

Andrew also reviewed the amounts received from the summer's three professional development workshops. In July, the New Counselor Workshop took in \$2,128, with a total expense of \$3,732.91. It was reminded to the EC that VACRAO budgets \$1,000 for the expense of the NCW, which put the event at a loss of \$604.91. Andrew then reported results from the Domicile Workshop (\$2,369 received from registration, a \$250 VACRAO budget and expenses totaling \$1,593.27) and the Support Staff Workshop (\$3,290 received from registration, a \$500 VACRAO budget and expenses totaling \$3,246.15). Overall, the Domicile Workshop reported a net gain of \$1,025.73, while the SSW reported a net gain of \$543.85.

Andrew then suggested to the EC that Eventbrite, the on-line system that is currently used for registration and respective payments surrounding VACRAO's annual conference, should also be used for professional development workshops. There were document difficulties surrounding verification of paying individuals for the recent Domicile workshop, plus there has been very high success utilizing the system for VACRAO's annual conference. The EC was in unanimous support and agreement for this move to institute Eventbrite for future summer workshops.

Andrew then presented current budget numbers, along with proposed numbers for the new budget. Total income for the current year was at \$43,322.22, of which \$9,678.44 had been received in registration fees already for this year's annual conference.

One item brought up for clarification and discussion by Andrew and Connie Cook was reflective in Expense item II (c): Database Maintenance. Connie said that as part of Phase II regarding electronic communication of the fall invitation, members would be able to utilize a log-in and password to sign up for the single invitation. While an amount of \$3,000 was originally proposed, Connie said that \$1,200 – an approximate amount that Jason Ferguson said was used when invitations were mailed to member institutions – should be enough for this year, but that there will be additional fees in subsequent years.

***Treasurer's Report (continued):***

Susan mentioned that there would be maintenance fees associated with that, so the \$3,000 amount for Expense item II (c): Database Maintenance was set as originally scheduled with Connie's agreement. Additionally, Andrew mentioned that there will be more responsibility surrounding the institution regarding registration and that possible challenges could occur, but Jason mentioned that challenges will most likely occur regarding newer implementation.

In further view of the proposed 2011 budget, Susan suggested to strike out Expense item II (l): Miscellaneous involving the QuickBooks software line item. There was no money listed for this portion, and it is no longer needed. Jarret Smith also suggested removing Expense item III (f): VACRAO-SEM Task Force due to non-utilization. The EC unanimously approved to remove both items.

Final discussion for the proposed budget involved placement of Expense item III (e): Professional Access and Equity. The EC unanimously agreed to move this item to Expense item V (g), listed under Professional Development workshops. Additionally, the amount budgeted for PAE will be \$500 and not \$1,000, which the EC was in full approval.

Other than minor changes to reflect current dates with VanGuard and the above changes, the EC unanimously approved the 2011 budget.

***Vice President for Admissions and Enrollment Management:*** Jason presented his report. Overall, Jason reported wide-ranging agreement and happiness surrounding this year's tour, which began on Monday, Sept. 13 and concluded on Wednesday, Nov. 10. The School and College Relations Committee Chair, Megan Fannon (University of Virginia's College at Wise), along with the hard-working members all deserve high praise and gratitude for making sure this year's fall tour schedule was thorough and most successful. Jason also wished to thank Vera Chitwood, Single Invitation Coordinator, for her tireless work in this multi-faceted endeavor.

Jason also completed the conference's annual roadrunner session with Megan to address any concerns or questions from those involved directly with these events. In addition to reviewing a document that will be sent out to all schools regarding proper fair setup, Jason said that he will also be working with individuals and schools who are approaching the Committee regarding new fair placements. Whitney wanted to see if the Committee would review questionable fair practices from certain institutions. Jason said that he and his Committee will look into establishing further protocol for continued equitability.

Jason also informed the EC that the spring fair invitation will be distributed in mid-January, with an RSVP due back to Vera by mid-February. Areas included in the spring VACRAO schedule include Fairfax County and Notre Dame Academy, along with the cities of Charlottesville and Richmond, respectively. Jason also reported that fall 2011 plans will take place later this spring, with updates to follow about the tour, response process and also the distribution surrounding the ever-popular Gazette.

In conclusion, Jason expressed his thanks for being able to serve as VP for this important Committee.

***Vice President for Professional Development:*** Whitney presented her report. In her report, Whitney informed the EC that she is in the process of selecting Chairs for next year's workshop committees. For the Professional Access and Equity workshop, Dara Logan (Lynchburg College) – the PAE Chair – is already taking initiatives regarding venue review and content formulation.

For the NCW, Whitney has appointed Marcus Anderson (Bridgewater College) as Chair, while the search for the Chair position surrounding the Domicile Workshop is currently ongoing. Jarret reminded the EC that all Chairs are invited to the upcoming Mar. meeting.

***Vice President for Professional Development (continued):***

Whitney raised a question concerning the annual conference sessions presented by these respective Chairs, committee members and workshops. The question raised is whether workshops needed to provide sessions as the annual conference if they were not meeting that respective summer. Jarret said that the workshops up for that year should be the ones with sessions at the annual conference.

Whitney also put together a professional development workshop survey for distribution to the membership at this year's annual conference – and also thanked Hope Parks for her help. Once these forms have been returned, Whitney said that she will review to determine where changes are needed so that these workshops can continue to offer efficiency and quality professional development to our member institutions.

***Vice President for Membership and Communication:*** Connie presented her report. As of Dec. 6, VACRAO had 292 associate and 461 voting members, respectively, with 240 institutions and 10 corporate areas represented as well. Connie reported that the membership numbers have increased in all categories, with institutional membership increasing by a whopping 10 percent. With a well-functioning, web-based membership database, Connie said that recordkeeping and communication is at an all-time high. Additionally, Connie said that the 2011 membership invoices will be mailed in late January, while also adhering to a Apr. 15 due date.

As mentioned earlier in the meeting, Connie said that Phase II of the membership database will be to add a Virginia Tour module. This module will allow members from active institutions to register for the upcoming 2011 tour on-line using his/her username and password. There will be an administrator to work with the module, with a projected cost of \$1,200. Connie said that a complete proposal will be distributed at the Mar. meeting.

Connie mentioned that Christine Payne (Lynchburg College) will take over the position of Web Services Coordinator following the annual conference. Christine will be working with outgoing Web Services Coordinator, Kristy Hall, to guarantee a smooth transition. Connie also wanted to thank Kristy for her dedication and diligent work on the website the last two years. Additionally, Connie wanted to once again thank Mallory Griffith (Old Dominion University) for her outstanding work as Newsletter Editor. Connie also reported that Mallory has agreed to serve in this position for next year as well.

Connie then reported that Judith McKeon (Jefferson College of Health Sciences) will continue to serve as Corporate Membership Coordinator next year. Connie wanted to recognize Judith's tireless efforts serving our corporate members, pointing out the fact that requests for corporate membership increased at this year's annual conference.

In conclusion, Connie informed the EC that a Corporate Membership webpage had not been set at this time, but that a timeline for development and institution of this plan needs to be set soon.

***Vice President for Records and Registration:*** Hope presented her report. Overall conference registration numbers, involving all ticket types, were reviewed – with on-line ticket sales (minus Eventbrite fees of \$557.17) totaled \$17,275.00. When adding in 20 registrants paying by check, the total amount received was \$20,200.78 – which included two refunds.

Hope asked for the EC support regarding registration table coverage, while reporting that packets and nametags for the conference were now complete. Additionally, the Eventbrite manual was recently completed for new EC member David Detrow (Eastern Mennonite University). In conclusion, Hope asked that a \$100 budget line be added for David regarding next year's conference supplies.

**Immediate Past President's Report:** Jarret presented his report. Portfolios (150 for \$1,960.45) and pens (150 for \$468.90) have been ordered and delivered for the annual conference. Also, Jarret has finalized a contract with the Hotel Roanoke for the 2011 annual conference on Monday, Dec. 12 and Tuesday, Dec. 13.

Additionally, Jarret said that he is still contacting hotels and reviewing options on the eastern side of Virginia regarding 2012 conference plans.

**President Elect's Report:** Susan presented her report, along with the conference's overall planned costs. Overall, there are 107 full-conference registrants for this year's annual conference, along with eight corporate registrants, two complimentary registrants (SACRAO and AACRAO representatives), two guests and 16 additional registrants either presenting only or just here for one conference day. Susan was happy to report that the room block for Wednesday and Thursday was met and exceeded.

Susan also went over with the EC about the meal service plans, along with the fact that each registrant will receive a complimentary gift. For the first timer's lunch, Susan said that giveaways will take place, along with a conference scavenger hunt and portfolios. Susan also said that Arthur Kelly (Old Dominion University) will be helping with this popular event.

Additionally, Susan reviewed plans for Thursday's dinner and entertainment, along with technology overviews for the conference sessions. Susan was happy to report that both representatives (Bruce Cunningham – AACRAO and Scott Dittman – SACRAO) will be hosting conference sessions as well. Susan also thanked the EC for bringing in innovative sessions for our registrants.

Susan announced that the Nelson County Education Foundation will be this year's recipient of the Give Back Project, with John Poor accepting the donation at the concluding luncheon. VACRAO members have also been asked to bring t-shirts for donation involving the Think College Early Program as part of the NCEF outreach.

In conclusion, Susan was also happy to report that budget projections, along with on-line registrations received, appear to have our annual conference well in the black "quite a bit". Susan was appreciative of Wintergreen's efforts to provide outstanding, yet efficient service in this regard.

**President's Report:** Kathie presented her report. Kathie first commented on how this year has been a memorable one with the EC's overwhelming support.

Kathie mentioned that the VanGuard account will grant the President/Past President for 2011-2012 and the Treasurer for 2011-2012 full access for presiding years with the additive that two signatures are required for any account activity. By doing so, this gives the VACRAO membership notification that only the two top executives have been authorized to address any questions or news surrounding account assets.

Also, Susan and Andrew are listed as administrators for the PayPal account, with Andrew serving as the primary contact for e-mails and account management. Both EC members have the password for all VACRAO account activity. Additionally, PayPal requested information from VACRAO regarding its non-profit status and also use of respective PayPal funds and transfers. Because of this information provided, VACRAO was approved to continue normal operations within the account as a non-profit organization.

Kathie reminded the EC about the proposal to change and extend the two-year Vice President's terms for granting of two consecutive terms was distributed prior to the 30-day requirement. Additionally, the proposal is on the agenda and up for a vote at the Dec. 10 business meeting.

Kathie wanted to once again thank the EC for their support and friendship. In conclusion, Kathie also thanked Jarret for agreeing to serve as past-president for an additional year during transition.

The EC adjourned for the evening at 5:39 p.m.

The EC reconvened on Friday, Dec. 10 at 2:42 p.m.

Susan welcomed David Detrow, newly-appointed VP for Records and Registration, to the meeting, while also informing the EC about Christine Payne's appointment as Web Services Coordinator. Susan also reminded the EC about having Committee Chairs in place before the Mar. meeting, while also encouraging them to attend this meeting as well.

***Old Business:*** There was no old business discussed.

***New Business:*** Susan asked the EC to inform her about dates which will work for the Mar. meeting. The EC was in agreement to have the Mar. meeting on the campus of Lynchburg College.

***Adjournment:*** The EC adjourned at 2:54 p.m.

Respectfully submitted,

Joshua W. Floyd  
Secretary (2009-2011)