

**December 2012 VACRAO Executive Committee Meeting
Sunday, December 9th and Tuesday, December 11th, 2012**

Sunday, December 9th

4:16pm, Meeting is called to order by Jason Ferguson (Hampden-Sydney College)

Secretary's report

Ashley Browning, Hollins University

Ashley reported no new items for review by the Executive Committee. Hope Parks (Virginia Tech Carilion School of Medicine) noted that minutes from the previous meeting required approval. David Detrow (Eastern Mennonite University) moved to approve the minutes from the September 2012 meeting. The movement was seconded by Jason Ferguson

Treasurer's report

in absentia, Hope Parks, VT Carilion School of Medicine

Due to the departure of Andrew Boor (previously Averett University), Hope assumed responsibilities as treasurer for the duration of the term. Jason began to present on behalf of Hope. Hope's report noted that she had reconciled a few pieces of documentation in the transition from Drew's departure. Whitney Gershowitz (Richard Bland College) noted that Virginia State University was paid twice for facilities for VACRAO workshop. The university was made aware and will refund VACRAO \$600, to be received within six weeks of the December meeting. Whitney also noted that Sweet Briar College's catering (ARAMARK) was not paid for their contribution to the summer new counselor workshop. Whitney shared that the total amount of payment was \$1,157 to be added to the budget. Susan Kennon (Lynchburg College) inquired if the only increase in proposed budget was due to an increase to conference travel. Susan asked group to review the changes proposed for conference travel. Ashley Browning detailed the changes to the proposed budget based on an e-mail sent on December 4th from Hope to the Executive Committee. The e-mail from Hope is included below:

[Proposed changes/updates to the budget (I have listed these in order they appear/appeared in the budget):

1. **Income**: Immediately after the Annual Meeting Registration Fees line item , we had a PayPal line listed. I have removed that, and inserted CVENT - ON-line payments & CVENT off-line payments. I have also done this for all three summer workshops since we now collect payments through CVENT in order to be more consistent. An on-line payment is one actually collected from the website, where as Off-line means it is check or cash. I thought by adding these lines as subcategories we can be more clear in budget reconciliation.

2. **Expenses**: I have increased the following:

III. a. Committee Administration, Executive committee (from \$1500.00) - to \$2500.00 now that we are beginning to hold our conference planning meeting in the summer rather than in September, it seemed logical to me to increase this amount due to hotel expenses.

IV. d. Publications, Website (from \$500.00) - to \$1000.00. Moving towards Past-president, I am hoping to tackle a website revision. I have already been in contact with Debra Weiss and she has agreed to lend her services for this upgrade, and she agrees that we are looking a bit dated. I don't know that it will cost \$1000.00. I just wanted to be prepared.

V.a. Professional Development Workshops, Domicile Workshop (from \$250.00) - to \$750.00; this workshop has shown increased numbers over the past two years and facility & food service needs have increased as well. Therefore, I thought an increase was needed.

V.h. Professional Development Workshops, Merchant Service Fee (from \$500.00) - to \$1000.00 - this year we just went a bit beyond \$1000.00 in fees due to the increased credit cards payments that we have accepted on-line.

3. **The addition of VII. a. & b.** - VACRAO's Professional Development Scholarships. \$1500.00 each. (if applications received & scholarships awarded). Since I have now had the chance to really review the budget, I think that some line items are outdated as well. After careful review, I found that we have line items that appear for expenses that really don't exist anymore with the additional technological changes, and decline in printing, mailing, supplies & materials. Therefore I felt that the two individual scholarships were justified. We currently have over \$170,000.00 in our combined accounts and I feel like we can use the scholarships as another way to give back to our membership (which I see as being strong & healthy).

Other than that I have left all numbers exactly the same as they appeared on last year's budget. I thought that further review/revisions could wait until the next treasurer gets acclimated & comfortable with the template.

Thanks & looking forward to see you all here in a few days! - Stay tuned for the VACRAO scholarship application. I would like you all to proof read before the meeting.

Hope

On the evening of December 4th, Hope added the following addendum to the proposed changes via e-mail to the Executive Committee:

Please forgive me, but I forgot to mention that I also increased the travel budgets for President & President elect by \$250.00, just due to increased travel costs.

So now I would like to ask you to also review the attached scholarship application. This is in draft form & can be edited, just wanted to get a feel for what you think so far.

Please forward any comments to me or the group.]

Under item IV.d., publications and website, Susan inquired as to if this will be one year increase to drop the following year or a consistent change. Jason noted that this item is proposed as a one-time increase. For the same item, Connie Cook (Jefferson College of Health Sciences) noted that this increase likely puts the budget closer to the actual cost.

Susan asked Whitney if the increase in workshop budget in V.a. and V.h. were accurate based on the previous year's events. Group discussed the difficulty of planning and executing a successful event for less than \$500. Whitney noted that \$500 might be reasonable, but \$750 would be merited increased based on growing trends in attendance. Connie and Susan discussed income from workshops. Connie noted that based on the listed budget, with a cushion, the new addition appeared appropriate.

Group discussed the increase in merchant service feeds due to the increase in transaction costs associated with payments received by credit card. Jason noted that many institutions are encouraging credit card payment. Whitney noted that she encouraged people to pay for workshops via credit card due to the advantages of real-time processing. Group agreed that this increase was merited.

David brought a question to the group regarding conference supplies. David inquired as to if adding a line item for conference supplies for CVENT purposes was necessary. Jason and Susan noted that this expense is already included in the annual event budget. Jason noted that he does not think it needs to be added to the master budget, as it is already accounted for in the annual conference budget. Susan noted that it is the responsibility of the president to divvy up the annual conference budget supplies, and therefore shared that this cost will be discretionary per conference. Jason and Susan agrees that it is best to leave the decision for a CVENT supply line with the person who is planning the conference. Susan noted that due to cycle of supplies, there are some years which require purchase of items and off years when you inherit from previous conferences.

Susan noted the proposed conference budget increase from \$34,885 for 2012, to \$39,385 for 2013. The increase totaled \$4500. Jason noted that he believed each proposed increase was justified. Susan inquired regarding conference revenue, it is now \$10,000. Jason noted that as of December 5th, the total number of revenue from registrants came to \$33,460, with his then current expenditure at \$33,022. Jason noted that roughly \$400 were left in the budget for cushion. He projected that the total conference budget would be directly at the projected budget or, at a maximum, an overage of \$100 at most. Jason noted that late registrations will increase conference income slightly, and reminded the group that corporate fees had not yet been added. Jason did not spend as much on hospitality as originally projected, so he thought about \$1000 would remain available within the conference budget. Jason and Susan discussed how and why the cost of the conference changes drastically due to location. Jason noted that keynote speaker, Cory Alexander, received a complimentary room from VACRAO for his contributions. Jason shared that he used personal connections and resources to help keep costs low for the current conference, but reminded the group that this may not be an option for future conference coordinators. Susan noted that keeping the cost low for the membership is a primary concern. Jason agreed.

The executive committee continued to discuss the change in conference budget due to location shifts. Susan discussed difficulties in site selection and technology costs within the current budget. Susan and Jason shared that technology fees could be as much as \$700-\$1000 per room, a huge item which has increased cost. Jason noted that he brought his own projector and laptops and still spent \$2,000 on technology fees. For that price pint, the hotel provided a technician and placed screens in place. Jason moved to add an additional \$2,000 to conference budget. Ashley Browning noted that additional funding could also be utilized within the first timers' luncheon.

Susan inquired as to who will follow up with Hope for approval on this item. Jason noted that he would follow up with Hope.

Susan reviewed the availability of documentation for the membership at Tuesday's business meeting, including minutes for approval from the 2011 conference, 2013 proposed budget, and additional volunteer forms. The volunteer forms were also included in registration packets.

David inquired as to how the proposed new scholarship will be advertised, perhaps via website, e-mail or word of mouth. Jason noted that for the first few scholarships, the executive committee may have to work hard to identify individuals and spread the word hoping that awareness will grow with time. Mallory Griffith (Radford University) noted that the EC should invite whoever is selected to contribute to the newsletter and speak about their experience at the following annual VACARO conference.

VP for Admission and Enrollment

Ashley Woodard, Longwood University

Ashley Woodard (Longwood University) shared that the fall Virginia college fair tour has been completed. Ashley noted that the committee is looking into rescheduling Richmond area college fairs including Cosby, Richard Bland and John Tyler which were cancelled due to Hurricane Sandy.

Ashley also reviewed feedback from the membership regarding the use of scanners at several of the VACRAO fairs. Ashley received many complaints that the attending students had not pre-registered. Ashley noted that she believes College Fair Automation did a great job working with the schools and encouraging students to register. Unfortunately, the students did not follow through with registering as was hoped. Susan inquired as to the exact concerns of the membership. Jason explained the difficulties associated with the scanner system, including universities having paid the scanner fee and receiving little participation from students.

Ashley noted that the lack of communication was not due to failed efforts by VACRAO or College Fair Automation, but instead the lack of contact to the students at the high school level. Ashley reminded that this responsibility was the role of the point person at each site. Ashley noted many complaints and questions from the membership as to the legitimacy of pre-event outreach from CFA. Susan inquired if computers were available on site for registration. Ashley noted that this may encourage students to wait until the last minute and could also result in very long lines for on-site registration. Mallory noted that perhaps a small number of students did have scanners, but participation was not as large as what is seen at Fair Oaks Mall. Ashley explained differences between the Fair Oaks system and CFA system ran through VACRAO. Jason asked Ashley to bring this topic up in the Roadrunner round table at the conference for additional discussion. He also reminded Ashley that VACRAO should only serve as a middleman. VACRAO should encourage the sites to facilitate use of scanners and student interaction.

Ashley reviewed spring VACRO college fair tour scheduling conflicts. The Patriot Center was booked for the suggested April 4rd date, which resulted in a split in dates of the spring fair tour.

VP for Professional Development Whitney Gershowitz, Richard Bland Community College

Whitney reminded the executive committee of few items she recalled during the proposed budget review regarding missing payments from workshops. Whitney also noted that the remaining late payments were collected, which accounted for the increase in the corresponding line item in the budget.

The executive committee again reviewed the possibility of enforcing late fees when workshop registration is not paid in a timely manner. Connie noted while this may help in securing payment, distributing and tracking these reminders could require a great amount of time. Jason asked Whitney for a rough estimate of attendees who show up for workshops without having paid previously. Whitney noted there were approximately 12 attendees who had not paid and required a lot of follow up and contact. The committee discussed how to enforce this system, but still ensure that VACRAO is not penalizing an individual for their institutions slow payment processing. Whitney asked David if on the spot registration could be possible using CVENT. David said that CVENT does have the capability to do this.

Jason asked Whitney for the requested drop date for payments for workshops. Whitney noted that the drop date for 2012 was one full week prior to the event for checks, meaning that it was stated that payment by check must be received by that date. Jason suggested that at this deadline, the workshop coordinator send a communication noting that if payment has not been received previously, the participant must come prepared to pay or will not be allowed to attend. Whitney noted that lack of payment was a greater issue for the domicile workshop. She attributed this to the large number of attendees and the fact that there are many individuals attending from the same institution. Some institutions prefer to pay for all attendees with one check. Susan noted past VACRAO practices which enforced strict requirements for term of payments. David questioned the total potential cost to VACRAO if those institutions never make payment. Whitney supported Jason's suggestion to communicate regarding missing payment one week in advance of event.

Whitney suggested that due to the change in fiscal year and restrictions on payment, it could be a good idea to delay the date of Domicile Workshop to later in July. The executive committee agreed that this was a good idea. Ashley Woodard asked if \ this may impact registration for the event. Susan proposed moving the workshop to the first week of August, but not later than that date. Whitney noted that this would be same week as the New Counselor workshop, but the two groups would not have much cross over. Group agreed that this change in date was a good idea for 2013.

VP for Membership & Communication**Connie Cook, Jefferson College of Health Sciences**

Connie reviewed final numbers for membership. Connie recognized Sarah Ross' (Jefferson College of Health Sciences) efforts in working with membership. Connie noted two areas of concern. She encouraged the group to begin looking for a commercial product to manage the membership database. Although the database currently in use is working fine, the representative VACRAO originally utilized to build this system has moved and is not easily accessible. Connie and Susan both noted that the current system is much better than the previous system. Connie mentioned the tedious nature of information input in the current system.

Connie also mentioned the discrepancy in corporate members. While the system was showing eight corporate members, this figure may not be correct as we 12 vendors were scheduled to be in attendance at the conference. Jason noted that the number had increased to 13 attending the conference. Connie reviewed confusion from vendors as to whether they pay through the CVENT or other methods. Connie proposed removing the corporate piece out of membership database. Instead, she suggested handling corporate members through conference registration. Jason also experienced confusion with deciphering corporate members and sponsors. Connie also shared that she must manually deactivate membership records if an individual does not pay their bill. She stated that she does not normally complete this process until July, so VACRAO experiences lag in time and some confusion. Mallory clarified that VACRAO would be asking corporate members to pay their membership fee through the conference. Connie provided confirmation. Susan inquired regarding food cost for vendors. Susan noted that each conference location is very specific regarding the number of registrants/attendees for meals.

Connie announced that Judith McKeon (Jefferson College of Health Sciences) will not be returning as Corporate Membership Coordinator. Susan returned to discussion regarding database administration. David inquired regarding using CVENT to alleviate this problem. Connie noted that she has looked at using CVENT for membership payment, but it is too complex to utilize this system. David then inquired regarding using CVENT for corporate membership only. Group left item for future discussion.

VP for Records and Registration**David Detrow, Eastern Mennonite University**

David provided a sign up for table sitting by executive committee members at the conference.

David noted that conference registration numbers are in the same range as 2011. Susan noted that this is a larger number of registrants in years past by about 30. David reminded the group that this includes corporate members. In regards to conference registration, David noted CVENT's guest feature works alright. The option is designed so multiple people from one institution can cut one check for conference payment. David shared a negative outcome from the guest feature, that other than the primary registrant, the system did not ask for the title or first time status for guests and/or secondary registrants.

David stated that he will compile materials and prepare to distribute to individual next to serve on the executive committee in this position. David reviewed the fact that other than what is listed in the manual, there are really no expectations for what is next when a new person comes into the position.

David reiterated the importance of a review session for CVENT for whoever is elected into the position. Training is conducted in McLean. Attendance at this training is free, but VACRAO would be responsible for travel cost. David also shared that they almost got the Legislative Issues Committee totally on board, but that it did not move as quickly as hoped. David shared that he will contact Patrice and Alana regarding their interest in continuing committee efforts. Susan suggested that David make contact with whoever takes this VP position next.

Past-President's

Susan Kennon, Lynchburg College

Susan discussed her search for missing materials necessary for the VACRAO Executive Committee Manual. Susan shared that she will continue to look for this information. Susan reminded the executive committee that this year VACRAO will be distributing three awards--- Honorary Membership Award, New Professional Award and Distinguished Service Award. Susan noted that she did not vote on these, it went to the awards and resolution committee to vet submissions. Susan reminded that each year the executive committee needs to keep this in mind.

Susan updated the group regarding site selection. Wintergreen has been confirmed for Thursday, December 12-Friday, December 13th. The room rate will be the same as the previous conference at this location. The price for vendor space has been reduced. Susan noted that Wintergreen has been purchased by the same company that owns the Greenbrier. The space is undergoing a large renovation which will be complete by the time of our conference.

Kathy Woodson (University of Virginia) and Susan stopped into another site today, the Founder's Inn in Virginia Beach. While the location is part of Regent University, Susan was unsure of the exact relationship. This site was very accommodating, both in regards to space and VACRAO needs. Susan noted that the other option might be Colonial Williamsburg, but that their offerings have not been as substantial. Susan hoped to have the 2014 site planned by January 2013. Susan also shared that Landsdowne in Leesburg was out of the budget. Susan thanked Kathy Woodson (University of Virginia) for her assistance with site selection.

Lastly, Susan thanked the executive committee for their support of her efforts.

President-Elect

Jason Ferguson, Hampden-Sydney College

Jason reviewed conference numbers first. He reviewed the total income of \$33,460, with a few more registrants coming with payment which will result in a slight increase. Jason charged vendors \$50 for attendance while the built cost was \$75. Jason thanked Royal Company for their donation towards social expenses. Total conference expenditures at this point were \$33,022.

Jason mentioned the items that had not been reconciled including tickets which Jason gave away, David's expenses and VACRAO jersey's. Jason distributed official shirts for executive committee. Jason thanked the company Graphic Cow for their generosity to VACRAO. Jason confirmed that first timers' luncheon cost was \$100. Jason thought conference cost would be very close to budget. Susan inquired as to inclusion of tax and gratuity. Jason noted that presented numbers were all inclusive.

Within the conference packets, Jason explained the lineup card game, with completed sheets qualifying attendees for two tickets to the Dave Matthews Band and Lumineers concert the following week in Charlottesville. In order to win the prize, you must be present for the drawing at the social at 8:00pm.

Jason shared that his colleagues from Hampden-Sydney will handle presentations for each session.

Jason explained the meet your match game. Attendees must find another individual with the same badge, which will qualify them for one additional raffle ticket. After one match, the individual is marked off limits. Red raffle tickets are meant for registrars and blue tickets are for admissions. Attendees may also receive extra raffle tickets by bringing book donations and making monetary donations.

Jason shared that he will keep score for these items. The main raffle prize is Nintendo Wii bundle. Other door prizes are sports related including gift certificates, portable grill, coolers and heaters. Jason has secured a DJ for Monday night. Paul Kyle will be present as a representative from AACRAO. Jason also reviewed SACRAO representation. Jason shared that rooms for Leroy Rucker and Corey Alexander were complimentary courtesy of VACRAO.

Susan asked Jason to remind the group regarding lunch time for the following day.

Group discussed that there was no new business to review. Jason adjourned the meeting at 6:20pm.

Tuesday, December 11th

Jason called the meeting to order at 1:52pm.

Mallory noted that she has rolled off of her responsibility as newsletter editor, which will now be taken over by a representative from Sweet Briar College. Connie and Hope discussed the executive committee manual. Hope asked the executive committee to print the 2009 copy from the VACRAO website. Connie reminded Mallory that SBC representative will need the e-mail distribution list for future contact amongst the executive committee. Hope noted that photographs for new members of the executive committee will also be necessary. New members decided to send photographs to Mallory. Mallory shared that she will prepare an instructional

document for the next newsletter editor. Hope, Connie and Mallory discussed the appropriate date for the next newsletter.

The executive committee discussed location for upcoming February meeting, either at Hampden-Sydney or Longwood. Both locations will check calendars for availability. Group discussed best dates for February meeting. Group agreed that the week of February 11th-15th may be best as previous week is SACRAO conference.

Hope asked Ashley Woodard to advise of spring fairs moving forward in order to refresh CVENT information. Hope asked Dara Logan (Longwood University) to advise of dates for summer workshops, so that they may begin to copy over events in CVENT. Connie noted that they will use last year's VACRAO list for the spring fair season. Connie suggested that Mallory wait as long as possible to request membership list before sending CVENT invitation, because the information changes so quickly. Hope asked Jason and Whitney to decide who will take over the other administrative account with CVENT. Jason suggested, from his own experience, that Whitney may be best fit for additional administrative account to assist with planning conference so she has more autonomy in planning.

Hope reminded Mallory of CVENT training in McLean. Mallory agreed that she will attend with travel expenses covered by VACRAO. Mallory inquired as to when would be the appropriate time to attend. Hope noted that she will be able to assist heavily with the spring tour, but the more quickly Mallory may begin working on the summer conferences, the better. Hope reminded Berkley Leonard (Hampden Sydney College) to touch base with Andrew Boor (previously at Averett University) regarding taxes. The group discussed the benefits of staying with the same tax individual due to historical knowledge. Connie reminded the group of necessary name change on the checkbook.

Jason noted that he will try and get February date set before all schools leave for holiday. Hope encouraged Whitney to begin contact with Wintergreen for June or July planning meetings. Berkley shared that will not be available June 22nd-July 6th. Connie noted that she will not be available July 5th-13th. Hope asked Jason to work with Berkley to ensure that reimbursement procedure is handled. Hope asked Ashley Browning to make a copy of travel report and receipts for reimbursement from first timers' luncheon. Hope provided Connie with deposit slips. Hope asked Dara that she stress to her committee members that they must complete the reimbursement form. She suggested asking the workshop coordinators to send that to Dara, Whitney and Berkley for consistency. Connie reminded group that there is a spreadsheet available from the website which could be helpful. Dara asked that group takes note of form placement for new website developments.

2:09pm meeting adjourned.

Berkeley was elected as treasurer (PUT THIS IN BUSINESS MEETING MINUTES).

I am requesting that 2 things be added to my “report” for the official minutes to the business meeting yesterday. While I didn’t speak these 2 things, they do need to be in the official minutes as VACRAO’s acknowledgement of the contribution of Paradigm and Kathy Woodson.

1 – As an introduction to the section where I began presenting the awards, please add a line that states – “VACRAO wishes to extend a thanks to Paradigm, Inc. for providing the certificates and portfolios that are presented to award recipients today.”

2 – Just before I announce the location of VACRAO 2013, please add a line that states – “Susan thanked Kathy Woodson (UVA) for her help with the site selection activities for the last year.”

Finally, I think I spoke the correct dates for 2013, but just wanted to make sure the official minutes reflects December 12 and 13, 2013 (exactly 1 year from today!!!)