

VACRAO Executive Committee Meeting  
Sheraton Norfolk Waterside  
December 6 & 8, 2009

**In Attendance:** Jarret Smith (Bridgewater College), Kathie Tune (Averett University), Susan Kennon (Lynchburg College), Judith McKeon (Jefferson College of Health Sciences), Connie Cook (Jefferson College of Health Sciences), Hope Parks (Roanoke College), Barbara Rowe (Washington and Lee University), Autum Fish (Sweet Briar College), and Andrew Boor (Averett University)

**Call to Order:** Jarret Smith called the meeting to order at 3:15 p.m.

**Secretary's Report:** Susan Kennon presented the minutes from the September 2009 executive committee meeting. There will be an amendment made to the minutes regarding the formation of a conference planning and local arrangements committee. The minutes were approved with those changes.

**Treasurer's Report:** Andrew Boor has assumed the responsibilities of Treasurer as of November 1, 2009. He reported that the VACRAO checking account has \$50,214.20 as of October 31, 2009, and the Vanguard account has \$70,168.33 as of June 30, 2009, for a total of \$120,382.53. Andrew will work with Autum to see if some of the questions he has on deposits came from the workshops.

Andrew presented the proposed 2010 budget and made several notations about the budget:

- The annual meeting budget was increased to \$10,000 as approved by the executive committee
- The \$3,500 for VA Tour & Gazette printing can be reduced down to \$100.00 and the \$750.00 for Newsletter printing can be removed completely since the committee decided to move to electronic distribution of these items.
- Add a category under *IV. Publications*, for "postcard" mailings, most particularly by the President-Elect and budget the amount of \$300.00

At the June meeting, the committee will need to sit down and go through what each item on the budget is supposed to be used for so as people transition off of committee, there is documentation.

**Vice President of Admissions and Enrollment Management Report:** Judith McKeon presented her report. She stated that the Fall 2009 Virginia Tour kicked off on September 14 and ended November 11. There were some noteworthy changes made to the tour schedule this year:

- The inclusion of a new high school, Eastern View HS, in the Week 1-B rotation among Culpeper, Madison, and Orange Counties.
- The addition of a new fair in Week 3, hosted by Skyline High School in Warren County.

Judith expects that the annual meeting Roadrunner session will provide a good opportunity for the School and College Relations committee to get feedback and suggests in preparation for the 2010 Fall Tour planning.

The 2010 Spring Tour dates are as follows:

April 12 Richmond City Schools at the Arthur Ashe Center 8:30 a.m. – 1 p.m.

April 20 Charlottesville Area Schools at Albemarle HS 6:30 – 8:30 p.m.

April 21 Independent Schools at Notre Dame Academy 1:30 – 3 p.m.

April 21 Fairfax County Schools at the Patriot Center 6 – 8:00 p.m.

Judith noted that Gretna HS has moved from the Spring Tour to next year's Fall Tour. She stated that the spring invitation should be out in the mail by early January and will have an RSVP date by February 15. Looking ahead to fall, members should receive their fall 2010 tour single invitation by the end of May. Responses will be due by July 15. A reminder postcard to renew VACRAO membership will be mailed to the membership in mid-March.

Judith stated that she has enjoyed her time serving on the executive committee and looks forward to continuing to serve VACRAO as the Corporate Membership Coordinator.

***Vice President for Records & Registration Report:*** Hope Parks presented her report. So far, 120 people have registered for the annual meeting. For the future, we need to add descriptors to the Eventbrite registration site because there was too much confusion on how people register. We also need to work on the corporate registration and get payments for their membership earlier.

***Vice President for Professional Development:*** Autum Fish presented her report. She reported final numbers and total for the 3 workshops held in the summer.

- June 17, 2009 – Domicile Workshop at Longwood University – Chair was John Sawyer (Longwood) – 105 participants
- June 18, 2009 – Support Staff Workshop at The University of Mary Washington – Chair was Pamela Verbeck (University of Mary Washington) – 38 participants
- July 12-14, 2009 – New Counselor Workshop at Radford University – Chair was Whitney Gershowitz (Richard Bland College) – 12 participants

Autum mentioned that the Professional Access and Equity Committee chaired by Dara Logan (Lynchburg College) is still in the developing stages and hopes to provide a workshop in 2010. The committee is sponsoring a session at the annual meeting.

***Vice President for Membership & Communication:*** Connie Cook presented the report to the committee. She reported that institutional membership increased by 19% over last year, while the corporate membership was slightly down. Membership totals as of December 5, 2009 are 146 Associate members, 72 voting members, and 7 corporate members.

Connie noted that Judith and Hope worked together this year on corporate membership coordination and Judith will take it over for the 2010 year.

Next, Connie reported that the new web-based membership database is updated and ready. A session will be held during the annual meeting to detail to attendees how to use the database. The entire membership will receive information, including log-on instructions, with the 2010 invoices. Membership invoices should be mailed by the end of January.

Mallory Griffith (Old Dominion University) has agreed to serve as Newsletter Editor for the upcoming year. Connie thanked Susan for serving as interim editor in the past. Connie is going to make the recommendation at the annual business meeting that all newsletters be distributed to the membership via the email listserv. The change will require updating page 19 of the executive

committee manual to reflect the change in distribution for the fall newsletter edition. This recommendation comes after much research and discussion by the executive committee.

Kristy Hall (Mountain Empire Community College) will continue to serve as Web Service Coordinator. Kristy met with Debbie Weiss (DRW Designs) during the fall to discuss web issues.

**Immediate Past President's Report:** Barbara Rowe presented her report. She discussed the recipients of this year's awards to be presented at the annual meeting. Names will be listed in the annual business meeting minutes. Barbara noted that members of the awards and resolutions committee were Bobbie Adams (Virginia Wesleyan University) and Bill Oliver (Virginia Military Institute.) She stated that Paradigm, Inc. has donated the certificates and covers to be presented.

Barbara worked with Marcus Anderson (Bridgewater College) on site selection and the Wintergreen Resort in Wintergreen, VA was chosen for the 2010 meeting. The dates are Wednesday, December 8 to Friday, December 10, 2010.

**President's Report:** Jarret Smith gave his report. He has researched pricing and capabilities for an external hard drive that can be used to store documents needed for the historical memory of the organization. He made a recommendation for the purchase of a hard drive and the committee voted to approve purchase of one. Jarret will have it ready for the February committee meeting.

Next, Jarret mentioned that he is looking at several locations for the 2011 conference. He will keep the committee updated on his finds throughout the upcoming year.

**President-Elect Report:** Kathie Tune gave her report. She reported that registration numbers look strong for the meeting and there are 10 vendors that have committed to setting up. She also reported that she will have final budget totals at the February 2010 meeting, but she expects to be close to the budgeted amount.

As there was no further business for the day, the meeting was adjourned at 5:55 p.m.

The executive committee re-convened at 1:35 on Tuesday, December 08, 2009.

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Kathie welcomed incoming members, Jason Ferguson, Josh Floyd, and Mallory Griffith, and thanked outgoing officers, Judith McKeon and Barbara Rowe.

Kathie asked each VP to firm up committee chairs and members in the next month so that we have all members in place by the February meeting. Also, she reminded them to invite their committee chairs to the February meeting.

Susan offered to hold the February meeting on the Lynchburg College campus and she asked that each member email her if there were any dates that would not work in February. She will then review the LC schedule and notify committee members of when the meeting will be held.

As there was no additional business, the meeting was adjourned at 2:20 p.m.

Respectfully Submitted,  
Susan Kennon, Secretary, 2008-2009