

VACRAO Executive Committee Meeting  
Hotel Roanoke – Monday, June 6 and Tuesday, June 7, 2011

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

***Absent:*** Jason Ferguson (Hampden-Sydney College) and Christine Priller (Lynchburg College)

***Call to Order:*** President Susan Kennon called the meeting to order at 12:07 p.m.

***Secretary's Report:*** Joshua presented minutes from the quarterly Executive Committee meeting held Mar. 22 inside Lynchburg College's Schewel Hall. There were no immediate amendments made to the respective minutes, with the EC meeting minutes being subsequently approved.

***Treasurer's Report:*** Andrew presented his report. As of June 5, 2011, the VanGuard account has a balance of \$70,284.27. Additionally, the VACRAO checking account has a balance of \$73,835.24, resulting in a \$144,119.51 account balance. Andrew also showed how these figures compared with that of previous years (\$129,041.46 in 2010 and \$116,904.62 in 2009). Overall, VACRAO's financial state remains awfully healthy, with membership up in 2011 (\$20,190.00) when compared with that of 2010 (\$19,830.00).

Andrew then had two issues to bring up for EC discussion. One of those issues involved the possibility of acquiring a VACRAO credit card and also the possibility of acquiring tax-exempt status. Regarding the credit card possibility, Andrew reviewed advantages and disadvantages of having such an item – with Jarret stating that one major benefit would include quicker reimbursement times. However, Hope noted that a background check would need to be done as well.

Jarret also added that procedures would need to be in place, while Andrew mentioned that there would have to be a financial history associated with the background check. Connie believed that the treasurer should be the primary person in charge of the credit card, while Susan suggested that we would find out more about persons who apply with perhaps bad credit – especially with privacy issues. It was agreed that a decision would not be made until full support was set from the EC, with Jarret adding that we have a SunTrust representative address this component during our Sept. meeting.

The second part from Andrew's initial report involved the move to full tax-exempt status. From information researched through the Virginia Department of Taxation and the Internal Revenue Service, Andrew noted that the move would grant VACRAO exemption from sales tax. However, numerous forms would need to be completed and that it would cost VACRAO \$750 for completion.

Given the complex nature of the form completion, Andrew felt that a legal entity should be utilized for completion – which would add to it yet another cost. Susan inquired as to whether or not this was a yearly amount, but Andrew believed it would be a one-time fee. Jarret asked if Andrew could check with professional avenues regarding further questions. It was agreed that this item should be tabled to a future meeting regarding further analysis.

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

Andrew then entered into new business from his report, including the initial operational review surrounding CVent. So far, Andrew admitted that the new electronic format is working well with the electronic invitation and the on-line payment ability – especially the receiving of electronic payments from credit card sales. However, Andrew noted that it is difficult to see where deposits are going from the bank statement, just daily dollar amounts. The EC also agreed that CVent should have its own line item, and that the column will be added for the next budget year.

Andrew also informed the EC that required financial documents were submitted to accountants Shakelford & Werthman (Lynchburg, Va.) on May 26 – with an extension being filed because of the missed May 15 deadline. However, there will be no cost or penalty to VACRAO because of the missed deadline. Tax returns will also be brought forth soon, with Andrew concluding that this information will be necessary to complete the internal audit with Mark Griffin (Bridgewater College), the Nominating and Auditing Committee Chair.

***Vice President for Admissions and Enrollment Management:*** Susan presented Jason's report. Jason noted that the School & College Relations Committee has been diligent in putting forth yet another strong Fall 2011 tour. With future single invitation automation not far away, Jason did want to bring attention to several items which needed EC review and possible input.

Before doing so, Jason wanted to announce this year's Committee. Members include:

Chair – Megan Fannon (University of Virginia's College at Wise)  
Week 1A – *Southwest Virginia* – Anthony Graham (University of Virginia's College at Wise)  
Week 1B – *Southwest Virginia* – Nikki Byrd (Jefferson College of Health Sciences)  
Week 2 – *Lower Shenandoah Valley* – Megan Munsey (Radford University)  
Week 3 – *Upper Shenandoah Valley* – Kim MacInnis (Virginia Tech)  
Week 4 – *Southside Virginia* – Ashley Woodard (Longwood University)  
Weeks 5 and 6 – *Northern Virginia* – Dominique Baker (University of Virginia)  
Week 7 – *Tidewater Area* – Angela Rioux Luettel (Old Dominion University)  
Week 8 – *Richmond* – Katherine Beck (Virginia Commonwealth University)  
Single Invitation Coordinator – Open

Jason also wanted to express his heartfelt support and appreciation for the Committee and their collective efforts. Additionally, Jason reported that the Fall 2011 single invitation was e-mailed to the entire membership, with responses already being received. The Roadrunner Gazette will be completed and distributed to the membership soon, with a few items being clarified by the Committee. The goal is to have the Gazette distributed by mid- to late July, with RSVP information sent to the individual site coordinators no later than early August.

Also, the Committee is eager to work with CVent and will do so for the Spring 2012 VACRAO tour. By allowing an extra semester, Jason admitted that the Committee will be ready for usage of this software, while giving them time to work out any kinks and to verify proper operation. Jason also reported that there plans to be a session conducted at the Dec. annual conference for this new avenue, along with continued follow-up by the EC as well.

Jason then discussed the aforementioned issues. With his departure as VP, along with Megan leaving VACRAO this summer, Jason admitted that there will need to be major input regarding filling those two important positions – along with the open Single Invitation Coordinator position. Along with noting that Megan will serve as Chair through this year, Jason noted that he will temporarily take over SIC duties.

***Vice President for Admissions and Enrollment Management (continued):***

With the advent of CVent, it will remain to be seen as far as whether the Committee will need an SIC, as those duties may be handled by the Chair. Jason also admitted that he and Megan have alarming concerns regarding rising college fair fees and how to collectively respond. In questioning three such increases, Jason noted that he has received “political responses” on reasoning for the rising costs. Jason does feel that an additional response from VACRAO itself could be needed should costs continue increasing.

In conclusion, Jason wanted to personally thank Connie and Melissa Yakabouski (University of Mary Washington) for their overall “assistance and input” over the summer months to prepare for the upcoming Fall 2011 schedule and impending electronic implementation.

The EC then took a break at 1:23 p.m. before reconvening at 1:44 p.m.

***Vice President for Records and Registration:*** David presented his report. During his recent CVent training with Hope, David wanted to know if it was beneficial to having others learn the system as well. David also mentioned that his information is now on the account, while continuing to follow-up regarding training and webinar options. So far, David noted that Hope has already had good success with CVent.

David then wanted to receive input from the EC regarding the role of the Legislation and Inter-Association Issues Committee. David noticed that the committee hasn’t been active for several years, but he wanted to try and see if it warranted pursuing of several ideas for possible reinstatement – particularly whether the main focus would represent Virginia issues.

David also said that he has written to eight Virginia public universities on how legislative/legal developments are continually tracked – receiving just one response. Susan mentioned that she used to contact Kathy Woodson (University of Virginia) about updates, but that took place years before the internet surge.

Additionally, David brought up the fact that the committee’s job description indicates two session sponsorships at the Dec. annual conference. David wondered if that should be the primary focus of this committee, or should it focus more on updating the membership on a continual basis. The EC felt that more exploration is needed, with Susan suggesting that perhaps someone could take the position later this fall. Whitney also said she would check about possible individuals helping with this initiative.

***Vice President for Membership and Communication:*** Connie presented her report. As of June 3, 2011, VACRAO had 227 associate and 405 voting members, respectively, with 130 institutions (an increase of eight institutions versus the amount reported at the summer 2010 quarterly meeting) and four corporate areas represented as well. Overall, Connie noted that the new system is definitely working well, especially when a report can be instituted and deposits match that very report.

Connie informed the EC that VACRAO’s software developer, Lucky Prime, Inc., will be dissolved soon. Because of this development, VACRAO will need to locate server space. Connie noted that either a member institution will need to willingly host our data or that VACRAO will need to purchase available commercial space – with Mark Meisel (Lucky Prime, Inc. developer) presenting three different pricing strategies from commercial spaces.

The issue with a commercial space involves working with their specific policies, while utilizing institutional space will make updates and accessibility more difficult. Susan asked if there was institutional space still out there. The EC will continue to check and see if there is such existing server space.

***Vice President for Membership and Communication (continued):***

Right now, Connie pointed out that the database is set up to where we can have the primary contact member go in and change information, along with printing invoices and other necessary functions. After the move is completed, there is no working listserv as well. Susan will engage the EC in further discussion on this respective issue.

Connie noted that Christine is our Web Site Coordinator and to send her any updated web site communications, while Mallory continues work as VACRAO's Newsletter Editor. Mallory informed the EC that Friday, June 17 is the deadline for the upcoming newsletter.

Finally, Connie informed the EC that Judith McKeon (Jefferson College of Health Sciences) continues to work with our corporate members. Judith will send out information to all previous members later this summer. Connie also encouraged the EC to send Judith any new inquiries or developments regarding corporate membership as well.

The EC then took a break at 2:56 p.m. before reconvening at 3:07 p.m.

***Vice President for Professional Development:*** Whitney presented her report. The Professional Access and Equity Workshop – chaired by Dara Logan (Lynchburg College) – will take place on Tuesday, June 21 from 10 a.m. – 3 p.m. at Lynchburg College, with registration scheduled for 9:30 a.m. The cost per person will be \$65 and that 17 participants have already registered for the event. Postcards were mailed to each individual VACRAO member representing all Virginia institutions. It was also noted that there was a small room charge associated with the PAE Workshop as well.

Whitney then briefly discussed the upcoming Domicile Workshop – chaired by Ashley Woodard (Longwood University) – taking place on Tuesday, July 21 from 9:30 a.m. – 3:30 p.m. at J. Sargeant Reynolds Community College (Parham Road campus), with registration scheduled for 9 a.m. The cost per person will be \$20, and that 42 participants have already registered for the event. Postcards were mailed to each admissions office and registrar's office representing all Virginia institutions.

Whitney later went over plans for the New Counselor Workshop – chaired by Erin Conley (James Madison University) – taking place on Monday, Aug. 8 and Tuesday, Aug. 9 at The Inn at Sweet Briar College, with a cost of \$95 per person. One postcard will be mailed to each admissions office, regardless of respective state.

Additionally, Whitney noted that the postcards were printed at each chair's college printing shop and paid out of the individual workshop's budget. PAE and Domicile postcards are in the mail, while NCW postcards will be sent out this week. Registration for PAE and Domicile is ongoing, with NCW information to be posted for dissemination soon.

Host schools for the Domicile (JSRCC) and PAE (LC) are not charging VACRAO to use meeting spaces, but only for food (food and lodging, meanwhile, for NCW). Also, the Domicile and NCW workshops will only charge VACRAO for usage from total attendance. Whitney also reminded the EC that they might be called upon to present at the NCW.

One of the issues that Whitney noticed is that we are spending a lot of time in the spring semester about logistics (especially with Domicile). Since logistics constitute more time – and not as much regarding program upgrades – Whitney suggested have institutions rotate the workshops every few years. The EC thought it was also a good idea for rotation of the workshops as well, while Susan suggested about possibly engineering a contract of some sorts a year in advance.

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

In conclusion, Whitney said that she would begin things earlier in the fall, while Jarret noted that outgoing committee members should help determine next year's locations.

Following Whitney's report, the EC broke for the day at 3:42 p.m.

The EC then reconvened Tuesday, June 7 at 9:22 a.m.

***Immediate Past President's Report:*** Jarret presented his report. To start, Jarret said that he would be updating the EC manual and will e-mail information this week to respective members. Also, Jarret said that he will be creating a survey and sending out to the membership regarding conference attendance, specifics involving highs and lows surrounding the conference and also why they chose not to attend, if applicable. Without question, Jarret stressed that the VACRAO's main focus should be the tour and the annual conference, and how we can help serve all management levels.

Susan mentioned that a lot of entry-level people attend the annual conference, but wondered if the reason for the lack of middle- and higher-management participation could involve the various activities. The EC discussed ideas about why that might be the case (tighter budgets, fees, etc.). Jarret suggested that we craft and send out a monthly e-mail about sessions proposals, while conveyed tour information and other important VACRAO initiatives.

***President Elect's Report:*** Hope presented her report. Hope cheerfully announced that CVent is up and running, successfully creating PAE and Domicile workshop events. Hope also wanted to thank the EC for testing things out on the respective site.

Hope mentioned to the EC that the workshop fees for the Domicile event were slightly increased (\$3.00) to cover respective CVent fees. These new fees will need to be in consideration for future events and workshops. Also, the new system allows for a follow-up survey regarding conference and workshop feedback, along with inquiring to those regarding their non-attendance. Hope then informed the EC that the NCW information would be available for registration by early July.

Hope also noted that she had created an additional administrator account for David so that he can prepare for creation of the annual conference information. The EC will also need to make a determination on whether we wish to offer an early-bird registration fee and when refund deadlines would take place.

Hope noted that CVent is putting together the single invitation, but the manual process is being used for this year so as to copy the process for next year. At least a month will be required to set up the event and test out by the EC. This is certainly a possibility for a workshop at the upcoming annual conference.

At the moment, Hope said that we now have 24 registrants for the PAE Workshop, with 42 having declared for the Domicile Workshop. There are several registrants which need to pay by check, so a reminder e-mail will be sent out in a couple of weeks.

Hope also informed the EC about a possible keynote address from Learnership Solutions, "a client-focused training and development/consulting firm helping organizations and people grow together." In addition to teamwork and customer service, the organization also focuses on collaboration and maximizing uniqueness, just to name a few. The organization does require a fee, so more research and analysis will be done prior to the final selection.

Hope reminded the EC about session ideas and other projects involving the upcoming conference, including the Give Back project.

The EC then took a break at 10:35 a.m. before reconvening at 11:19 a.m.

**President's Report:** Susan presented her report. Susan reminded the EC about the upcoming audits, along with future annual conference ideas involving 2012 and 2013 – including a proposal being sent to Wintergreen for the possible 2013 annual conference locale.

Since there are multiple EC individuals leaving positions following this year's conference, Susan noted that the EC needs to talk with interested persons now about these areas. By doing so, it can guarantee smoother transitions.

Susan mentioned that she has looked into a listserv possibility, but this did not work on the discussion board. Susan asked if anyone on the EC would be willing to look into this possibility. Hope suggested that we add this to Jarret's survey.

Susan also is compiling materials for the archives and will need hard copies of everything (minutes, newsletters, meeting materials, etc.) prior to the Sept. meeting. She also reminded everyone about the newsletter deadline for Friday, June 17.

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

**New Business:** The EC will hold its Sept. quarterly meeting at Lynchburg College on Thursday, Sept. 8.

**Adjournment:** The EC adjourned at 12:17 p.m.

Respectfully submitted,

Joshua W. Floyd  
Secretary (2009-2011)