



# VACRAO NEWS

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It is that time of year again, the VACRAO annual conference is on the horizon, and it is time to dig out your flip flops and Hawaiian shirts.

Pack your bag and come join us at the Hotel Roanoke, Monday December 12 - Tuesday, December 13. We are [Celebrating Star Lit Keys to Success](#), in the star city, Roanoke Virginia. VACRAO members received an invitation via email. The registration link is listed below and will also be posted on the VACRAO website.

<http://www.event.com/d/ncqjcn/4W>

As the conference begins, we will evaluate how one's professional [attitude](#) may be linked to their professional [latitudes](#). During the conference you will gather new ideas, collaborate with colleagues, meet new friends, and mingle with our corporate members. As the day winds down we will celebrate our success while dining on [Cheeseburgers in Paradise](#) and enjoying the island music by the [Key West Band](#).

VACRAO's Annual Conference is a professional development opportunity for both public and private college and university registrars and admission representatives. Session topics include:

- Identification and Early Intervention for At-Risk Students
- [Updates to the Virginia Tour registration process](#)
- Seamless Diploma Ordering with Paradigm
- [Enrollment Projections, Longitudinal Systems, Legislative Issues](#)
- Immigration Issues
- [Education for Homeless Children Seeking Collegiate Opportunities](#)
- Working with the ADA (Americans with Disabilities Act):
- [Nourishing the mind, body, and spirit](#)
- Electronic [Transcript Processing with National Student Clearinghouse](#)
- [Assessment in the Registrar's Office](#)
- Smart Catalog's New Academic Content Management system
- [Staying Motivated while Recruiting](#)
- College Students with Asperger's Syndrome: Facing the Challenges

Even though sessions are being secured, we are still looking for eager presenters. If you have an idea for a session or would like to showcase your [Coastal Confessions](#) of what works well in your office now is your time to shine and be a VACRAO star. Or if you are an enthusiastic speaker and would like to do a session, outlining one of your professional or institutional

[Star-Lit Keys to Success](#), please contact me right away. I can be reached at [hvparks@carilionclinic.org](mailto:hvparks@carilionclinic.org) or by [Coconut Telegraph](#): 540.526.2512

This year VACRAO is partnering with Feeding America Southwest Virginia food bank, and we ask that conference attendees support our ["Grapefruit Juicy Fruit Juice Drive"](#).

Juice collected at the conference will be donated to the Backpack program. The Backpack program provides food to children in need when other sources may not be available. The program focuses on providing nutritious, child-friendly food over weekends and holidays in backpacks that can be taken home.

*A listing of acceptable juices can be found on the conference registration site.*

### Mark your calendars now for the annual conference.

The meeting begins on Monday, December 12 and will conclude after our annual business luncheon on Tuesday, December 13.

I look forward to seeing you all in December,  
Hope Parks  
President-Elect

## President's Report: A Time for Reflection

Susan Kennon, President

Summer's heat has left and the crisp, cool days of autumn are upon us. As the calendar year dwindles closer to the end, I reflect on the accomplishments of the organization. During the summer months, committees worked hard to bring us their workshops. This year, we had the first-ever professional access and equity workshop on diversity, in addition to the usual domicile and new counselor workshops. If you attended these events, I want to thank you for your support of the organization. I also want to thank each committee member who worked many long hours to bring those workshops to us.

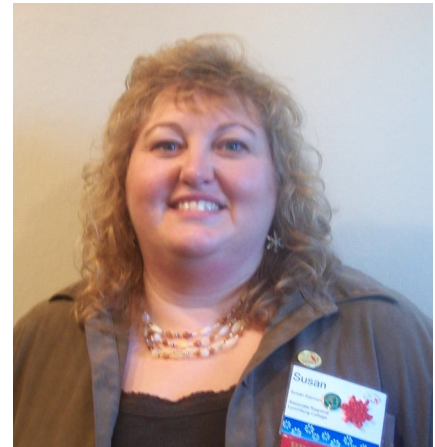
Autumn means that many of our colleagues are in the middle of a busy travel season. Jason Ferguson, VP for Admissions and Enrollment Management, along with all others who have served on the School and College Relations Committee this year, have worked tirelessly on improving the Roadrunner experience. A big thanks to Jason and his committee!

Hope Parks, President-Elect, has been super busy this year with plan-

ning an outstanding annual meeting in December. She has been very excited and you just can't help but to get excited too when talking with her about those plans. Please join us at the annual meeting December 12-13 so you can see what all the buzz is about.

I want to remind you of a grant that VACRAO offers. The Jean Rayburn Memorial Grant was established in 1985 and it offers financial support to VACRAO members for research projects designed to enhance the admissions and registrar professions. The grant was established in memory of Jean Rayburn, a former VACRAO President and Dean of Admission at the University of Virginia. If you are working on a research project as an author, co-author, or sponsor, and the project is to benefit the profession, please contact me for more information on how to apply for this grant.

Finally, I want to thank each of you for your support of VACRAO as a professional organization. Virginia has one of the strongest state organizations in the country and it is because of you that we carry that distinction. Attendance at our work-



shops and annual meetings are important and we value your input into those events to help us improve. If you are interested in serving with VACRAO, let me know. Don't wait for someone else to nominate you; feel free to nominate yourself.

In closing, I want to share with you one of my favorite quotes about the fall season. "October's poplars are flaming torches lighting the way to winter" by Nova Bair. Though we all have busy, hectic lives during this fall season, take a moment to stop and enjoy the beauty of nature. Happy Autumn!



## Registration Details for Winter Conference

David Detrow, Vice President for Registration and Records

It's that time again --time to register for the VACRAO annual conference! This year's meeting will take place Monday and Tuesday, December 12 and 13, at the Hotel Roanoke.

If you're a regular attender at the annual conference, great -- we look forward to seeing you for another time of learning and fun together. If you've never attended the conference, or if it's been awhile, make this your year to be there. We're all watching our budgets carefully. You won't find a better opportunity to invest professional development funds than these two days of quality input sessions and interaction with colleagues from around the commonwealth and beyond.

VACRAO members have received an email with registration information and conference details. Beginning the week of October 10, conference information may also be accessed via a link from the VACRAO website.

The registration process is simple and clear. (What else would you expect from a bunch of registrars?!) Keep in mind the following: a late registration fee goes into effect as of 5:00 p.m. Monday, December 5, so be sure to register early; and conference hotel rates are available only through November 12-- make your reservations before that date using the link from the registration information. We look forward to seeing you in Roanoke!

## Call for Executive Board Nominations

Mark Griffin, Chair of Nominations and Auditing Committee

The Nominations and Auditing Committee is calling for nominations for open positions! The nominations process is simple — please read over the following descriptions and think about the individual(s) who best qualify for the position:

### Executive Committee Open Positions:

1. **President–Elect**—The President–Elect shall perform all the duties of the President in the President’s absence or at the President’s request; serve as the appointed chair of the Annual Meeting Program Committee; and perform such other duties as may be required by the Association. The President–Elect serves one and only one term of one year.
2. **Vice President for Admissions and Enrollment**—This vice president is responsible for coordinating and supervising the affairs of VACRAO in the pro-

fessional area of admissions, enrollment management, and related areas. It is a two year term.

3. **Vice President for Membership and Communication**—This vice president is responsible for increasing the number of the various memberships in VACRAO. Is also responsible for maintaining the membership database, for preparing the Directory of Members, and for coordinating efforts to build the membership of VACRAO. The Membership Coordinators, the Newsletter Editor, and the Web Services Coordinator report to this vice president. It is a two year term.
4. **Secretary**—Responsibilities include being able to take copious notes and transcribe an accurate report of committee deliberations in a timely manner. It is a two year term.

### Nominations and Auditing Committee

A slate of 6 individuals is needed for a vote from the membership to select 4 committee members. The individual with the most votes becomes the Chair–Elect, to serve as the Chair the following year. The committee members solicit nominees for open positions on the Executive Committee. The committee also audits the fiscal records of the association.

Please send nominations to mgriffin@bridgewater.edu. Once nominations for the N&A committee are collected, an official online ballot will be made available in October. Nominations for Executive Committee will be presented at the Annual Meeting for final approval, and the N&A Committee will be announced. N&A committee members this year are James Pennix, chair-elect (Radford University), Dara Logan (Lynchburg College), Lawrence Webb (Mary Washington), and Kathy Woodson (University of Virginia.)

## Membership News and Contacts

Connie Cook, Vice President for Membership and Communications

VACRAOs membership remains strong and new members are still joining. At the end of September, we have 758 individual members representing 240 organizations

Christine Priller, Assistant Registrar at Lynchburg College, has transitioned into the job of Web Site Coordinator seamlessly. Don’t forget to submit web site information to Christine via email at payne@lynchburg.edu with a copy sent to me at ccook@jchs.edu. Please remember to allow adequate lead-time for posting.

Judith McKeon, Director of Admissions at Jefferson College of Health Sciences, Corporate Membership Chair, is working to secure 2011 corporate members. We are always looking for new corporate partners and we need your help. If you are aware of any company that may be interested in working with VACRAO, send Judith (jomckeon@jchs.edu) an email with the contact information and she’ll follow-up.



Finally, I hope all of you are as excited as I am for the annual conference - ALOHA VACRAO – Celebrating Star Lit Keys to Success, in Roanoke Virginia. I can’t wait to see many of you in Roanoke on December 11-13. It is definitely going to be a conference to remember.

**Nominations for Annual Conference Awards Criteria**  
**Jarret Smith, Immediate Past President**

Please keep the following awards in mind and submit any nominations as appropriate:

*Awards Criteria:*

**Certificate of Appreciation**

This recognition is for a major direct or indirect contribution to VACRAO by an individual showing initiative and dedication in working with a specific VACRAO project(s). Their commitment and efforts exceed expectations or official responsibilities and have a positive impact on the organization.

**New Professional Award**

This recognition is reserved for individuals with one to five years of experience in the profession. Nominees must have exhibited professionalism and expertise in their field at their institution(s). Their interest in and significant contributions to VACRAO are key considerations, along with their potential for leadership in VACRAO and other related professional associations. Typically,

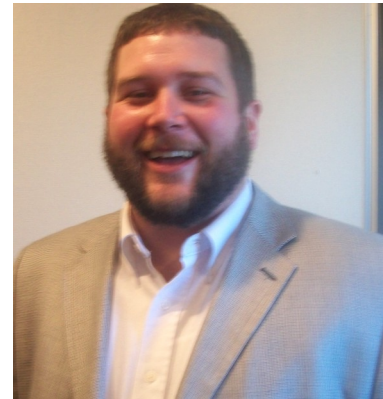
only one or two of these awards will be made each year.

**Distinguished Service Award**

This highly selective, "lifetime achievement" award is reserved for individuals whose service to VACRAO has been so extraordinary as to warrant special recognition while still active or for individuals retiring from or leaving the profession whose contributions warrant special respect. Recognition will be based on a variety of factors, including the nominee's participation in VACRAO for at least ten years; leadership of VACRAO activities as evidenced by holding office, fulfilling committee responsibilities, and attending and regularly participating in the annual meeting; and service or scholarship beyond official responsibilities. In order to keep this award highly selective, its criteria for nominee eligibility have been quantified. Though not to be used to determine recognition, the Awards and Resolutions Committee is guided by the following point system during its screening of nominees.

One year of service as President (20 points)

Each year of service as Presi-



- dent-Elect and Immediate Past President (15 points)
- Each year of service as Vice President, Secretary, Treasurer, or Newsletter Editor (10 points)
- Each year of service as chair of a standing or duly-appointed ad hoc committee (5 points)
- Other annual meeting activities, committee work, or other service (1 to 5 points each)
- Exceptional contributions to VACRAO and/or the admissions and records profession, as determined by the Awards and Resolutions Committee(maximum of 50 points)

**Final Audit Information**

**Mark Griffin, Chair of Nominations and Auditing Committee**

A final audit of the 2010 VACRAO Treasurer's records was completed on August 25, 2011.

All records were found to be in order and the organization is in solid financial shape.

I want to commend Drew Boor, Treasurer, for his great work. He has done a marvelous job keeping track of everything and I was impressed with his level of detail to record keeping.

**Treasurer's Report**

**Andrew Boor, Treasurer**

I hope this newsletter finds you doing well. It has been a very eventful summer and most of you are in full swing of travel.

I am excited to report that we have finalized our 2010 tax return and completed the N & A Committee's internal audit. Our funds remain healthy going into the last quarter of the year. Our checking account reflects a balance of \$76,644.14. As we move forward if you have any outstanding reimbursements please



submit them to me as soon as possible. I am excited to see everyone at the conference. Do not forget to register!

## Summer Workshops Review

Whitney Gershowitz, Vice President for Professional Development

Greetings and happy fall! I hope that the semester began smoothly for each of you and that everyone in admissions is having safe travels! The summer professional development workshops were a huge success thanks to the committees who planned them and the VACRAO members who attended!

The brand new Professional Access and Equity workshop had approximately thirty members in attendance who learned about retaining diverse student populations through an interactive workshop. Many thanks to Dara Logan and her committee and the Virginia Center for Inclusive Communities for an amazing first workshop! The Support Staff workshop will be held during the summer of 2012 and the Professional Access and Equity workshop will return during the summer of 2013.

Approximately two hundred members attended the annual Domicile

workshop held in July to learn about important updates from SCHEV representatives. Attendance at this workshop increased from recent years thanks to the hard work of Ashley Woodard and the SCHEV representatives who worked hard to make this workshop successful!

The annual New Counselor workshop was changed from its previous format, two days and two nights, to just one overnight which seemed to work well and was more convenient for the participants. Approximately thirty-five new counselors attended which is an increase from previous years. Many thanks to Erin Conley and the New Counselor Workshop committee and all of the deans and directors who presented at the workshop for a great event! Many thanks also go to the Inn at Sweetbriar College for their amazing hospitality and to Catherine Gumpman of the workshop committee for assisting with logistics at Sweetbriar College.



Each attendee of the workshops should have received a follow up evaluation via e-mail to give us your feedback but if you did not get a chance to submit this, please feel free to send your feedback directly to me. Thank you to everyone who submitted their evaluations. Now that the workshops are over, the committees are hard at work preparing sessions for the annual conference in December so be sure to check them out at the conference!

## Notes on the Virginia Tour

Jason Ferguson, Vice President for Admissions and Enrollment Management



On behalf of the School and College Relations Committee, I hope all of you are doing well and enjoying the fall edition of the Virginia Tour. The 2011 Committee consists of Chair - Megan Fannon (East Tennessee State University), Week 1A - Anthony Graham (UVA-Wise), Week 1B - Judith McKeon (Jefferson College of Health Sciences), Week 2 - Meghan Munsey (Radford University), Week 3 - Kim MacInnis (Virginia Tech), Week 4 - Ashley Woodard (Longwood University), Weeks 5 & 6 - Dominique Baker (University of Virginia), Week 7 - Angela Rioux Luettel (Old Dominion University), and Week 8 - Katherine Beck (Virginia Commonwealth University). If you run into any of these folks on the road, please take a moment to thank them for their tireless efforts. We are actively planning the spring tour and will have those dates (and hopefully some exciting information regarding the Single Invitation) at the Annual Meeting. We encourage all "Road Runners" to attend to learn about our new procedures and to give us feedback on the 2011 tour.