



VACRAO NEWS

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Are you ready for some VACRAO?

Yes, all of our “rowdy friends” are gathering at the Hilton Virginia Beach – Oceanfront on Monday, December 10 and Tuesday, December 11 for the VACRAO Annual Conference - now referred to as VACRAO BOWL LXXXIII. By now, the official registration has been sent to all members via e-mail. If you have yet to receive it, please let us know or check the VACRAO website for the link.

The conference will be a great way to gather new ideas, catch-up and collaborate with colleagues, meet some new friends, and mingle with our corporate members. We look forward to a “friendly” competition between Team Admissions and Team Registrars to show whose team reigns supreme. We will keep “score” throughout the conference, culminating with VACRAO BOWL on Monday night with competitions at our Gigantic Wii Game Cube- a 6-station sports extravaganza for all ages and skill levels. You have to see this thing to believe it! In addition, we will enjoy some great “tailgating” and the chance to dance the night away.

Our Annual Conference is a professional development opportunity for both public and private colleges and university registrars and admissions representatives. Planned session topics include:

AACRAO Updates and How to Get Involved on the National Level
Keys to Recruiting the Emerging Hispanic Population
Help Students Make the Transition from a Culture of Origin to a Culture of Institution
A Domicile Refresher for Both New and Old
Using the S.H.O.U.T Method of Customer Service
An Interactive Teambuilding Competition
New Developments with FERPA 2012
Keys to Moving Up the Office Ladder

If you have an idea for a session or would like to showcase your own talents and what works well in your office, now is your time to “get in the game”! If you’re ready to move from the JV squad to Varsity and present on a topic, please contact me right away. I can be reached at jferguson@hsc.edu or 434.223.6327.

This year, VACRAO is partnering with R.E.A.C.H. (Reading Enriches All Children) and we ask that all conference attendees “Bring a Book to the Beach for REACH”. REACH serves children of the Virginia Beach from 0-18 years old. We ask that you bring your favorite childhood book, a book that you are currently reading to your own child, or even a book that you see your children reading to donate to this worthy cause. We will definitely be keeping “score” as each book is worth a touch-down for your Team.

MARK YOUR CALENDARS NOW AND REGISTER ASAP
The Meeting begins on Monday, December 10 and will conclude after our annual business luncheon on Tuesday, December 11.

I want to see each and every one of you at the Beach in December!

I look forward to see all you soon,
Ferg
Jason Ferguson, President-Elect



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President's Report

Hope Parks President



Hello fellow VACRAOans! I hope everyone is enjoying the change of season, the colorful fall leaves, pumpkins in the yard and a cup of hot apple cider or hot chocolate. I am finding hard to believe that the annual conference is fast approaching. It feels like not long ago, I was confirming speakers, arranging the annual conference schedule and filling salt shakers!!!

With that being said, I hope you will be able to join us this year in Virginia Beach. Jason Ferguson, President-Elect, is diligently working to provide another exciting conference with excellent guest speakers. For all you Registrars out there - we are especially excited to have LeRoy Rooker join us this year to discuss updates to FERPA. I feel as though VACRAO has reached a "celebrity status milestone" by attracting such a renowned speaker!

Now let me address the VACRAO Fall tour & summer workshops -

A huge shout out to Ashley Woodard & the Fall tour committee!! VACRAO was delighted to offer an on-line registration process for the Fall tour, and we want to thank you for your patience as we moved toward an automated system. At the end of the registration period we were thrilled with the new found efficiency, and hope that you found the new system easy to use! Here's to a successful tour and thriving recruiting season! And many thanks to all of those who did join us this summer for a Professional Development workshop. Registration numbers for summer workshops have been increasing over the past cou-

ple of years and the Executive Committee has been extremely pleased with your commitment to VACRAO. For all of the committees who worked to provide these specialized seminars, thank you for your energy and volunteerism. For the participants - if you have an idea for a 2013 summer workshop - please feel free to contact an Executive Committee member with your idea.

Another topic for consideration is the Jean Rayburn Memorial Grant. This grant was established in 1985 and offers financial support to VACRAO members who are conducting research designed to enhance the admissions and registrar professions. The grant was established in memory of Jean Rayburn, a former VACRAO President and Dean of Admissions at the University of Virginia. If you are interested in learning more, please contact me directly for additional information and application.

Finally, I would like to thank a dear friend - Drew Boor, from Averett University. He served as Treasurer for VACRAO since 2009, and has recently left his position to further his professional career. He was truly a delight to work with and will be sorely missed by the Executive Committee!! -Which leads me to my last comment - VACRAO is truly an amazing organization, and we are currently looking for more people to volunteer and become involved. If you are seeking professional engagement, please consider ways in which you can become a more active participant. If you are not comfortable being nominated for an Executive Committee position, please think about serving on a committee or volunteering at the annual conference. You will make connections that last a lifetime!

I look forward to seeing everyone at the beach!

Conference Registration Details

David Detrow, VP for Registration and Records

Never been to the beach in winter? There's no time like this December to try it out.

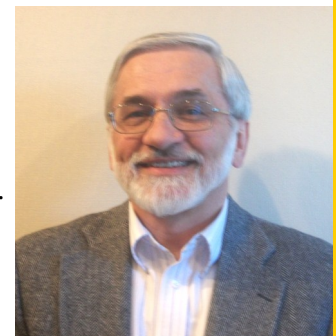
Join your colleagues at the 83rd Annual VACRAO Conference for a warm time of building relationships, learning new ideas and engaging in some healthy competition between the admissions and registrars sides of the house. (Go, Registrars!)

Registration information for the conference was sent to VACRAO members via email on October 3.

You can access the same registration information from the VACRAO home page.

Speaking of registration deadlines, keep in mind the following:

- A late registration fee goes into effect as of 5:00 p.m. Monday, December 3.
- Conference hotel rates are available only through November 19.



Call for Nominations

Susan Kennon
Immediate Past President



As the end of the year is quickly approaching, it would be a good time to think about nominating a colleague for an award. The Awards and Resolutions committee will be accepting nominations for the following awards:

Honorary Membership – reserved for long-term and valued members of VACRAO who are no

longer eligible for voting or associate membership in the association. The nominated individual should have a significant record of contribution to the association. This can be awarded to someone who has formally announced their retirement or to someone who has recently retired.

Certificate of Appreciation – reserved for an individual showing initiative and dedication in working with specific VACRAO projects. Their commitment and efforts exceed expectations or official responsibilities and have a positive impact on the association.

New Professional Award – reserved for individuals with one to five years of experience in their profession. They must have exhibited professionalism and expertise in their field at their institution. Their interest in and significant contributions to VACRAO are key considerations, along with their potential for leadership in VACRAO and other professional associations.

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. Recognition is 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.

For a detailed explanation for all of these awards and to make a nomination, please visit the website at http://vacrao.org/Resourcesdetail/awards_criteria/. Please take the time to reward those who have made a contribution to our association. I look forward to working with the Awards and Resolutions committee to honor our best and brightest. See you in December!

Fall Tour Updates

Ashley Woodard
VP for Admissions and Enrollment Management

The Fall 2012 Virginia tour is underway. Hopefully, all fairs have been productive and you were able to interact with many students, parents and school counselors. The School and College Relations Committee did an amazing job working through many kinks as we planned the tour, so if you see any of the following people on the road, please take the time to thank them for their tireless efforts: *Katherine Beck* (Chair; Virginia Commonwealth University), *Calla Pavlidis* (Single Invitation Coordinator; Longwood University); *Anthony Graham* (Week 1A Coordinator; Emory & Henry College), *Samantha Sipe* (Week 1B Coordinator; Mary Baldwin College), *Sarah Ross* (Week 2 Coordinator; Jefferson College of Health Sciences), *Kim MacInnis* (Week 3 Coordinator; Virginia Tech), *Berkeley Leonard* (Week 4 Coordinator; Hampden-Sydney College), *Jamie Moynihan* (Weeks 5 & 6 Coordinator; George Mason University), *Jason Rowe* (Week 7 Coordinator; Virginia Commonwealth University), and *Harold Williams* (Week 8 Coordinator; Old Dominion University). We are actively planning the spring tour and will hopefully have some updates for you at the Annual Meeting in December. We encourage all Road Runners to attend the Annual Meeting to provide us with feedback about the 2012 tour.



Summer Workshop Wrap-Up

Whitney Gershowitz
VP for Professional Development

I hope that everyone's semesters are going well and that all admissions folks are having safe travels during the recruiting season! I am happy to report that the summer workshops were a great success and received excellent evaluations from participants!

The Domicile workshop was the first of the summer line up held on July 12th at Virginia State University. One hundred fifty four participants attended the workshop presented by Lee Andes from SCHEV and his colleagues. Many thanks are owed to Winnie Van-Landingham from Richard Bland College for chairing the workshop and to all of the presenters from SCHEV.

The next workshop was the Support Staff Workshop held on July 20th at Lynchburg College. Thirty two attendees participated in an interactive and engaging workshop on the F.I.S.H. philosophy which engaged participants in effective leadership and customer service tactics. Lynchburg College's Dr. Mari Normyle, Assistant Dean of Academic and Career Services, and Brian Dusel, Orientation Coordinator, led the group in the workshop activities and a fun time was had by all! Huge thanks go to Dara Logan of Lynchburg College and Chair of the Support Staff Committee and her committee members for putting together a fantastic event!

The final workshop of the summer was the New Counselor Workshop held on August 6th and 7th at Sweet Briar College. Thirty two new admissions counselors and recruiters attended the two day, one night workshop to learn about important topics of the admissions field as well as meet and network with the counselors they are mostly likely traveling with this fall! Catherine Gumpman of Sweet Briar College and Chair of the workshop and her committee did a fantastic job of providing a fun and professional workshop. I am happy to report that participation in this workshop, which had been declining in previous years, was up this year! Many thanks to the committee for their diligence in keeping costs of the workshop to a minimum to make it more affordable to attend!



Everyone who attended a workshop should have received an evaluation through our registration site, CVent. If you attended a workshop and did not submit a workshop evaluation, please feel free to contact me with any feedback that you may have. Your thoughts about the workshops are vital in our planning for the next year's events.

As my term as the Vice President for Professional Development nears its end, I am reminded of the many wonderful people I have worked with on committees over the years and all of the successful events that have been hosted. Thank you for the opportunity to serve you in this capacity; I have enjoyed every minute of it and look forward to continuing to work with VACRAO in the future!

I am looking forward to seeing many of you in December at the annual conference for what, I am sure, will be a fantastic event! Safe travels to all during the busy recruiting season and enjoy the upcoming holidays! !