

VACRAO Executive Committee Meeting/Retreat
Wintergreen Resort – Tuesday, June 22, 2010 and Wednesday, June 23, 2010

In attendance: Kathie Tune (Averett University), Susan Kennon (Lynchburg College), Jarret Smith (Bridgewater College), Andrew Boor (Averett University), Jason Ferguson (Hampden-Sydney College), Whitney Gershowitz (Richard Bland College), Connie Cook (Jefferson College of Health Sciences), Hope Parks (Virginia Tech Carilion School of Medicine), Mallory Griffith (Old Dominion University) and Joshua Floyd (Emory & Henry College)

Call to Order: President Kathie Tune called the meeting to order at 12:43 p.m.

Secretary's Report: Joshua Floyd presented minutes from the March VACRAO Executive Committee meeting at Lynchburg College. There was one immediate change made to the respective minutes, that being adjustments of respective rooms and attendees will be done leading up to July's New Counselor Workshop at the College of William and Mary. Following this change, the EC meeting minutes were approved.

Treasurer's Report: Andrew Boor presented his report. To start, the Nominations and Auditing Committee met at Averett University to complete their final audit for the fiscal year, one that "passed with flying colors". Andrew mentioned the VACRAO checking account has now been changed over to reflect current Executive Committee members – that being Andrew and Kathie. The decision was also made to stay with SunTrust, which made the transition in names much easier.

While this change has been successful, Andrew mentioned that the VanGuard account – which still gets delivered to Jay Webb (Lynchburg College, former VACRAO Treasurer) – still has yet to be received. The EC then debated as to who should be on it, with Kathie suggesting that the finance committee and/or treasurer needs to be on the account. The EC agreed that two signatures – the current treasurer and president-elect – should be on the VanGuard account, and this will be updated as part of the EC manual.

Andrew then noted that the 2009 federal taxes – which were completed by Shackelford and Werthman Accountants (Lynchburg, Va.) – were sent. The amount of this service totaled \$310.00, and a copy of the tax return was provided with the treasurer records.

Additionally, several EC members were concerned about deposits due to inconsistencies between committees as far as deposit documentation. It was decided by the EC that a document will be placed into the manual for committee use, with Josh also adding this document to the external hard drive. Andrew then provided his proposed "Official VACRAO Deposit Template" to verify that all funds are being accounted for and respectively documented. This will allow Andrew to track deposits by dates and also its purpose, with the deposit receipt to be included with the form as well.

Currently, Andrew reported that \$19,830.00 has been collected for membership, while VACRAO has spent \$4,683.55 through June 21. Andrew also mentioned that it will be easier to deposit funds first before making refunds as well. Also, Andrew reported that the VACRAO checking account (as of May 31, 2010) was \$58,812.22 and the VanGuard account (as of Dec. 31, 2010) was \$70,229.24, giving a grand total of \$129,041.46.

Vice President for Admissions and Enrollment Management: Jason Ferguson presented his report. The report highlighted the membership and respective week coordinators for this fall's VACRAO tour.

2010 School & College Relations Committee members include the following:
Chair – Megan Fannon (University of Virginia's College at Wise)

Vice President for Admissions and Enrollment Management (continued):

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 – *Upper Shenandoah Valley* – Kim MacInnis (Virginia Tech)

Week 3 – *Lower Shenandoah Valley* – Alicia Wagner (Radford University)

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 (Old Dominion University)

Week 8 – *Richmond* – Katherine Beck (Virginia Commonwealth University)

Single Invitation Coordinator – Vera Chitwood (Jefferson College of Health Sciences)

Jason noted that the group now has a full committee and coordinator for each week. This is a welcomed change from last year’s more laboring efforts.

Additionally, the report and the subsequent Roadrunner Gazette were sent electronically as well. The official invitation was e-mailed to the VACRAO membership on June 14, with RSVPs set for a July 23 deadline to Vera. The Gazette was also anticipated to have completion and submission to the membership by early July. In early August, the response results will be shared with Committee members, who will then forward this information to the local fair hosts by mid-August.

Jason also noted that the tour schedule is very similar to that of last year. With federal and school holidays presenting the move to bypass the first week in November between Tidewater (Week 7) and Richmond (Week 8) fairs, respectively, along with managing major fairs in Northern Virginia and Tidewater, Jason feels that his Committee has done an excellent job of meeting most demands.

As per last year’s success, Jason said that one solitary event form helped simplify registration, while making the Gazette more accurate and also helping with expenditure tracking. Jason also alluded to the fact that the Committee will post a “shell” of the schedule on the VACRAO website, which will hopefully boost membership. Institutions can see these fairs should they join, plus it will guarantee space at respective events.

Representation, as Jason concluded, is outstanding, while stability is present within the group. Jason also mentioned that all questions regarding the VACRAO tour should be directed his way.

Vice President for Professional Development: Whitney Gershowitz presented her report. She mentioned that the three summer workshops (New Counselor Workshop, Support Staff Workshop and Domicile Workshop) are in full swing, with Cristal Reese (Bridgewater College and SSW Chair) establishing the SSW on July 16 at BC and Terry Elam (Liberty University and DW Chair) holding the DW on June 29 at LU.

Whitney also presented the planned schedules, cost per person and total participants (as of June 18) for all three workshops, with Dara Logan (Lynchburg College) already beginning work for next year’s Professional Access and Equity Committee Workshop. For the NCW at the College of W&M on July 19-21, only 10 participants had registered – with areas such as the economy and little to no office turnover highlighted as possibilities for lower numbers. Meanwhile, the Domicile attendance is pretty healthy, looking at nearly 100 participants for this event.

Jarret suggested that all programs and events should be reviewed for any possible changes, while Andrew felt that allowing for feedback from other schools will encourage greater participation. Whitney noted that she will work on a survey on NCW attendees regarding likes, dislikes, advantages and other possible changes.

Vice President for Professional Development (continued):

The EC also discussed whether individuals not affiliated with an institution be allowed access to one of these respective conferences. The EC was in full agreement that conference attendance is a membership benefit. Because of this decision, the EC chose not to grant this request.

Following Whitney's report, the EC broke at 2 p.m. The EC then reconvened at 2:26 p.m.

Vice President for Membership and Communication: Connie presented her report. As of June 18, VACRAO had 221 associate and 407 voting members, respectively, with 190 institutions and three corporate areas represented as well.

Connie was pleased to report that the new VACRAO membership system was off and running, with a link added to the page and log-in information sent to active members during May. There are a few minor issues and tweaks to be completed, but Connie is confident that those issues will soon be eradicated – especially with new memberships arriving on a continuous basis. Connie mentioned that VACRAO must consider and budget for a future website addition that features the single invitation.

Kristy Hall (Mountain Empire Community College) will be finishing out her position as Web Coordinator in December. Currently, a replacement is being sought for this position in 2011. Possibilities include a new person in the position, or having an assistant to work with Kristy. Also, the EC felt that allowing for an assistant to be trained by Kristy would be certainly feasible, and Jarret said this can be added to the overall manual.

Additionally, the EC also felt that Kristy, along with future Web Coordinators, will be invited to our subsequent quarterly meetings. The motion was approved, with an update being made to the EC manual.

Mallory Griffith (Old Dominion University), VACRAO's Newsletter Editor, suggested that the upcoming newsletter material be submitted by July 7, with a target date of release around July 20. Connie reminded the EC that all electronic copies for articles be submitted to Mallory for release.

Connie noted that Judith McKeon (Jefferson College of Health Sciences), VACRAO's Corporate Membership Coordinator, is currently working on the corporate mailing. Already, three corporate members have sent back respective membership! Connie also mentioned that corporate members are asking for recognition on website, while the EC discussed several suggestions from Kristy and meeting suggestions (corporate sponsorship page, logos on conference page, rotating logos, tiered levels, logos on home page) to help with this effort.

The EC suggested that a new fee structure should be set for Jan. 1, with a separate page this year available as a designated corporate membership page. By next year, levels could be in place, with possible giveaways to be added. Connie noted that she would also follow up on the training for membership and form creation as well.

Vice President for Records and Registration: Hope presented her report. She mentioned that she is still working on AACRAO functionality issue with Kristy to have a "This Week in Transcript" link, with Susan suggesting possible help from Jonathan Helm (University of Virginia) in this endeavor. Also, Hope mentioned that there are no huge legislative updates, and that she continues to work with Debra Weiss so that Eventbrite access can be continued without delays.

Per Jarret's suggestion, Hope is looking to add an Eventbrite manual. According to Hope, this manual – with constant updates of the upcoming 2010 annual meeting – is looking at an earlier publish date of Sept. 15.

Vice President for Records and Registration (continued):

Hope also mentioned that ticket information (featuring prices) needs to be updated, along with the enrollment of corporate vendors. Current ticket prices are \$145/person, \$80/one-day only (Thursday) or \$80/one-day only (Friday) and \$375/corporate. Jarret added that extra corporate people need to go through Eventbrite to insure accurate numbers.

Susan then mentioned that we need to be close as possible with last year's conference costs. With this discussion, specific ways of separating conference fees and service fees would be tabled until A/V charges are fully realized. Kathie also said that we need to make sure that presenters who are not staying still register under Eventbrite as well.

The EC also agreed that ticket descriptions need to be reviewed (specifically non-member vs. member), also including ones that just ask for meals only. Hope further mentioned that Eventbrite will allow us to show registrant(s), including corporate sign-ups.

Hope said that Kathie was still listed as the PayPal e-mail contact. Kathie said that the contact will reflect Andrew in the future. A request for more deposit slips was also made from Hope as well.

Following Hope's report, the EC broke for the day at 4:09 p.m.

The EC then reconvened for the second day of meetings at 8:46 a.m.

Immediate Past President's Report: Jarret presented his report. Not only have flash drives been purchased, but Jarret also distributed those items to EC members in the hopes of easy access to data and also ensuring a successful transition from outgoing members to new appointees.

Jarret mentioned that he will embark upon site visits for the 2011 annual conference and would hopefully have a signed contract before the Sept. meeting. Jarret also reminded the EC about recognizing VACRAO members for several awards and resolutions by providing the respective descriptions as well.

Jarret also said that he would be delivering the welcome at SSW on July 16 at BC.

President Elect's Report: Susan presented her report, noting that a site tour had been completed prior to the June meeting. Additionally, a working budget was presented for December's annual conference, with dates set for Wednesday, Dec. 8 through Friday, Dec. 10 at Wintergreen Resort in Wintergreen, Va. Susan added that the Wednesday-Friday format was a change from the traditional Sunday-Tuesday setup used in previous years.

Guest room rates are \$109/night, with conference attendees having the ability to take part in creative condominium scheduling depending on respective needs. Participants are recommended to call the resort for booking purposes, keeping resort amenity fees (6%) and sales taxes (10%) in mind. Susan also stated that the rates will apply two days before and after the official dates of the meeting, subject to availability.

The conference registration fee is \$145 (the same as the '09 rate), while we will be charged \$75 per booth that includes an easel, internet access, two chairs, tablecloth and electricity. Susan also said that corporate will be expected to bring their own power cords and surge protectors.

Susan thanked Hope for this year's title ("Walking in a Winter VACRAO-land") and asked that the EC members continue creativity in presentations and all other conference aspects. Susan also reported that no meeting/function or internet fees will be charged, and that she will be meeting with a representative to get the full picture of items needed and respective costs.

President Elect's Report (continued):

The master account is already set up, according to Susan. Additionally, all meals, comp rooms, entertainment and other costs will be billed to the account and a bill will be sent out one week to 10 days later. A hospitality suite will be there, while Wintergreen will also provide another comp room.

There will be a cash bar available for conference participants, along with one complimentary soda ticket per participant. The main dinner will have a "Virginia Country BBQ" theme, with a square dance/line dance offering as part of the main entertainment options. Susan also said that AACRAO and SACRAO representatives will be confirmed soon.

Susan then opened discussion involving the annual Give Back Project at the annual conference, with several organizations brought up as distinct possibilities. Susan also reminded the EC about conference sessions, along with current ones being developed by other committee members, counselors and faculty.

Following Susan's report, the EC took a break at 10:43 a.m. The EC reconvened at 11:20 a.m.

President's Report: Kathie presented her report. Kathie was very pleased with the progress of all three summer workshops, with proper web publications for even greater exposure. Additionally, Kathie said she plans on giving final remarks to NCW attendees on July 21.

Mike Tapscott (George Washington University) has agreed to serve as this year's keynote speaker at the annual conference. As the EC finalizes details for the conference, Kathie noted that Susan will be forwarding additional information to Mike for preparation purposes.

Kathie also presented to the EC the Dec. 2009 preliminary audit letter put forth from the Nominating and Auditing Committee, represented by Leah Russell (Roanoke College, N&A Chair), along with additional committee members Melissa Yakabouski (University of Mary Washington), Michele White (James Madison University), Janet Schwalenberg (Averett University) and Barbara Thrasher (Randolph College). Andrew was noted and commended for taking over the temporarily vacant position of treasurer late in 2009.

Additionally, the report goes over the joint complete audit efforts in Apr. 2009 on the campus of AU with Kathie, Janet and Andrew. Other than a \$3.00 overpayment and the reprinting of several checks because of new VACRAO officers (\$26.00 reprinting fee), all records appeared to be in order.

As of Mar. 31, 2010, the SunTrust balance was \$54,586.00. As of Dec. 31, 2009, the VanGuard balance was \$70,229.24. Although VanGuard account authorized signatures have not been changed, the SunTrust bank accounts have been changed to Kathie and Andrew as authorized signatures.

Andrew will be putting forth a new expense report template that will be available for use by all members on the VACRAO website. Additionally, the VACRAO tax return has been submitted to the IRS, thus concluding Leah's report as put forth by Kathie.

Additionally, Kathie mentioned that the VanGuard account is considerably in good financial health, but new account managers will be needed. After discussion, the EC agreed that the signatures from Susan and Drew will be on the form for VanGuard, and that the current treasurer and president should always be on the account. This will be included in the manual at a later time.

Kathie reminded the EC that executive appointments need to be sent to Leah. Also, discussion on term extensions and other term-related items was tabled until the Sept. meeting.

President's Report (continued):

Also, Kathie noted that the N&A committee posted their notice to send recommendations for all vacant VACRAO opportunities (EC and N&A).

Kathie noted that newsletter articles for the July newsletter must be submitted to Mallory by the aforementioned deadline. Additionally, the Summer 2010 newsletter – not the Fall 2010 newsletter – will be the initial information sent out on the conference for preparation purposes. Finally, the final draft from the 2009 annual meeting and conference was sent to Drew and is now on file, with Kathie providing the EC copies of the respective final budget.

Old Business: The EC briefly discussed refund issues and when the respective refund date will be done for the upcoming conference. Additionally, Kathie will pass along the PayPal password to Andrew. Additional research on this will be needed, along with the possibility of having a second EC member on the account too – perhaps simply as notification purposes or available in the event of an abrupt vacancy.

New Business: The date for the Sept. quarterly meeting was finalized. The meeting will be held on Tuesday, Sept. 7 at Lynchburg College. Also, Susan will forward the EC information on a group known as *Grow by Degrees*, which looks to possibly involve EC and the VACRAO in ways of increasing collegiate attendance to disadvantaged students.

Adjournment: The EC adjourned at 12:32 p.m.

Respectfully submitted,

Joshua W. Floyd
Secretary (2009-2011)