

VACRAO Executive Committee Meeting
Lynchburg College – Schewel Hall, Rm. 109 – Tuesday, September 7, 2010

In attendance: Kathie Tune (Averett University), Susan Kennon (Lynchburg College), Jarret Smith (Bridgewater 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)

Absent: Andrew Boor (Averett University), Jason Ferguson (Hampden-Sydney College) and Kristy Hall (Mountain Empire Community College)

Call to Order: President Kathie Tune called the meeting to order at 10:29 a.m.

Secretary's Report: Joshua Floyd presented minutes from the June VACRAO Executive Committee retreat at Wintergreen Resort. In addition to one typographical change, the VACRAO travel schedule was updated (Week 2 – Upper Shenandoah Valley and Week 3 – Lower Shenandoah Valley) to accurately reflect the fall travel season. Following these changes, the EC meeting minutes were approved.

Treasurer's Report: Kathie presented Andrew Boor's report. The report noted that all documentation from this summer's workshops (Domicile, New Counselor and Support Staff) – with the exception of the deposit information from July's New Counselor Workshop held at the College of William and Mary – not only had been properly provided, but that respective checks regarding expenses had been issued for these events. In response, Whitney said that she would work with Alicia Wagner (Radford University) regarding deposit information for the New Counselor Workshop.

Andrew's report also featured a copy of VACRAO's balance sheet reflective through Sunday, Sept. 5. The Aug. bank statement had not been received at the time of the meeting, while the VACRAO checking account balance (\$67,506.89) does not yet reflect the previous month's transactions. However, the balance sheet provided by Andrew does accurately reflect income and expense numbers, respectively.

There was continued concern over the challenges in changing names with VanGuard to properly reflect current VACRAO EC representation. Kathie said that she will follow-up with another phone call and letter looking for resolve to this ongoing challenge.

The report also stated that Andrew and Kathie will be looking to submit tax information to PayPal in order to prove that VACRAO is indeed an operating, viable and non-profit organization.

Vice President for Admissions and Enrollment Management: Kathie presented Jason Ferguson's report. In the report, Jason wanted to thank the School & College Relations Committee – particularly Megan Fannon (Chair, University of Virginia's College at Wise), Connie Cook (Jefferson College of Health Sciences) and Vera Chitwood (Single Invitation Coordinator, Jefferson College of Health Sciences) for their wonderful efforts in making this fall's VACRAO tour a success.

Jason's report also reflected the fact that the tour invitation was mailed in late June, while the electronic version of the Roadrunner Gazette was sent in early July. Hosts were also e-mailed participant lists during early August as well.

The report noted that institutions joining VACRAO either later in the fall or late to the single invitation deadline still received a list of fair dates and contact information, while also asking them to contact schools individually for respective registration. Recently, a brief outline of the fall tour was placed on the VACRAO website for planning purposes.

Vice President for Admissions and Enrollment Management (continued):

Jason was also a presenter at the recent New Counselor Workshop and wished to thank Whitney, along with her coordinators Alicia Wagner (Radford University) and JoJo McDuffie (Randolph-Macon College), for their diligent work.

In conclusion, Jason made requests to the School and College Relations Committee about potential topics for the December annual meeting, while adding that there will once again be a Roadrunner Session analyzing the fall tour as well.

Vice President for Professional Development: Whitney Gershowitz presented her report. At the outset, Whitney stressed that all three summer workshops (Domicile, New Counselor and Support Staff) went very well and that the collective committees did a great job.

Though the cost of the New Counselor Workshop outweighed overall fees received (Cost: \$3,732.91, Received fees: \$2,128.00), both the Domicile Workshop (Cost: \$1,943.27, Received fees: \$3,125.00) and the Support Staff Workshop (Cost: \$3,176.15, Received fees: \$3,531.23) had much higher net revenue. Whitney said that she will be discussing with Alicia about possibly condensing the NCW program, along with new ideas that will help the committee plan accordingly. A poll of Admissions Directors will be conducted to see what things can be added or changed for next year's event. Kathie mentioned that she enjoyed meeting the new counselors at NCW, while adding that consistent reminders of the summer workshops at the Dec. annual meeting should help with planning as well.

Whitney mentioned that she also attended the Domicile Workshop, an event held on Liberty University's campus. There was slight concern from the EC about having enough information to eliminate rehash, but Hope added that there are so many individual cases to warrant productive discussion.

Discussion was raised about possible registration for these summer workshops on the VACRAO website to generate a greater response. While Kathie noted that the EC decided not to use Eventbrite/PayPal a year ago because of budget challenges and availability, it will certainly be explored in advance for possible use surrounding the 2011 summer workshop installments.

In conclusion, Whitney added that the workshop Chairs are working with their respective committees regarding session ideas for presentation at the Dec. annual meeting.

Following Whitney's report, the EC broke for lunch at 11:21 a.m. The EC then reconvened at 11:51 a.m.

Vice President for Membership and Communication: Connie presented her report. As of September 3, VACRAO had 290 associate and 439 voting members, respectively, with 232 institutions and three corporate areas represented as well.

In Connie's words, this is yet "another banner year" for VACRAO membership, as this year saw an increase of 24 institutions and 43 individuals from 2009 data. Connie also alluded to the fact that the new database has enhanced communication with members, along with the School and College Relations Committee. Additionally, Connie wished to thank Megan Fannon, Vera Chitwood and Jason Ferguson for their help in making this a memorable year for VACRAO membership.

Connie reminded the EC that Kristy Hall (Mountain Empire Community College) will serve as the Web Coordinator until the Dec. annual meeting. Additionally, Connie noted that Christine Payne (Assistant Registrar, Lynchburg College) has agreed to take over the position following the aforementioned meeting. Connie also reported that Kristy will be training Christine over the next few months to assure an easier transition.

Vice President for Membership and Communication (continued):

The EC felt that earlier communication for any transition issues between serving members should be addressed – both for the Web Services Coordinator and the Newsletter Coordinator positions. These transitions will be explored and updated soon with EC approval in the respective manual.

Connie wished to thank Mallory Griffith (Old Dominion University), VACRAO's Newsletter Editor, for her continued work putting out professional newsletters. In addition to discussing the possibility of archiving newsletters on the VACRAO website, Connie will work with Kristy to formulate a corporate page and respective links for our corporate sponsors. The EC was in full agreement to have this archived information on the website, including the last two years of respective minutes. Additionally, Connie also noted that Judith McKeon (Jefferson College of Health Sciences) continues to work diligently on contacting corporate members.

Mallory noted that the deadline for submitting materials to the Oct. newsletter would be Sept. 27. She also noted that the newsletter will be sent out the first week of October, with the theme primarily involving the Dec. annual conference. A discussion was raised about the possibility of creating a list serve to help with distribution, along with maintaining the opportunity to opt out of any future mailings.

Vice President for Records and Registration: Hope presented her report. In her first item of business, Hope was in the concluding stages of finalizing the Eventbrite site for Dec. annual meeting registration, and the EC was able to review the outline of the proposed registration link. Hope said that the registration should include a section that required conference participants to call Wintergreen for reserving not only rooms, but specific room types. Susan suggested that we add on-site registration prices for Thursday and Friday as well.

In addition to making a request for additional deposit slips, Hope noted that Eventbrite is advertising new functionality with respective e-mail reminders. Hope asked if anyone on the EC objected to using these reminders. The EC was in full support of this additional attribute. Hope also added that the Eventbrite manual will be complete for the Dec. annual meeting.

Hope asked the EC about what materials should be included in the conference packets, while continuing to work with Judith regarding corporate vendors and constant staffing of the conference registration table. For the first-timers luncheon at the Dec. annual conference, Jarret will order more portfolios.

Following Hope's report, the EC took a break at 1:09 p.m. The EC then reconvened at 1:26 p.m.

Immediate Past President's Report: Jarret presented his report. He noted that negotiations with the Hotel Roanoke have begun regarding the 2011 installment of the VACRAO annual conference. Tentative dates for the annual conference will be Monday, Dec. 12, 2011 and Tuesday, Dec. 13, 2011, with single room (\$99.00/night), double room (\$119.00/night) and day meeting packages (\$50.19 w/tax, no meals) initially set. Jarret is also working with the Hotel Roanoke on audio visual costs and space rental needs.

In addition, Jarret said that he is in the early stages of surveying an eastern location within the Commonwealth for the 2012 annual conference. Additional pad folios and pens are also being ordered to replenish dwindling stock amounts as well.

President Elect's Report: Susan presented her report. Overall, the budget is looking very nicely with respect to VACRAO conference rates, according to Susan. Additionally, Wintergreen Resort plans to help with several giveaway items/door prizes. Susan also mentioned that an electronic budget report will be distributed to EC members as well.

President Elect's Report (continued):

Susan also reported that the sessions are progressing rather nicely for the Dec. annual conference. She also reminded the EC to send any additional session information to her as soon as possible. Additionally, Susan announced that this year's VACRAO Give-Back project will involve the Nelson County Education Foundation, an organization that works with college-bound Nelson County students to grant scholarships in assistance with collegiate finances.

President's Report: Kathie presented her report. To begin, Kathie informed the EC of a formal application to VanGuard for a transfer authorization from Jay Webb (former VACRAO treasurer, Lynchburg College) to Susan and Andrew sent immediately following June's executive retreat. Susan then reported that the application was returned, stating that an incorrect form had been completed. Kathie assured the EC that a phone call prior to submission was made to insure validity surrounding the form. Drew and Susan will follow up with VanGuard regarding a correct form to follow through with needed authorization changes.

Kathie was pleased to offer graduation certificates and respective remarks at July's NCW held at the College of William and Mary. She thanked the committee for their dedication and hard work in training new professionals.

Kathie then reported that the keynote speaker for the Dec. annual meeting will be Mike Tapscott (George Washington University). Kathie will go over final details of the conference with Mr. Tapscott later this fall. Additionally, Kathie reported confirmations of conference sessions with Dr. Anita Satterlee and Dr. Brian Satterlee of Liberty University.

As discussed at the June EC retreat, a proposal for extending the two-year Vice President's terms to allow two consecutive terms was again reviewed. Kathie reminded the EC about an amendment to the bylaws (Article VI – Officers, items D., E., F., and G) can be amended or revised by a majority vote at any business meeting. The EC voted unanimously that it will go on the Dec. annual meeting agenda, with voting members notified in writing of this proposed amendment 30 days in advance (no later than Nov. 8, 2010).

In conclusion, Kathie noted that discussion and recommendation to amend the proposed bylaw will be taken to the membership at the Dec. annual meeting.

Old Business: There was no old business discussed.

New Business: The Dec. quarterly meeting at Wintergreen Resort will take place on Wednesday, Dec. 8 at 3 p.m. – just before the start of the annual conference.

Adjournment: The EC adjourned at 3:09 p.m.

Respectfully submitted,

Joshua W. Floyd
Secretary (2009-2011)