

VACRAO Executive Committee Meeting  
Sheraton Norfolk Waterside  
September 8-9, 2009

**In Attendance:** Jarret Smith (Bridgewater College), Kathie Tune (Averett University), Susan Kennon (Lynchburg College), Judith McKeon (Jefferson College of Health Sciences), Whitney Gershowitz (Richard Bland College), Connie Cook (Jefferson College of Health Sciences)

**Absent:** Hope Parks (Roanoke College), Barbara Rowe (Washington and Lee University) and Autum Fish (Sweet Briar College)

**Call to Order:** Jarret Smith called the meeting to order at 4:09 p.m.

**Secretary's Report:** Susan Kennon presented the minutes from the June 9-10, 2009 executive committee meeting. The minutes were approved as presented.

**Treasurer's Report:** Christine Williams-Foster is no longer able to serve as treasurer as she has moved out of state. There was no report. Jarret will go to Thomas Nelson Community College after the meeting to pick up the materials. He will serve as interim treasurer until a permanent one is voted in at annual meeting.

**Vice President of Admissions and Enrollment Management Report:** Judith McKeon presented her report. Kimberly MacInnis (Virginia Tech) is the new Week 3 coordinator. Judith stated that she still needs coordinators for Weeks 5 and 6. School and College Relations Chair, Jason Ferguson (Hampden-Sydney College) will be interim coordinators until someone else is found.

Tour invitations were mailed on June 3 and the RSVP deadline of July 17 allowed confirmations and the Roadrunner Gazette to be distributed by the end of July. This was the first year that they went in electronic format. Participant lists were emailed to hosts in early August. Those that joined VACRAO late or responded to the Single Invitation late were able to receive a list of fair dates and contact information and they called each school individually to register.

**Vice President for Records & Registration Report:** Hope Parks was unable to attend the meeting. She emailed the committee to let us know that she is working to have the Eventbrite website live by October 1.

**Vice President for Membership & Communication:** Autum Fish was not able to attend so Whitney Gershowitz presented the report for her. The following workshops were held during the summer:

- Domicile Workshop – June 17 – Longwood University
  - Committee Chair – John Sawyer (Longwood)
  - Presenters – Lee Andes (SCHEV), Melissa Collum Wyatt (SCHEV), and Lisa Duncan Raines (CNU). Also in attendance was Challa Lakshmi a Richmond-area attorney and Senior Assistant to the Attorney General, Ronald C. Forehand.
  - Total Attendees - 105
- Support Staff Workshop – June 18 – University of Mary Washington
  - Committee Chair – Pam Verbeck (UMW)
  - Total Attendees - 38
- New Counselor Workshop – July 12-14 – Radford University

- Committee Chair – Whitney Gershowitz (Richard Bland College)
- Total Attendees – 12

The committee discussed the low attendance at the New Counselor Workshop, despite the lowest registration fee in three years. Some believed that it may be held a few weeks too early and that we may want to consider holding it closer to August 1. We may also want to consider a shorter program which would cut down on costs and travel time. Another idea that was discussed is to survey the participants of the workshops to see how we can improve. We could use the same survey form as what is used for the annual meeting and just modify it for the workshop. Whitney said she will be sure to pass this along to Autumn for consideration of next year's workshops.

***Vice President for Membership & Communication:*** Connie Cook presented her report to the committee. She stated that the database has been delivered but she will have to manually input information that was corrupted in the older database. She has the end of October as the projected completion date. It was recommended that a session on the new database be presented at the annual meeting so the membership can learn how to use it.

Kristy Hall (Mountain Empire Community College) has agreed to continue as the Web Coordinator. She will schedule a meeting with Debbie Weiss (DRW Design) to discuss specific issues with the website.

Susan Kennon will produce the fall edition of the newsletter in October. She requests that each committee member get her their article by September 25 since this newsletter must be printed and mailed. The committee discussed eliminating the print version of the fall edition in an effort to be more budget conscious and "green." Currently, the executive committee manual states the fall edition must be disseminated by postal mail and posted to the web. Susan agreed to survey other state organizations to see if any of them still produce a print version. She will notify the executive committee by email so any changes can be presented to the membership at the annual meeting in December.

The meeting was adjourned for the day at 5:26 p.m.

The meeting was reconvened at 9:08 a.m. on Wednesday, September 09, 2009.

***Immediate Past President:*** Barbara Rowe was unable to attend but distributed her report by email. The Awards & Resolutions Committee consists of Barbara Rowe, Bobbie Adams (Virginia Wesleyan University) and Bill Oliver (Virginia Military Institute.) Nominations are now being accepted for Honorary Membership, Certificates of Appreciation, the New Professional Award, and the Distinguished Service Award. Nominations are accepted online and will be taken until the end of September.

Barbara has also been working with Marcus Anderson (Bridgewater College) on site selection. Barbara and Marcus have narrowed the selections to two and the executive committee discussed both. Before a decision can be made, the committee believed that additional information would be required. The questions will be emailed to Barbara and the executive committee will decide on a site for the 2010 meeting by email vote.

**President:** Jarret Smith reported that he attended the Support Staff Workshop on June 18 and delivered the welcome speech to the participants. He also attended the New Counselor Workshop on July 14 and helped with the closing remarks.

**President-Elect:** Kathie Tune presented her update on the December annual meeting in Norfolk on December 6 – 8. The theme is “VACRAO by the Sea – Collaborations, Commitments, Connections, and Considerations.”

- The conference registration fees are
  - Full conference - \$145/person (\$150/person on-site.)
  - Monday one-day - \$85/person (does not include the social)
  - Tuesday one-day - \$95/person
  - Additional corporate - \$145/person
  - Guest fee - \$85/person

Kathie stated that the contracted rate for the hotel is \$96/night as long as the reservations are made by November 9. Valet parking at the hotel will be \$12/day which is the same price that it was cost to park in the hotel deck.

Kathie mentioned that she is obtaining an estimate from Pat Mallon of Indian Creek Productions on our technology needs. Pat’s company provides the services for the SACRAO annual meeting. Once the program, rooms, and technology needs are analyzed, she will provide that to Pat to get a better estimate. Kathie will compare this estimate to what the hotel charges for technology before deciding which way to go.

The Give Back Project will be for REACH (Reading Enriches All Children.) This organization supports literacy needs for homeless and at-risk children living in shelters throughout the Hampton Roads area. Their executive director will be on-hand at the business luncheon on Tuesday, December 8 to accept the donation. Vera Chitwood (Jefferson College of Health Sciences) will coordinate the boxes for the project. Kathie reminded the committee to bring books and school supplies to the conference.

So far there are 35 sessions including 7 vendor presentations. Kathie’s assistant at Averett will be contacting session presenters to finalize details about their sessions and to get technology requirements. Kathie expects to have the program confirmed in early November and posted on the web shortly thereafter.

The conference planning team from Old Dominion University, specifically Lakeisha Phelps, has been instrumental in preparing for the meeting. They will work on securing session coordinators and the distribution of session evaluations. Lakeisha will also be coordinating the Newcomer’s Lunch on Monday.

**New Business:** Mallory Griffith (Old Dominion University) has expressed an interest in being the newsletter editor. A motion was made and seconded by the executive meeting and Mallory will be the VACRAO newsletter editor. She will start with the first publication in 2010.

The meeting was adjourned at 2:07 p.m.

Respectfully Submitted, Susan Kennon, Secretary (2008-09)