



VACRAO NEWS

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Summer 2011

Message from the President

Susan Kennon, President

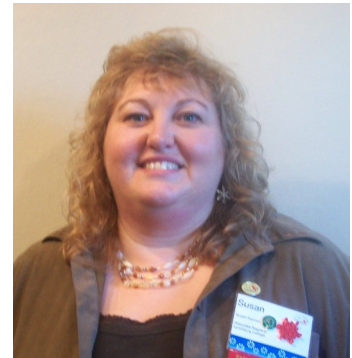
The summer months are upon us and for many, it's a time to recuperate and gear up for the upcoming academic year. The executive committee has been busy for the last couple of months working on various items for the summer.

The executive committee held their annual retreat on June 6 and 7 at the Hotel Roanoke, site of the December annual meeting. During this retreat, we took time to tour the facilities to gather ideas for planning the annual meeting. In addition, we used the time together to bond and strategize ways we can enhance the VACRAO experience for the membership. One of the things we would like to begin is more concentrated communications regarding different issues that we believe are important to the membership. In the coming weeks, we hope to release the first of a bi-monthly email that highlights issues of importance. This email will contain information on upcoming VACRAO events and deadlines, as well as hot topics in higher education. We also hope to highlight different institutions in a "Did You Know" section. The ultimate goal is to provide you

with more information than what you normally receive from the newsletter. If there are things that you believe need to be shared with the membership, feel free to send them to me for distribution.

While Whitney Gershowitz will give further details in this newsletter about the summer workshops, I just want to encourage you to participate in these as much as possible. By the time you read this, the PAE workshop will have already taken place. This workshop about inclusive communities will highlight the first PAE workshop that will alternate summers with the support staff workshop. All of the summer workshop offerings are designed to help you in your career and will give you additional time to network with colleagues.

As President, I've had the opportunity to attend several SACRAO annual meetings and I truly believe they have enriched my knowledge tremendously. That being said, I know that it can be tough to work an additional travel expense into your already tight budget. That is why I want to make you aware of the SACRAO Multicultural



Scholarship. This is a scholarship that pays up to \$800.00 of expenses, making the SACRAO annual meeting more of a reality for some. The scholarship is awarded to professionals from under-represented populations in the SACRAO region. One of the 2011 scholarship award winners was VACRAO's own Arthur Kelly from Old Dominion University. So, if you are interested in applying for the scholarship, please let me know and I'll forward the application to you.

As I look forward to the remainder of summer and the promise of a new academic year, I hope you take the opportunity to renew yourself and linger in the lazy, hazy days before us. As quoted by Sam Keen, "deep summer is when laziness finds respectability." Happy Summer!

Summer Workshop Information

Whitney Gershowitz, VP for Professional Development

Happy Summer to each of you! As you are making plans for some well deserved vacations and time with family and friends, don't forget about the annual summer professional development workshops! Each workshop committee has worked very hard to bring the membership exciting and informative professional development opportunities and we are excited to announce three workshops which include both a new workshop as well as an update on an old favorite!

Professional Access and Equity Workshop

VACRAO's Professional Access and Equity committee hosted their first ever workshop, **"Developing Student Recruitment and Retention Strategies to Create More Inclusive Colleges and Universities"**, on Tuesday June 21st at Lynchburg College. Ms. Alicia Thompson with the Virginia Center for Inclusive Communities led a group of 35 attendees in an amazing workshop full of interactive and fun activities! This workshop allowed participants to step out of their comfort zone by performing group activities designed to help people think about issues from a different perspective and appreciate that everyone has a story to tell and something valuable to share!

This workshop was a huge success thanks to Ms. Thompson of the Virginia Center for Inclusive Communities and the Professional Access and Equity committee, Dara Logan

(Chair) and Tracy Debner. Many thanks to everyone who attended the workshop; we hope you enjoyed it as much as we did!

Domicile Workshop

The annual Domicile workshop, chaired by Ashley Woodard from Longwood University, will be held on Tuesday July 12th at J. Sargeant Reynolds Community College-Parham Campus. The cost for this workshop is \$20.00 which includes both breakfast and lunch. SCHEV's Mr. Lee Andes and his colleagues have prepared an agenda which includes important topics of interest for everyone. This workshop always proves to be informative and receives excellent feedback from participants.

New Counselor Workshop

The New Counselor Workshop always proves to be a fun and exciting workshop and an excellent way to welcome the new admissions counselors to the field! Participants get the opportunity not only to meet fellow admissions counselors whom they will be spending lots of time with during travel season, but they get the chance to meet and network with seasoned admissions professionals. We are always so lucky to have deans and directors of undergraduate admissions from schools all across Virginia who come and share their expertise with the new counselors.

The format for this workshop will be



a change from previous years as we are moving the workshop from a two night/two day event to just one day and one overnight; this new format will allow the counselors to have all the benefits that come with attending the workshop but it also cuts down on the time that counselors are out of the office. This year's workshop will be held at The Florence Elston Inn & Conference Center on the campus of Sweet Briar College on August 8th and 9th. The cost of this workshop is \$95.00 per person which includes lodging and meals.

The workshop chair, Erin Conley from James Madison University, and her committee have worked hard to prepare a workshop agenda full of essential information to the field of undergraduate admissions. We hope that you will take advantage of all that this workshop has to offer and encourage new counselors to attend!

At each of the summer workshops, participants will be given the opportunity to complete a survey of the event so please take a moment to fill this out as the feedback of the membership is essential to the work that we do.

I hope each of you has a wonderful summer and look forward to seeing you at the summer workshops!



Save the Dates!

July 12: Domicile Workshop

August 8-9: New Counselor Workshop

Winter Conference Planning Hope Parks, President-Elect

ALOHA VACRAOans! Well I hope this newsletter finds everybody *Havana Daydreamin'* with *Island Fever* during this beautiful humid Virginia summer.

Planning for the upcoming annual meeting is well underway! This month the executive committee met at the Hotel Roanoke to tour the facilities and surrounding location. VACRAOans will definitely feel as though they are *Gypsies in the Palace* while staying at the luxurious Hotel Roanoke in Roanoke, VA: <http://www.hotelroanoke.com/> This year's conference theme is

ALOHA VACRAO – Celebrating Star Lit Keys to Success

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**.

I am still looking for **SESSION IDEAS** – 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.

If you would rather have a *License to Chill* and prefer a role behind the scenes, I am also looking for volunteers to help with conference details.

I can be reached at hvparks@carilionclinic.org. *Coconut Telegraph*: 540.526.2512
The session registration form will be placed on the VACRAO website in the coming months.

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



Site Selection and Call for Nominations

Jarret Smith, Past-President

Annual Conference Site Selection:

The Annual Site selection committee is exploring options on the eastern side of the state. We have begun contacting hotels in Virginia Beach and Williamsburg. More detailed information will be coming out shortly.

Also, as we work our way to the conference, I ask that you 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.

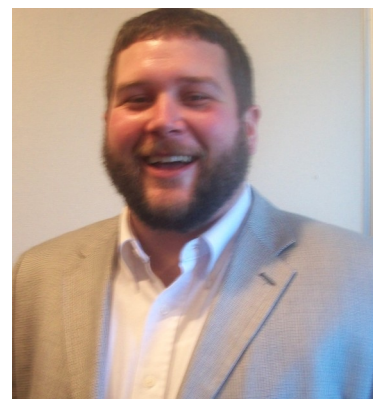
New Professional Award

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 President-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

Call for Committee Members

David Detrow, VP for Registration and Records

Are you the official (or maybe unofficial) go-to person at your institution when it comes to legislative matters related to the work of your Admissions and Registrar's Offices? If so, you may be a prime candidate to serve on VACRAO's Legislative and Inter-Association Issues Committee.

This committee monitors developments in legislative/legal issues of interest to VACRAO members and

provides information on such issues to the membership. The committee would benefit by having members from different types of institutions: community colleges, private institutions, four-year publics, and others.

Interested? --or would you like to suggest a colleague who could serve well in this area? Contact me at detrowd@emu.edu.

Have a wonderful summer!

