

VACRAO Quarterly Meeting
February 20, 2013
Hampden-Sydney College

Meeting was called to order at 10:30am by Jason Ferguson (Hampden-Sydney College).

Secretary's Report

Jason Ferguson moved to approve minutes from the minutes from the December quarterly meeting provided by Ashley Browning (Hollins University) prior to the meeting via e-mail. Connie Cook (Jefferson College of Health Sciences) seconded the motion to approve the December minutes.

Treasurer's Report

Berkeley Leonard (Hampden-Sydney College) discussed his new role as Treasurer with the Executive Committee. Due to the limited locations of the Suntrust bank which had been previously utilized by VACRAO, Berkeley proposed that the organization switch banking services to Bank of America, due to increased accessibility. The group agreed that this was an appropriate move.

Connie requested new deposit slips from Berkeley. Hope Parks (Virginia Tech Carilion School of Medicine) and Jason shared that Connie will continue to deposit into the Suntrust account until all accounts are fully on-line with Bank of America. Connie asked Berkeley to advise when the Bank of America account is full-service, so she can continue to make deposits appropriately throughout the spring.

Hope Parks, Past President, noted that the Merchant Services account also needs to be added and tested. Hope shared notes with Berkeley regarding her visit to Suntrust. She withdrew \$65,000 from the Suntrust account via cashier's check, which will be deposited into Bank of America. Berkeley Leonard, current Treasurer, shared that he and Whitney Gershowitz, President-Elect (Richard Bland College), will be visiting Bank of America today to officially open the account with he and Whitney as co-signers and deposit the funding from the Suntrust account. The executive committee agreed to this change in account co-signers.

Berkeley shared with the group that Jason indicated there are still items to be finalized from the conference budget. Hope provided an update regarding the current balance of the Suntrust account of \$75,042.47 on January 22nd. The group discussed outstanding reimbursements from the annual conference.

Connie reviewed her deposit procedure for the membership with Berkeley. Jason shared that he supported adding Whitney to the Bank of America account, as she'll have the need to provide payment for expenses related to the 2013 conference.

Berkeley shared that he must pay Banker's Insurance a \$525 annual fee required for the VACRAO organization. Hope inquired with Berkeley regarding the necessary Vanguard information required in order to transfer over the account. Berkeley shared that some of the

documentation required signature, and noted that he will review this information with Hope before the end of the day to ensure completion of paperwork. Hope inquired with Berkeley regarding Merchant Services. Berkeley noted that he had held the paperwork in hopes of sending all required bank information at the same time. Hope shared that Berkeley needs to work with Bank of America to develop a Merchant Services account to receive payment through CVENT. Hope shared with Berkeley that after the account is created, he will need to work with the organizations to test the system and ensure that deposits are being made correctly.

Hope shared that after distributing spring tour invite last night, she has received 23 registrations. Jason noted that the membership is becoming more aware of the preference to use CVENT. Hope asked that Whitney be added as an administrator to CVENT, in the event that she may need to make changes in the future. Hope asked the group for permission to request that Whitney be added to the account presently, at a cost of \$250.00. Jason supported adding Whitney to CVENT account. The EC noted that Hope should move to add Whitney currently. Jason shared with Hope that he has a reimbursement request from David Detrow (Eastern Mennonite University) for \$277.89 from expenses related to the annual conference.

VP for Admissions and Enrollment

Ashley Woodard (Longwood University) shared that March 15 will be RSVP date for spring tour. March 12th meeting to begin discussing fall tour. Ashley shared that the tour will likely start late again for 2013, similar to last year, due to the pre-scheduled fairs in the Northern Virginia area. Ashley shared that the tour will also likely include a gap week in the Richmond area due to election week. Jason noted that he had not heard any negative feedback regarding the change in scheduling, Ashley agreed.

Ashley reviewed last years' experience with College Fair Automation (CFA) and coordinated scanners. Ashley reinforced that she believes the disconnect fell amongst the site coordinators, who didn't share information with guidance counselors in the area. The CFA representative wanted to automate full tour. The Executive Committee decided against using CFA to automate the full tour, but will automate the Northern Virginia and Richmond weeks. *(See notes below, Ashley later corrected this statement sharing that automated weeks will include Northern Virginia and Hampton Roads, not Richmond).*

CFA is waiving the fee to utilize the scanners

Hope inquired what kind of access VACRAO may have to scanner data and if there could be a benefit to accessing this information. CFA will partner with NCCRUA, but the representative noted that the information will not be sold. Hope inquired as to if the CFA information could be sent to SCHEV as an evaluation tool for their college access challenge grant program. Ashley inquired what information would be required for this. Hope responded with names and their high school.

Dara Logan (Lynchburg College) inquired regarding on-site registration for the automated scanners. Ashley shared that this has been discussed previously, but that we did not pursue this in previous years due to back up with registration. Jason inquired as to what the fee paid to CFA from VACRAO includes. Ashley shared that most of this fee is in response to incurred costs due

to their outreach to the site, students, high schools and outreach to membership. Jason asked if CFA would join VACRAO as a corporate sponsor.

Hope and Jason stated that if CFA would like access to VACRAO membership data, they need to join as corporate members, requiring payment. In exchange for CFA's services, a portion of the corporate fee could be waived if an agreement is developed with CFA. Jason instructed Ashley not to turn over the membership list until there is an agreement established between VACRAO and CFA, creating a partnership in offering a reduced corporate membership cost in exchange for use of services in future years. Jason asked that Ashley contact CFA regarding the suggestion for a partnership to cover future costs. Jason reminded Ashley to share with CFA that corporate membership will gain the organization an opportunity to represent CFA at the annual conference and have more direct contact with the membership. Hope and Ashley reviewed timeline for demo-event sponsored by VACRAO to present CFA data. Ashley shared that the CFA representative would like to do this in the spring. Jason shared that if VACRAO is already going to be in Richmond at that time, we should consider Richmond or Hampton Roads for a location. Hope will share that VACRAO would cover the venue cost.

Hope noted that she will discuss additional information regarding Point Across Solutions, who a social media marketing organization who attended the last VACRAO conference and wishes to assist in promoting future VACRAO events.

Ashley corrected her previous statement, sharing that the automated weeks will be for the Northern Virginia and Hampton Roads/Virginia Beach area, not Richmond.

Ashley confirmed that there is no cost to utilize CFA for this fall, but if we continue using the service moving forward, there is a cost of \$450. Ashley confirmed that she will not provide CFA with the membership data, due to the fact that they are not a corporate vendor. VACRAO and site coordinators will be responsible for promoting use of the scanners amongst the membership.

Ashley shared that person previously appointed as single event coordinator left their previous institution for another professional opportunity, so this position is now available. Katherine Beck (Virginia Commonwealth University) also made an institutional change, leaving this position vacant. Ashley inquired as to the process as for soliciting volunteers to fill these positions. Jason instructed to seek nominations from the membership and/or the 'I'm Available' forms from the annual conference. Jason inquired if the single-event coordinator position is still necessary, given our relationship with CVENT.

Mallory Griffith (Radford University) inquired as to the specific responsibilities of that position. Ashley shared that the single-event coordinator is responsible for working with the individual sites and communicate regarding future events. This position serve as a go-between in sharing information directly in the hands of those affiliated at each site. Hope shared that Mallory will also be responsible for building the event, and changing the dates and location, which is not unmanageable, but does take time. Mallory suggested that she could be responsible for the duties of the single-event coordinator position due to the efficiencies gained by the use of CVENT.

Connie noted that keeping the single-event coordinator position would allow an extra set of hands and eyes to assist in reviewing the data and information. The responsibilities of this position are not overwhelming and could be helpful. Jason also reminded the Executive Committee of the role of building leadership opportunities amongst the membership, as the single-event coordinator role could feed into greater responsibilities within the organization. Jason suggested that Ashley reach out to Patrick Rowe (Hampden-Sydney College) regarding involvement as the single-event coordinator position. Connie noted that she had also had contact with a VACRAO member after the conference who expressed interest in becoming increasingly involved.

Connie noted that she is receiving contact from the membership requesting that VACRAO update the e-mail contact information. Due to VACRAO's decision to pull the membership list and remove only Registrars, corporate vendors and other affiliates are receiving the information about college fairs although this is not related to their institution's involvement with VACRAO. Connie shared that the other option would be to go back to only communicating with more specific VACRAO liaisons.

Ashley shared that she has responded to some institutions sharing that if an institution is not interested in receiving the fall tour information, they should ignore the information. Connie noted that we have to be careful with this because there are institutional contact changes due to new personnel. Connie also noted that non-VACRAO members may be receiving the fall tour invitations, as membership is not required for that. This necessitates additional follow up from Connie as she receives each of these e-mails to verify the individual institutional records.

Mallory suggested that we use this opportunity to communicate to those individuals who do not want the electronic information that they need to update their VACRAO records. Connie agreed. Hope asked Connie to develop a blanket e-mail to be added to the manual which covered the need to address this issue, and the importance of updating the VACRAO membership contact information by the institution. This e-mail would go prior to sending the e-mail invitation including an invite to the tour events, in hopes that institutions will update this information before the formal invitation is distributed.

VP for Professional Development

Dara Logan shared that Jeremy Colb (Richard Bland College) agreed to chair the Domicile Workshop. Nikki Williams (Hollins University) will chair the New Counselor Workshop. Dara shared that as the past chair for the Professional Access and Equity position, she is now eliciting nominations for that. Dara reminded that each year rotates between Professional Access Equity workshop and Support Staff workshop. Dara asked if there were any questions.

Hope shared that the College Access Challenge Grant Program may want to present at the annual conference, but the organization may also want to include some information at the Domicile Workshop. Hope has touched based with them about attending the annual conference, but as more financial aid representatives attend the Domicile Workshop, it could be a good fit. Dara agreed that she will follow up Lee Andes.

VP Membership and Communication

Connie shared that e-mails have been distributed to primary contacts with instructions, which included screenshots and detailed instructions, to access their VACRAO invoice from the VACRAO website. If the Executive Committee receives inquiries from the membership expressing difficulties in printing the invoice, the invoices may be copied into a Word document and printed from there. Connie noted that thus far, this process has gone well. VACRAO has begun to receive payments. Connie will then review who has paid in late March and distribute paper invoices to those who have not paid. For those that do not have correct primary contact information, based on bounce-back e-mails, that information will be sent to the admission office at each institution.

Connie suggested that the Executive Committee continue to explore options for online payment options for membership. She noted that some schools will always need to pay by check, so VACRAO needs to continue to be sensitive to those needs.

Connie reviewed the problems that she has experienced with the membership database and lack of contact with the original vendor. Connie shared that she has similar concerns with the GoDaddy.com site.

Christine Priller (Lynchburg College) is still serving as Web Site Coordinator. Connie noted that online forms from VACRAO have been updated. Jason shared with Connie that the website needs to be updated with the current list of officers. Jason noted that he will contact Christine to have this information updated as soon as possible.

Connie introduced Kerri Bond (Sweet Briar College) as the Newsletter Editor. Connie thanked Kerri for her service. Connie asked Kerri for a timeline to distribute the next newsletter, and what the deadline will be for articles from the Executive Committee. Jason requested that Kerri provide the Executive Committee with the newsletter issue from last year, so the committee is aware of appropriate contact. Mallory shared that several issues of old newsletters can be found on the VACRAO website.

Connie shared that she will not be billing corporate members, instead putting them into CVENT, so they will pay during registration for the annual conference. Hope shared that the corporate members are pleased with this. Judith Patterson (Washington and Lee) will be serving as the new Corporate Membership Chair.

VP for Records and Registration

Mallory Griffith (Radford University) shared the details of her report. She now has access to CVENT and shared that Quinn is VACRAO's new representative from CVENT.

Mallory thanked Hope for setting up the spring tour via CVENT. Mallory will contact Ashley and Hope for maintenance related to the fall tour and Dara to set-up CVENT information for the summer workshops. Hope shared that Mallory can begin copying over information from the old events for the summer workshops.

Connie shared that as we are getting bounce back e-mails, she can begin putting notations in the e-mail slot within the database, to limit the number of bounce back information. The Executive

Committee agreed that this would be a good addition and could be worth it in the long run. Mallory will send this information to Connie, who will do this as she has time to process this information.

Mallory inquired as to when manuals will be available to the Executive Committee. Hope inquired as to who needs a new manual. Jason suggested that new manuals are provided to the group, to ensure that everyone has current VACRAO manual information.

Connie will distribute information from member who wishes to volunteer with the organization. Jason verified that Mallory, Hope and Whitney will be on CVENT as administrators currently. Jason shared that he believes the President-Elect should have these capabilities due to the annual conference.

11:43pm break for lunch

12:47pm Jason called meeting back to order

Immediate Past President's Report

Hope announced that the spring tour has been launched. Hope shared that the initial invitation must be sent manually and cannot be automated. Hope discussed with Mallory, and they agreed to automate the reminder, with that going every seven days until the March 15th deadline. The e-mail was listed as from Ashley Woodard, but actually sent from Mallory's e-mail address. Mallory has been added as an administrator to CVENT. Mallory is currently checking on training for CVENT, as well as on-line tutorials. Hope asked Mallory how the March training dates would work for her schedule. Mallory shared that March is not an ideal travel time for her. Mallory shared that she hopes that with the tutorials and customer service line, she should be able to manage this project.

Hope shared that the cost was approximately \$2 per registration for using CVENT to coordinate registration. Cost for 35 registrants is projected to be \$73.85. Hope shared that VACRAO needs to continue to monitor our total registrants, to ensure that we do not need to increase the total number of registrants before hitting our cap. Jason inquired what the increased extension qualifies VACRAO for with CVENT. Hope shared that we signed a five year term. Jason noted that if VACRAO is going to continue to promote registration through CVENT, we should consider increasing the cap for registrants to prevent any overages and fees associated with that.

Hope will test CVENT's RFP service to test the site selection capabilities. Jason has received communications from past sites, and noted that he will share that information with Hope for future review.

Hope reviewed with the Executive Committee that CVENT does offer a member management service. Connie asked Hope to inquire as to if they allow for services through an organization, as well as individual to organization. Hope will check on this with CVENT.

Hope shared that the contract for the 2015 annual conference at Hotel Roanoke has been signed.

Hope asked group to review e-mail from Point Across Solutions. Hope encouraged the group to consider trying the service for one year-perhaps to promote the scholarship opportunity, the annual conference, e-mail to corporate vendors to announce newsletter and solicit new interest, and also as a reminder to membership for invoices. The cost for a non-profit organization is \$1,500. Jason asked what the \$1,500 provides VACRAO. Hope shared that this would provide three full messages and two templates with the opportunity to continue using the service throughout the year. Jason reminded group regarding SACRAO push to increase engagement. Hope shared that this also comes with the opportunity to receive data regarding total number of opens, how many people viewed it, etc. Hope suggested we could use the information to promote the recent upgrade to the website. Hope also suggested that we could approach her with the opportunity to join VACRAO as a corporate member and negotiate on cost of subscription for service. Jason supporting testing the service for one year. Executive Committee agreed to try the service for one year.

Hope would like to contact Point Across to develop an e-mail message to advertise the scholarship. Connie suggested that they ask the organization to do a test, and then we can review feedback and decide if we are interested in purchasing the service.

SCHEV has asked Hope to sit on board for the College Access Challenge Grant. Hope had contact with Josh Floyd, past Executive Committee member, who has recently been in touch with organization. Hope suggested that VACRAO invite the ICAN group to join the annual conference, as they are looking for additional ways to register. Hope asked if Whitney was okay with inviting this organization at no cost. Whitney approved.

Group agreed to invite Leroy Rucker to the upcoming conference, since he was well received.

Hope will contact Debra Weiss and get an update on website developments and suggestions. Hope agreed to suggestion to add a forms tab. Ashley Browning suggested the creation of a Google document to receive additional information regarding VACRAO. Jason suggested that, in general, more information is needed.

Group reviewed suggestions for addition to VACRAO website. Connie suggested corporate member tab. Dara asked for addition of I'm Available form. In all, group asked that forms be more easily accessible. Whitney suggested additional of Professional Development tab. Jason suggested that group review the websites of other similar organizations to find desirable items for addition. Connie suggested that we also implement a policy for the life of job advertisements. Kerry suggested that we further segment the information, so that each component under the research tab is more apparent.

Ashley shared that May 1st is the stated deadline, based on past minutes, for scholarship submissions.

Hope noted that she will contact the website representative and ask for an e-mail vote to approve. Hope inquired with the group for suggestions regarding a range of budget for this project. Jason noted that, within reason, this is a worthwhile expense. Hope shared that the current

representative has been reliable and available. Connie noted that we have not currently paid for hosting, which Hope said would be added to the manual.

Hope contacted Susan Kennon (Lynchburg College) to see if she was able to locate an electronic copy of the manual. Hope shared that she will scan and send the manual to the EC. Connie suggested that Hope can scan the manual and ask Christine Prilliman to add this to website.

Hope reminded Mallory to begin building spring events and reminded Berkeley to ensure that the Merchant account has been appropriately tested and is ready to begin accepting payment for summer workshops. Whitney and Dara shared that the information didn't open to accept payment until June. Mallory inquired as to the procedure to test. Hope shared that Berkeley and Mallory will work with CVENT to advise if transactions are coming through.

Hope also noted that we need to locate the VACRAO archives. Connie noted that she was told this information is with Bob LeHoop at UVA.

Ashley Browning shared that as secretary, she maintains a back-up drive with electronic records including minutes and reports.

Ashley Browning will double check on whether or not newsletters are included on hard drive.

Hope inquired as to whether or not Berkeley has found a secure location to maintain all old VACRAO information. Berkeley shared that the information is currently at Hampden-Sydney College, and Jason suggested that due to security information, Berkeley look into additional options for safety.

Hope asked Berkeley to contact past Treasurer, Drew Boor, regarding the timeline for the taxes.

Hope reminded group of need for review of procedure related to the presentation of budgets at annual conference.

Hope also reminded group to continue to think of registrars for future nominations as a part of the Executive Committee.

Hope asked Whitney to update the 'I'm Available' form for the upcoming conference, as it's outdated. Connie suggested that this change be made before the annual conference so it can be uploaded to the website.

Immediate Past President's Report

Whitney thanked Jason Ferguson for suggesting VACRAO the 13th theme for the annual conference. Whitney shared idea of costume party for evening social.

Whitney has already secured AACRAO representative for 2013 and is still working on SACRAO representative.

The keynote speaker will be Dr. Pamela Eddy from the College of William and Mary, who will speak regarding change in higher education.

As for the annual Give Back Project, Whitney is currently reviewing organizations in the area, and has been looking into Literacy Volunteers of Nelson County, although they focus primarily on adult illiteracy. Jason suggested that Whitney expand her search to central Virginia, and to not feel restricted to Nelson county only.

Whitney announced that she is still working to develop the budget. Based on Susan Kennon's past experience, Whitney planned to budget for 130 attendees. Hope noted membership at past two annual conferences was closer to 140.

Whitney shared that she is working with Wintergreen on preferred vendors. She will have to secure audiovisual equipment. The site has suggested a price of approximately \$4,000, which is below the budget for last year's conference. Jason asked what that included. Whitney shared that it's all inclusive. Wintergreen has agreed to reduce rate for the weekend to \$109 for conference attendees.

Whitney shared that Jason assisted in securing sponsorship while at SACRAO.

Jason reminded group to begin working on sessions and presenters, sharing that the earlier, the better to secure this information.

Hope suggested that Whitney ask Wintergreen if they will sponsor some kind of a giveaway as a door prize.

Jason reminded Whitney that the cost of President's room will be covered, and that there he may have an opportunity to cover the cost of a an additional condominium, if available. This funding could assist in covering the cost of SACRAO and AACRAO representative cost. Whitney also shared that she will be covering the cost for the keynote speaker.

Hope suggested that Whitney try to have more of a budget in mind for June meeting, so we can discuss ticket price. Jason shared that other organizations like SACRAO and AACRAO were complementary of what we offered at the annual conference to the membership at a very reasonable price, with little inflation in ticket cost. Whitney shared that she'll check on the availability of condominium for Wintergreen spring meeting.

Whitney thanked the organization for sponsoring participation she and Jason's attendance at the SACRAO conference and found the event to be beneficial.

President's Report

Jason updated the group regarding the status of the cost of jerseys from the last committee. He shared that even if he does need to cover that cost, he will still come in at or under budget.

Jason shared that due to sponsorship received at SACRAO, we should be in a very competitive place budget wise at annual conference.

Jason shared his insight from the President's lunch at the SACRAO committee, including compliments of the VACRAO organization.

Jason noted that he is looking forward to the upcoming national conference in San Francisco, which he will be attending with Hope and Whitney.

Jason inquired as to which minutes should be made available from the website. Hope suggested that we only provide annual meeting minutes on the website. Group agreed.

Jason reviewed document which was provided to him by Barbara Rowe to maintain organizational status. Group updated officer information at meeting and Hope provided check for payment.

Jason reminded group to utilize the VACRAO reimbursement form for auditing purposes.

Jason asked group if there was any old business. Hearing none, he asked group for any additional no business items. Meeting officially adjourned by Jason at 2:13pm.

Respectfully submitted,

Ashley Browning
Secretary, VACRAO
Associate Director of Admission
Hollins University