

VACRAO June Meeting Minutes  
June 11 and 12, 2013  
Wintergreen Resort  
Wintergreen, VA

Executive Committee members present were: Jason Ferguson (Hampden-Sydney College), Hope Parks (Carillion School of Medicine), Whitney Gershowitz (Richard Bland College), Dara Logan (Lynchburg College), Mallory Griffith (Radford University), Ashley Woodard (Longwood University), Connie Cook (Jefferson College of Health Sciences), and Berkeley Leonard (Hampden-Sydney College). Members in absentia were Kerri Bond (Sweet Briar College) and Ashley Browning (Hollins University).

Jason Ferguson called the meeting to order at 1:58 p.m. on Tuesday June 11, 2013

Minutes with amendments from the February 2013 meeting were approved and will be sent to Ashley Browning, Secretary.

**Vice President for Admissions and Enrollment, Ashley Woodard**

Ashley Woodard presented her report. Plans for the fall tour are underway. Weeks 5 and 6 still have unconfirmed events due to a change in week coordinator. Jason mentioned that events in weeks 5 and 6 could be switched around since everything is in close proximity. Ashley will send her information to Mallory Griffith to build the tour registration in Cvent. Ashley mentioned that her committee will begin planning for the spring tour in December.

College Fair Automation (CFA) is still working with VACRAO to use scanners at some of the larger fairs. Ashley will work with them to become corporate members and to present at the conference.

**Vice President for Membership and Communication, Connie Cook**

Connie Cook presented her report. One of her concerns is that we have a 13% decrease in membership from last year. Part of this decrease could be due to the change in how invoices were distributed. Invoices were sent via e-mail this year. Three invoices have been sent to the schools that have not responded.

The website is working well but the host is not as responsive and we need him to be. Connie mentioned some concerns with the GoDaddy website and that someone needs to oversee it to make sure that we are current on payments. Drew took care of that when he was the Treasurer but Hope mentioned that nothing has been paid to GoDaddy since Drew left. Berkeley will look into his records to see if he can find a point of contact and ask Drew if he has any information to provide. Hope mentioned that Debra Weiss can handle website management and suggested that perhaps we switch that over before Connie rotates off of the executive committee. Connie and Jason mentioned that they are concerned that we cannot build another data system in 6 months before she rotates off. Hope suggested that we at least contact Debra Weiss to see what she can offer. Connie feels that we need a commercial product that has easier access and maintenance

because having an individual person hosting and managing our database is too risky. One drawback to using a commercial product, however, is the higher cost. Each of these issues will be investigated further.

Connie mentioned that both Christine Priller (Lynchburg College) and Kerri Bond are doing a great job in their respective positions. Judith Patterson (Washing and Lee) is still handling corporate membership and plans to meet with Deborah Hattersley this month to transfer all corporate information. Connie asked a question about how to handle corporate membership with the upcoming CVent registration for corporate members (same registration as conference). CVent offers capability for corporate membership fee, electric fee, table fee, etc. and will provide an electronic paper trail. Hope suggested going ahead and contacting corporate members now, asking for a verbal commitment but waiting until November and linking them to the CVent conference registration for payment processing. It was agreed this would be the most productive way to handle corporate membership payments.

### **Vice President for Records and Registration, Mallory Griffith**

Mallory Griffith presented her report. Spring VACRAO registration went well and Mallory thanked Hope for building the spring tour and thanked her for her assistance in transitioning CVent over to Mallory. Registration sites for the Domicile and PAE workshops are basically complete with a few changes needed. Mallory hopes to send out the invitations for these events later this week. Mallory asked if anything needed to change with fees since we switched banks and Hope stated that there is no change. Point Across Solutions made a great video to advertise the Domicile workshop and Hope stated that they will also create one for each of the workshops and the annual meeting. To increase communication and awareness of the events, Mallory will send the CVent invitations and then send the videos a few days later.

Mallory hopes to have invitations for the fall tour sent out by July 22. Hope said that, because the fall tour is so extensive, it might be better to have someone from CVent set it up for us even if there is a fee associated with it. Hope encouraged Mallory to get a quote now so that she can proceed with having the fall tour built when she is ready. Connie will continue to send the updated membership list to Mallory so that those individuals can be added to the list serve to receive notifications of events. Since we anticipate that members who have not paid their dues this year might be upset when they don't receive information for the fall tour, Jason would like the names of the members who have not paid one week before the fall tour notification is sent. He would like to contact them personally and remind them that if they do not submit membership dues, they will not receive the information for the fall tour.

### **Vice President for Professional Development, Dara Logan**

Dara Logan presented her report. The Professional Access and Equity committee will now charge \$55 instead of \$50. Dara reported the dates for the three summer workshops and the costs for each. Registration fees for all workshops will remain the same as last year. The format for the New Counselor Workshop will be the same as last year with just one overnight stay versus two since that seemed to help increase attendance. Jason will plan to attend each of the workshops this summer to represent the executive committee.

## **President-Elect, Whitney Gershowitz**

Whitney Gershowitz presented her report. Whitney stated that her budget is almost finalized and believes that the ticket price for the full conference registration will be between \$130.00-\$140.00. Jason suggested that, in order to keep the price consistent for the future, that we not lower the price and leave it at \$150.00. Hope agreed and suggested that we use the excess money received this year to give free registrations to people who register early. Connie suggested that we drop the fee in order to increase participation but agreed that keeping it consistent would be beneficial. Hope suggested that we drop registration fees for the first 13 people (to tie in the 13 theme) and Mallory suggested that it might be too difficult to refund. It was agreed that we could discount the registration fee for a short period of time when registration initially opens.

Whitney asked the committee to send session proposals and ideas to her so that she can begin lining up presenters. Jason will send Whitney his list of sessions from last year's meeting that were especially well received so that she can contact them for a repeat performance. Jason also suggested that Whitney contact the entire membership to solicit presenters.

Whitney announced that the recipient for this year's Give Back Project will be the Amherst County Education Foundation and all funds raised will go towards the county's special education department. Whitney thanked the committee for their feedback when she initially suggested that the recipient be a special education program.

Whitney plans to build the CVent site by the September meeting so that the committee can view it before it goes live. Hope and Mallory suggested that Whitney get photos from Wintergreen to go on the site as well as to send to Point Across Solutions so that they may create the promotional video.

Meeting adjourned for the day at 3:30 p.m.

Jason Ferguson called the meeting to order at 10:17 a.m. on Wednesday June 12, 2013.

## **Immediate Past President**

Hope Parks presented her report. Hope asked Berkeley to review the budget to check discrepancies of registration fees for one corporate member and one individual member. Berkeley has no record so Hope will follow up with the member. Hope stated that we brought in \$24,315.00 from the 2012 annual meeting.

Hope suggested that Mallory determine a system for maintaining offline payments from the summer workshops. Hope suggested that Dara encourage her committee chairs to deposit checks as soon as possible and also stay after the workshops are over to reconcile budgets. Berkeley will give Dara ten deposit slips for her to distribute to her committee Chairs. Hope stressed that Dara needs to sign off on reimbursement vouchers for her Chairs before they are sent to Berkeley.

Hope suggested that Whitney put charges for electrical fees into the CVent registration form for the meeting. Whitney also needs to check where vendors can ship their materials and displays. Whitney will talk with the Wintergreen conference coordinator to determine these two things.

Hope suggested that we close SunTrust when things are running smoothly with workshop registrations and move to Bank of America. Hope will let Connie know when the account is closed so that Connie can begin depositing membership fees into the Bank of America account.

The committee reviewed the 13 applications for the AACRAO and SACRAO scholarships. Patrice Gwynn from the Apprentice School was selected as the SACRAO scholarship recipient and Patrick Rowe from Hampden-Sydney College was selected as the AACRAO scholarship recipient. Hope will notify the two recipients and will also announce it in the summer newsletter.

Jason suggested that the committee add a line item in the budget for Point Across Solutions. The committee agreed and this will be voted on at the annual meeting. Hope suggested that the committee begin to think about who should be added as the third administrator on CVent when Hope rotates off in December.

Hope wondered if Whitney has made contact with the College Access Grant to invite them to the annual meeting. Whitney contacted them but has not spoken with them yet.

Hope plans to update the executive committee manual and distribute it to the committee at the annual meeting.

Debra Weiss has begun rebuilding the website and we will need to view it soon to see how it looks and provide feedback to her. It will cost extra if we make changes after she has completed it.

Hope suggested that we create a list serve for admissions and registrar specific individuals to increase targeted communication. Jason volunteered to handle this project and Connie suggested that adding the question to the membership application might be beneficial.

## **President**

Jason Ferguson presented his report. Jason is waiting on one more bill from the annual meeting but he believes that he should come in right at budget. He stressed the importance of keeping the ticket price consistent and low and mentioned how other state associations have commended VACRAO for being able to do so.

Jason reported that he and Whitney had a productive trip to San Francisco for the AACRAO conference.

He acknowledged the hard work that Ashley and Mallory and their committees have put forth in managing the fall tour and building the registration site.

Jason also stressed that we need to bring more Registrars back to the executive committee since the committee is now primarily comprised of admissions representatives.

### **Treasurer**

Berkeley Leonard presented his report. The Bank of America and merchant services accounts are up and running. VACRAO was granted an extension until August 15 for taxes and Berkeley will send the taxes once the 2012 balance sheet is complete. Berkeley will resend the balance sheet as there have been some changes since he initially distributed it. Hope suggested that we place Point Across Solutions under the capital purchase line item in the budget until next year when it should be given a line item of its own. Hope suggested that Tonya from Point Across Solutions should be a presenter at the annual meeting.

Berkeley reported that the total balance in the checking account is \$100,621.20, Vanguard is \$70,325.97 and the total is \$170,947.17

### **Other Business**

Hope wondered whether we should cross check people who have registered for the tour to make sure that they are members. Mallory shared a concern that some of the people who register their offices for the tour are not members of VACRAO because they are office managers. Anyone who is it a member but registers for the tour should be sent an e-mail with an invoice and inform them that their registration in fall tour events will be cancelled if they do not pay the membership fee. Mallory agrees that replying to the registration e-mail with an invoice would be the best option.

Jason Ferguson adjourned the meeting at 12:35 p.m.