

VACRAO Executive Committee Meeting
University of Mary Washington
February 21, 2006

Minutes

Present: Heidi Terry (Radford University), Melissa Yakabouski (University of Mary Washington), Amanda Craddock (University of Mary Washington), Ann Sorensen (Richard Bland College), Jay Webb (Lynchburg College), and Lucinda Austin (Radford University).

Call to Order: Heidi Terry called the meeting to order at 10:27 a.m. on Tuesday, February 21, 2006.

Leah was disappointed that she was not able to attend today's meeting but sends her regards. Bob sends his apologies for not attending today's meetings. He has asked that everyone send their old files and information to him as he has offered to maintain the old files. Joe sends his apologies for not making the meeting and has asked for all news articles and other information be sent to him within the next couple of weeks. Alecia Knox has resigned due to health problems and work obligations. Please let Heidi know of anyone that might be able to step in on an interim level. There is also an opening for the Legislative position at this time. Please let Heidi know if there is anyone that would be interested. Erin Wendell had a family emergency and was not able to attend.

Treasurer's Report: Jay Webb presented the draft Treasurer's report (Attachment A) and will submit the official report in the next couple of weeks. He advised that VACRAO has been making a profit on the workshops and needs to make adjustments to eliminate this gain. He recommended that we may want to consider reducing registration fees to make them more appealing and to make sure that all income is used. New Counselor workshop made over \$200 and Support Staff made around \$300. Reducing the fee for these workshops by \$10 will make better use of the money. We don't want to completely eliminate the cost because we want the individuals to feel an obligation to attend. It was suggest that, rather than reducing the price, we should provide a follow-up gift such as a t-shirt. This would utilized excess funds as well as provide the attendees with a reminder of the event. Individuals planning the budget should always be directed to break even. Jay recommends that we really consider issues that will allow us to provide creative means of reconciling budget differences from workshops.

The budget from the annual meeting appears to be in the red by \$2500. Jay explained that this was because we have not received a refund from the aquarium which was paid in advance of the conference and the bar amount should not have been as much as was paid. The aquarium was given \$2000 as a deposit. The anticipated food and beverage order was \$2792.60 and Jay hand delivered a check to cover this expense. Heidi was advised that this was a high end estimate and they would let her know if there was any difference. They sent an evaluation of services but did not provide any additional information on expenses. Heidi will follow up and have them contact Jay.

There was a discussion regarding other items that might need to be replenished. Heidi will check with Bob regarding portfolio stock and Amanda will contact Bob regarding envelopes for mailings.

An audit report was received from Vern indicating that there are two missing checks. One from Virginia Intermont was sent last week and the other missing check was also expected to clear the end of last week. Vern and members of the committee were a little uncomfortable with issues regarding the State Corporation Committee. Barbara has been the contact person and the bill was late so she sent \$10 cash to cover the late fee. This money was never acknowledged. Barbara then sent them a personal

check and asked Jay to reimburse her. He did reimburse her for both actions from the budget and Jay will ask for appropriate documentation from Barbara to cover the expense. Jay should be done with 2005 by the time the newsletter comes out. Jay has asked LaKeisha to send deposit slips for any future deposits made to the account so that there are more accurate records of expenses. Jay will create a sheet with specific instructions and a deposit sheet to send to the VPs so that they are all following the same format and that the Treasure has accurate records.

This will be Jay's last year as Treasurer and he would like to recommend Robert for next year. Heidi knows that Robert is bidding for the SACRAO position but would otherwise be interested. We can put nomination interest forms out in the fall newsletter. Amanda recommends that it be placed on the listserve as well as in the newsletter. Melissa recommends that we start promoting it in the summer newsletter so that it doesn't run as late this year. Everyone agrees that it should be addressed earlier to encourage participation.

Vice President for Admissions and Enrollment Management Report: Amanda Craddock reported on the following (Attachment B):

Lucinda Austin is now the Chair of the School & College Relations Committee and they will be meeting tomorrow. All positions are filled. The Committee is fully staffed by John McCarroll (1A - UVA Wise), Judith McKeon (1B - Jefferson College of Health Sciences), Brooks Warnick (2 - Radford), Adam Anderson (3 - JMU), Jason Ferguson (4 - Hampden--Sydney), BJ Friedery (5&6 - Johnson & Wales University), Vishon Luck (7 - VCU), Meg Jones (8 - ODU), Ann Sorensen (Single Invitation Coordinator - RBC).

Comments from the Roadrunner meeting will be addressed at tomorrow's meeting. The Roadrunner meeting consists primarily of travelers who use the time to discuss the invitation process, the success of the individual fairs, and basically debrief from the activities.

Heidi asked for some clarity regarding the expectations of those participating in the Roadrunner experiences. There was some question as to why some schools charged for the fairs and others didn't. Amanda explained that the hosting school is expected to breakeven on the expenses of the events. They can charge for facility use, table rentals, advertising, etc. If you are charged to go to a fair at a high school the fee is generally between \$10-\$20. The schools are expected to complete a form showing what the fees will be used to cover. The fair coordinator is responsible for negotiating the costs and determining the appropriate fees. The coordinator is responsible for sending the bill and collecting the fee. James Pennix, from Roanoke College, suggested the possibility of streamlining the fees with the fall single invitations. The committee is investigating the possibility. The fee is the same for in-state and out-of-state schools that are VACRAO members. Other institutions attending the fairs must be invited by the hosting institution. The majority of the feedback from the Roadrunner meeting was positive. Very few complaints were made other than the use of square tables vs. round tables. The trend in the past three to five years has been positive with the inception of the single invitation. There seems to be a greater appreciation for the work of the committee. They have encouraged institutions not to attend events that they feel are not productive for their needs. There was a discussion regarding some of the comments made by the younger recruiters and it was recommended that reasonable expectations be presented in the New Counselor's training.

Spring tour was sent in January and Amanda has received a strong response. Dates are set for the fall tour but they may still change slightly in the Tidewater area. Invoices for membership have not gone out yet. Heidi will check with Erin to determine when the invitations are scheduled to go out. Erin needs to be encouraged to talk with Kathy Williams of Randolph-Macon Women's College to use the

software that has been used in the past. Invoices typically go out in January so they need to be sent as soon as possible. Melissa suggested that a comment be placed in the bill to remind institutions that it is essential that they pay their membership if they want to receive their fall tour information. Amanda will check with Cathy Williams regarding the current membership list to see if it appears to be accurate. She currently has accurate files of schools that have previously been attending VACRAO fairs and can compare this to the list of current members. Linda sent an e-mail to Erin on February 17th advising her that it was time to prepare the invoice for mailing. According to the bylaws, February is when a second reminder is supposed to be sent to the membership. Linda also forwarded the spreadsheets to Erin so she should have all of the information available. Heidi will contact Erin and make sure that she knows that the invoice needs to go out. Jay will e-mail Heidi all of the attachments that he has. The membership person is also responsible for reconciling payments over the last several years and dropping institutions that haven't paid their membership in two years or more. Jay has a list of membership sent to him from Linda that shows the check number and date of the last payment received for each institution. Jay produced a list indicating a deposit that was made in December with new member payments. Amanda has not received any of that information and has had several issues with institutions listed that she was not advised were new members. Jay suggested that Erin discuss with Leah regarding the best method of disseminating information. Jay will send an e-mail to Erin, Cathy, and Angie so that the database can be updated and Erin will be able to provide more accurate information to the School and College Relations Committee.

Oxbow Center in Southwest Virginia wants to host a fair. Amanda is not supportive because the high schools in that area have been doing a good job and will not charge a fee. The Expo Center in Central Park may become the new site for northern Virginia rather than Spottsylvania mall. It will probably charge a fee but a fee is already being charged and the Center should have a better draw and be more conducive to fair conditions. The chair of the college fair has resigned and it will be a good time to make changes. There are over 100 colleges that attend the fair and there are approximately 5,000 students that attend.

Heidi commended the committee for the hard work and efficient service. The amount of work that the VP of Admissions area is responsible for is reflected in the good work of the tour. South Carolina is working on developing a fair similar to Virginia's.

Heidi will check with Vern to see if he has an audit review to be submitted to the newsletter.

Secretary's Report: Ann Sorensen presented the minutes of the December 4, 2005 Executive Committee meeting (Attachment) and the December 6, 2005 Business Meeting (Attachment) as prepared by Barbara Rowe. **The motion was made, seconded and unanimously approved to accept the December 4, 2005 Executive committee minutes. The motion was made, seconded, and unanimously approved to accept the December 6, 2005 Business Meeting minutes.** Ann will send the minutes to Cathy to post on the VACRAO Web site.

Vice President for Registration and Records: Alecia Knox has resigned. If anyone has any suggestions, let Heidi know. The term would be the completion of this year with potential for election to an additional term.

Vice President for Professional Development: Lakeisha Phelps was not available to attend and give a report. Heidi will contact Lakeisha regarding New Counselors Training. Melissa will check with Lakeisha to see if she has the "I'm Available" forms from the conference.

Vice President for Membership and Communication Report: Erin Wendell was not available to give a report.

President-Elect's Report: Melissa Yakabouski received the evaluations from the conference and they were favorable. The move from two to three days was well received. The favorite sessions were all positive. Heidi recommended that Melissa do a legend for the meeting summary so that it can be posted on line. The hotel received very high reviews. Overall, the conference reviews were 4 on a scale of 1-5. The vendor area was some what congested. Heidi mentioned that there were a lot of issues behind the scenes that did not go well. There were a lot of problems with reservations and rooms.

Melissa reported that the 2006 annual meeting will be in Staunton at the Stonewall Jackson Conference Center. She has just received the information and begun to review the contract. There will be fewer rooms for sessions than previously available. Heidi recommended that the sessions start earlier to allow better room usage. There are currently three session rooms reserved for each time. Hospitality will be in two adjoining rooms. The room rate is \$60 per night. The actual conference meeting is November 30-December 1st with the Board meeting on November 29th.

There could be smaller time frames or shared sessions to accommodate the reduced space. The idea of a keynote speaker is being addressed. Melissa will contact the Governor's office to see if he would be available before the format is determined. Melissa is open to any suggestions of activities that any one has as well as any suggestions for a giveback program. Jay recommended that she contact someone with Mary Baldwin to get assistance on activities. Melissa is thinking about "New Frontiers" as the theme. Heidi suggested that she negotiate issues regarding the room block and make sure that there are free room opportunities attached to the contract.

Melissa wants to discuss the awards given at last conference. She was told last conference that they would not be able to recognize all the individuals that they wanted to recognize because other areas were not putting individuals forward. She would like to make sure that this is brought up at next meeting that we make sure individuals received certificates of recognition. It should not come from just one arm of the Executive Committee.

President's Report: SACRAO was very well attended. They had approximately 700 attendees which was only about 50 down from last year. This was significant as many individuals were coming from Mississippi and Louisiana. They had good sessions and offerings provided. One session that was presented was FERPA especially how it relates to the Millennium parent. Texas A&M did a session regarding their decision to provide students the opportunity to decide who has access to their information. If they agreed, their parents would be provided with a pin and would be able to access their grade information, etc. They also had a school attorney available to discuss legal issues but Heidi did not feel that the attorney provided appropriate information. We need to encourage others to attend SACRAO. Jay suggested that we might be able to supplement the cost of attendance with a stipulation that those VACRAO members who receive the supplement will have to present or assist with booths at the VACRAO conference.

Heidi also discussed that there are 10 members who, according to Robert, have not yet paid for the conference. Five of those did not show and Robert has suggested that we don't charge those that didn't attend but it is the feeling of the Board that these individuals still have a responsibility to pay. Jay recommended that we include the bill for the conference with their membership bill. Jay believes that as an organization, we do not want to allow people to register and then not pay. If they want to appeal the bill on an individual basis, they can do that.

Old Business: PCACAC is planning a new counselor's luncheon at CNU this summer and this may impact some of the VACRAO membership. It is geared towards new professionals, not necessarily first year counselors. They are including high school counselor participation. The cost of ours is currently \$125 for lodging, training, and food. PCACAC will most likely be charging over \$200 because they are using it as a money maker. Melissa is concerned that it will impact our membership and feels that we need to get organized earlier so that we do not lose membership. Radford is planning to send their new counselors to this program rather than VACRAO. LaKeisha has not advised who will be handling New Counselor's Luncheon for this year. Melissa suggested that we plan and organize early, get the word out, develop a new brochure and make sure that the information is available as soon as possible.

Radford has a facility that we might be able to use and the Skylark might be available. Heidi recommends that we pass around a few dates and try to determine the best time to hold the training session. Possible dates to consider:

June 5-7
June 12-16
June 19-23
June 26-30

Review your calendars to determine what dates will work best. E-mail surveys will be sent. Location also needs to be determined. Stonewall Jackson is also a possibility and it was recommended as it would provide the opportunity to experience their service before the conference.

Heidi will remind all members of the Executive Committee to e-mail their reports to Ann.

New Business: There was no new business.

Adjournment: The meeting was adjourned at 1:50 pm.

Respectfully submitted,

Ann L. Sorensen
Secretary

Attachment A
VACRAO Budget Report
 (February 20, 2006)

	2005 Budget	2005 Year-End	2006 Budget
INCOME			
Membership Dues			
Voting Members	70 @ \$100 115 @ \$100	\$7,000.00 \$11,100.00	\$5,730.00 \$11,500.00
Associate Members	10 @ \$225	\$2,250.00	\$5,275.00
Corporate Members		\$350.00	\$1,800.73
Dividend Income			\$350.00
TOTAL INCOME	\$21,100.00	\$23,905.73	\$22,000.00
EXPENSE			
VACRAO Administration			
Corporate & Legal Fees	\$175.00	\$212.49	\$175.00
Bank Services	\$25.00		\$25.00
Database maintenance	\$1,000.00	\$600.00	\$1,000.00
Insurance	\$250.00	\$250.00	\$250.00
Postage & Shipping	\$100.00	\$76.38	\$100.00
Supplies & Materials	\$250.00		\$250.00
Give-Back Project	\$500.00	\$500.00	\$500.00
Jean Rayburn Memorial Grant	\$1,000.00		\$1,000.00
VACRAO at AACRAO	\$100.00		\$100.00
Miscellaneous	\$50.00		\$50.00
Subtotal	\$3,450.00	\$1,638.87	\$3,450.00
Committee Administration			
Executive Committee	\$1,500.00	\$487.62	\$1,500.00
Nominations & Auditing Committee	\$100.00		\$100.00
Vice Presidents Committees	\$200.00	\$52.50	\$200.00
Miscellaneous	\$100.00		\$100.00
Subtotal	\$1,900.00	\$540.12	\$1,900.00
Publications			
Directory	\$0.00		\$0.00
VA Tour and Gazette	\$1,300.00	\$1,976.70	\$2,000.00
Newsletters	\$400.00	\$585.14	\$400.00
Website	\$480.00	\$480.00	\$480.00
Subtotal	\$2,180.00	\$3,041.84	\$2,880.00
Professional Development Workshops			
Domicile Workshop	\$250.00	-\$222.00	\$250.00
Annual Meeting	\$5,000.00	\$3,207.87	\$5,000.00
New Counselor Workshop	\$1,000.00	\$242.49	\$1,000.00
Support Staff Workshop	\$500.00	-\$350.15	\$500.00
Special Workshop	\$250.00		\$3,000.00
Subtotal	\$7,000.00	\$2,878.21	\$9,750.00

Conference Travel

President	\$2,000.00	\$1,058.09	\$2,000.00
President-Elect	\$2,000.00	\$1,403.79	\$2,000.00
<i>Subtotal</i>	\$4,000.00	\$2,461.88	\$4,000.00
TOTAL EXPENSE	\$18,530.00	\$10,560.92	\$21,980.00

Account Balances

Checking (as of 1/31/06)	\$35,259.96
Vanguard (as of 12/31/05)	\$61,638.16
<i>Total</i>	\$96,898.12

Attachment B

Executive Board Report
Vice President for Admissions & Enrollment Management
Executive Board Meeting
University of Mary Washington
February 21, 2006

The School & College Relations Committee is happy to report that Lucinda Austin of Radford will become Committee Chair. The Committee is fully staffed by John McCarroll (1A - UVA Wise), Judith McKeon (1B - Jefferson College of Health Sciences), Brooks Warnick (2 - Radford), Adam Anderson (3 - JMU), Jason Ferguson (4 - Hampden--Sydney), BJ Friedery (5&6 - Johnson & Wales University), Vishon Luck (7 - VCU), Meg Jones (8 - ODU), Ann Sorenson (Single Invitation Coordinator - RBC).

The School & College Relations Committee will have their annual meeting at the University of Mary Washington on Wednesday, February 22, 2006. The Committee is happy to welcome three new members. John McCarroll will be taking over the coordination of Week 1A. Brooks Warnick will be joining us on Week 2 taking over for Lucinda Austin. Meg Jones from ODU will be taking over the coordination of Week 8 from Erin Wendell who joins the Executive Board as the V-P for Membership & Communication.

Many committee members attended the Roadrunner session at the Annual Meeting. The feedback from the Fall 2005 tour was generally positive. The membership made a few suggestions about how to better ensure fee collection and the committee will discuss this at their annual meeting. The committee continues to work with the local coordinators on actual set-up and coordination of individual programs, which is always a struggle because many of the schools have set ideas on how fairs should be run—this particularly concerns the practice of using give-a-ways such as candy, pens, highlighters, etc. to get students to their tables. Generally speaking the feedback was positive. We joked if the major complaint is using round tables versus square tables, then the committee is doing something right!

The Committee announced at the Annual Meeting the following spring program dates:

- April 5 Independent School at Notre Dame Academy 1:30-3 p.m.
- April 18 Richmond City Schools at the Arthur Ashe Center 9 a.m.–1 p.m.
- April 19 Fairfax County Schools at the Patriot Center 6-8:30 p.m.
- April 27 Charlottesville Area Schools at Albemarle HS 7-9 p.m.

The Spring invitation was mailed in early January and the responses are due to Amanda Craddock by March 1. The responses are steadily coming in and we have had a great response so far. The confirmations will be e-mailed to the membership my March 7, 2006.

The dates for the Fall 2006 tour have been set and are as follows:

- Monday, September 11: Week 1A/Week 1B
- Monday, September 18: Week 2
- Sunday, September 24: Week 3
- Monday, October 2: Week 4 (Yom Kippur, October 2)
- Tuesday, October 10: Week 5 (Columbus Day, October 9)
- Sunday, October 15: Week 6
- Sunday, October 22: Week 7
- Monday, October 29: Week 8

The committee members will begin working with local coordinators to confirm fair dates, times, and locations. The committee's timeline is outlined below. Accurate membership lists and contact information is crucial to the success of the single invite and timeline. The single invite will be mailed on Monday, May 15, 2006. It will be important that the membership committee has collected the member dues and updated the information by that date so the committee can ensure that the invitation is mailed in a timely fashion.

Timeline for the Fall 2006 Virginia Tour:

- February – April: Committee members work with Local Coordinators
- April – May: Committee members confirm and compile tour information/All tour information (time, location, lodging, food, directions) due to Lucinda by Monday, May 1
- Monday, May 15: Invitation is mailed to all VACRAO institutions
- Friday, June 9: Institutional write-ups for Gazette due
- Monday, July 3: Roadrunner Gazette completed and then mailed
- Monday, July 17: RSVP information due to Ann
- Tuesday, August 1: RSVP information sent to committee members
- Tuesday, August 15: Committee members send RSVP information to local coordinators
- September - October: Follow up with local coordinators before tour week

The committee is exploring some possible venue changes for the fall tour. Amanda has been contacted by the Oxbow Center in Southwest Virginia about their facility hosting a fair. This new center is centrally located between four counties: Wise, Russell, Scott, and Dickinson. The committee is going to discuss a possible change at their meeting. Most important, however, is that the high schools in this region have a history of hosting programs and do not charge a fee to attend the programs. The Oxbow Center will probably want to charge a \$75 fee. The Week 1A coordinator will work closely with the local coordinators to gauge their opinion about a change. Fredericksburg/Spotsylvania recently opened a new Expo Center in Central Park. We are going to explore the possibility of using this facility for the Fredericksburg/Stafford/Spotsylvania college night. The fair has grown in both the attendance of colleges/universities and student/parent participants, that we have outgrown the mall space.

Respectfully Submitted,
Amanda Craddock
V-P Admissions & Enrollment Management