

VACRAO News



PRESIDENT'S MESSAGE

Whitney Link, President

Happy New Year VACRAO! Yes, I meant to say Happy New Year! I know it's a little early, but for all of us in higher education, fall brings a new year for each of us. Fall is my favorite time of year for many reasons... crisp weather, changing leaves, warm and comfy sweaters, pumpkin spice, and, most importantly, the start of a new semester at colleges and universities across the country! As I stood at the historic Wren building just a few weeks ago at William & Mary's opening convocation and watched eager new students take their first steps onto campus, I was reminded of how much I love not just William & Mary but the entire field of higher education and how lucky we all are to work in such a wonderful and fulfilling field! During the busy hustle and bustle the fall brings, I hope each of you can take a moment to appreciate the season and the wonderful field in which we all work!



For admissions folks, the fall season is synonymous with travel season and I know that many of you are gearing up to go out on the road to participate in Virginia's fall tour. I would like to give a huge thank you to Ashley Browning, Vice President for Admissions and Enrollment, and her committee for all of their hard work this past summer to plan the fall tour. Please see her section for additional information and also, please make sure that you submit the evaluation for each week of the tour located in the VACRAO Roadrunner Gazette. The feedback that you all have is invaluable as we strive to improve our fall tour.

I would also like to thank everyone who came out over the summer to our professional development workshops and a special thank you to Dara Logan, Vice President for Professional Development, and her committees for planning such great events. Please see her section of the newsletter for a re-cap of the summer's workshops.

The executive committee met at the beginning of September at the Founders Inn and Spa in Virginia Beach which is the site for this year's annual meeting in December. It is a beautiful facility and we are looking forward to being at such a great location for our conference.

Continued on page 2

IN THIS ISSUE

President's Message

Page 1

Professional Development

Award Update

Page 2

2014 Annual Meeting News

Page 3

Fall Tour Update

Page 4

Summer Workshop Wrap-up

Page 5

Workshop & Registration Update

Page 6

Membership & Communication

Update

Page 6

Treasurer's Update

Page 7

Editor's Note

Page 7

President's Message, Continued

Ashley Woodard, President-Elect, has been hard at work this past year planning the annual meeting with lots of fun in store! She has done a fantastic job and it is going to be a great event! Please see her section of the newsletter for more details and please plan on attending our annual meeting.

As I bring this newsletter segment to a close, I realize that this will be the last time I will ever write the President's section of the newsletter since the next one will come out in January and I will have already handed the reigns over to Ashley. I will give a detailed thank you in December at the annual meeting but a sneak peak of the discussion is that I have thoroughly enjoyed being your President and thank you all for allowing me to serve you and this wonderful organization. I have loved every last minute of it.

Happy Fall everyone and I look forward to seeing you all in December!

Whitney

SAVE THE DATE!

The 2014 Annual Meeting will be held
Wednesday, December 10 — Friday, December 12th

The Founders Inn and Spa
 Virginia Beach, Va.

More information on page 3

PROFESSIONAL DEVELOPMENT AWARD UPDATE

Jason Ferguson, Immediate Past-President

I would like to remind you that we are continuing our call for nominations of VACRAO awards that are given annually. To date, we not received many nominations and are looking to you for worthy candidates.

We know you are busy, so please take a moment to review this list and send any nominees my way. It just takes a moment to honor those hard working VACROans who have made a significant contribution and helped make the organization so great this year!

The Awards and Resolutions Committee is now accepting nominations for the following:

1. HONORARY MEMBERSHIP:

Reserved for individuals who have been long-term and valued members of VACRAO and who are no longer eligible for voting or associate membership in the association. They should have a significant record of contributions to the admissions or records profession or must have taken a leadership role in VACRAO.

2. CERTIFICATE OF APPRECIATION

Recognizes an individual for a major direct or indirect contribution to VACRAO showing initiative and dedication in working with a specific VACRAO project. Their commitment and efforts exceed expectations or official responsibilities and have a positive impact on the organization.



Continued on page 3

*Professional Development Award Update, Continued***3. NEW PROFESSIONAL AWARD:**

Reserved for individuals with one to five years of experience in the profession. Nominees must exhibit professionalism and expertise in their field at their institutions. Their interest in and significant contributions to VACRAO are key considerations along with their potential for leadership in VACRAO and other related professional associations.

4. 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. Recognition is 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 VACRAO committee responsibilities, and attending and regularly participating in the annual meeting; and service or scholarship beyond official responsibilities.

If you wish to submit a nomination for all of these awards, please email me at jferguson@hsc.edu and you will be provided with a nomination form.

All forms should be submitted back to via email by Friday, November 1st. If you need any additional information on criteria for these awards, please let me know!

SO, VACRAO, DO YOU HAVE TALENT?

Ashley Woodard, President Elect



The 85th Annual VACRAO Meeting will be held at the Founders Inn and Spa in Virginia Beach on Thursday, December 11 and Friday, December 12. Registration will open by mid-October. If you do not receive registration information, please let me know or check the VACRAO website.

The Annual Meeting is a great opportunity for our members to learn new information that will help them to better understand the higher education landscape, network with colleagues and mingle with corporate vendors. While our conference will be informative, we also want you to have some fun! That is why we will have a talent show at the evening dinner/social. If you are willing to showcase your special talent, please email me at woodardad@longwood.edu to sign up.

Our conference is a professional development opportunity for all members. Planned session topics will include:

- ◆ 2014 FERPA Updates
- ◆ Stay Well...Personal Approaches to a Healthy Workday
- ◆ Involvement with VACRAO and other professional organizations
- ◆ Domicile Update: Are you a Virginian?
- ◆ The Redesigned SAT
- ◆ The Virginia Placement Test
- ◆ 5 Dysfunctions of a Team (Team Building Strategies)
- ◆ Admissions Staffer: Counselor vs. Salesman

If you are interested in presenting at the upcoming meeting, please submit your session proposal online as soon as possible at <http://www.cvent.com/events/session-proposal/event-summary-88b0fc59783f4935b2824671b5a00f7b.aspx>.

*Do You Have Talent?, Continued***MENTORSHIP PROGRAM**

I am delighted to announce that VACRAO will be starting a Mentorship Program. The Mentorship Program represents a bridge between senior and newer professionals in the fields of admissions and registration/record keeping. The mentor-mentee relationship is designed to foster productivity and commitment to the profession, as well as to provide support, guidance and encourage growth. This program is designed to be flexible. Some partnerships will meet and communicate on a regular basis, while others will communicate as needed. The process will begin at the Annual Meeting where time will be set aside for mentors and mentees to meet. If you have at least 10 years of experience in the field of higher education and would like to serve as a mentor, please email me.

POSTER SESSION

Are you working on a research project for graduate school or your day-to-day job, which you would like to share with your colleagues? If so, I invite you to share your idea(s) through the poster session we will have at the Annual Meeting. The poster session will provide researchers with an opportunity to discuss their work in an informal setting, as well as network and receive constructive feedback. If you are interested in presenting your work at the Annual Meeting, please email me for more details.

GIVE-BACK PROJECT

This year, VACRAO is partnering with Abrakadoodle, the popular award-winning art and creativity program, which is based in Virginia Beach. Abrakadoodle offers art classes, camps and specialty programs for children ages 20 months to 12 years old. Art programs are offered at schools, community centers and other convenient community locations through their mobile art education program. We ask that all conference attendees donate Crayola art supplies (e.g. crayons, color pencils, tempera paint, dry erase boards, watercolor brushes, scissors, construction paper and rulers). Let's make this a friendly competition between admissions professionals and registrars!

As we progress through the fall, I will continue to provide updates about the upcoming meeting. I hope to see you in December!

Ashley Woodard
President-Elect

FALL TOUR UPDATE

Ashley Browning, VP for Admissions & Enrollment

Start your engines - literally. The VACRAO fall college fair tour began on Monday, September 15th in Southwest Virginia and will come to a close on Thursday, November 6th in Richmond. Congratulations to the School and College Relations Committee on having planned another comprehensive tour, offering high school students from across the state the opportunity to meet personally with a variety of colleges and universities. I would like to acknowledge Alphonso Garrett, Jr., of Virginia Tech, who has agreed to step in as chair, and welcome Megan Speth who will now be serving as the Week 1B coordinator. Thanks are in order for Mallory Griffith, VP for Communication, Sarah Boswell, VP for Membership, and Karen O'Neil, Single Invitation Coordinator, who all worked behind the scenes to ensure that membership dues had been paid, registration information distributed, and site coordinators made aware of registrants. Please join me personally in thanking these individuals, as well as the members of the School and College Relations Committee listed on the page below.



2014 – 2015 SCHOOL AND COLLEGE RELATIONS COMMITTEE

- ◆Alphonso Garrett, Jr. of Virginia Tech, Chair and Week 8 Coordinator
- ◆Anthony Graham of Emory & Henry College, Week 1A Coordinator
- ◆Megan Speth of Mary Baldwin College, Week 1B Coordinator
- ◆Tristin Kitts of Jefferson College of Health Sciences, Week 2 Coordinator
- ◆Liz Menter of Virginia Tech, Week 3 Coordinator
- ◆Samantha Polito of Hollins University, Week 4 Coordinator
- ◆Amanda Guerin of George Mason University, Week 5 and 6 Coordinator
- ◆Kimberly Macklin of Christopher Newport, Week 7 Coordinator

We hope to welcome all the Road Runners for the annual conference to be held in Virginia Beach at the Founders Inn and Spa on December 10 - 12. Safe travels this fall!

SUMMER WORKSHOP WRAP-UP

Dara Logan, VP for Professional Development

Fall is here! I hope everyone is surviving the beginning of another academic year. The Professional Development workshop committee chairs and members planned and executed four informative workshops this summer. Each workshop was a success and very well attended!

This year we were pleased to offer two Domicile workshops. A wealth of information was presented by Lee Andes of SCHEV, representatives from Challa Associates, and others knowledgeable about domicile issues. Sixty participants attended the first workshop on July 10th at New River Community College. Thank you to Peggy Taylor for serving as the on-site coordinator for the workshop. We welcomed 212 colleagues to the second workshop at J. Sargeant Reynolds Community College on July 23rd! I appreciate Karen Pettis-Walden stepping in to make sure everything ran smoothly during our time on her campus.

The Support Staff Workshop was held on July 25th at the University of Richmond. Fifty-seven attendees participated in a day of interactive and engaging workshops. The keynote speaker was Dr. Christine Browning from Cardiovascular Associates of Virginia. Other speakers included representatives from education, psychology, yoga, nutrition and more. Huge thanks go to Arielle Everett of the University of Richmond and her committee members, Cindy Robison and Loretta Wilburn of Virginia Tech, for putting together a wonderful event!

The final workshop of the summer was the New Counselor Workshop held on August 4th and 5th at Hollins University. Forty-six new admissions counselors and recruiters attended the two day, one night workshop where they were introduced to the nuts and bolts of the admissions world. Participants also met and networked with counselors they are likely traveling with this fall! Nikki Williams of Hollins University and her committee, Latarran Berrios (Longwood University), Doug Brady (Radford University), Patrick Rowe, Catherine See (Randolph College), did a fantastic job of providing a fun and professional workshop.

As my term as the Vice President for Professional Development comes to a close, I would like to thank the Executive Board members and the VACRAO membership for your continued support. It has been a pleasure to work and serve together with a dedicated group of professionals. Thank you for the opportunity to serve you in this capacity.

I look forward to seeing many of you in December at the annual conference in Virginia Beach!

WORKSHOPS AND TOUR REGISTRATION UPDATE

Mallory Griffith, VP for Records & Registration



Happy fall, everyone! I, for one, am super excited to welcome back students to campus and start planning recruitment travel- I hope those of you also in admissions are just as excited!

I am wrapping up the last bit of summer workshop registrations. Both the Support Staff and the New Counselor Workshop are finalized and have no outstanding payments due from attendees. The Domicile Workshop is proving to be a bit more of a challenge, so if you indicated you'd pay by check, please do follow up with your school to ensure that was sent. A huge thank you goes to Dara Logan for her patience with all four summer workshops open concurrently over the past few months.

Also wrapping up registration: our Fall VACRAO Tour. Registration for the tour was open for just under 6 weeks this summer and we had 197 colleges register for all or some of the tour.

Overall, I think registration went pretty smoothly and I was able to work out any issues with Ashley Browning and Sarah Logan's help- thank you both, ladies! Although the tour has begun, please keep an eye out for any last minute updates from site coordinators and be sure to pass them on to the appropriate person in your office.

Over the next few weeks, I will be working with Ashley Woodard to launch registration for the Winter Conference so please do keep an eye out for that. If you're interested in presenting a session at the conference, the online form to submit your proposal is still up and running- in fact, the deadline was just extended until October 1 so you still have some time. I hope to see many of you at the conference this year- it is always a great time to learn new things and network with colleagues. The executive board had a sneak peek of the hotel a few weeks ago and it's going to be beautiful during the holiday season!

As always, please let me know if you have any questions or need any assistance with any of our online registration sign-ups. I am more than happy to help out! Enjoy the fall!

Mallory Griffith
VP for Records and Registration

MEMBERSHIP & COMMUNICATION UPDATE

Sarah Boswell, VP for Membership & Communication

We are excited to announce that VACRAO has partnered with MemberClicks on a new membership website! The membership website will offer ways to renew membership online, social media, and a community listserv! We are still implementing the new software! We will keep everyone posted on this new website!

We are extremely lucky that Christine Priller, Lynchburg College, has agreed to continue as our Web Site Coordinator. Please send web site information to Christine at priller@lynchburg.edu. Remember, posting is not immediate, so make sure to allow a few days for Christine to post your information. This takes a lot of time and Christine makes it look easy!



Finally, since you are enjoying this wonderful newsletter, you've already had your introduction to Lauren Karidis, from Longwood University. We are interested in what's happening around the state so please send information for potential articles to her.

Membership and Communications is looking forward to another busy year. Please let us know how we can serve you!

FROM THE TREASURER'S DESK

Berkeley Leonard, Treasurer

Greetings VACRAO friends,

So here we are at the beginning of another new school year. I hope everyone was able to have a relaxing summer with some quality time with family and friends because the wheels are turning and we're about to be in high gear. I wish everyone on the admissions side a safe and productive travel season and on the registrar side, I wish you all a stress free add/drop period.

This is going to be a good year on the Treasurer's end since I'm only working with one checking account and I've had a full year to get used to this role. As of the August statement, our checking account had a total of \$70,214.64 and the Vanguard account had a balance of \$70,348.82 as of June 30, 2014 for a grand total of \$140,563.46 – a healthy balance.

If you have any questions or concerns, please do not hesitate to contact me. I look forward to seeing some of you on the road this fall and seeing all of you again in December at the Annual Meeting.

My best,
Berkeley C. Leonard



EDITOR'S NOTE

Lauren Karidis, Newsletter Editor



Happy Fall VACRAO Members! I hope that everyone has had a great start to their school year and is feeling excited about the start of travel season!

We want to hear from you! If you have any questions, comments or suggestions for future articles, you are more than welcome to email me at karidisle@longwood.edu. I look forward to seeing you all in December at the Annual Meeting! Safe travels!