VACRAO News



PRESIDENT'S MESSAGE

Whitney Link, President

Happy Summer VACRAOans! I hope that each of you is enjoying a restful and relaxing summer and getting some well-deserved vacation time with family and friends! The executive committee met on July 2nd at Longwood University for our quarterly meeting and I am thrilled to report that there are lots of exciting things happening with VACRAO!



I am happy to announce that VACRAO has recently contracted with MemberClicks, a company that will manage our database and website, to allow for more user-friendly

membership management and will allow for members to pay dues with credit cards! We are excited for this new and improved membership management database and hope that you will enjoy the convenience that it brings! Many thanks to Sarah Boswell, Vice President for Membership and Communication, for spearheading this effort!

Our summer professional development workshops are in full swing with multiple opportunities for involvement and professional growth. Dara Logan, Vice President for Professional Development, and her committees are hard at work planning for the annual Domicile, New Counselor, and Support Staff Workshops. This year we are adding a second Domicile workshop to allow for everyone to attend this event at a time and location convenient for them! Please check out Dara's section of the newsletter for specific dates and details and please keep our workshops in mind as you make your summer plans!

While I know that the fall recruiting season is the farthest thing from everyone's mind, it will be here before we know it! Ashley Browning, Vice President for Admissions and Enrollment, and her committee are in the process of finalizing the 2014 Tour and will have registration available soon! Please see Ashley's section for dates and details related to the fall tour.

VACRAO is still using Cvent for all of our registration needs including workshops, the fall tour, and the annual conference.

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President's Message, Continued

VACRAO is still using CVent for all of our registration needs including workshops, the fall tour, and the annual conference. Many thanks to Mallory Griffith, Vice President for Records and Registration, for all of her hard work in building the registration portals for the many events that we host! Each branch of the executive committee has a different busy season and Mallory works diligently throughout all of them to ensure that registration, payment of fees, and evaluations of the programs run smoothly and I am grateful for her continued hard work!

It's hard to believe that the annual meeting will be here in just a few months and Ashley Woodard, President-Elect, is doing an amazing job of planning a truly fantastic conference! This year, Ashley is going to introduce new concepts and programs into the annual meeting that will be beneficial for all! Please check out her section of the newsletter for more details and please put

December 10-12 on your calendars for the annual meeting at The Founder's Inn in Virginia Beach!

Finally, I would just like to thank each of you, again, for allowing me to serve as your President this past year. I love this organization and all that it does and it has been my honor to serve you all. Happy summer and I look forward to seeing you all in December!

SAVE THE DATE!

The 2014 Annual Meeting will be held

Wednesday, December 10 — Friday, December 12th

The Founder's Inn and Spa Virginia Beach, Va.

More information on page 3

PROFESSIONAL DEVELOPMENT AWARD UPDATE

Jason Ferguson, Immediate Past-President

I hope everyone is enjoying the dog days of summer. It's hard to believe that we are in the middle of July...time flies quicker and quicker each year. Exciting things are happening in VACRAO this summer. As we are offering summer workshops, the Fall Tour is being finalized, and Ashley Woodward is bust planning our annual conference.

I would like to take this opportunity to thank all of the 2014 applicants who took the time to participate in VACRAO's second Annual Professional Development Scholarship search. The Executive Committee and I reviewed all of the applicants during our June meeting... and it is time to announce our winners. The SACRAO Scholarship recipient is Hannah Ledger from Longwood University and the AACRAO Scholarship recipient is Jermaine Booth from Stratford



University. Hannah will attend the 2015 SACRAO conference in Mobile, Alabama in February and Jermaine will attend the 2014 AACRAO Conference in Baltimore, Maryland.

Continued on page 3

Professional Development Award Update, Continued

If you were not able to complete an application this spring, I would strongly encourage you to participate in next year's application process. As you know, VACRAO's leadership is constantly shifting, and this scholarship provides you the opportunity to enhance your leadership skills, as well as gain greater exposure to regional and national conferences.

On a separate note, I would like to remind you that we are beginning our call for nominations of VACRAO awards that are given out annually. The Awards and Resolutions Committee is now accepting nominations for the following awards.

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 and records profession or must have taken a leadership role in VACRAO.

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.

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 institution. Their interest in and significant contributions to VACRAO are key considerations, along with their potential for leadership in VACRAO and other related professional associations.

DISTINGUISHED SERVICE AWARD

The highly selective, "lifetime achievement" award is reserved for individuals whose service to VACRAO has been so extraordinary as to warrant special consideration while still active or for individuals retiring from or leaving the profession whose contributions warrant special respect.

If you wish to submit a nomination for any of these awards, please let me know via e-mail and I will send you the nomination form. All forms should be submitted to me at jferguson@hsc.edu by Friday, November 1, 2014.

Please take a moment to recognize those hard working VACRAOans who have made significant contributions to our organization!

2014 ANNUAL MEETING

Ashley Woodard, President Elect



Hooray for summer and vacations! I hope you are having a relaxing and fun-filled summer. While you are enjoying your time off by surfing the waves or having cookouts with family and friends, do not forget that the Executive Committee is gearing up for VACRAO's 85th Annual Meeting. This year's meeting will be held at the Founder's Inn and Spa in Virginia Beach from Wednesday, December 10 through Friday, December 12 (sessions will be held on that Thursday and Friday). Our 85th Annual Meeting theme is VACRAO's Got Talent! With this theme in mind, I am hoping to round up a lot of acts for our talent show, which will take place during the Dinner/Social. If you have a talent to showcase, please make sure to email me at woodardad@longwood.edu.

SESSION SUBMISSIONS

We have transitioned to an online session proposal form. Thus far, we have received quite a few sessions!

2014 Annual Meeting, Continued

We will have representation from SACRAO (Barbara Rowe, Washington & Lee University) and AACRAO (Adrienne McDay, Harper College) representatives to provide us with updates from the regional and national levels. I am also happy to share that LeRoy Rooker, AACRAO Senior Fellow, will be joining us again this year to provide additional AACRAO and FERPA updates. If you are unable to attend one of the summer domicile workshops, do not fret – Lee Andes (SCHEV) will be joining us to provide domicile updates, paying particular attention to military-related students and Deferred Action for Childhood Arrivals (DACA). Last year's Professional Development Scholarship recipients, Patrice Gwynn (The Apprentice School) and Patrick Rowe (Hampden-Sydney College) will give a joint session about their experience at the SACRAO and AACRAO conferences, respectively. The presidents of VirginiaCAN and VASFAA will also join us and provide updated information from their organizations. If you are interested in presenting at the upcoming meeting, please make sure to submit your session proposal online as soon as possible at http://www.cvent.com/events/session-proposal/event-summary-88b0fc59783f4935b2824671b5a00f7b.aspx.

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 at woodardad@longwood.edu.

POSTER SESSION

Are you working on a research project, whether 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 option we will have at the Annual Meeting. A poster session provides 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.

Throughout the summer and fall, I will continue to provide updates about the upcoming meeting. I look forward to seeing you in December!

VACRAO GIVES BACK

Ashley Woodard, President Elect

Every year VACRAO participates in a Give-Back project where we support a local educational organization by donating supplies, funds and other items. In previous years, VACRAO members, our corporate partners and all other conference attendees have rallied together to make valuable contributions to the selected organization. I am sure I can count on everyone again this year! Given the theme of this year's conference, VACRAO's Got Talent, I have decided that this year's recipient should be Abrakadoodle. Abrakadoodle is located in Virginia Beach and

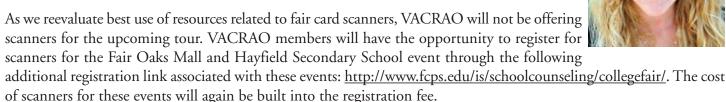


was founded in 2003. The organization provides art classes, art camps and art parties and special events for kids ranging in age from twenty months to twelve years old. Abrakadoodle's director is excited about this new partnership, and looks forward to meeting the conference attendees at the Annual Meeting in December.

FALL TOUR UPDATE

Ashley Browning, VP for Admissions & Enrollment

First and foremost, I would like to recognize the members of the School and College Relations Committee for their tireless work in planning the fall tour. Online registration through Cvent is now open. Members should have received the registration information via e-mail. In order to receive tour event information, your institution must have submitted VACRAO dues for the current year. Please be sure to submit your dues if you have not already done so! Week 1 of the tour will begin in Southwestern Virginia on Monday, September 15th.



During your travels this fall, I hope that you will join me in thanking the School and College Relations Committee and respective Site Coordinators for their part in developing the tour!

New Counselor Workshop

Dara Logan, VP for Professional Development

Happy Summer! There is still time to register for professional development opportunities. The Support Staff Workshop committee looks forward to helping you create a healthy work environment. Join us Friday, July 25 for a day of interactive and engaging sessions. Contact me via email (logan.d@lynchburg.edu) if you have any questions.

The New Counselor Workshop will be held at Hollins University on August 4-5th. Allow us to welcome your new counselors to the profession. Please contact Nikki Williams, chair of the New Counselor Workshop, if you have any questions (nwilliams@hollins.edu).

WORKSHOPS AND TOUR REGISTRATION UPDATE

Mallory Griffith, VP for Records & Registration



Happy summer, everyone! I hope you're all able to take some time to breathe and enjoy the warmer months before the flurry of fall gets here.

The VACRAO Spring Tour has wrapped up and I've been working hard to get all of the summer workshop registration sites up and running. VACRAO members should have all received at least one emailed invite to the Domicile Workshop(s), the Support Staff Workshop, and the New Counselor Workshop. I am more than happy to forward you any invite you need or may be missing! We're continuing to use Cvent as the host for all of our registration sites. It seems to be running very smoothly and it definitely great for compiling records of events.

Registration for all three workshops is off to a great start. We have two huge groups registered and excited for this year's Domicile Workshop already; and I'm still seeing lots of registrations come in for both the Support Staff and New Counselor Workshops. I'll provide final registration numbers in our fall newsletter, as registrations are still open at this time.

The Fall Tour registration site is now open. Thank you all for your patience while the site was under construction.

Workshops and Tour Registration Update, Continued

Sierra Wright of Sweetbriar College has taken on the task of VACRAO's Legislative and Inter-Association Issues Committee under my position. I am excited to see what new ideas she'll bring to the position.

As a reminder, if you have any questions about any of the registration sites for any of VACRAO's workshops, tours or conference, please do not hesitate to reach out. I am more than happy to help!

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 listsery! 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

Hello VACRAO friends,

The summer is heating up but for most admissions folks, things have finally cooled down. With fall right around the corner, the cooling that has taken place for us is about to go away when everyone hits the road and starts to process applications. As for my role as treasurer, I've sent off all necessary information to our CPA and he's in the process of sending everything off. This year's tax preparation was much easier than last year's since we were working with only one checking account for most of the year. Speaking of the checking account, the June statement showed a month-ending balance of \$73,704.42. For Vanguard we only get quarterly statements and I have yet to receive the 2nd quarter statement, but the 1st quarter final amount was



\$70,347.06. The accounts are all in good shape and I look forward to continuing to serving VACRAO.

EDITOR'S NOTE

Lauren Karidis, Newsletter Editor



Hello VACRAO Members! I am thrilled to have the opportunity to be the Newsletter Editor and work with the Executive Committee to share all the exciting things happening in VACRAO!

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. Have a great summer!

Nominating and Audit Committee Report

Barbara Thrasher, Chair

VACRAO FINAL AUDIT FOR 2013

The final audit of the 2013 financial records was held on June 26, 2014 on the Hampden-Sydney campus. The Nominations and Auditing Committee has high praise for our treasurer, Berkeley Leonard, who has done an admirable job with the financial matters of the Association. He is to be commended for an excellent job. Invoices missing from the December audit were found to be in order now. The following recommendations are being made.

- •Recommend that the treasurer have access to the event.com software (at a cost of \$250) in order to be able to track details of deposits. Having a checks and balance is important and this access will help.
- Recommend that for workshops it is important to include a lot of detail in the documentation. The more detail the better to enable tracking of who has paid and who has not paid.
- Recommend that transactions paid in one year for another year are posted in the notebooks for both years to enable a better understanding of the bank statements.
- Recommend that all travel forms need to have a summary of items included as just attaching receipts is very hard to follow and to understand.

NOMINATING

The Nominations and Auditing Committee is looking for your help in identifying individuals to serve in VACRAO leadership roles that will be open as of this December. Please read the following descriptions and consider which of your VACRAO colleagues might qualify to serve in one of the positions to be filled on the Executive Committee, or as a member of the 2015 Nominations and Auditing Committee.

POSITIONS TO BE FILLED

- 1. **President-Elect**: The President-Elect serves one year in this position, followed by one year as President and one year as Immediate Past President. The President-Elect's primary responsibility is to plan the next annual meeting. This officer also performs other assignments as delegated by the President and performs the duties of President in her/his absence.
- 2. Vice President for Professional Development: The Vice President for Professional Development serves a two year term as a member of the Executive Committee and as a member of the Annual Meeting Program Committee under the direction of the President-Elect and is responsible for coordinating program sessions relative to the professional areas under this position. This vice-president also coordinates the work of individuals, standing committees, and ad hoc committees reporting to the office; appoints chairs for those committees; develops program offerings for the annual meeting; administers, along with the chairs of the committees reporting to the office, the Jean Rayburn Memorial Grant; and performs such duties as the President my direct or as may be required by the Association.
- 3. Nominations & Auditing Committee: Members of this committee carry out three responsibilities (a) to solicit nominees for open positions on the Executive Committee, preparing a slate for the membership's consideration at the Annual Meeting, (b) to present to the membership a slate of six candidates from which four will be elected to serve on the Nominations and Auditing Committee for the following year, and (c) to audit the fiscal records of the association and submit its findings to the membership at the Annual Meeting.

Six nominees are needed from which four will be chosen by a vote from the membership. (This vote will take place electronically.) The individual with the most votes become the Chair-Elect, to serve as the Chair the following year.

How do I submit my nominations?

Send your nominations to Barbara Thrasher at bthrasher@randolphcollege.edu by Friday, October 3. Nominations for Executive Committee positions will be presented at the Annual Meeting on Friday, December 12 for final approval. At the same meeting, members of the 2015 Nominations and Auditing Committee members will be announced.

Thanks for your support of this process! Your 2014 Nominations and Auditing Committee: Barbara Thrasher (Chair); Susan Kennon (Chair-Elect); Pat LeDonne; Yvonne Walker; Lawrence Webb.

GETTING TO KNOW THE EXECUTIVE COMMITTEE

Name: Whitney Link

Position within VACRAO: President

Educational background: College of William & Mary BA '07 and M.Ed. '12

Hometown: Richmond, VA

How long have you been involved in VACRAO? Since 2008

What got you involved in VACRAO? I attended the annual New Counselor Workshop as a brand new Admissions Counselor and had such a good time that I decided to volunteer to assist with the program. The next year, I was on the committee, then the next year I was the Chair of the committee and then I was asked to join the Executive Committee and the rest is history.

What are your areas of responsibility within VACRAO? There is a huge list of responsibilities in the job description but, basically, I oversee it all.

What kinds of volunteer opportunities within the committees you oversee? I oversee the Finance Committee and Nominations and Auditing Committee.

Fun fact: I am a total Francophile. I love all things French...French food, French music, French fashion. I love it all!

Name: Most people call me Ferg. My full names is Jason Matthew Ferguson (my middle name comes from my grandmother Mattie Lou)

Position within VACRAO: Immediate Past-President

Educational background: First Christian Church of Jonesboro Pre-K, Lake Harbin Elementary School, Morrow Junior High, Morrow Senior High, Hampden-Sydney College B.A., Longwood University, M. Ed.

Hometown: Flippen, Georgia (go ahead and laugh it's fun to say...)

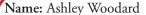
How long have you been involved in VACRAO? Since 2005

What got you involved in VACRAO? Judith McKeon

What are your areas of responsibility within VACRAO? Currently serve as an advisor and consultant for the EC and serve as Chair for the Awards and Resolutions Committee.

What kinds of volunteer opportunities within the committees you oversee? N/A

Fun fact: Hines Ward (former Pittsburgh Steeler, Super Bowl XL MVP, and 2011 Dancing With The Stars Champion) and I played little league and high school football against each other.



Position within VACRAO: President Elect

Educational background: B.A. from the University of Virginia (Government) and M.S. from Long-

wood University (Counselor Education) Hometown: Buckingham, Virginia

How long have you been involved in VACRAO? Just about 6 years. Yikes!...just kidding.

What got you involved in VACRAO? When I joined Longwood's Admissions staff, one of my colleagues asked if I was interested in managing week #4 of the Virginia Tour since it was a part of my recruitment territory. That experience spurred my interest in getting more involved within the organization. I've also

planned the 2011 Domicile Workshop and served as the VP for Admissions and Enrollment Management for two years. **What are your areas of responsibility within VACRAO?** As President-Elect, I am responsible for planning the Annual

Meeting in December. I'm super excited

What kinds of volunteer opportunities within the committees you oversee? N/A

Fun fact: I love visiting lighthouses with my aunt. We've visited lighthouses in New Jersey, Virginia, North Carolina and South Carolina. My goal is to go to Massachusetts. They have a bazillion lighthouses!





Name: Ashley Browning

Position within VACRAO: Vice President for Admissions and Enrollment

Educational background: UVA '07, Hollins University, M.A.L.S. '13, Vanderbilt University, Ed.D.,

2016 (expected)

Hometown: Roanoke, VA

How long have you been involved in VACRAO? Since 2010!

What got you involved in VACRAO? I knew about the organization because of my participation in the fall tour. After attending the annual conference as a first-timer, a Hollins coincidence put me in touch with Hope Parks (Virginia Tech Carilion School of Medicine), who was preparing to serve her term as

President-Elect. Hope was nice enough to ask if I would be interested in coordinating the First-Timers' Luncheon for the upcoming annual conference. It was a fun, easy introduction to my involvements with VACRAO.

What are your areas of responsibility within VACRAO? As VP for Admissions and Enrollment, my primary responsibility is to plan to fall and spring VACRAO college fair tours. We have a great team this year in the School and Relations Committee and are already working hard to get the fall 2014 tour dates in place.

What kinds of volunteer opportunities within the committees you oversee? I oversee those individuals serving on the School and Relations committee. They're a great bunch!

Fun fact: My two front teeth are fake @

Name: Dara Logan

Position within VACRAO: Vice President for Professional Development

Educational background: B.S. Human Services, Virginia Tech

Hometown: Danville, VA

How long have you been involved in VACRAO? Since 2008

What got you involved in VACRAO? Appointed Chair of Professional Access & Equity Committee

What are your areas of responsibility within VACRAO? Oversees the Support Staff Workshop, New Counselor Workshop,

Domicile Workshop, and Professional Access & Equity Committees

What kinds of volunteer opportunities within the committees you oversee? N/A

Fun fact: "Basketball is my favorite sport. I like the way they dribble up and down the court" - Basketball by Kurtis Blow

Name: Mallory Griffith

Position within VACRAO: VP for Registration and Records

Educational background: Bachelor's in English and Media Arts and Design from James Madison Uni-

versity

Hometown: Hampton, VA

How long have you been involved in VACRAO? About 4 years, I think

What got you involved in VACRAO? I started working as the Newsletter Editor because I told my boss that I knew how to lay out pages and she knew they needed an editor. I STAY involved because the people are awesome and hugely supportive.

What are your areas of responsibility within VACRAO? I handle the creation and marketing of the registration sites for both the fall and spring tours, summer workshops and the annual conference. I also coordinate getting the contact person(s) for these events final tallies of who to expect.

What kinds of volunteer opportunities within the committees you oversee? I oversee the Legislative and Inter-Association Issues Committee. This committee works with the Virginia College Access Network (VCAN) and the Virginia Associations of Student Financial Aid Administrators (VASFAA) to promote college access state-wide

Fun fact: I'm named after Mallory Square in Key West, FL.



Name: Sarah Boswell

Position within VACRAO: Vice President for Membership and Communication

Educational background: Bacheor of Science Degree in Communications and a Master of Science

Degree in Counseling and Human Development—both from Radford University

Hometown: Roanoke, VA

How long have you been involved in VACRAO? I became involved in VACRAO in 2006!

What got you involved in VACRAO? I got involved in a special workshop we offer to VACRAO members called "Horse Sense for Leader" (thanks to Barbara Rowe)—after that, I was hooked and then became chair of the New Counselor Workshop.

What are your areas of responsibility within VACRAO? I coordinate the membership of VACRAO as well as the communication to VACRAO members.

What kinds of volunteer opportunities within the committees you oversee? The Vice President of Membership and Communications does not oversee any committees, however, I do encourage all VACRAO members to get involved in some way!! Fun fact: I have sung for both President Clinton and President Bush! :-)

Name: Alana R. Davis

Position within VACRAO: Secretary

Educational background: B.S. from The College of William and Mary (Kinesiology and Philosophy) and M.A. from Virginia Commonwealth University (English/Literature)

Hometown: I'm from Newport News, VA, but I've lived in Richmond for over ten years.

How long have you been involved in VACRAO? I've been a member since 2003.

What got you involved in VACRAO? I began attending the annual conference in an effort to get to know and learn from my colleagues. I basically became involved for the "cracker-barrel" discussions!

What are your areas of responsibility within VACRAO? I keep records of our executive committee meetings and the annual business meeting.

What kinds of volunteer opportunities within the committees you oversee? N/A

Fun fact: I collect garden gnomes (and, yes, they have names).

Name: Berkeley Leonard

Position within VACRAO: Treasurer

Educational background: Hampden-Sydney College B.A in Economics and Commerce - 2007

Hometown: Richmond, VA

How long have you been involved in VACRAO? 2nd year as Treasurer

What got you involved in VACRAO? Professional Development

What are your areas of responsibility within VACRAO? Handle the finances of VACRAO

What kinds of volunteer opportunities within the committees you oversee? 3 years ago I coordinated

Week 4 of the VA Tour

Fun fact: I live on a mini farm and have 6 chickens (for now until we grow), 2 ducks, and 2 horses. If you would like fresh, hormone-free, cage-free and multicolored eggs, let me know.

Name: Lauren Karidis

Position within VACRAO: Newsletter Editor

Educational background: B.A. - Longwood University (Comm. Studies) & M.S - VCU (Multimedia

Journalism)

Hometown: Midlothian, VA

How long have you been involved in VACRAO? This is my first month...although I did attend the Annual Meeting in December 2011!

What got you involved in VACRAO? Ashley Woodard was looking for a Newsletter Editor and asked if I was interested, since I do the Graphic Design for the Longwood Office of Admissions

What are your areas of responsibility within VACRAO? The Newsletter, which goes out four times a year.

What kinds of volunteer opportunities within the committees you oversee? N/A

Fun fact: I love watching baseball, especially live!





