



## President's Message

*Ashley Browning*

Hello, VACRAOans! I am excited to serve as your President for 2017. After a successful annual conference in December 2016, we are excited to charge forward in making plans for the 2017 event, December 3 – 5, at the Inn at Virginia Tech. We are looking forward to receiving your session proposals, and providing more information regarding the conference soon.

I recently had the opportunity to attend the annual conference for our regional affiliate, SACRAO, in February 2017. The conference was a wonderful professional development opportunity, and also provided me with an opportunity to become better acquainted with representatives from other state-based ACRAOs. I am pleased to report that Virginia continues to be a leader among peers in terms of our offerings to the membership, as well as our database and membership management. At the request of SACRAO, VACRAO is currently seeking bids from conference centers across the state in hopes of serving as the 2020 annual conference site for our regional association. We are looking forward to the opportunity to welcome our peers from SACRAO back to the Commonwealth. More information will be available soon!

In April, I will have the opportunity to represent VACRAO at AACRAO, along with President-Elect, Sarah Boswell. I know that this will provide another wonderful opportunity to highlight the efforts of our state organization, and glean fresh ideas from peers.

Best wishes to everyone for a fruitful spring.

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# Immediate Past President's Message

*Dara Logan*

Happy spring! March Madness is in full swing! This term is typically associated with the period of the annual NCAA college basketball tournament. Everyone is filling out brackets trying to predict who will make it to the big dance and claim the trophy. It is truly a time of madness because anything can happen! As college registrars and admissions officers, we experience our own season of March Madness as we prepare for summer/fall course registration, graduation, yield events, and spring recruitment. This can be a very stressful time. Make sure to get the proper rest and enjoy the nice weather that is coming our way soon!

I would like to thank you all again for allowing me to serve as your President last year. It was truly an honor, and I appreciate all of your support. The Executive Committee had a productive meeting last month. There were lots of new faces around the table. I look forward to working with this energetic group of professionals!

Congratulations again to Ashley Browning, President, on planning and executing a successful conference. We enjoyed our time in Newport News as we paid homage to the 80s. I anticipate another wonderful annual meeting this December at The Inn at Virginia Tech in Blacksburg. Sarah Boswell, President-Elect, has been planning diligently.

As we look forward to the conference, I would like to encourage you to start thinking about colleagues you would like to nominate for an award in recognition of their service to the organization, their respective institutions, and the field of higher education. Below is a description for each award. The Awards and Resolutions Committee began accepting nominations this summer.

## **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.

Applications for the VACRAO Annual Professional Development Scholarship will also be available soon. Established in 2012, this scholarship offers financial support to VACRAO members to attend SACRAO or AACRAO, providing greater exposure to regional and national conferences, as well as, significant opportunity for professional development. Please keep an eye out for information regarding award nominations and the scholarship. Do not hesitate to contact me if you have any questions. Best wishes for a great spring semester!

# President Elect's Message

*Sarah Boswell*

Greetings, VACRAO! After serving the organization as Vice President of Professional Development and Vice President of Membership and Communications, I am excited to serve as President Elect of VACRAO.

We are gearing up for the 2017 Annual Conference which will be held at the Inn at Virginia Tech in Blacksburg, VA Sunday, December 3<sup>rd</sup> –Tuesday, December 5<sup>th</sup>.

Stay tuned for more exciting details regarding conference contests, keynote speakers and a Give Back project to support the local Blacksburg community on the VACRAO website and through e-mail this summer.

I hope that you will consider submitting a session proposal for the 2017 conference or serving as a moderator. Similarly, if you have an idea for a session proposal, but may not want to present, we'd love the feedback! Feel free to contact me with those suggestions. We can't wait to welcome you for the 2017 December VACRAO conference!



## VP for Admissions and Enrollment's Message

*Alphonso Garrett, Jr.*

Greetings Road Warriors! I hope everyone is enjoying the beginning of spring and enjoying the fruits of a successful travel year! The School and College Relations Committee is in full swing and actively scheduling college fairs for Fall 2017's Virginia Tour.

### **Virginia Tour:**

Once all of the pieces fall into place you can expect the Virginia Tour to begin September 10 and run a consecutive 8 weeks for our traditional college fairs. We are in the process of coordinating a schedule for our Transfer Tour with our Virginia Community College System counter parts.

### **Go to College Fairs:**

We will continue our partnership with Go to College Fairs to offer colleges the opportunity to rent scanners. This year school counselors will have access to a new tool where they can upload their students' information to allow for more students to have barcodes. This should help improve student participation greatly. I recommending informing counselors and prospective students of this option in your communication.

### **Guidebook App:**

We received much feedback about the Guidebook and will continue its use. This Fall we will dedicate more time to its support and maintenance as requested by members. With this effort we will also discontinue the traditional VACRAO Gazette pdf.

If you have any questions or feedback for the Virginia Tour please feel free to contact me or a member of the School Relations Committee.

# VP for Professional Development's Message

*Sarah Lindberg*

Happy spring everyone! The committees for the summer workshop programs are being finalized and starting to plan the 2017 workshops!

## **Domicile Workshop**

We are currently looking at 2-3 locations across the state to accommodate as many participants as we can. The tentative plan is to have the workshops during July.

## **Support Staff Workshop**

The Support Staff Workshop Committee members for 2017 are Arielle Everett (University of Richmond), Loretta Wilburn (Virginia Tech), and Cindy Robinson (Virginia Tech). The committee is working on finalizing the location for the 2017 workshop. Once the location is set the date will be selected. Tentatively, the workshop will be in the end of July.

## **Professional Access and Equity**

TeCarla Moore (ODU) will be chairing the committee once again with members including Chris Besse (Randolph), Robert Mason (Liberty), CJ Sanford (CNU), and Chelsea Gary (VCU). The committee is currently discussing plans for the summer 2017 workshop. More details to come.

## **New Counselor Workshop**

The New Counselor Workshop committee has been formed. Returning committee members are Mollyemma Teague (Hollins), Emma Bretschneider (Randolph Macon), CJ Stanford (CNU), and Chelsea Gary (VCU). The New Counselor Workshop will be changing to a 1 day program similar to our summer workshops. This will hopefully drive attendance. The location is TBD and the committee is looking at August dates.

# VP for Records and Registration's Message

*Dana Cook*

Happy spring, VACRAO Members! I am excited to serve on the Executive Committee as VP of Records and Registration. I have had the opportunity to connect with Mallory Griffith, the past VP for Records and Registration and am getting acclimated to using the CVENT system to manage our events.

If you ever have any questions about current our upcoming event registrations, please don't hesitate to contact me—I'm here to help! I look forward to working with all of you!

# VP for Membership and Communication's Message

*Christopher Carl*

It is that time of year—to renew your VACRAO dues for 2017! An email went to your institution's primary contact on how to access their online invoice. If you have any questions about your institution's invoice or payment, please contact me at [ccarl@umw.edu](mailto:ccarl@umw.edu). If you are mailing a check to me, please be sure to address it to my attention.

Please note that the membership due structure has changed:

- Each Voting institution has an unlimited number of members for an annual fee of \$125.
- Each Associate Member may have unlimited members for an annual fee of \$150.

We've received feedback that member institutions would like to pay dues online. I'm currently in the process of making this happen for VACRAO dues in the future; it's objective #1 on my list!

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

# Treasurer's Message

*Travis Carter*

Happy spring everyone! I am Travis Carter your new Treasurer and this is officially my first report. You know what they say, no news is good news and that is essentially, what I have to report. Everything has been moving along smoothly thanks to our past Treasurer, Berkeley Leonard. He has been a great resource in helping me get up to speed and is always willing to offer assistance when needed.

I am currently in the process of working with Scott Werthman of Shackleford & Werthman, CPA's, out of Lynchburg, VA to complete our 2016 tax returns. I hope that this will be a very smooth process and there will not be anything out of the ordinary. Keep your fingers crossed!

The biggest obstacle I am facing is with Bank of America, since there are no branches in this part of the state. It is tough not to be able to drive to a local branch to make deposits or ask for assistance, but I am getting by over the phone for now. There are still a couple of documents to be finalized to make me official (in the eyes of the bank), but I am confident that will be settled in the next week, if not sooner.

I am looking forward to serving in my new role and meeting many new people. Please do not hesitate to contact me with any questions or concerns you may have. I hope everyone is having a productive yield season!

# Editor's Note

*Devon Jones*

Hello VACRAO! It's been my pleasure to serve as your Newsletter Editor, and bring you this year's spring edition. It has come to my attention that some of you have not been receiving my e-mails containing the PDF version of the Newsletter. In an effort to reach the entire membership, I will be including a clickable link to view the Newsletter online—I hope this helps to alleviate any problems with receiving the publication.

As you've seen, we have welcomed some new members onto the Executive Board, and some returning members have been appointed new positions. In the following pages, you'll have the opportunity to learn a bit more about the Board. I encourage all of you to consider connecting with them to see how you can get involved in the various committees they and other members chair. Additionally, please continue to submit any announcements you would like shared about your various departments and/or institutions. There are so many of us in this organization, and I would love for us to be able to stay abreast of what is going on around the state!



# Meet Your Executive Board



Ashley currently serves as the Director of Admission at Hollins University, located in Roanoke, Virginia. Now serving as President, Ashley has been active with VACRAO since 2010, previously serving as Secretary and Vice President for Enrollment within the organization. Ashley is a 2007 graduate of the University of Virginia, earned a master's degree from Hollins

University, and recently received her Ed.D in Higher Education Administration from Vanderbilt University. A Virginia native, Ashley enjoys hiking and canoeing in the beautiful Blue Ridge with her husband and sweet pups, as well as getting lost in new, exciting cities throughout their travels together.



Dara Logan is the current Immediate Past President. In the past, she served VACRAO as President, President-Elect, Vice President for Professional Development, and committee chair for the Professional Access & Equity, Domicile Workshop, and Support Staff Workshop Committees. Professionally, she is the Senior Associate Director of

Admissions and Coordinator of Multicultural Recruitment at Lynchburg College. Go Hornets! Dara's hobbies include listening to music, watching sports, reading and spending time with family and close friends.



Sarah is VACRAO's current President Elect. She has been in higher education for 13 years, and holds a Master's Degree in Counseling and Student Affairs Administration from Radford University. Currently, she is the Assistant Director of Admissions at Jefferson College of Health Sciences.

Sarah has served VACRAO in many capacities, but most recently held the Vice President of Membership and Communications, and Vice President for Professional Development positions.



Alphonso is VP for Admissions and Enrollment with VACRAO. In this role he leads the School and College Relations Committee and helps arrange the Virginia Tour. He is currently an Assistant Director of Undergraduate Admissions at Virginia Tech. When he

isn't recruiting students or reading applications you can find him twisting balloon animals or falling off skateboards.



Sarah is your new Vice President for Professional Development. This is her first position on the VACRAO Executive Committee! She still remembers going to the 2008 New Counselor Workshop at JMU—her first VACRAO event!

She is the Senior Assistant Director of Admissions at the University of Mary Washington, specializing in transfer students. An UMW graduate, she received her master's degree from Hood College in Frederick, MD (where she also worked in Admission for a time). Working for her alma mater is exactly what she wants to be doing, as she loves to about Mary Washington to anyone who will listen. Outside of working with students, she loves summer, going to the beach, jamberry and wineries (hitting every VA winery is on her bucket list).

Sarah notes that she is very excited to give back to VACRAO—an organization that has given her so much!



Dana Cook serves as VACRAO's VP for Records and Registration. She is currently the Coordinator of Admissions at Thomas Nelson Community College and has worked in higher education for the past seven years. Dana earned a BA in History from James Madison

University, and is currently working toward an MS Ed. in Higher Education--Educational Leadership at Old Dominion University.

An 11<sup>th</sup> generation Virginian and native of Luray (home to Luray Caverns!), Dana currently resides in Williamsburg with her husband, Brad and rescue dogs, Maddie and Riley. She enjoys reading, good coffee, and road trips with her family.



Chris is the new Vice President for Membership and Communication. He is originally from New Jersey (the part where all the kids on Jersey Shore came from). Chris attended Marywood University and lived in Scranton, PA for 7 years while getting his undergraduate

degree in Business and his Master's in Higher Education Administration. He is currently pursuing his MBA through UMW. Chris came to Mary Washington just for a job interview but fell in love with its campus and people. He is currently engaged, so wedding planning takes up a lot of their free time. He and his fiancé have a boxer named Bella and she takes up the rest of their free time (she's awesome). Chris loves the NY Giants, Yankees, and Syracuse college basketball teams; he thinks he's probably watched about 27,498 sports games in his life. His favorite show ever is The Office, and he's seen the entire series at least 5 times now. Through his position, he looks forward to working with all of you through maintaining membership and dues!



Travis is currently the Associate Director of Admissions for Freshman Recruitment at Radford University and has been serving in this role since August 2016. Previously, he was an Associate Director at his alma mater, Roanoke College. He spent about four

Tidewater and Richmond territories. He has been working in admissions for over five years and finds that he learns something new every single day.

Before getting into admissions, Travis spent several years working in the world of sales and finance. Upon graduation from Roanoke in 2004 he just knew he wanted to work in high finance. My, how quickly he realized expectations are not always reality. He passed his Series 7 and 66 exams, but was miserable in what he was doing. At the end of the day, he just did not feel satisfied with the contributions he was making.

In 2012, Travis took his first admissions job and the rest is history. He loves being able to offer students a calm, guiding hand in what is definitely one of the most hectic times in their lives. It is his hope to continue in this field for a long time.



Alana Davis serves as the Secretary of the Executive Board. She is the official record keeper for all meetings, and keeps all of the archived information for our organization. She has been at Randolph-Macon College since 2003, where she has held the position of Registrar since 2008. She is also actively involved in AACRAO, where

she serves as the Chair of the Mentor Services Committee. In her spare time (hah!), she is the mom of two awesome sons and is midway through a doctoral program in Educational Policy, Planning, and Leadership at William and Mary. And, she collects garden gnomes!

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# Announcements

2016 marked the diamond anniversary of the Virginia Advisory Council on Military Education (VA-ACME). The VA-ACME community celebrated in grand fashion last March at the annual symposium at the Westin Virginia Beach Town Center. The board and planning committee hosted a symposium that was informative, educational, entertaining, and memorable. The feedback was overwhelmingly two thumbs up.

State ACMEs were created to promote, support, and deliver meaningful education to all branches of the Armed Services by encouraging colleges to be flexible and innovative in meeting educational needs of the military audience. VA-ACME is one of the older, larger, and more successful of all of the ACMEs. Accomplishments include: raising funds for the Virginia Wounded Warrior Program by organizing charity golf tournaments, supporting the transition of military personnel to the civilian sector through military job fairs, awarding thousands of dollars in college scholarships to the military community, and providing intriguing and relevant speakers at the annual symposium, such as Mrs. Dorothy McAuliffe, First Lady of Virginia, Jason Redmond, retired Navy Seal and founder of Wounded Wear, and Secretary John Harvey, Virginia Department of Veterans Services. VA-ACME will be recognized at the annual Council of College and Military Educators (CCME) conference with the inaugural CCME ACME award for significant contributions and support of military education.

As VA-ACME continues to connect with the Virginia military community, get connected with VA-ACME! Like on Facebook and join the conversation on LinkedIn. Meanwhile, the VA-ACME Board, its members, and its volunteers are dedicated to the mission of VA-ACME and to the military community which we serve, support, and educate! We look forward to continuing to support the professional development, education and training needs of the military community in Virginia for many years to come. Learn more at [www.vaacme.org](http://www.vaacme.org).

Submitted by Michael Camden, MBA, President of the Virginia Advisory Council on Military Education (VA-ACME) and Enrollment Coordinator at the Troy University – Hampton Roads Student Support & Testing Center.



*Best wishes for a happy and  
successful spring!*