

# VACRAO NEWS



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## President's Message

Ashley Woodard



Good Day, colleagues. I'm not sure about you, but I am super excited for the start of the Fall. Honestly, this is my favorite time of year for so many reasons – the air is cooler (thank goodness!), we get to celebrate some fun and meaningful holidays with family and close friends, the leaves change colors and last, but certainly not least, there will be tons of delicious food to eat! With the start of the fall also comes the hustle and bustle of a new academic year; yet, another exciting time, especially for new students.

For my admissions colleagues, I hope you have a very successful travel season. I would like to extend a huge thank you to Ashley Browning, Vice President for Admissions and Enrollment Management, and her committee for the great work they did to organize the Virginia Tour. The Virginia Tour continues to be a leading part of VACRAO because we have such a dedicated committee that spends many hours putting it all together. When you see committee members on the road, please make sure to thank them for all that they do to make the process of going from week to week on the tour so seamless. I am very excited that we are using Guidebook to organize the eight weeks worth of college fairs; and I hope that all recruiters utilize this new product. Also, do not forget to submit your evaluations of each week's programming through Guidebook.

Thank you to Doug Brady, Vice President for Professional Development, and his committees for planning the various workshops the membership was able to attend this summer. Please see Doug's section for a recap of those workshops.

The Executive Committee had the pleasure of meeting in early September at the Hotel Roanoke, the location of the upcoming annual meeting, which will be held in December. As many of you may already know from previous experience, Hotel Roanoke is a wonderful facility to host the annual meeting. Dara Logan, President-Elect, is hard at work planning the upcoming meeting. She has done a fantastic job thus far, and I am looking forward to the wealth of information to be gained at the conference this year. Please see her section of the newsletter for more details about the annual meeting.

Since this is my last newsletter as President of VACRAO, I would like to take a quick moment to thank the Executive Committee: you are a fantastic group of individuals and I have had the pleasure of serving with you for several years. I cannot imagine working with any group that is more lively and entertaining than all of you. I LOVE LOVE LOVE each of you! Thank you for making my term as President a great one!

Happy Fall! I hope to see you in the 'Noke in December!

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**Immediate Past President**

*Whitney Link*



Thank you to all the VACRAO members who submitted an application for one of the VACRAO scholarships to attend the regional and national conferences. We are thrilled to announce that the recipients of the SACRAO scholarship are Kate Morgan (Assistant Director of Degree Audit at Longwood University) and Kate Amburn (Senior Admissions Counselor at Carson-Newman University) and the AACRAO scholarship recipients are Connor Rund (Assistant Dean of Admission at Hampden-Sydney College) and Meghan Arias (Associate Registrar at George Mason University). Congratulations to these winners!

It's that time of year to nominate VACRAO members for the Distinguished Service Award and the New Professional Award. Please contact me with your recommendations. The recipients of these awards will be announced at the annual meeting in December. I am looking forward to seeing you all at the beautiful Hotel Roanoke in December! Have a great fall!



Details below!

**President Elect**

*Dara Logan*

Happy Fall!!! I hope everyone is enjoying all things that remind us of fall: the crisp air, autumn colors, football season, and aromas (spices, vanilla, and of course pumpkin). The fall also ushers in our annual meeting. The 86th Annual VACRAO Meeting will be held at the Hotel Roanoke & Conference Center in Roanoke on Thursday, December 3 and Friday, December 4. Registration will open in the next couple of weeks—check your inboxes for an electronic invitation. If you do not receive registration information, please contact me or visit the VACRAO website for the link.

The Annual Meeting is the perfect time to share your latest research findings, network with colleagues (old and new), discuss the newest trends, and discover innovative products and services from corporate vendors. However, let's not forget to have fun! Everyone enjoys a great holiday party right? Wear your tackiest holiday sweater to the evening dinner. Prizes will be awarded for categories like "Most Festive" or "Most Outrageous."

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## SESSIONS

The annual meeting is an excellent professional development opportunity. Thank you to everyone who has submitted proposals. Below is a list of some of the session topics we have received to date.

- FERPA For Admissions Professionals
- Reviews – Self, Internal, and External
- What Student Life Wants Admissions To Know
- Creating Memorable Campus Visits
- Enrollment Management Triple D
- International Recruitment in the Digital Age
- Diplomas: Electronic and Paper, Now You Need Both

Don't miss out on a chance to share information or your research with colleagues! If you are interested in presenting at the upcoming meeting, please submit your session proposal online at <http://www.cvent.com/d/rrq64l>.

## GIVE-BACK PROJECT

This year, VACRAO is excited to continue our partnership with Feeding America Southwest Virginia. We had the privilege of working with them in 2011 during our 82<sup>nd</sup> annual meeting. Their mission is to feed Southwest Virginia's hungry through a network of partners, and engage our region in the fight to end hunger. They strive to solve hunger by stocking the pantries, providing meals, motivating change, and supporting those in need with organizations such as VACRAO. All conference attendees are asked to donate peanut butter to help stock their pantries. As always, there will be a friendly competition between admissions professionals and registrars! I am confident the admissions professionals will be victorious this year.

I look forward to seeing you all at the Hotel Roanoke & Conference Center in December!

## VP for Admissions & Enrollment

*Ashley Browning*



Greetings road runners! I am pleased to share that the fall 2015 VACRAO college fair tour kicked off in Southwest Virginia on Monday, September 14<sup>th</sup>. The tour will offer colleges and universities an opportunity to connect with students across the Commonwealth through college fair programming which will conclude in Richmond the week of November 1<sup>st</sup>. For the first time, we are encouraging *all* college fair sites on the tour to register students through [gotocollegefairs.com](http://gotocollegefairs.com), allowing students to receive a barcode which can be scanned by participating colleges and universities. As this is our first year offering this service to all fairs, please know that we hope and anticipate that student and site participation will grow each year as the scanner system becomes more familiar to all college counselors.

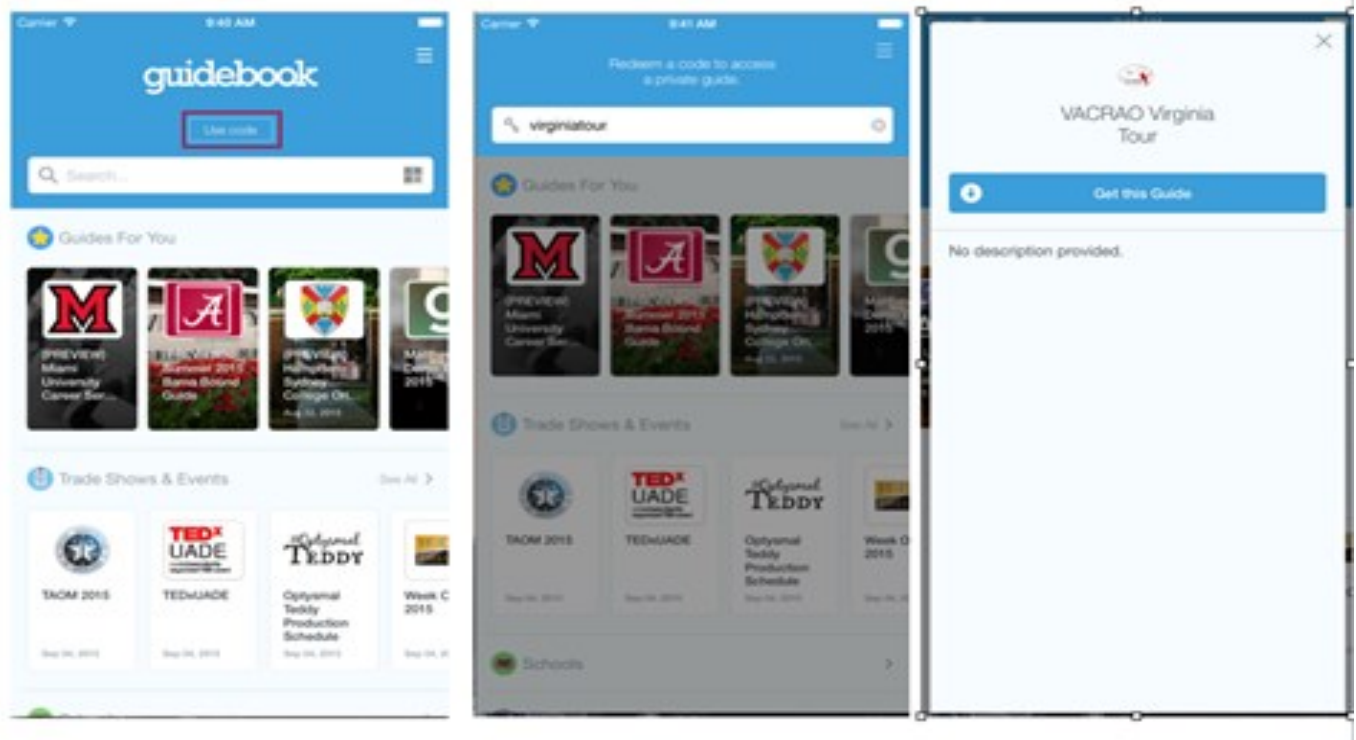
To enhance the ease of your travel this fall, I also encourage you to utilize the mobile Guidebook application sponsored by VACRAO to coordinate your fall fair experience.

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I've included screenshots below to assist in locating and downloading the appropriate app. From the mobile app store, search for 'Guidebook.' Click to download this program. Then, click "Use Code" which is highlighted in red on the far left screen shot. Type "virginiatour" in the code field, all lowercase with no spaces (center screenshot). This will locate the VACRAO Virginia Tour Guide (far right screenshot) and you'll click "Get this Guide" to download it to your device. Once you've downloaded the app, you can select the college fair programs which you'll be attending, receive event reminders, submit event evaluations and any emergency notifications related to the tour.



On behalf of the School and College Relations Committee, I wish everyone a safe and healthy travel season 2015!

**VP for Professional Development**  
*Douglas Brady*



We had 53 attendees at the New River Domicile workshop, and 152 attendees at the Mary Washington Domicile workshop—we will be adding a Tidewater domicile workshop next year.

The new counselor workshop had 24 participants. It was a very successful event at Randolph College with interesting topical discussions!

I'm looking forward to having a support staff, and professional access and equity workshops in 2016.

## VP for Records & Registration

*Mallory Griffith*



Happy fall everyone!

Over the past few months, VACRAO hosted many registrations for various summer events, including the Domicile Workshop and the New Counselor Workshop. We've continued to partner with Cvent to offer online registration for each of these events and more than 200 individuals signed up for a summer workshop.

One of the largest events VACRAO hosts is our Fall Tour. So many people assist in making the online registration as painless and close to hiccup-free as possible; my gratitude goes out to each person that planned the tour, tested the registration site, and offered respectful, timely feedback when something inevitably broke. Registration for the Fall Tour opened July 23 and by the registration close date of August 29, we had 190 colleges and universities register for all or part of the 83 fair tour. The opportunity to modify your registration online has passed at this point. You can reference fair contact information in the Gazette (it's linked as a PDF in your tour confirmation mail) or in the Guidebook app to contact a fair directly if you wish to change or

cancel your registration for a fair.

Moving forward, keep an eye out for upcoming information, emails and registrations for the Winter Conference (and the opportunity to present at the conference).

Travel safe to anyone starting fall travel and please don't hesitate to reach out to me if you have any questions about VACRAO's event registration process.

## VP for Membership & Communication

*Sarah Boswell*

We have successfully completed our VACRAO membership renewal that was 100% online. I want to thank everyone who helped with this transition! Stay tuned for more information on the social media and community listserv through Member Clicks. More information will be sent out later this Fall.

Finally, since you are enjoying this wonderful newsletter, you've already had your introduction to Devon Jones from Old Dominion 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!



## **Treasurer**

*Berkeley Leonard*



### **Account Figures**

As of the statement ending July 31, 2015, the Bank of America checking account had a total of \$60,405.36 and the Vanguard account had a balance of \$70,356.72 as of June 30, 2015 for a grand total of \$130,762.08 – a healthy balance.

### **Taxes**

The taxes came back just fine as Scott Werthman said. They were submitted to Shackelford & Werthman at the beginning of August and he submitted them electronically on August 11<sup>th</sup>. The process of keeping the books in order for tax preparation is getting easier and easier after we transitioned from the previous way of gathering the information to be sent off to the IRS.

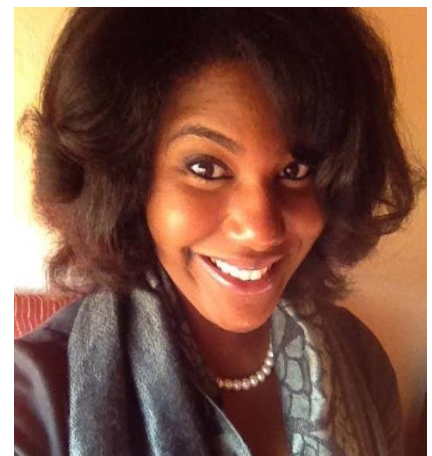
### **Bank of America**

Since there isn't a Bank of America within an hour drive of Farmville, I have been limited to making mobile deposits. I have spoken with the folks at Bank of America and they have sent me a Remote Deposit package. The device is similar to what you see when you visit the teller in a bank and they scan your check when you make a deposit. Normally, there is a contract and a monthly fee to go along with the cost of the device. Since Bank of America sold out to smaller banks and there isn't one within an hour, they are giving us the device for free without a contract and without monthly fees – a nice present for us!

## **Editor's Note**

*Devon Jones*

Fall is in full swing, and I hope everyone has had a productive travel season so far. I'm so excited to take on the job as your Newsletter Editor, and would love to hear from you! If you have any important updates, interesting articles, short blurbs, etc. that you want included in the next newsletter, please let me know! All submissions can be sent to me at [dnjones@odu.edu](mailto:dnjones@odu.edu). Happy travels VACRAO family!



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