

VACRAO Executive Committee Meeting  
Lynchburg College – Schewel Hall, Rm. 109 – Tuesday, March 9

***In attendance:*** Kathie Tune (Averett University), Susan Kennon (Lynchburg College), Jarret Smith (Bridgewater College), Andrew Boor (Averett University), Jason Ferguson (Hampden-Sydney College), Whitney Gershowitz (Richard Bland College), Connie Cook (Jefferson College of Health Sciences) and Joshua Floyd (Emory & Henry College)

***Absent:*** Hope Parks (Roanoke College)

***Call to Order:*** President Kathie Tune called the meeting to order at 10:13 a.m.

***Secretary's Report:*** Joshua Floyd presented two sets of respective minutes, one from the quarterly VACRAO Executive Committee meeting and the other from the annual VACRAO business meeting – with both events being held at the Sheraton Norfolk Waterside. There were no immediate amendments made to the respective minutes, with the EC meeting minutes being subsequently approved. The annual business meeting minutes will be submitted in Dec. 2010 for review/approval at the annual conference.

***Treasurer's Report:*** Andrew Boor presented his report. As of December 31, 2009, the Vanguard account has a balance of \$70,229.24 (an increase of \$371.58 from the previous year). As of February 28, 2010, the VACRAO checking account has a balance of \$44,744.52 – an amount that included all annual conference expenditures with received paperwork. The current total account balance is \$114,973.76.

Andrew, who also attached balance sheets that reflected conference monies collected and reflective expenses, reported that the accounts have been switched over to reflect changes in the executive committee. Additionally, Andrew reported that at year's end, \$8,255 in dues and other monies received have been collected – reflecting the deposits made for both the annual conference at Wintergreen Resort as well as July's New Counselor Workshop, which will be held at the College of William and Mary.

An audit will be prepared and finalized after the conference. Andrew mentioned that this will be done at AU with Leah Russell (Roanoke College, Nominations & Auditing Committee chair), Drew Boor (Averett University, Treasurer) and Janet Schwalenberg (Averett University, N&A Committee member) for expediting purposes. In conclusion, Andrew also suggested outlining budget line items in order for this information to be outlined for the EC members (i.e., a number of questions have arisen concerning the placement of expenditures under particular budget numbers). This item was tabled to June's meeting, as a session with President-Elect Susan Kennon and Jay Webb (Lynchburg College, former VACRAO Treasurer) will be conducted regarding a line-by-line outline of respective budget considerations.

***Vice President for Admissions and Enrollment Management:*** Jason Ferguson presented his report. Despite a year that featured several staffing challenges and vacancies on the School & College Relations Committee, Jason was pleased to report that the aforementioned Committee has reached full membership.

2010 School & College Relations Committee members include the following:

Chair – Megan Fannon (University of Virginia's College at Wise)

Week 1A – *Southwest Virginia* – Anthony Graham (University of Virginia's College at Wise)

Week 1B – *Southwest Virginia* – Nikki Byrd (Jefferson College of Health Sciences)

Week 2 – *Lower Shenandoah Valley* – Alicia Wagner (Radford University)

Week 3 – *Upper Shenandoah Valley* – Kim MacInnis (Virginia Tech)

Week 4 – *Southside Virginia* – Ashley Woodard (Longwood University)

Weeks 5 and 6 – *Northern Virginia* – Dominique Baker (University of Virginia)

Week 7 – *Tidewater Area* – Angela Rioux (Old Dominion University)

***Vice President for Admissions and Enrollment Management (continued):***

Week 8 – *Richmond* – Katherine Beck (Virginia Commonwealth University)

Single Invitation Coordinator – Vera Chitwood (Jefferson College of Health Sciences)

Jason noted that the annual conference session involving Roadrunner discussion was positive, with minor concerns being given to maintaining/updating directions annually. The addition of street addresses was very well-received, as was the Federal Tax ID inclusion for college fair fees. The Committee will continue its stress on maintaining proper college fair guidelines and enforcing restrictions (e.g. unauthorized giveaways, oversized displays) to ensure positive VACRAO fairs for all attendees.

Jason also mentioned that the Committee is proactive on its mission to utilize any social media outlets or other technology regarding any last-minute changes or emergency contact information being readily relayed to all Roadrunners.

Additionally, the Committee was successful in coordinating the Spring 2010 Virginia tour schedule – with Vera having not only sent out the invitation, but also responding to the membership with a list of confirmed fairs as well. The Tour included the following:

Monday, Apr. 12 – Arthur Ashe Center, Richmond City Schools, 8:30 a.m. – 1 p.m.

Tuesday, Apr. 20 – Albemarle High School, Charlottesville Area Schools, 6:30 – 8:30 p.m.

Wednesday, Apr. 21 – Notre Dame Academy, Independent Schools, 1:30 – 3 p.m.

Wednesday, Apr. 21 – George Mason University, Patriot Center, 6 – 8 p.m.

With membership changes and an unforgiving winter season, Jason alluded to the fact that the Committee is slightly behind last year's timeframe. However, since the Gazette is now in electronic format, there should be no worries regarding timeframes. The Committee will be meeting soon to set Fall 2010 dates, with the Executive Council receiving those dates upon confirmation.

Jason stressed that the Committee will continue to work with NOVA and Tidewater fairs, along with major holidays, regarding the most efficient way to best serve those students. Also, the Committee will be reviewing additional requests as part of possible inclusion into the VACRAO calendar.

The timeline for the Fall 2010 Virginia Tour is as follows:

- Late March – April – Dates, times, locations, confirmed with local hosts
- Late April – Gazette updates due to Megan
- Mid/Late May – Fall Invitation is sent to all VACRAO institutions
- Mid-June – Institutional write-ups for Gazette due to Megan
- Late June – Roadrunner Gazette completed
- Mid-July – RSVP information due to Vera
- Early August – RSVP information sent to Committee members
- Mid-August – Committee members send RSVP information to local hosts
- September/October – Follow-up with local hosts before tour week

Jason then concluded by stressing that the Committee's plan will be to send out the single invitation sometime mid-to-late May.

***Vice President for Professional Development:*** Before presenting her report, Whitney Gershowitz – following a unanimous vote prior to the March quarterly Committee meeting – was officially recognized by the Council regarding her new appointment. Gershowitz will be serving out the remaining term for outgoing VP for Professional Development Autumn Fish (Sweet Briar College).

***Vice President for Professional Development (continued):***

Whitney announced that the New Counselor Workshop Committee, consisting of Alicia Wagner, Chair (Radford University), Marcus Anderson (Bridgewater College) and JoJo McDuffie (Randolph-Macon College), will be from Monday, July 19 until Wednesday, July 21 at the College of William and Mary. The cost per person is \$133. Whitney, who will be appointing two additional New Counselor Workshop Committee members, noted that the NCW can adjust room and meal numbers, as needed, leading up to the respective event.

The Domicile Workshop will be chaired by Terry Elam (Liberty University). Terry is working with Lee Andes from SCHEV to set a date for the 2010 workshop. The workshop, which will be held at Liberty, will take place either in late June or early July.

Additionally, the Council also evaluated possible timelines for both Support Staff Workshop – chaired by Cristal Reese (Bridgewater College) – and the Professional Access and Equity Committee Workshop – chaired by Dara Logan (Lynchburg College). It was agreed that these two workshops should operate every two years, with the Support Staff Workshop taking place this summer and the Professional Access and Equity Committee Workshop ready for 2011. Whitney also informed the Council that Dara is coordinating with Dana Troutman (CACRAO) for a possible presentation at December's conference.

***Vice President for Membership and Communication:*** Connie presented her report. As of Friday, February 26, there were 182 voting members and 94 associate members representing 79 institutions. There were no corporate memberships committed at this time.

Connie said that initial membership invoices – active and inactive – were mailed out on Friday, Jan. 29, with the payment deadline set for Thursday, Apr. 15. Other than minor issues, Connie was very happy with the membership information being added to the new database. Connie also noted that she will be e-mailing primary contacts the login information required for database accessibility by early April.

Connie later noted that Kristy Hall (Mountain Empire Community College) will continue to serve VACRAO as the Web Services Coordinator. All communications relating to the website should be directed towards Kristy. Additionally, Mallory Griffith (Old Dominion University) will serve as the 2010 Newsletter Editor.

In conclusion, Connie informed the Council that Judith McKeon (Jefferson College of Health Sciences) will be the 2010 Corporate Membership Coordinator. McKeon plans to begin her work with corporate membership later this summer.

***Vice President for Records and Registration:*** Kathie presented the provided report from Hope Parks. Monies and deposits received from both the annual meeting, along with membership fees, have been updated as of Tuesday, March 9.

Yvonne Walker (Ferrum College) will serve as committee chair for the Legislative and Inter-Association Issues Committee. Additionally, Hope hopes to have the EventBrite website available for registration sooner than a year ago. The date is set for Wednesday, September 15.

***Immediate Past President's Report:*** Jarret presented his report. The external hard drive has been purchased and is ready for Committee use. Additionally, updates to the Executive Committee manual have been completed. Copies were distributed by Jarret to all Committee members.

Additionally, Jarret noted that Cristal Reese (Bridgewater College) and Mark Hipes (Bluefield College) will serve on the Site Selection Committee this year.

**President Elect's Report:** Susan presented her report. The 2010 VACRAO annual conference will commence Wednesday, December 8 to Friday, December 10 at Wintergreen Resort. This is a change from the traditional Sunday to Tuesday format. Susan also noted that she plans to meet with the conference planner in May regarding overviews and initial planning.

Guest room rates for the conference will be \$109/night. Scheduling can be flexible regarding the individual needs of attendees and colleges/universities represented, and it is recommended that calling for reservations – rather than going on-line – would be the best scenario. For planning purposes, Wintergreen's resort amenity fee is 6% and the sales tax is 10%. Conference attendees will be able to also use the aforementioned room rate two days before and two days after the meeting – subject to room availability.

Though an overall theme has not yet been finalized, Arthur Kelly (Old Dominion University) has once again agreed to manage the First Timer's Luncheon at the 2010 VACRAO annual conference.

Overall, the evaluations from the 2009 VACRAO annual conference were strong. Susan noted that Mike Tapscott's session drew an overwhelming amount of praise from attendees and hopes that he can be again considered for this year's session. Additionally, Susan noted that several evaluations called for a more diverse representation of schools in respective sessions rather than having one school or group organizing multiple sessions. Susan also reported that evaluations also called for more healthy breakfast options as well.

Given the location, Susan will also work with Wintergreen regarding their options surrounding entertainment at this year's conference, along with unique dinner offerings. Susan also asked the Committee for initial thoughts and suggestions surrounding this year's give-back project as well.

**President's Report:** Kathie presented her report. With one invoice pending from the annual conference, Kathie was pleased to report that the conference's costs came in under budget. Final copies of the budget and respective balance sheet will be submitted once all costs have been accounted.

Kathie wished to thank all those who helped make the 2009 annual conference a success. In doing so, not only have thank-you notes been sent, but Kathie has also posted a note of thanks on the VACRAO website. Kathie also will work with Judith about thank-you notes for vendors and corporate members to fuel continued interest in this year's annual conference.

Kathie passed out a list of available responsibilities for this year's annual conference and asked that each Committee member balance out these important areas to insure success. Dr. Brian Satterlee (professor at Liberty University) will deliver the keynote address. Kathie also added that sessions in teambuilding and conflict management have already been finalized. The first draft of sessions proposals are due by June and no later than Friday, October 1. Session discussion will continue at the June quarterly meeting.

Kathie stressed that 2010 conference information will be posted earlier this year, and Susan will work with Kristy that this will be the case. Session proposal forms will also be available on the website for preparation as well.

Kathie also mentioned ideas and locations for the June quarterly meeting, preferably centrally located to serve all traveling Committee members. Dates for availability and a final determination will be done well before the June meeting. Kathie also announced that the September quarterly Committee meeting will be at Wintergreen.

***President's Report (continued):***

In conclusion, Kathie stressed that any online or paper invoices must have attached reimbursement forms and receipts – along with the proper budget number. Once completed, they must be directed to Andrew for respective payment. The Committee also updated and verified information regarding Committee and Chair lists as well.

***Old Business:*** A brief discussion was held to finalize June's quarterly Committee meeting. The Committee was in agreement that a continuing discussion through e-mail is needed to verify availability (both times and venue) before finalization.

***New Business:*** There were no items to report from the Committee.

***Adjournment:*** The meeting was adjourned at 2:18 p.m.

Respectfully submitted,

Joshua W. Floyd  
Secretary (2009-2011)