TACRAO 2025 Annual Conference & Business Meeting

November 9–11, 2025 | El Paso, Texas

The Texas Association of Collegiate Registrars and Admissions Officers (TACRAO) gathered in El Paso for its 104th Annual Conference, *Out in the West Texas Town of El Paso*. The conference welcomed 389 attendees, including 104 first-time attendees, and 31 exhibitors and sponsors for three days of professional development, networking, and collaboration.

Conference Highlights

The conference featured 109 educational sessions covering admissions, recruitment, residency, student success, and emerging issues in higher education. Attendees also heard from the presidents of El Paso Community College and The University of Texas at El Paso, along with keynote speaker Ginger Kerrick-Davis, the first Latina Director of NASA Mission Control.

Additional highlights included the President's Reception at La Nube Children's Museum, Battle of the Regions, and the annual fun run. TACRAO also recognized outstanding volunteers, scholarship recipients, and Hector Cerda-Dyer, recipient of the President's Award. Members continued their support of the association's philanthropy, the El Paso Center for Children.

Membership and Financial Updates

TACRAO reported 144 active member institutions, compared to 152 the previous year. Day/Night Schedule subscriptions continued to grow, with 270 active subscribers and an anticipated total of 370 following spring payments.

The association remains in good financial standing, reporting total assets of **$408,156.44** as of August 31, 2025. The 2024–25 audit was reviewed by the Audit Committee, with reports available on the TACRAO website.

Business Meeting and Resolutions

Members approved the minutes from the 2024 Business Meeting, with the motion passing without abstentions. The 2025 Resolutions Committee recognized the dedication of the El Paso Local Arrangements Committee, TACRAO leadership, volunteers, committee chairs, exhibitors, and sponsors whose efforts made the conference possible.

The resolutions also celebrated the contributions of outgoing and incoming leadership, recognized scholarship and award recipients, and highlighted the importance of continued member engagement and collaboration.

Looking Ahead

TACRAO extends its appreciation to everyone who contributed to the success of the 104th Annual Conference. The gathering provided another opportunity to strengthen professional connections, share knowledge, and advance the association's mission in higher education.