

TACRAO NEWS

SPRING 2022

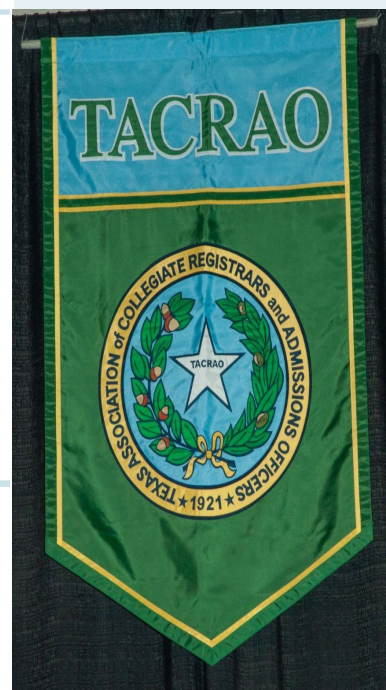


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SINCE 1916...

The Texas Association of Collegiate Registrars and Admissions Officers has been at the forefront of professional development for higher education admissions and records professionals in Texas.



Bussell's Banter



Paige Bussell
President
*Texas A&M University
Commerce*

Hello TACRAO!

I hope this spring newsletter finds you all ready for the spring weather, which is my favorite time of the year when I can finally get outside, work in my garden and just enjoy the days of sunshine and cook-outs with friends. It is time to watch our students graduate and either venture out into the world to begin their careers or start graduate school. Either way, it is a busy time for all of us! (When is it not?)

Your TACRAO executive committee met March 6-8, 2022 in San Antonio to continue planning the 101st annual conference in San Antonio for November 6-9, 2022 as well as other important topics. We are ecstatic with the number of session proposals that have been submitted. With over 150 possible sessions already, there will be no time for rest! The TACRAO executive committee members are always committed to providing the best experiences possible and I am so thankful to be working with this wonderful group of colleagues to brainstorm and solve issues while planning the Annual meeting.

Speaking of colleagues, I am sad to announce the departure of Tana Miller, VP for Records and Registration for TACRAO, but I also wish her a hearty THANK YOU for her service and CONGRATULATIONS as she moves onto her next adventure.

She will be missed at TACRAO! In the meantime, Scott Branum has been appointed as an interim replacement. Scott has previously served on TEC with the LAC committee and has graciously agreed to help us finish out the year scheduling sessions.

Summer Meeting

For the first time since 2019, planning is underway for the summer meeting to be held **July 11-13 in Austin at the Doubletree hotel**. The University Issues Committee led by Sheila Gray and her committee members Maggie Cano and Angie Taylor, along with the Community College Issues committee led by Elizabeth Adamson and committee members Michelle Huggins and Cynthia Blanco, have all been hard at putting together the agenda and ironing out the details for the summer meeting. **Registration opens May 2** and we cannot wait to see everyone in July. Please watch your email for upcoming information.

Until next time,
Paige Bussell
2021-2022 TACRAO President

Watch for Conference updates [here](#).



Moments with Melinda

Greetings from North Texas!

It is hard to believe that the Spring 2022 semester is coming to a close as we prepare to celebrate students during graduation and assisting them explore their future endeavors. Again, it is an honor to have been elected as your President-Elect. I look forward to the next few years and the opportunity to serve this wonderful association.

The TACRAO Executive Committee (TEC) met in early March at the beautiful Hyatt Regency Hill Country Resort & Spa to continue planning for the TACRAO 2022 Annual Conference.

The TACRAO Executive, Standing and Session Planning Committees have been hard at work for you. I am truly humbled to work alongside an incredible group of professionals who volunteer their time and talents. Vice Presidents, Tana Miller and Chris Reed, and the Session Planning Committees, have done an excellent job developing session topics that are relevant and timely.

The TEC will meet virtually again in early June to review and approve sessions. TACRAO would not be the excellent organization that it is without your participation. The membership has so many opportunities to get involved. We encourage anyone who is interested in serving on a TACRAO Session Planning or Standing Committee for the 2022-2023 term, to please submit the following [TACRAO I'm Available form](#). If you or your colleagues have a session topic or presentation you would like to share in San Antonio, please consider submitting the topic on the [session form](#) found on the [TACRAO website](#) as soon as possible.

I hope you will consider getting involved for a great opportunity to serve the TACRAO membership.

Thank you again,
Melinda Carroll
TACRAO President-Elect



Melinda Carroll
President-Elect
North Central Texas College



TACRAO @ SACRAO



At the 2022 SACRAO Annual meeting in Little Rock, Arkansas, TACRAO members pose with 2021-2022 SACRAO President (and former TACRAO member) Kim Taylor.



Mary Kincannon
Texas Christian University

**Congratulations
2022 Texas
SACRAO Honorary
Members!**



Ginnifer (Cié) Gee
University of Texas at San Antonio

TACRAO Members in SACRAO Leadership



Melissa Hyatt
*Outgoing VP Information
Technology
Texas State University*



Brenda Schumann
*Outgoing N&E Chair
University of Texas at
Austin*



Sofia Almeda Montes
*Incoming Program VP
University of Texas Rio
Grande Valley*



Brandi Piner
*Incoming N&E Chair
University of Texas
Health Sciences Center-
San Antonio*



Jamie's Journal

Greetings TACRAO members!

Greetings TACRAO members! I can't believe that as I write this the end of the spring semester is quickly approaching, and we are only weeks away from summer. This has been a busy spring and looks to be an even busier summer and fall. This past spring, TEC has been busy with TACRAO business including planning the summer meeting and reviewing session proposals for the annual conference. Please don't forget to mark your calendars to attend the TACRAO Summer Meeting held July 11-13 in Austin. It is sure to be a great meeting and I look forward to re-connecting many friends and colleagues. The upcoming legislative session is sure to be an active one and I especially look forward to the updates from our colleagues at THECB.

In addition to the summer meeting, we have been hard at work planning the annual 2022 TACRAO conference held November 6-9 in beautiful San Antonio at the Hyatt Hill Country! Please don't forget to mark your calendars! I want to send a special thank you to the Local Arrangements Committee for all their work to make the conference happen. They are planning an exceptional conference and I look forward to seeing you all in San Antonio! Supervisors, we hope that you will consider bringing newcomers to the 2022 conference. In the past, we have hosted the Newcomers session on Sunday afternoon. For the 2022 conference, we are moving the Newcomers session to Monday morning allowing newcomers more time to travel to the conference as well as network with our exhibitors without rushing to attend the President's Dinner. Newcomers are the future of our profession and organization and attending the conference is a great way to get them involved!

I hope you all have a wonderful summer and I look forward to seeing you in Austin for the Summer Meeting!

Jamie Hansard
TACRAO Past President



Jamie Hansard
Past President
Texas Tech University



Chris Reed
*Vice President
for Admissions
Texas A&M University*

Reed's Ramblings

I once heard that everyone is drowning at work, there are just some people who make better use of their brief times on the surface. I can't help but feel like that is tactically the way I'm approaching my TACRAO duties at the moment.

In truth we have an embarrassment of riches. As we begin the heavy lifting of identifying sessions for the November conference, I've had over 100 proposals from just those committees that report to me. Since we've determined that "presentations in the round" is not viable, we're now doing the hard work of trimming the list. I'm really looking forward to presenting the final slate of offerings.

We've also begun discussions on the future of the High School Relations Committee. For anyone who has served on this committee previously you know how much work it represents and how frequently it is hampered by turnover. Dr. Rebecca Lothringer has graciously agreed to chair a working group as we discuss how to better support this committee and the vital function it performs for our membership.

Till next time keep your heads up and never read the comment section!

Chris Reed
Vice President for Admissions

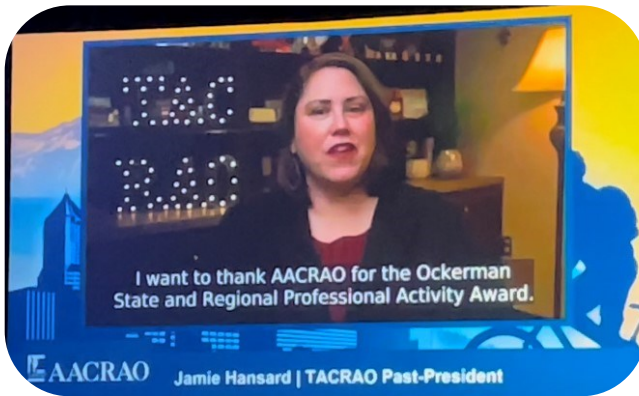
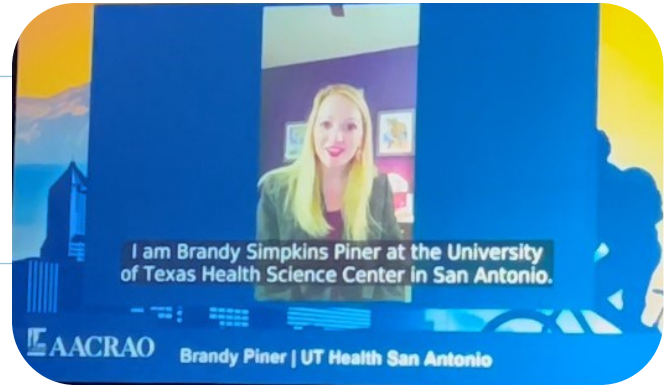


TACRAO @ AACRAO

BRANDI PINER

University of Texas Health Science Center—San Antonio

2022 AACRAO Emerging Leader Award Recipient



TACRAO

2022 AACRAO

Ockerman State & Regional Award Recipient



2022 AACRAO Ockerman State & Regional Award

In Fall 2020 and Spring 2021, the Texas Association of Collegiate Registrars and Admissions Officers (TACRAO) quickly worked with high schools and community colleges across the state to pivot from the traditional in-person schedule of college fairs to virtual due to the COVID-19 pandemic. TACRAO paid for the platform to host the virtual fairs through GoToCollegeFairs.com at no cost to the member institutions nor the fair hosts (high schools, school districts, and 2-year colleges). The only cost was for recruiting institutions to pay for a one-time virtual booth fee for the entire season (\$150).

The TACRAO High School Relations committee, led by **Dara Newton**, then worked tirelessly to schedule the virtual fairs for every hosting high school, school district, and 2-yr college across the state for the entire fall 2020 and spring 2021 recruitment seasons.

For the fall 2020 recruitment season, this resulted in 357 separate college fairs hosted by high schools, school districts, or 2-yr colleges, 386 participating colleges and universities who registered a virtual booth at the fair, 87,049 student, parent, and counselor registrations to attend the fairs cumulatively, and 43,516 unique attendees (duplicates removed). For our participating institutions, this led to 209,592 leads created and 184,912 leads downloaded.

This provided institutions an opportunity to safely recruit students and participate in college fairs at a fraction of the normal travel costs associated with attending college fairs. Many schools said this also generated more leads for them than ever before.

In summary, TACRAO saved the 2020-2021 college recruitment season for not only the State of Texas, but also for those out-of-state colleges and universities who attended the virtual fairs at all, making it truly a national service we provided. High school and community college students were provided an opportunity to learn about 357 different state and national colleges and universities as they shopped for where they wanted to continue their education.

In Fall 2021, TACRAO continued this service by working with schools, school districts, and 2-yr colleges to schedule both in-person and virtual fairs. While some fair hosts wanted in-person, others wanted to remain virtual while COVID cases rose. TACRAO worked with everyone to help schedule all of the fairs, both in-person and virtual.

In addition, in November 2020 TACRAO hosted its annual meeting virtually free-of-charge to attendees. We also offered the pre-conference SEM workshop free-of-charge as well. As a result, we had over 1200 registrants to our 2020 virtual conference, many of whom would normally not have been able to attend a TACRAO conference in the past.



**THE AMERICAN ASSOCIATION
OF COLLEGIATE REGISTRARS
AND ADMISSIONS OFFICERS**

**ELBERT W. OCKERMAN STATE AND
REGIONAL PROFESSIONAL ACTIVITY AWARD**

This award is presented to

TACRAO

for their outstanding

2020-2021 Virtual College Fairs and Conferences

**AACRAO Annual Meeting
Portland, OR
April 3-6, 2022**

Tana's Tidings



Tana Miller
*Vice President for Records
& Registration*
West Texas A&M University

Happy spring fellow TACRAOans!

Planning for the San Antonio conference is going well and sessions are beginning to be fine-tuned and submitted to the Vice Presidents.

As I write this message, it is with very mixed emotions. I want to share that I am retiring from West Texas A&M University effective April 30. While I regret that I am leaving TACRAO before completion of my term as your Vice President of Records and Registration, I am very much looking forward to my new opportunity. I have accepted a position with Ellucian as a Senior Colleague Student Consultant so I will still be working with colleges and universities who are on the Colleague student information system. I will miss the relationships I have made over my 35 plus years at WTAMU and as a part of TACRAO.

When visiting with one of my colleagues here about my TACRAO experience, she commented on how interesting it was to have the kind of relationships she has heard me talk about. She has never had that kind of experience with her colleagues from her professional organizations. That speaks volumes about how special TACRAO and its' members are – we are more than colleagues, we are family.

My first role in Admissions allowed me the opportunity to develop close ties with other “roadrunners” as we all traveled to college fairs across the state. Then my transition to Registrar found me developing a cohort of trusted colleagues to call when I had questions about rules and laws we were faced with implementing.

TACRAO is a part of who I am today and I will always be thankful for that. I hope to see you all in San Antonio - since I committed to doing a presentation!

Tana Miller
Vice President for Records & Registration



Justin's Jottings



Justin Schilke
*Vice President for
Technology
Rice University*

Greetings from Houston!

The LAC and TEC have been working hard preparing for the Annual Conference in San Antonio, and I'm very much looking forward to it!

Several things have changed or improved recently in the technology area. We recently went through a user account reconciliation that helped us eliminate unnecessary and unused accounts, and this action significantly reduced our yearly Microsoft 365 fees. At the same time, we've been able to provide High School Relations dedicated Microsoft Teams accounts to help them streamline their work as they prepare for the next recruiting season.

[TACRAO's Job Board](#) continues to have strong postings. From January 1 to April 13, we have had 96 total posts, 8 of which were paid postings. Those 96 postings were seen by more than 4,000 unique individuals across almost 12,000 page views. While the largest number of users comes from Texas, we see large numbers of visitors from Virginia, Iowa, Washington, and Wyoming. As a reminder, posting and the email distribution are both **free** for TACRAO members—you just need to be sure to log in prior to posting. If you need assistance with posting, please don't hesitate to contact me.

I had previously discussed a listserv transition, but after researching this further, we don't plan on altering our current listserv provider.

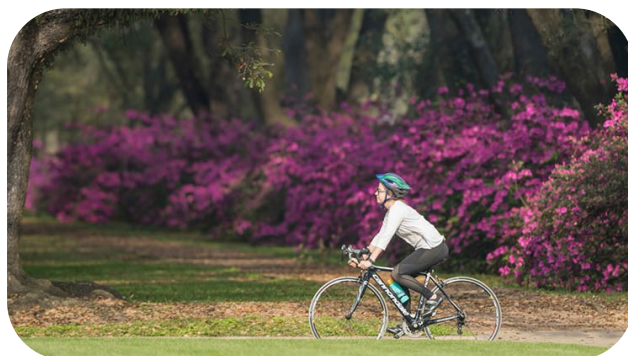
On the horizon, we have two somewhat large technology projects:

We will be moving all the externally hosted website information to our tacrao.org site. In particular, Southern Methodist University (SMU) has graciously hosted some of our awards information over the past decade, and we are going to move that to be hosted centrally by TACRAO instead.

We are testing a MemberClicks feature to allow us to start discussion forums on our site. This came out of previous TEC discussions, as well as some recent webinar suggestions. After testing a recommendation to move forward or not with the discussion forums will be presented to TEC.

If you have any ideas or recommendations on how TACRAO can utilize technology better, I'd love to hear them! Please send me your ideas/comments/questions at jschilke@rice.edu.

Justin Schilke
Vice Present for Technology





Brandy Piner
Secretary

*The University of Texas Health
Science Center at San Antonio*

Brandy's Beat

Greetings from San Antonio, home of the 2022 TACRAO conference!

As I write this, I think of how lovely spring has been in San Antonio – and how busy it has been! We are humming along through spring semester with end of term processing approaching, and new matriculants for fall semester. I am sure all of you are just as busy!

Membership Dues

Membership renewal invoices will be going out on or around May 1. Renewals will be sent to the “key contact” at your institution. If you are unsure who your “key contact” is, then you can visit our search tool on the website.

If your key contact needs to be updated, [please let me know](#). If the key contact is correct, but the key contact will not renew the dues, they can just forward the email to the person who will pay the invoice so that the correct person can submit the institutional dues.

IMPORTANT!! The membership renewal invoice will list your institutional members. If the list is incorrect at the time the invoice is released, a new invoice cannot be issued – the invoice is captured at one point in time and the data listed is static. Therefore, if you need your list to be correct prior to receiving the invoice, please check your institutional membership list before May 1. If you have any discrepancies, please have your “key contact” update the list.

Texas Common Course Numbering System (TCCNS) Invoice

The TCCNS invoice is separate from the membership dues and goes toward the support of the TCCNS site and other associate activities that support seamless Texas transfer. The invoice will be released on or around the same time as membership renewal invoices, so please be on the lookout for this invoice as well.

Enjoy the rest of your term, and the “milder” weather we are having, soon it will be summer and heating up in Texas – stay cool and take care!

Brandy Piner
Secretary



Lori's Letter

Happy Spring TACRAO members!

The financials for the 2021 Annual Conference are almost wrapped up, and the final numbers look terrific! I'd like to give a special shout-out to: Past President Jamie Hansard; Lubbock LAC Co-Chairs Kat Livingston and Bobbie Brown; Corporate Relations Committee Chair Jason Hale; and Lubbock LAC Treasurer Rachel Fernandez. You all were fantastic stewards of TACRAO's money during an uncertain year where we were constantly juggling so many things!

I recently finalized our 2020-2021 tax filing with TACRAO's contracted accountant. I'm happy to report that TACRAO is financially secure, and the TEC continues to be diligent in ensuring we manage funds wisely. Please feel free to reach out to me if you have any concerns or if I can answer any questions.

The Conference Site Selection Committee has been busy working with our meeting procurement representative from HPN Global, ensuring that the contracts for 2024 and 2025 are inclusive of TACRAO's needs. We look to have these site contracts finalized by the end of May and announce our sites in the Summer newsletter!

I hope you're already looking forward to a trip to San Antonio for the [101st Annual Conference](#) in November; LAC Co-Chairs Anne Delgado and Alex Holt have been working hard on fantastic plans to spotlight the sights, sounds and tastes of the Alamo City!

It takes more than a village to keep all the moving parts of TACRAO working. There are an abundance of participation opportunities at all levels of engagement: on the Local Arrangements Committee, as a session presenter, or as a facilitator at the Annual Conference; on a [standing or session planning committee](#); and on the Executive Committee. I believe many of you agree that TACRAO is a great organization. *However, the only way that we remain a great organization and evolve to be even better is by nurturing fresh perspectives through your contributions!*

[Get involved TACRAO members!](#) If you are interested but aren't sure how or where you can serve, please contact me or any of the [TEC members](#) – even if it is with a one line email that says “Interested in TACRAO, can we talk?”. We'll help you find a place! And if you just cannot serve, then do things like vote, submit conference evaluations, complete surveys, or take five minutes and send us an email about what is working and what you would like to see improved about TACRAO – your opinions matter and they can shape our future!

I hope you all have a great rest of the Spring semester, and your Summer begins smoothly!

Lori Zerr
Treasurer



Lori Zerr
Treasurer

*The University of Texas Health
Science Center at Houston*



2022 Conference Chat



Anne Delgado
Local Arrangements Co-Chair
The University of Texas Health
Science Center at San Antonio



Alejandra (Alex) Holt
Local Arrangements Co-Chair
The University of Texas Health
at San Antonio

We are in full swing for TACRAO 2022, working alongside President Paige Bussell, to bring you a valuable and dynamic annual conference.

We had a great response by the membership to join our LAC subcommittees. Thank you to all who have responded to the call! We are always looking for volunteers to assist in committees, so if you are interested in joining LAC, please send Alex and myself an email so we can add you to our list!

San Antonio is looking forward to hosting a fun event in November! Be ready to sing karaoke at Charlie's Long Bar, the longest copper-top bar in Texas, or enjoy a cool drink out in the Hyatt's Sunday House.

Lastly, we are excited for our Big Event, NIOSTA, to held in downtown San Antonio.

Did you know that Fiesta San Antonio is the city's biggest and most attended festival with more than 3 million people attending every year? San Antonio just celebrated Fiesta in person this April with 10 days of delicious food and fun.

A Night in Old San Antonio (NIOA) is a four-night festival in the heart of downtown that celebrates the city's diverse cultural legacy. As one of the biggest events of Fiesta, NIOA traditionally brings in 85,000 people to downtown.

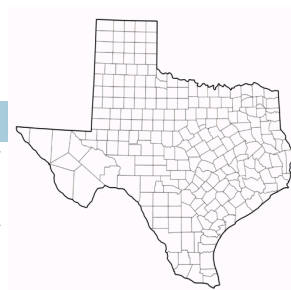
We hope our Big Event sparks excitement and look forward to seeing you in November 2022!

Your San Antonio LAC Co-Chairs,
Annie Delgado
Delgadoa@uthscsa.edu

Alex Holt
Alejandra.Holt@utsa.edu



REGIONAL NEWS



CENTRAL TEXAS



Baylor University introduced **Michelle Johnson** as the new University Registrar in March.

NORTH TEXAS



Darla English retired as Registrar from **Midwestern State University** on February 28, 2022, after a stellar career-long 36 years! She is well known in the TACRAO family having been on multiple committees over the years, including Local Arrangements Chair in 2003 and President of TACRAO in 2016. She retired just in time to be with her new grandson, Jesse Parker Clayton.

Linda Knox retired as Associate Registrar from **Midwestern State University** on December 31, 2021, after 27 years of service.



Midwestern State University selected **Amanda Raines** from Vernon College to be the University's new Registrar. Amanda started in this new role on May 2nd.

Texas Christian University welcomed **Nichole Mancone Fisher** as the new University Registrar in November, 2021.



Southern Methodist University welcomes **Steven Morales** as the new Associate Registrar for Transfer & Student Services.

SOUTH TEXAS



Tiffany Robinson started in April as the new Assistant Vice Provost & University Registrar at **The University of Texas at San Antonio**. Tiffany comes to Texas from the University of Kansas and just concluded her term as AACRAO President and will serve as AACRAO Past-President for 2022-23.

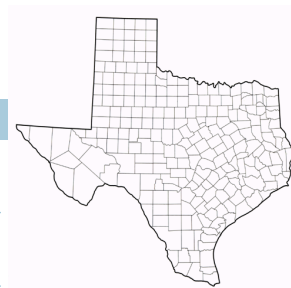
SOUTHEAST TEXAS

Jerry Martinez started his new role as Dean of Enrollment Management and Registrar at **Wharton County Junior College** effective March 28, 2022. Jerry was previously the Director of Admissions and Registrar at Brazosport College.

Jerry also is serving on the AACRAO Public Policy Advisory Group for a 3 year term. *The group provides an essential practitioner perspective on emerging legislation and public policy matters and serves as a practical resource to AACRAO's Executive Director and Government Relations staff as they craft responses to proposed legislation or regulation.*



REGIONAL NEWS



WEST TEXAS

WTACRAO 2022 Annual Meeting News Report

Over 50 individuals from 9 institutions registered for the annual WTACRAO meeting. This year's meeting was hosted by **South Plains College** and the meeting was held April 19, 2022 on the Levelland Campus.

Topics and sessions were diverse, but the key discussion points concerned *Records for Inclusion for LGBTQIA+*, *Mental Health after Rona*, and a special State reporting session update from John Dinning, THECB.

The South Plains host site provided amazing hospitality, programming, and many opportunities for fellowship.

The elected officers for **WTACRAO's 2022-2023 leadership** are as follows:

President:	Cassie Montgomery , Director of Outreach Services, Amarillo College
Vice President:	Selton Rigsby , Unit Manager Undergraduate Admissions, Texas Tech University
Secretary:	Moiria Plantier , Associate Registrar, Hardin-Simmons University
Treasurer:	Brandi Clark , Associate Registrar, West Texas A&M University



2022 Communications Committee

We want to hear from you! Let us know what is going on at your institution so that we can be sure and include it in the Regional News portion of future TACRAO newsletters. Below please find your regional contact for the Communications Committee as well as THE upcoming deadline to get your news into the next newsletter!

<u>Committee Member</u>	<u>Institution</u>	<u>Region</u>	<u>Email</u>
Bobby Lothringer (Chair)	Southern Methodist University	North	rlothringer@smu.edu
Truman Glenn	The University of Texas at Austin	Central	truman.glenn@austin.utexas.edu
Betsy Gooding	Northeast Texas Community College	East	bgooding@ntcc.edu
Melissa Chapa	Texas A&M University - Corpus Christi	South	missy.chapa@tamucc.edu
Julie Palmer	Lamar Institute of Technology	Southeast	jrpitts@lit.edu
Julian Olivas	Texas Tech University	West	julian.olivas@ttu.edu

Due date to get your regional news into the next newsletter: **JULY 22, 2022**

