

TACRAO NEWS

Fall 2022

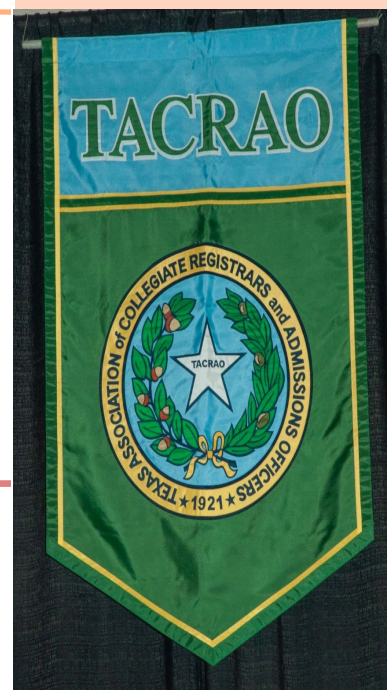


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TACRAO Fun Fact...

2022 marks the **14th time** that **San Antonio** has hosted the annual meeting, second only to Dallas for hosting the most TACRAO annual meetings.



Bussell's Banter



Paige Bussell
President
Texas A&M University
Commerce

Hello TACRAO!

I hope this finds you all in Fall spirits and ready to experience some cooler weather! With fall comes the 101st TACRAO Annual Conference in just a few short weeks. (November 6-9) The TACRAO executive committee along with the Local Arrangements committee are busy planning the final details to make this year's conference as engaging, informative and collaborative as possible. The sessions are plentiful as well as the events we have planned for you!

IF you have not made plans to attend this year's conference, there is still time! Please visit the [TACRAO Conference website](#) to register and book your room today!

I am super excited to reveal our **Keynote Speaker: CHRISTINE CASHEN**

Christine delivers a fast-paced, uproarious program brimming with memorable quips and relevant content that helps audiences spark new and innovative ideas, manage conflict, reduce stress, energize employees, and create a happier more productive workplace. Before embarking on her journey as a speaker, she worked as a **university admissions officer**, corporate trainer, and broadcaster. She definitely should be able to relate to all of us in this fabulous organization!

Please also help me congratulate our newly elected incoming officers, **Bobbie Brown, President-Elect, Scott Branum, VP for Records & Registration, Melissa Hyatt, VP for Technology** and **Truman Glenn, Treasurer**.

I cannot thank each member of the executive committee, the session planning committees, and the standing committees enough for all their work over this past year supporting TACRAO. As they say, it takes a village and everyone helps make this organization the best it can be.



President-Elect Melinda Carroll has worked tirelessly alongside with **Chris Reed, VP for Admissions** and **Interim VP for Records and Registration, Scott Branum** to bring you a plethora of sessions. **Lori Zerr, Justin Schilke**, and **Brandy Piner** have kept TACRAO in tip-top shape with their accounting, technology and superb minute reporting!

Jason Hale, your work as the Corporate Relations chair is unprecedented! Thank you to you and all of our corporate sponsors for supporting TACRAO!

And last, but definitely not least; be sure to see the LAC co-chair section for **Anne Delgado** and **Alejandra Holt** updates for all of the exciting things happening in November! Thank you Anne and Alex – you both deserve perseverance awards for hanging in there the last 3 years! You are almost to the finish line!

It has truly been the highlight of my career to have served you all as president of this amazing organization. I positively cannot wait to see you all in November!

Paige Bussell

2021-2022 TACRAO President



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 are excited to see everyone next month! We have passed 500 registrants for the 2022 annual conference! **Don't forget, the last day for early bird registration is October 14, 2022.** Beginning October 15th, the registration fee will be \$399.

This year TACRAO will host two hospitality suites, one at **Charlie's Long Bar**, with a karaoke DJ, and a second location at Sunday House, with outdoor games and more. We are excited to offer two different experiences for our membership to WINE down.

Did you know our conference site, the **Hyatt Hill Country Resort and Spa** in San Antonio is right across the highway from Sea-World, a 20-minute drive from downtown San Antonio and the Riverwalk? If you prefer to stay on site, there is also a 5-acre water park, the Windflower Spa, and multiple dining options available on property.

Whether you decide to explore San Antonio or stay exclusively on the Hyatt, this will be a conference to remember.

Your San Antonio LAC Co-Chairs,

Annie Delgado

Delgadoa@uthscsa.edu

Alex Holt

Alejandra.Holt@utsa.edu



Moments with Melinda

Hello TACRAO friends!

It is hard to believe that TACRAO is just a few weeks away. The 2022 Local Arrangement Committee and the Executive Committee have been working hard to provide you an excellent conference. We are very excited that so many have already registered. If you have not registered, please do so soon!

The Vice Presidents, **Chris Reed** and **Scott Branum**, and the Session Planning Committee have done an outstanding job in developing a great slate of sessions. The entire program is available through the TACRAO website and will be available on the TACRAO 2022 Guidebook very soon. Please remember to download the app before arriving at the conference.

I am eternally grateful and honored for the opportunity to serve you as President-Elect the past several months, and I am looking forward to finalizing conference preparations. I have learned so much by serving alongside Paige, **Jamie, Chris, Scott, Justin, Brandy, Lori, LAC San Antonio, Alex** and **Anne** as well as **LAC Denton, Samantha**, and **Kate**, and I am eager to serve you as President at TACRAO 2023 in Denton, Texas. Again, I appreciate everyone's willingness to volunteer to serve TACRAO.

Please feel free to reach out any time if I can provide any assistance.

We look forward to seeing you in San Antonio!

Thank you again,
Melinda Carroll
TACRAO President-Elect



Melinda Carroll
President-Elect
North Central Texas College





Conference Information

Be sure to take advantage of **EARLY BIRD REGISTRATION**
to save nearly \$100 on your conference registration!
Deadline to register and receive the discounted rate is...
OCTOBER 14, 2022

2022 TACRAO Annual Meeting

Sunday, Nov. 6th — Wednesday, Nov. 9th
Hyatt Regency Hill Country Resort and Spa
San Antonio, Texas.

TACRAO provides its membership:

- the most **value-added** professional development opportunity
- hundreds of fellow enrollment professionals to **network** with
- one of the **lowest registration fees** of any similar conference
- **over a hundred sessions** to choose from, covering a variety of topics and professional needs
- **more meals** provided than any other conference



In an era of tightening budgets, TACRAO hands down provides the most bang for your buck! Visit the **Annual Conference website** for more information!

KEYNOTE SPEAKER

CHRISTINE CASHEN

For 20 years Christine has shared her expertise on conflict resolution, stress management, and cultivating a happier more productive workplace. Audiences have related so much to her experiences, struggles, and lessons that listeners have wanted to take her back with them to the office.

<https://christinecashen.com/>





Conference Big Event!



TACRAO Tuesday Event
Join us for a night to remember!

NIOSITA

TUESDAY | NOV 8 | 6:30 - 10 PM

DOWNTOWN SAN ANTONIO

**SHUTTLE SERVICE PROVIDED
TO AND FROM EVENT**



Plan your conference!



Agenda, Sessions, and Calendar Appointments!

Visit the [conference website](#) to view the schedule, peruse the various sessions you wish to attend, and upload events and sessions to your Outlook calendar.

DOWNLOAD AGENDA AT A GLANCE

VIEW ENTIRE SCHEDULE



TUESDAY Nov 08, 2022	ACTIVITY
	Registration & Information + 📅
	Exhibits Open + 📅
	Information Depot + 📅
	T.1 + View Sessions 📅

T.1

+ View Sessions 📅

Sessions

CBM REPORTING UPDATES

COMPETENCY-BASED EDUCATION (CBE) 101

SESSION INFO

COMPETENCY-BASED EDUCATION (CBE) 101

Tuesday 11/8/2022, 8:00am - 8:50am

T.1.11 Independence Hall 6



Innovations such as Competency-Based Education (CBE) are driving higher education institutions to rethink how we might shape the future. CBE 101 is designed to help define CBE and explain how to best implement a successful CBE program.

PRESENTER

Cici Clanton
Assistant Director
Institute for Competency-Based Education

PRESENTER

Vicki Mason
Director - Institute for Competency-Based Education
Texas A&M University-Commerce

TACRAO MEMBER

No

COMMITTEE:

Strategic Enrollment Management





Jamie's Journal

Greetings from West Texas! I hope this newsletter finds you all well. It's hard to believe that we are only a few weeks away from celebrating the 101st TACRAO Conference at the Hyatt Hill Country in San Antonio, TX.

As of this week, we have over 140 newcomers registered to attend the conference. This year we will host the newcomers session on Monday morning at 8:00 am. This will allow our newcomers more travel time on Sunday and they won't have to rush to attend the Membership and Exhibitor Mixer or the President's Dinner. The Newcomers Committee has a few fun surprises including a special gift for our first-time attendees. So, if this is your first TACRAO, you will not want to miss this important introduction to our wonderful organization!

As I write my last article as an officer for the TACRAO newsletter, I am reminded about all of the amazing memories I have made with my TACRAO family over the last three years. It is hard for me to believe that my time serving on the TACRAO Executive Committee is quickly coming to an end. It has been a great honor and privilege to serve TACRAO.

I want to sincerely thank **Paige Bussell, Melinda Carroll, Lori Zerr, Justin Schilke, Chris Reed, Brandi Piner, Scott Branum, Anne Delgado, and Alex Holt** for all of their work and support over this last year. I will miss you all and the many, many laughs we have shared over this last year.

As I wrap up my time serving on TEC, I want to leave you with one final thought. In the words of Helen Keller, *"Alone we can do so little; together we can do so much"*. **Please get involved!** There is much work to do in our profession and we need you to participate and lead TACRAO into the future!

Jamie Hansard
TACRAO Past President



Jamie Hansard
Past President
Texas Tech University

Reed's Ramblings



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

I hope you're back into the swing of things as the fall semester is now somehow halfway over! If you're anything like me you're eagerly watching another year of apps roll in and wondering whether to trust your Magic 8 Ball or a coin toss to speculate on this group of students' behaviors. For what its worth, I strongly recommend the Magic 8 Ball. Let's dive in, shall we?

I continue to keep a running list folks interested in the proposed ad-hoc Residency committee that we've discussed since the summer meeting. We'll be formalizing that group at this conference so there is still time to be involved if you're interested. If you'd like to be involved in a committee to discuss residency issues, please send me an email at creed@tamu.edu.

There are a few VERY high-profile cases going in front of the Supreme Court soon. Cases against Harvard and the University of North Carolina will soon be decided by the highest court to determine the future of affirmative action and its role in college admissions. Couple this with several cases closer to home in Texas, I expect the Legislative Issues update to be a very interesting session!

Finally, Scott Branum and I will be working soon to finalize facilitators for our confirmed sessions. If you still haven't registered for the conference and are planning to do so, please consider volunteering as a facilitator. It's a great (and simple) way to start being a larger part of the conference.

See y'all in San Antonio!

Chris Reed
VP for Admissions



2022 TACRAO ANNUAL CONFERENCE

SUNDAY WORKSHOPS

FRED RUSSELL STRATEGIC ENROLLMENT MANAGEMENT WORKSHOP



BUILDING AN SEM PLAN

This interactive, pre-conference workshop will introduce participants to the core concepts of Strategic Enrollment Management (SEM) planning. A framework for creating, implementing, and sustaining an SEM plan will be discussed. Ms. Gordon will provide steps within the framework, such as gathering and analyzing critical data, setting key enrollment indicators, developing enrollment goals, and building supporting strategies and tactics to achieve those goals. Steps for rolling out the plan to engage the campus-wide community and strategies for assessing, realigning, re-prioritizing, and sustaining the plan, especially during significant disruption, will also be featured.



Jody Gordon
MANAGING CONSULTANT
AACRAO CONSULTING

SUNDAY, NOVEMBER 6

1 PM to 4 PM

Independence Hall 2

\$50.00



Scott's Scribbles



Scott Branum
*Vice President for Records
& Registration*
Galveston College

Greetings from the beautiful Gulf Coast of Texas!

Summer is quickly fading away, pumpkin spice is brewing, and the annual conference is only six weeks away! If you have not already, don't forget to register for the conference and book a hotel room. On October 15, the registration fee goes up, so be sure to take advantage of early bird pricing. For more conference details, please visit <https://www.tacrao.org/annual-conference>.

VP for Admissions **Chris Reed**, President-Elect **Melinda Carroll**, and I have been busy finalizing the conference grid and sessions. A sample of sessions and the conference agenda have been posted to the conference website. Please take a moment to review the information on the website and plan accordingly.

Over the past several months, I have been honored to serve as Interim VP for Records and Registration to complete a vacant appointment for the position. Now that I have been elected to a full term, I plan to continue to seek your input for ideas, topics of discussion, etc., for future conferences. I encourage you to reach out to me via email at sbranum@gc.edu.

Thank you for the opportunity to continue to serve TACRAO and its members. I look forward to seeing you all in San Antonio in November!

Scott Branum
VP for Records & Registration



Justin's Jottings



Justin Schilke
*Vice President for
Technology
Rice University*

Greetings from Houston!

I'm looking forward to seeing everyone in San Antonio for the annual conference!

On the IT side of the house, other than some minor cleanup items, I've mostly been involved in behind-the-scenes efforts to assist in the annual conference and assisting where necessary on that.

One item that you may see some improvement on (at least, I know the Past President will) is that we restructured the [TACRAO Procedures Manual](#). This document has grown over time, technology has changed, and it became somewhat difficult to edit, not to mention being inconsistent in some places. The document was completely restructured to make editing and understanding the procedures easier.

The [Discussion Forums](#) have been utilized some, and I encourage you to use them as you see the need to ask a question to the membership. One advantage of using the Discussion Forums over the listserv is that the discussions there are saved (for better or worse!) for others to refer back to later. The question or topic you want to know something about now may be what someone else needs in a few years. Thank you to everyone who has been involved in that so far!

TACRAO's Job Board continues to have strong postings. From July 15 to October 7, we have had 79 total posts, 11 of which were paid postings. Those 79 postings were seen 14,477 times. 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 and use the discount code **EMAIL** if you add the email distribution. If you need assistance with posting, please don't hesitate to email vpit@tacrao.org.

And with that, I will leave you in the very capable hands of **Melissa Hyatt**, who will assume the role of Vice President for Technology at the end of the annual conference. She's served in a similar role for SACRAO, and will do a wonderful job for the organization.

It's been fun, TACRAO!

Justin Schilke
Vice President for Technology



2022 TACRAO ANNUAL CONFERENCE

SUNDAY WORKSHOPS

NATIONAL STUDENT CLEARINGHOUSE REPORTING WORKSHOP

The National Student Clearinghouse's (NSC) free enrollment and degree reporting allows institutions to offload the burden of enrollment and degree reporting to the NSC. This year's NSC Workshop is designed for all levels of enrollment reporters at your institution.

Whether you are new to reporting, have inherited reporting recently or have a good working knowledge of reporting, the National Student Clearinghouse will be available to meet you at your level.

As a part of this workshop, we will cover the challenges experienced with NSLDS beginning July 2022 and will provide the latest update and talk about what it means to your institution.

Tina and Andi will be available to help. Institutions are encouraged to come with questions and the National Student Clearinghouse will be ready to respond.

SUNDAY, NOVEMBER 6

1 PM to 4 PM

Independence Hall 1

\$50.00



Tina Damico
MANAGER OF DATA
EXCELLENCE
NATIONAL STUDENT
CLEARINGHOUSE



Julie Esau
REGIONAL RELATIONSHIP
DIRECTOR
NATIONAL STUDENT
CLEARINGHOUSE



Andi Liner
REGIONAL RELATIONSHIP
MANAGER
NATIONAL STUDENT
CLEARINGHOUSE



National Student
Clearinghouse®

Brandy's Beat

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

Fall semester is underway and in just a few weeks I hope to see all of you at our annual conference.



Brandy Piner

Secretary

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

Membership Dues

As a reminder, if you've not yet paid your 2022-2023 membership dues, these fees are due August 21, 2022. Your institution will need to be up-to-date on your dues payments to access the College Day/Night schedule, maintain membership voting rights, and to keep all of your other TACRAO membership perks. Your key contact should have already received the institutional invoice. You can view your key contact by visiting the Member Directory Search on the TACRAO website. You will need to be logged in to access the directory.

Managing Your Membership

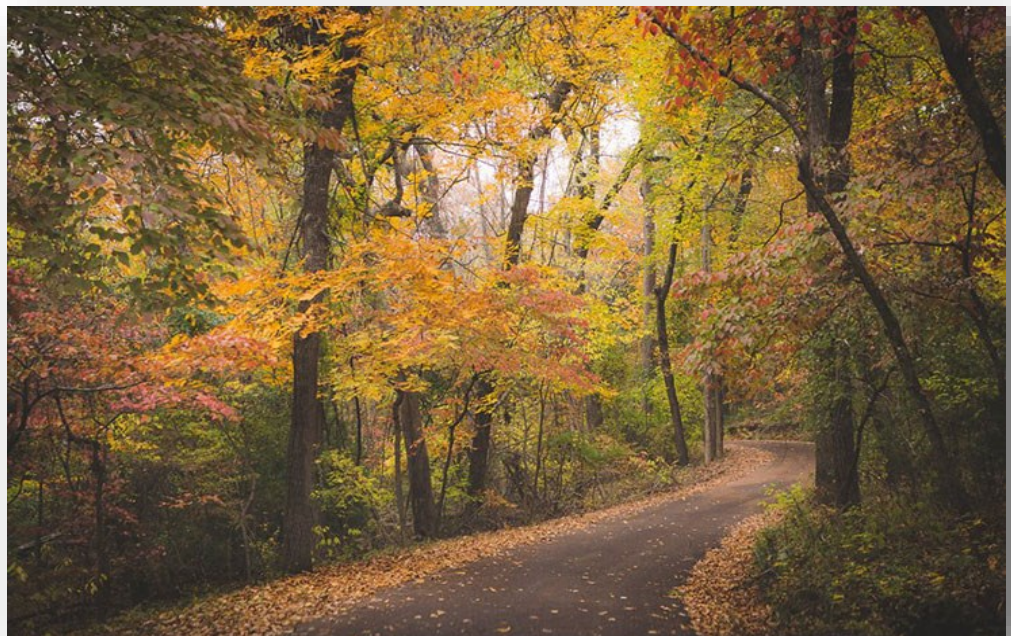
Are you unsure of how to manage or navigate your membership account? Please visit our FAQ's page tacrao.org under the Membership tab.

Questions?

If you have any questions or need additional support, please let me know. I hope you have a great rest of the summer and I look forward to seeing you in San Antonio at the 2022 TACRAO conference.

Brandy Piner

Secretary



Lori's Letter

Greetings from Southeast Texas!

The Fall semester is flying by, and I hope each of you are healthy as you serve the students of Texas.

TACRAO is financially strong, and the TEC is cost conscious and diligent in ensuring that we manage funds wisely. The annual audit of our organization's finances will occur at the Annual Conference, and I will give a summary report of the financials at our Wednesday Business Meeting. Please don't hesitate to contact me with any questions concerning the finances of the organization.

I am so excited to see everyone in a few weeks in San Antonio! The 2022 LAC has been working to make the 101st Annual Conference great! The Vice Presidents have done a terrific job in securing presenters for a wide range of session topics – there will be something for one and all. The Big Event promises good fun, food & drinks for all! If you haven't registered yet, it's not too late!

If you aren't already, consider getting involved in TACRAO. The sustainability of our organization depends upon the involvement of a diverse group of professionals like yourself! There are lots of roles to fill each year, with varying levels of involvement. Visit the TACRAO website to learn more, and to complete the I'm Available form. If you're still unsure, talk with anyone on the TEC.

I'll see y'all in San Antonio!

Lori Zerr

Treasurer



Lori Zerr

Treasurer

*The University of Texas Health
Science Center at Houston*





2022 Philanthropy Opportunity

TACRAO SUPPORTS CASA

Texas CASA's mission is to support local CASA volunteer advocacy programs and to advocate for effective public policy for children and families in the child protection system.



STRENGTHENING THE VOICES
OF CASA STATEWIDE



Hello from your 2023 LAC Co-Chairs!

We hope you are excited about our annual meeting next month in San Antonio. We've been busy shadowing the 2022 LAC to prepare for next year's conference in Denton, Texas—a quirky city with a hometown feel but all of the perks of a big city.

We will be hosting you at the **Embassy Suites Denton Convention Center**, October 29 - November 1, 2023.

The Embassy Suites is a Four Diamond hotel in the heart of Rayzor Ranch, located on the north side of town, with shops, dining, nightlife, and live music at its door.

We are especially excited about this conference because it's the first time in TACRAO history our meeting is being hosted in Denton. Also, our Big Event is happening on Halloween night. We are looking forward to showing you how unique and fun Denton can be!

We know that we can't do this alone, so we are looking for LAC committee members in the North Texas area to help us make this a great event. If you are interested, please feel free to contact us directly. We will have a booth in the exhibit hall at the San Antonio conference and we invite you to come by to chat with us!

Samantha Taylor & Kate Richardson

TACRAO 2023 LAC Co-Chairs

samantha.taylor@tccd.edu

krichardson@nctc.edu

