

# TACRAO NEWS

SPRING 2024

**TACRAO makes  
its presence  
known at the  
2024 SACRAO  
Conference**

**2024 Summer  
Meeting Dates  
Announced**

**Regional  
News**

**The Eclipse is  
Coming to  
TEXAS!**

**2024  
Conference  
Update**

**Executive  
Committee  
Updates**

TACRAO NEWS is a publication of the Texas Association of Collegiate Registrars & Admissions Officers.

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# Message from the President



**Bobbie Brown**  
President  
Texas Tech University

We hope you all are having a wonderful spring season! With spring comes general weather craziness. Stay weather aware!

Being a TACRAO member has its perks! We are actively listing those perks and will be bragging about them soon. The best perk is that we are a wonderful community of networking and professional development. Make sure and mark your calendar for **TACRAO 2024 in San Marcos**. Join us **Sunday, November 10<sup>th</sup> through Wednesday, November 13<sup>th</sup>**. You will be very glad you did!

One of the positive professional development opportunities are the TACRAO webinars. We have had an **Enrollment Reporting webinar** as well as a **Residency webinar**. Both were well-attended! Look for more professional development webinars coming very soon. We believe this is a great way to provide continual development outside of the annual conference. If you have an idea for a webinar, please let us know!

Don't forget about the **TACRAO Summer Conference**. This year it will be **virtual** and take place **July 16-17**. Those details are coming very soon!

We love to hear from our members! You are what makes TACRAO the best way to connect, share information, and discuss new policies, rules, and effective ways of doing what each of us do daily.

Keep up the good work. We will see you all soon!

**Bobbie Brown**  
President



# Reed's Ramblings

**Howdy All,**

I hope you're all enjoying a relaxing spring of easy yields and a flawless simplified FAFSA launch. In all seriousness I know everyone is heads down trying to solve the world's problems so let me just dive in.

I'm thrilled to report that **nearly 100 people have submitted an "I'm Available"** form since the conference in November. I can't begin to tell you what a massive increase that represents over previous years and we're grateful for the support. After doing some evaluation of the forms we've received, we've realized we need to make some tweaks to make the form more user friendly and functional. In addition to cleaning up the logic, we're going to remove the session submission option at the bottom and put that in a separate location on the website to allow that process to stand alone. This should make volunteering quicker, cleaner and easier to manage for the folks on the backend.

We've been having a lot of discussions recently as an executive committee about what the "perks of membership" are for TACRAO. Essentially, we've been trying to list out the reasons institutions should want to join as opposed to just coming to the conference or subscribing to our Day/Night Programs. The recent **expansion of our webinar series** highlights one of the best examples of these perks. Registration for these webinars on topics like **residency, enrollment reporting** and other issues are available only to members as are the subsequent recordings posted here: <https://tacrao.memberclicks.net/webinar-recordings>. As we continue to seek ways to support our membership we intend to explore additional topics and potentially identify new ad-hoc and permanent committees to shepherd their inclusion into our growing list of webinars. Stay tuned.

That's where I leave you for this edition. Stay focused out there, keep the faith, and know we'll get through this cycle too!

**Chris Reed**  
**President-Elect**



**Chris Reed**  
*President-Elect*  
*Texas A&M University*

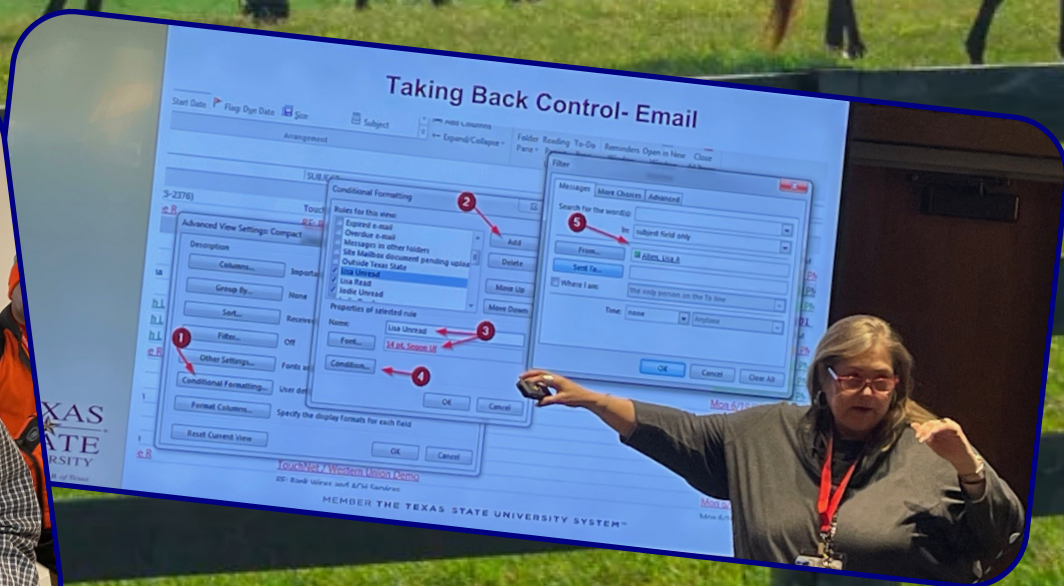


# TACRAO @



February 4-7, 2024

Lexington, KY





# TACRAO @



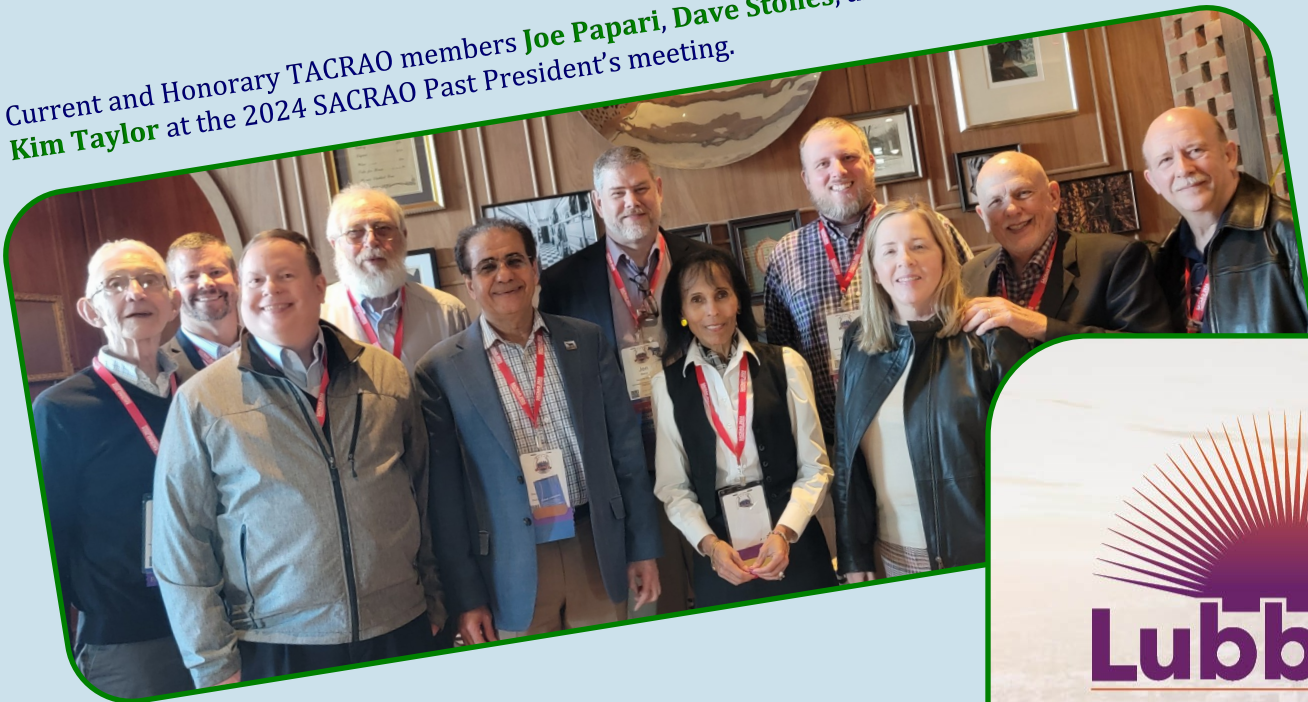
## TACRAO in SACRAO Leadership



**Sofia Almeda**  
President-Elect  
University of Texas  
Rio Grande Valley

**Justin Schilke**  
Program Vice President -  
Records & Academic Services  
Rice University

Current and Honorary TACRAO members **Joe Papari, Dave Stones, and Kim Taylor** at the 2024 SACRAO Past President's meeting.



**TEXAS** is hosting the 2025 SACRAO Conference!  
Make plans now to come to **Lubbock**  
**February 16-20, 2025.**

**Brenda Martinez** and **Rex Oliver** from Texas Tech  
University will be the 2025 SACRAO LAC chairs.

**Lubbock**  
SACRAO 25

*Where Education Meets the Endless Horizon!*

**SAVE THE DATE**

SACRAO  
Annual  
Conference

February  
16 - 20,  
2025

Lubbock, Texas



# Enhancing TACRAO Membership & Communication: A Message from the Past President



**Melinda Carroll**  
Past President  
North Central Texas College

## Greetings, TACRAO!

As I reflect on time on the TACRAO Executive Committee, I'm reminded of the incredible dedication and passion that our members bring to our organization. It's through your commitment and hard work that TACRAO continues to thrive and serve its mission. However, in the spirit of continuous improvement, it's imperative that we periodically review and update our membership attributes to ensure we are meeting the evolving needs of our community.

**Membership Attributes:** The lifeblood of any organization lies in its members. Our diverse community of enrollment management professionals, registrars, admissions officers, and other education stakeholders forms the backbone of TACRAO. As such, it's essential that we regularly assess our membership attributes to ensure they accurately represent the breadth and depth of expertise within our ranks.

We are excited to share a significant update aimed at enhancing your experience within the TACRAO community. Following thoughtful deliberation and feedback from the TACRAO Executive Committee, we are **implementing new data attributes to enrich our membership profiles.**

In the coming months, we will embark on a comprehensive review of our membership criteria to ensure they reflect the changing landscape of higher education and enrollment management. By updating our membership attributes, we can better serve the needs of both current and future members and ensure that TACRAO remains a vibrant and inclusive community for years to come.

**Improved Communication:** Effective communication is key to the success of any organization, and this holds true for TACRAO as well. As Past President, I am committed to enhancing communication channels with our Past President Council to ensure that their insights and expertise continue to inform our strategic direction.

Moving forward, we will implement regular check-ins and updates with the **Past President Council** to keep them informed of ongoing initiatives and solicit their input on key decisions affecting the organization. Additionally, we will explore opportunities for greater collaboration between the Past President Council and current leadership to leverage their institutional knowledge and experience for the benefit of TACRAO as a whole.

By strengthening communication with our Past President Council, we hope to connect the valuable resource of institutional knowledge and leadership experience to help guide TACRAO forward. Together, we can ensure that TACRAO remains at the forefront of professional excellence and continues to make a positive impact on the lives of students and institutions across the State of Texas.

I want to express my gratitude to each and every member of the TACRAO community for your unwavering commitment and dedication to our organization. It's through your collective efforts that TACRAO continues to thrive and evolve.

Warm regards,  
**Melinda Carroll**  
Past President



# SAVE <sup>the</sup> DATE



Photo by Splitshire from Freerange Stock

## TACRAO Summer Meeting

*Virtual*

### July 16-17, 2024



# Jason's Jottings



**Jason Hale**

*Vice President for Admissions  
Texas Tech University*

## **Ahoy from Lubbock, mateys!**

While we're all navigating the tumultuous currents of the national delays in FAFSA, there's one thing that's as steady as the ocean tides – our devoted TACRAO Session Planning teams! They're working tirelessly, like mystical mermaids, to craft an enchanting array of sessions for the upcoming conference.

Last month, we dove into the depths with the TEC crew to explore the conference site in San Marcos, and let me tell you, I'm as thrilled as a mermaid discovering a hidden grotto about the venue. There's plenty of space for our aquatic gatherings, I assure you!

Now, what's a TACRAO Conference without our legendary sessions? We're talking about ***Hot Topics in Admissions***, the ***Past President's Panel***, and, of course, the mesmerizing ***Recruiter Olympics!***

But hold onto your seashells, my friends! Amongst the 100+ session ideas we've gathered, there are some sparkling new treasures worth swimming for. We've got sessions on ***Social Media Marketing Practices, Overcoming Residency Status Issues, How to Deal with Increases in Dual Credit Applicants, What's the Deal with Articulation Agreements?***, and even ***TSI in a Test Optional World***. And that's just the beginning of our underwater adventures!

If you have a brilliant session idea floating in your mind, don't hesitate to send a message to our session planning captains:

**Admissions Chair | Rex Oliver, Texas Tech University | [rex.oliver@ttu.edu](mailto:rex.oliver@ttu.edu)**

**Recruitment and Outreach Chair | Dali Hatanville, Texas A&M Commerce | [dali.hatanville@tamuc.edu](mailto:dali.hatanville@tamuc.edu)**

**Access and Equity Chair | Kenneth Evans | Tarrant County College | [Kenneth.evans1@tccd.edu](mailto:Kenneth.evans1@tccd.edu)**

**Student Success Chair | Amanda Nickerson | UT at Arlington | [amanda.nickerson@uta.edu](mailto:amanda.nickerson@uta.edu)**

**Community College Technical and Transfer | Kim Herman | SMU | [kaherman@mail.smu.edu](mailto:kaherman@mail.smu.edu)**

We're eagerly anticipating your presence in San Marcos, November 10th to the 13th as we Embrace the Shifting Currents.

May the currents carry you safely to our gathering!

**Jason Hale**

**Vice President for Admissions**



# Scott's Scribbles

## Happy Spring, TACRAO!

The Executive Committee recently met on-site in San Marcos to review the business of the association and visit the venue space for our annual conference. I am pleased to report the convention center has plenty of space for multiple sessions per time slot, and session rooms are large and easily accessible.

Speaking of conference sessions, dozens of ideas have already been submitted (thank you, session planning committees!). Here is a small sampling of the sessions submitted by committees in my area of responsibility:

- Badges and Microcredentials
- Financial Aid 101 for Admissions and Registrar Professionals
- Promoting Mental Health in the Workplace
- Other Duties As Assigned
- Team Building for Beginners
- What am I even doing?

These, and the other session ideas submitted, cover a variety of current issues and areas of interest to our profession.

If you have a session idea and would love to present (or have a specific presenter in mind), please let me and/or **Jason Hale (Vice President for Admissions)** know. You can reach us at [vp.records@tacrao.org](mailto:vp.records@tacrao.org) or [vp.admissions@tacrao.org](mailto:vp.admissions@tacrao.org). Please include as much information as you can, including the session idea, a presenter name, title, and email address.

Keep an eye on the TACRAO website for additional information, including session details, in the coming months. This promises to be a fantastic conference!

**Scott Branum**  
**Vice President for Records and Registration**



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



# Melissa's Message



**Melissa Hyatt**  
Vice President for  
Technology  
Texas State University

## Hello TACRAO!

Happy Spring! We had another **Enrollment Reporting Webinar** on February 26<sup>th</sup> and we were in full bloom with 90 people in attendance. The slides and recording are posted to the website at <https://tacrao.memberclicks.net/webinar-recordings>. Remember to log in to access the content.

Additionally, the newly created **Enrollment Reporting Ad-Hoc committee** are busy bees and had their first meeting on March 7<sup>th</sup>. They have a solid game plan to work on a Best Practices document and FAQs to help the membership with this important topic. The goal is to have something by the end of the year, if not sooner, so stay tuned!

**Discussion forums** have been created for each region! Get out there and pollinate and collaborate with your regional colleagues. Private schools have a forum too! Log in and click Discussion Forums at the bottom of the Quick Links today.

The **Job Board** is going strong. This is a reminder that members do not need to pay to post. If your HR department wants to post a job, the main contact just needs to add them to the roster. If you are the main contact and in the Registrar's office, add your Admissions colleagues and vice versa so they don't have to pay to post. Tell them a little birdie told ya!

If you have any ideas or recommendations on how TACRAO can utilize technology better, I'd love to hear them! Please send your ideas/comments/questions to me at [vpit@tacrao.org](mailto:vpit@tacrao.org).

And remember, *Spring is the perfect time to turn over a new leaf!*

**Melissa Hyatt**  
Vice President for Technology



# SOLAR ECLIPSE

APRIL 08, 2024

## Viewing Schedule by Texas City

ALBUQUERQUE

MEMPHIS

DALLAS

EL PASO

AUSTIN

HOUSTON



# Secretary & Treasurer Updates



**Jennifer Beal**  
Secretary  
North Central Texas College

## Beal's Blabber

Dear TACRAO Members,

As we move into a new year, it is time for us to conduct a thorough evaluation of our membership levels. Utilizing data from The Texas Higher Education Coordinating Board (THECB) and IPEDS, **we will assess each institution's enrollment for the last reported academic year to determine their level of membership** within TACRAO. This evaluation is crucial for ensuring that our organization remains inclusive and representative of all institutions in Texas.

We kindly request that **each institution review their membership roster** and inform us of any individuals who are no longer affiliated with their institution. Keeping our roster up-to-date is essential for effective communication and coordination within our organization.

In addition, we are excited to see you all at our annual conference, which will be held in beautiful **San Marcos from November 10th to 13th, 2024**. This conference will be a fantastic opportunity to network with colleagues, attend informative sessions, and discuss the future of higher education in Texas.

**Jennifer Beal**  
Secretary

## Truman's Take

Happy Spring TACRAO members!

The financials for the 2023 Annual Conference are wrapped up, and the final numbers look terrific! I'd like to give a special shout-out to: Past President Melinda Carroll; Denton LAC Co-Chairs Kate Richardson and Sam Taylor; Corporate Relations Committee Chair Tiffany Lipscomb; and Denton LAC Treasurer Jodie Rexroat. You all were fantastic stewards of TACRAO's money and put on a wonderful conference none of us will ever forget!

I recently finalized our 2022-2023 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. The balance of our savings account is such to assure we have enough funds to cover a conference (i.e., another pandemic comes that forces the annual conference to not meet with payment still required) to protect the association. Please feel free to reach out to me if you have any concerns or if I can answer any questions.

Thank you for allowing me to serve this great organization! I hope you all have a great rest of the Spring semester, and your Summer begins smoothly!

**Truman Glenn**  
Treasurer



**Truman Glenn**  
Treasurer  
The University of Texas at Austin





# SAN MARCOS, TX TACRAO 2024

We extend a heartfelt invitation to you and members of your institution to attend

TACRAO 2024 in San Marcos, TX, from November 10 – 13, 2024.  
From our beautiful river to the Tanger and Prime Outlet Malls,  
there's no shortage of activities to make your visit memorable.

San Marcos is the home of the Aquarena Springs Lake and the San Marcos River.

Aquarena Springs used to be a popular tourist destination and amusement park before SeaWorld and Six Flags.

The Mermaids entertained visitors with underwater shows that included Ralph the Swimming Pig.

The mermaid legacy lives on in San Marcos as we continue to celebrate them with special events and festivities.

The Mermaids of San Marcos symbolize our commitment to preserve our natural spring lake and river.

We look forward to the opportunity to host you and share the magic of San Marcos, Texas.

Please don't hesitate to reach out if you have any questions.



**Martha Fraire-Cuellar**  
*Local Arrangements Co-chair*  
*Texas State University*



**Brandy Garcia**  
*Local Arrangements Co-chair*  
*University of Texas—San Antonio*



NOVEMBER 10-13, 2024



EMBRACING THE SHIFTING CURRENTS



SAN MARCOS

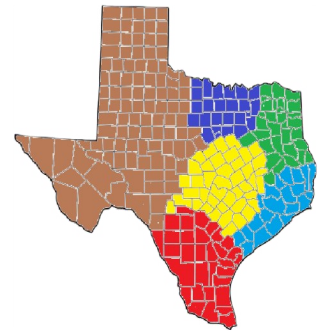
TEXAS

TACRAO



# REGIONAL NEWS

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## CENTRAL TEXAS

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**Dawn Ditto**, Admissions Technician, retired from **Temple College** after 30 years of service. Congratulations, Dawn!

**Temple College** Admissions and Records Office welcomed the following team members this past year:

**Jessica Fettig**, Evening Admissions Technician

**Terra Hill**, Graduation Specialist

**Veronica Suniga**, Admissions Technician

**Suzanna Bachman** was named Registrar, Director of Admissions and Records at **Temple College** in June 2023 after previously serving as the Director of Advising. Suzanna has been with Temple College for 10 years, starting as an Enrollment Coordinator.



In January 2024, Natalie Bland started as the new Associate Registrar at **Temple College**. Natalie has been with Temple College for five years.

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## EAST TEXAS

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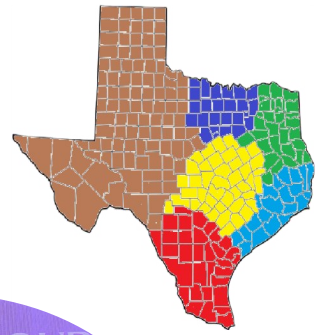
The **East Texas Association of Collegiate Registrars and Admissions Officers (ETACRAO)** will hold their annual meeting on Friday, April 24th on the campus of **Stephen F. Austin State University**. Reserve your seat today by clicking on this [RSVP link](#).

**Mitch Powell** was named the new Registrar at **Texas A&M University—Texarkana**. Mitch previously served as Interim University Registrar at the University of North Alabama, and as Associate Registrar at the University of Miami (Coral Gables) and the University of Arkansas at Monticello.





# REGIONAL NEWS



## NORTH TEXAS

The **North Texas Council of College and University Registrars and Admissions Officers (NTCCURAO)** held its Spring meeting on March 8th at the UNT Health Science Center in Fort Worth. This was the first meeting of NTCCURAO since before Covid. Approximately 25 attendees met to discuss and plan upcoming **summer and fall training workshops** and enjoyed a wonderful nacho bar provided by the **UNT Health Science Center**.



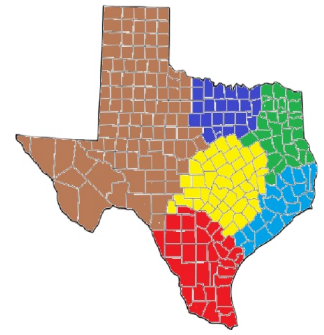
**Dr. Consuela Perez**, Registrar, **Tarrant County College**, will be presenting at College Board's **Preparate Conference** in Austin in April.

**Elaine Russell**, **Tarrant County College Northeast**, planned a Toro Tuesday event called "**Kindness Rocks**" where students were able to come and paint rocks with kind words and then place the rocks around campus. It was a nice way to spread kindness around **TCC**!





# REGIONAL NEWS



## NORTH TEXAS



**Sam Taylor** has a new role within **Tarrant County College** as the Enrollment and Academic Support Services Systems and Processes Support Registrar—or Systems and Support Registrar for short.

The **TCU Registrar's Office** welcomed **Jacob Dean** as the new Administrative Program Specialist working with transfer credit and assisting with VA processing.

**Ashley Tully** will be joining the **TCU Registrar's Office** as Assistant Registrar—Transfer. She will oversee the team responsible for transfer credit review and articulation building.



**Regina Middleton**, Assistant Registrar –Training & Professional Development at **TCU** received the “**Best of the Best**” **Session Award** for the 2023 TACRAO Conference and will be presenting her session at the annual AACRAO Conference in April.

**Leah Ojeda**, Associate Registrar at **TCU**, will be attending the upcoming Texas Women in Higher Education Conference, April 7-9, in Corpus Christi.



The **Lyle School of Engineering at SMU** welcomed **Karla Hernandez** as their new Assistant Director of Recruitment.

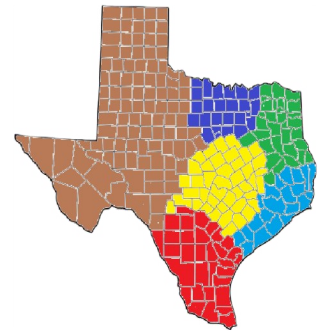
**Gabrielle Marie Alovera** joined the **SMU Registrar's Office** as the newest Academic Records Counselor.





# REGIONAL NEWS

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## SOUTH TEXAS

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Congratulations to **Oscar Reyna** from **Texas A&M University-Corpus Christi**. He has recently accepted a position as Assistant Vice President for Student Affairs at TAMU-CC.

**Danette Gutierrez Hibner** has retired from **Texas A&M University—Corpus Christi** after 21 years of service. Danette served as the Dallas-based regional recruiter and served as Assistant Director of Regional Recruitment. Congratulations, Danette!



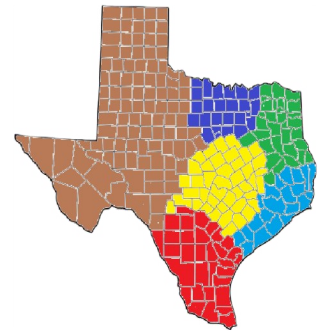
**Rene Zamora** welcome, Director of Undergraduate Admissions at **Texas A&M University—Corpus Christi**, is serving as Chair for the High School Relations Committee. He is excited to work with the committee members, and Chair-Elect Anam Iqbal from SMU, to coordinate the 2024-2025 TACRAO College Day/Night Schedule.

Congratulations to **Loida González Utley**, former Assistant Director of Transfer Recruitment at Texas A&M—Corpus Christi. She has accepted the role of Director of Recruitment and Enrollment Services at **Texas A&M University—Central Texas**.





# REGIONAL NEWS



## SOUTHEAST TEXAS

**SAVE THE DATE!!** The **SETACRAO Regional Conference** is scheduled for **June 27, 2024** and will be hosted by **Alvin Community College**. More information on the event to follow soon.



The Office of the Registrar at **Alvin Community College** welcomed two new hires: **Stacie Sedillo**, Transfer and Articulation Specialist, and **Sarah Azlin**, Graduation Specialist.



Congratulations to **Mary Lemburg**, Director of Admissions/Registrar at Houston Community College, for being recognized at the HCC Annual Employee Significance Ceremony for her 50+ years of service at the college. Mary started work in the Registrar's Office in December of 1972.

The Enrollment Officer team at **Houston Community College** gathered in December for a retirement celebration for **Terri-Turner Foster** who retired from Northeast College after 40 years of service.



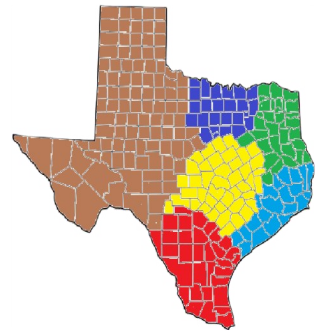
**Ariana Contreras** joined the Office of Student Records at **Texas Southern University** in February as an Academic Certifying Officer. Ms. Contreras previously worked at UH and SMU before joining the TSU team.

**Kerriyan Kirt** began her tenure in the Office of Student Records at **Texas Southern University** in March as an Enrollment Officer after graduating from Lamar University in December.





# REGIONAL NEWS



## WEST TEXAS



**Brenda Martinez** and **Rex Oliver** from **Texas Tech University** were named Local Arrangements Committee Co-chairs for the 2025 SACRAO Conference.



The conference is to be held in **Lubbock, February 16 - 20, 2025.**

**Georgina Antillon**, from the **University of Texas at El Paso**, and **Cassandra Lachica-Chavez**, from **El Paso Community College**, have enlisted the aid of their friend, “Amigo Man”, to start preparing for **TACRAO 2025 in El Paso**. They were so excited they couldn’t wait any longer to share the news.



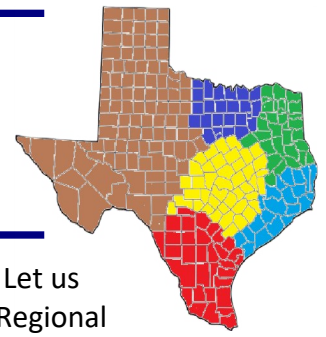


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# REGIONAL NEWS

## Your 2023-2024 Regional Editors

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**We want to hear from you!** New hires? Promotions? Retirement announcements? 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 are the members of the 2022-2023 TACRAO Communications Committee who are your regional contacts for news and updates.

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### CENTRAL TEXAS

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**Eric Poch**  
The University of Texas at Austin  
[eric.poch@austin.utexas.edu](mailto:eric.poch@austin.utexas.edu)

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### EAST TEXAS

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**Mickey Diez**  
Stephen F. Austin University  
[mickey.diez@sfasu.edu](mailto:mickey.diez@sfasu.edu)

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### NORTH TEXAS

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**Anam Iqbal**  
Southern Methodist University  
[ajiqbal@smu.edu](mailto:ajiqbal@smu.edu)

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### SOUTH TEXAS

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**Melissa Chapa**  
Texas A&M University-  
Corpus Christi  
[missy.chapa@tamucc.edu](mailto:missy.chapa@tamucc.edu)

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### SOUTHEAST TEXAS

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**Madelyne Tolliver**  
Victoria College  
[madelyne.tolliver@victoriacollege.edu](mailto:madelyne.tolliver@victoriacollege.edu)

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### WEST TEXAS

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**Georgina Antillon**  
The University of Texas at El Paso  
[gantillon@utep.edu](mailto:gantillon@utep.edu)



# 2023-2024 TACRAO Executive Committee



<b>President</b>	Bobbie Brown	Texas Tech University	bobbie.brown@ttu.edu
<b>President-Elect</b>	Chris Reed	Texas A&M University	creed@tamu.edu
<b>Past President</b>	Melinda Carroll	North Central Texas College	mcarroll@nctc.edu
<b>Vice President for Admissions</b>	Jason Hale	Texas Tech University	jason.hale@ttu.edu
<b>Vice President for Records &amp; Registration</b>	Scott Branum	Galveston College	sbranum@gc.edu
<b>Vice President for Technology</b>	Melissa Hyatt	Texas State University	mh07@txstate.edu
<b>Secretary</b>	Jennifer Beal	North Central Texas College	jbeal@nctc.edu
<b>Treasurer</b>	Truman Glenn	The University of Texas at Austin	truman.glenn@austin.utexas.edu
<b>Local Arrangements Co-Chair</b>	Martha Fraire-Cuellar	Texas State University	mfraire@txstate.edu
<b>Local Arrangements Co-Chair</b>	Brandy Garcia	The University of Texas at San Antonio	brandy.garcia@utsa.edu



# 2023-2024 Communications Committee

<b>Chair &amp; Newsletter Editor</b>	Bobby Lothringer	Southern Methodist University	rlothringer@smu.edu
<b>Central Texas Editor</b>	Eric Poch	The University of Texas at Austin	eric.pouch@austin.utexas.edu
<b>East Texas Editor</b>	Mickey Diez	Stephen F. Austin University	mickey.diez@sfasu.edu
<b>North Texas Editor</b>	Anam Iqbal	Southern Methodist University	ajiqbal@smu.edu
<b>South Texas Editor</b>	Melissa Chapa	Texas A&M University—Corpus Christi	missy.chapa@tamucc.edu
<b>Southeast Texas Editor</b>	Madelyne Tolliver	Victoria College	madelyne.tolliver@victoriacollege.edu
<b>West Texas Editor</b>	Georgina Antillon	The University of Texas at El Paso	gantillon@utep.edu

