

# TACRAO High School Relations Committee Report 2023

## October 12, 2023

### Standing Members

|                            |                     |
|----------------------------|---------------------|
| Susie Thiessen – Chair     | April Hollingsworth |
| Jennifer Beal – Past Chair | Brandon Byrd        |
| Rene Zamora                | Noel Rangel         |
| Rebecca Alejos             | Thomas Peckenpaugh  |
| Michael Talamantes         | Sierra Trenhaile    |
| Michael Klinck             |                     |

### Number of fairs by region:

|                   |                       |
|-------------------|-----------------------|
| Central Texas: 36 | Houston I: 52         |
| Coastal Bend: 14  | Houston II: 38        |
| Dallas I: 31      | Panhandle: 22         |
| Dallas II: 29     | Rio Grande Valley: 21 |
| East Texas: 34    | San Antonio: 31       |
| El Paso: 23       | Southeast Texas: 13   |
| Fort Worth: 34    | West Texas: 12        |
| Gulf Coast: 15    | Southwest Texas: 8    |

### Summary

High school relations committee saw significant changes throughout the season. Many new high schools, members, collaborators, and third-party assistance. The utilization of the Swoogo registration platform seemed to be the preferred method this year for most high schools/college fair hosts. Overall increase in student barcode registrations and counselor participation/registrations, with 413 college fairs hosted and 3 fairs cancelled.

### Additional Comments:

- i. San Antonio week was split into two separate routes, San Antonio and Southwest Texas. This was deemed easier to plan fairs and routes for recruiters, and better organization for the San Antonio rep.
- ii. Loss of two committee members within the HSR committee (East Texas and Houston) created some backlog in scheduling fairs.

- iii. Two GoToCollegeFairs (GCTF) Liaisons changed positions within the year, which caused some technical setbacks within in Swoogo.
- iv. Significant decrease in virtual booth utilization.
- v. Expansion of West Texas (change from one to two recruiters) due to growth of the area and distance between fairs.
- vi. Push back spring fairs for DFW and Houston III to late February. This allows some time to prepare when the new semester starts as well as before March 1<sup>st</sup> deadlines.
- vii. 2024-2025 & 2025-2026 schedules to be approved by TEC at the 2023 Annual TACRAO Conference in Denton.

Respectfully submitted on behalf of the members of the High School Relations Committee.

*Susie Thiessen*

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High School Relations Chair, TACRAO 2023-2024