

TACRAO NEWS

SUMMER 2024

**TACRAO in
O-HI-O:
2024 AACRAO**

**2024
Conference
News**

**2024 Summer
Meeting...
A Virtual Success!**

**Regional
News**

In Memoriam

**Executive
Committee
Updates**

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

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NOVEMBER 10-13, 2024



EMBRACING THE SHIFTING CURRENTS



SAN MARCOS

TEXAS

TACRAO

TACRAO is Coming with a Few Changes!

A Message from the President



*Bobbie Brown
President
Texas Tech University*

We are speeding toward San Marcos in November! Before you know it, we will all be together connecting, sharing ideas, and catching up with friends. Please make sure to register and join us in November!

This year the TACRAO Executive Committee has rearranged some of the conference schedule to benefit all attendees. We have separated the Business section from the Wednesday final session and added an additional session time slot on Wednesday.

Here are the changes this year:

- TACRAO Business Meeting will be on Tuesday afternoon. We believe this will allow more TACRAO members to attend and vote on important association items.
- There will be three (yes, three!) session time periods on Wednesday morning! This gives attendees the opportunity for additional learning and networking.
- The Wednesday Wrap up will take place from 11:00AM-12:00PM and include the Resolutions Committee report (a fan favorite!), changing of the TACRAO TEC, and a lively invitation to TACRAO 2025 in El Paso, Texas!

You really don't want to miss TACRAO 2024! The Embassy Suites Convention Center is spectacular with plenty of spaces to network and visit your favorite vendor or find a new one.

I value each of you that make TACRAO such an excellent organization. To quote another favorite volunteer position I hold in Little League, One Team. One TACRAO! Let's make a positive impact on our communities, institutions, and students!

**Bobbie Brown
President**



SAN MARCOS, TX
TACRAO
2024

**Registration
is now
open!**

Registration for the 2024 Annual TACRAO Conference is **NOW OPEN!** Take advantage of the Early Bird pricing by registering before October 18th!



The 2024 Annual Conference will be held at the Embassy Suites by Hilton San Marcos Convention Center. Click the booking link **TACRAO 2024** to secure your room today!

Be sure to check out all of the attractions, events, and things to do in San Marcos by visiting **visitsanmarcos.com**

Plan to attend the **BIG EVENT** Tuesday night at the historic ***Gruene Hall***...
the oldest dance hall in Texas!

We will be entertained with our own private concert by ***Slade Coulter***, the 2nd most famous person to come from Jayton, Texas (our very own Bobbie Brown being ***THE*** most famous Jayton native, of course!)



Reed's Ramblings



Chris Reed
President-Elect
Texas A&M University

Howdy All,

I hope everyone is managing to snatch moments of normality from yet another exciting summer in higher education. Given the current news cycle I suppose it's a little presumptuous to expect this article to catch too much of your attention, but I'm going to give it my best. I promise if you make it to the end I'll make it worth your while!

It is crazy to think that the annual conference is just around the corner, but it will be here before you know it. As we all work toward putting together yet another amazing experience I, as your President-Elect, am tasked with ensuring that the stable of volunteers that keeps this organization (and indeed its annual conference) running remains full. I'm working my way through filling spots on our numerous Standing and Session Planning Committees. You can learn more about these essential groups of volunteers here: <https://www.tacrao.org/tacrao-committees>.

If you're ready to lean in and be a part of a committee, please take a moment to fill out the I'm Available form on the website as soon as possible. There are still seats to fill! What I can assure you from personal experience is that committee service is the step that truly began expanding my professional network and truly taught me how to leverage and access the power that TACRAO possesses. Don't miss out on that.

That's where I'll leave you for this edition. To spice things up a bit I'll end this article with an opportunity. I've got a few prizes for folks who read this and email me with the name of the only Session Planning Committee with the word "Student" in it. See y'all soon!

Chris Reed
President-Elect

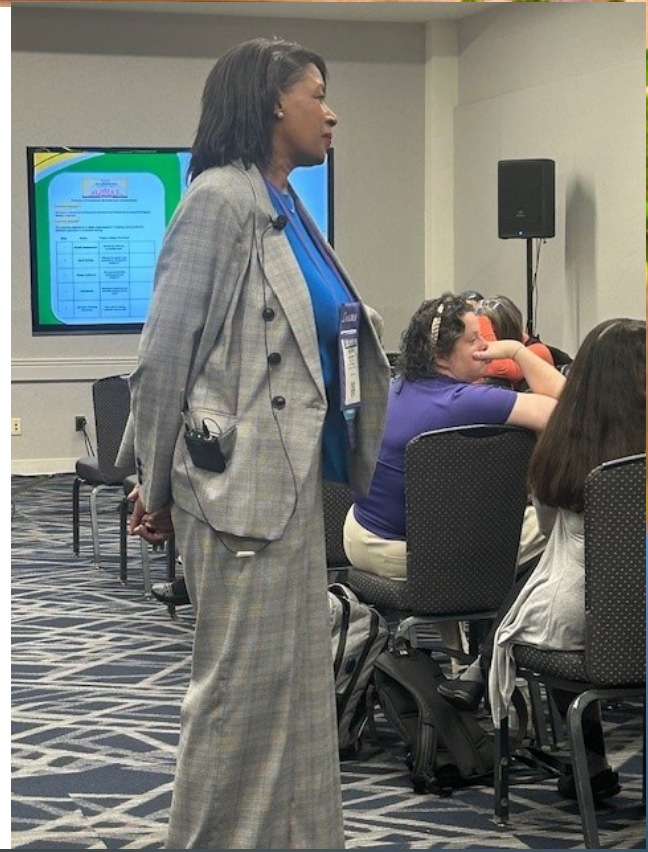
TACRAO @ AACRAO

April 7-10, 2024

Columbus, OH



Regina Middleton, Assistant Registrar for Training and Professional Development at **TCU**, presented her **Best of the Best** session from the 2023 TACRAO conference at the 109th Annual AACRAO Meeting. The title of her session was ***Building Infrastructure for Optimal Training and Professional Development Programs.***



Upcoming Changes to TACRAO

A Message from the Past President



Melinda Carroll
Past President
North Central Texas College

Greetings, TACRAO!

As the TACRAO Executive Committee continues to strive for excellence in the organization, I am excited to inform you about some significant upcoming changes to our TACRAO governing documents. These revisions, which include changes to our By-laws and Constitution, are designed to enhance our operational efficiency, promote greater member engagement, and ensure our procedures reflect best practices.

The proposed changes to the TACRAO Constitution and Bylaws will be presented to the membership on or before October 10, 2024, which is at least one month prior to the TACRAO Annual Conference. We want to ensure that all members have ample time to review and provide feedback on these important updates.

During TACRAO 2024 Annual Conference, we will present these changes in detail at the Past Presidents Council and during Monday's Town Hall. Finally, on Tuesday, November 12, the TACRAO membership will vote on the proposed changes during the Annual Business Meeting.

As Past President, I will be sending a detailed email soon outlining these changes. Your input is invaluable to TACRAO Executive, and we encourage all members to participate in this important process.

Thank you for your continued support and commitment to TACRAO. I look forward to your engagement in shaping the future of our organization.

Warm regards,
Melinda Carroll
Past President

Virtual TACRAO Summer Meeting



Photo by [Splitshire](#) from [Freerange Stock](#)

On Tuesday, July 16, and Wednesday, July 17, hundreds of our TACRAO family gathered virtually for the annual summer meeting. With 2024 not being a legislative year, and with possible venue changes in Austin, it was decided to hold the annual meeting virtually, and looking at the numbers, it seems it was a hit!

Each of the **14 sessions averaged over 320 in attendance!** WOW! Sessions ranged in topics from legislative updates, residency, Apply Texas, NSC, Gainful Employment, and even Artificial Intelligence. Our presenters were both knowledgeable and insightful. I am always amazed at the tremendous talent right here in our beloved TACRAO organization. I've said many times, I'm pretty good at my job, but I could not do it without each of you! I am grateful to be a part.

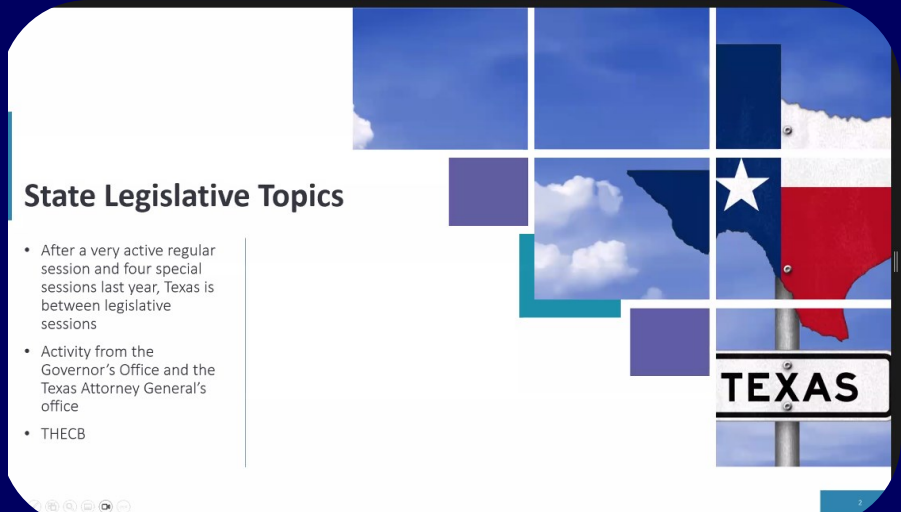
I would like to thank my co-Chair, **Hector Cerda** (South Texas College) for the tremendous work he put into wrangling our presenters from THECB, which is not an easy task. TACRAO VP for IT, **Melissa Hyatt** (Texas State University), and her entire Technology committee did a fantastic job of handling the Zoom sessions. Of course, TACRAO President **Bobbie Brown** (Texas Tech University), and TACRAO President-Elect **Chris Reed** (Texas A&M University) were excellent hosts and their leadership throughout the meeting preparations was invaluable. Finally, a big shout out to **Med+Proctor** for hosting the virtual "Happy Hour!" Let's just say, if you missed it, you have no idea how competitive your fellow TACRAOans can be at music bingo! I mean, the \$200 Amazon gift card for first place, and \$100 for second was amazing incentive.

And with that, we bid farewell to Zoom and set our sights on beautiful San Marcos for the TACRAO Annual Conference set for November 10-13. Registration is up now, so book your spot! See you soon!

With TACRAO Pride,
Troy G. White, PhD
Summer Meeting Co-Chair

State Legislative Topics

- After a very active regular session and four special sessions last year, Texas is between legislative sessions
- Activity from the Governor's Office and the Texas Attorney General's office
- THECB



Jason's Jottings

Greetings TACRAO Members,

Reflecting on the recent years in higher education, we've faced numerous challenges. The pandemic brought unprecedented obstacles, and this year has presented its own hurdles. The National FAFSA delays have disrupted our daily operations, affecting both incoming and current students. Additionally, changes to the Apply Texas Application platform have introduced new difficulties.

Despite these challenges, I find hope and inspiration in the tireless efforts of our members. Your dedication to advancing the mission of our organization—enhancing the professional roles in admissions, records and registration, and related functions—is commendable.

As an ex-officio member of the **High School Relations Committee**, I have witnessed the committee's hard work in organizing college fairs that will shape the future of our institutions. Special thanks to **Rene Zamora**, Chair of High School Relations, and **Anam Iqbal**, Co-Chair, for their leadership.

I have also seen the dedication of our session planning committees as well, who have crafted a comprehensive slate of sessions for the upcoming Annual Conference. This event will offer essential professional development for our organization. Thank you to everyone who has volunteered to present. Our conference will cover a wide range of topics, from Access & Equity, Admissions, Recruitment, Outreach, Community College/Technical and Transfer topics as well as Student Success, ensuring relevance for all.

No matter the challenges, TACRAO stands ready to overcome obstacles for the benefit of the students we serve. I eagerly anticipate our gathering in November at the annual conference, where we will **Embrace the Shifting Currents** and emerge stronger.

Thank you for all that you do!

Jason Hale
Vice President for Admissions



Jason Hale
Vice President for Admissions
Texas Tech University



Scott's Scribbles



Scott Branum
*Vice President for
Records & Registration*

Happy Summer, TACRAO!

I hope you are all safe from the extreme weather we've had lately. I am especially sending out wishes to my Southeast Texas/Coastal Bend friends for a quick recovery from the recent hurricane. It was quite the storm for us along the Gulf coast.

VP for Admissions, Jason Hale, and I have been diligently working on finalizing the session details for our annual conference. We have a few loose ends to tie up over the next few weeks before we select sessions and send out confirmations to presenters. A heartfelt, "Thank you," again to the Session Planning Committee Chairs and other TACRAO members who submitted session ideas. Without your help, we would not have an excellent selection of sessions.

Session ideas submitted include, **Applying FERPA to Real Life Situations** (featuring Mr. LeRoy Rooker, AACRAO Senior Fellow and resident FERPA expert), **Cybersecurity and Data Breaches** (featuring TX-DIR), **HB-8 and the FAST scholarship, enrollment reporting, Texas state reporting, AI in the Registrar's Office**, and much more! We will also have our various, Birds of a Feather and Hot Topics sessions to choose from. Keep an eye on the TACRAO website for a list of confirmed sessions soon.

If you would like to get involved in TACRAO, but are not sure where to start, please consider being a session facilitator. Facilitators introduce the session presenter(s) and making sure the session stays on time. If you are interested, please visit the [TACRAO website](#), click, [Get Involved](#), and fill out the [Session Facilitator Application](#).

Wishing you a safe and "cool" summer!

Scott Branum
Vice President for Records and Registration

Hello TACRAO!

Melissa's Message

Ah summer... remember when it used to be considered a slower time? I hope you have been able to enjoy a little bit of fun in the sun amongst the New Student Orientations and such.

The Enrollment Reporting and Residency webinars continue to be popular, so we will try to have them again in early October. Stayed tuned to the listserv! The Enrollment Reporting Ad-Hoc committee is **burning it up** working on a Best Practices document and FAQs and hopes to have a draft to show at the annual conference (another reason why you should attend)!

We have several great discussion forums on the [website](#). Log in and ask questions and share information on various **hot topics** with your colleagues:



Melissa Hyatt
Vice President for
Technology
Texas State University

- Enrollment Reporting**
This forum is intended to be a place to discuss any issues related to enrollment reporting.
- Residency**
This forum is intended to be a place to discuss any issues related to residency.
- College Fairs**
This forum is intended to be a place to discuss any issues related to college fairs.
- TCCNS**
This forum is intended to be a place to discuss any issues related to TCCNS.
- Private Schools**
This forum is intended to be a place for members who work at Private Schools can communicate and collaborate.
- Gainful Employment**
This forum is intended to be a place to discuss any issues related to gainful employment.

- CenTACRAO**
This forum is intended to be a place CenTACRAO members can communicate and collaborate.
- NTCCURAO**
This forum is intended to be a place NTCCURAO members can communicate and collaborate.
- ETACRAO**
This forum is intended to be a place ETACRAO members can communicate and collaborate.
- STARAO**
This forum is intended to be a place STARAO members can communicate and collaborate.
- SETACRAO**
This forum is intended to be a place SETACRAO members can communicate and collaborate.
- WTACRAO**
This forum is intended to be a place WTACRAO members can communicate and collaborate.

We had a **sizzling** virtual Summer Meeting and I want to give a shout out to the Technology Committee for assisting with monitoring the zoom sessions. As of the time of my writing this, I am working on uploading the recordings to the website, though....

We will be starting a **YouTube channel!** This will allow us to upload videos much better and not have the size constraints with have with our website.

We can also add other fun things to it, like a compilation of pics and videos from our annual conferences, and maybe even the **spicy** Resolutions. Stay tuned...

Hot off the press! Another exciting venture we are working on a new TCCNS site that we will be rolling out this fall! We've taken feedback and are working to incorporate that into this new site. Major thanks to **Kristin McDonald-Willey** and **Isaiah Vance** for working with the developer on this project. We are thrilled and hope you will be too.

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.

And remember, *don't sweat the small stuff!*

Melissa Hyatt
Vice President for Technology
Texas State University



Fred Russell Strategic Enrollment Management Workshop

SEM A to Z

Sunday, November 10th
1:00 p.m.—4:00 p.m.

Join us in a comprehensive session exploring the essentials and emerging trends in Strategic Enrollment Management (SEM).

Using an alphabetical approach, it will cover current hot topics, challenges, opportunities, and emerging trends. This presentation is essential for anyone involved in shaping the future of student enrollment and institutional success.

Higher education institutions are facing unparalleled challenges and changes; this presentation aims to equip you with a full spectrum of topics to navigate this dynamic landscape effectively. Walk away with a robust ABC toolkit that will empower you to implement SEM tools and strategies in the ever-evolving narrative of higher education.

Dr. Buster-Williams and Dr. Tremblay both co-lead AACRAO's Strategic Enrollment Management (SEM) Endorsement Program.



Dr. Kimberley Buster-Williams
Associate Vice Provost for Student Success
George Washington University



Dr. Christopher W. Tremblay
Executive Director of Enrollment Management &
Student Affairs
University of Michigan
Taubman College of Architecture &
Urban Planning.

Beal's Blabber



Jennifer Beal
Secretary
North Central Texas College

As we close out the summer and prepare for the fast-paced fall semester, we are pleased to inform you that the latest TEC meeting minutes are now available on the TACRAO website. To access these minutes, simply log in, navigate to the resources section, and click on reports. Staying informed about the discussions and decisions made during these meetings is crucial for our collective success and engagement.

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.

Additionally, membership renewal invoices have been sent out, so please ensure that you keep your membership active by paying the new membership fees. Your timely payment helps support the many initiatives and events that benefit all members.

We are also thrilled to announce our annual conference, which will be held in the charming and vibrant city of San Marcos from November 10th to 13th, 2024. Known for its stunning natural beauty, rich history, and welcoming community, San Marcos offers a perfect backdrop for this year's event. From networking with colleagues and attending informative sessions to exploring the local attractions, there will be something for everyone. Don't miss this opportunity to engage with peers, share insights, and contribute to the future of higher education in Texas—all while enjoying the unique charm of San Marcos.

Jennifer Beal
Secretary

Truman's Take



Truman Glenn
Treasurer

The University of Texas at Austin

Hello from Central Texas!

I hope you all are well and finding creative ways to keep cool this Summer! If you have not already, I hope each of you are able to take time to step away and recharge prior to Fall term!

I'm happy to report that TACRAO is financially strong, and the TACRAO Executive Committee continues to be diligent in ensuring that we remain cost conscious. Currently, we are receiving payments for Day/Night subscriptions, Membership renewals, and the 2024 Annual Conference registration. It's a busy time for our bank accounts!

This past May, the Denton 2023 Annual Conference **LAC Chairs Kate Richardson and Samantha Taylor, and LAC Treasurer Jodie Rexroat**, successfully completed a thorough review of all conference related transactions by the **Audit Committee** led by committee chair **Bobby Lothringer** and members **Rachel Fernandez** and **Jamie Hansard**. I would like to commend all those involved in the recent audit review and the entire Denton LAC team for not only putting on such a fantastic conference but doing so in such an organized and financially responsible way. Great job!

Speaking of audits, many of you are familiar that the Audit Committee is tasked with auditing the LAC/recent conference in late spring and auditing the TACRAO organization completed at the annual conference. However, **TEC recently passed a motion for the TACRAO organization to undergo an additional audit every two years by hiring a 3rd party accounting firm**. The goal of this audit is to have professionals review TACRAO's books and provide recommendations of new efficiencies to assure our organization remains as financially healthy as possible. The first 3rd party audit will occur shortly after the San Marcus 2024 Annual Conference. More details will be shared at that time.

Please do not hesitate to contact me concerning the finances of the organization or any questions that you may have. Enjoy your last few weeks of Summer!

Truman Glenn
Treasurer



DECISION
2024

The
2024 TACRAO Elections

will open on August 19th and close on August 25th

All TACRAO members will receive a unique electronic link to their ballot via email. Your vote matters!

Be sure to cast your ballot for:

President-Elect

Vice President for Records and Registration

Vice President for Technology

Treasurer

N&E Committee

IN MEMORIAM



Don Carter

May 16, 1943—July 17, 2024

While attending Texas A&M, Don worked on campus as a student worker in the Admissions and Records department. Don became the Registrar for Texas A&M University in 1987 until his retirement in 2011. Throughout his time as registrar, he conferred degrees on over 340,000 Aggies and attended over 300 graduation ceremonies. His time at A&M spanned 48 consecutive years, from his time as a student through his years as the Registrar.

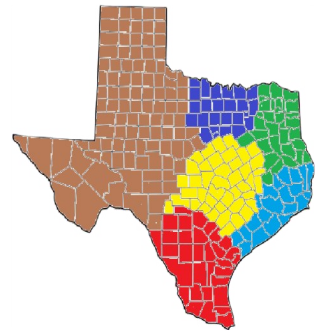


Ron Moss

August 18, 1955—June 2, 2024

Ron started as the Director of Freshman Admission at TCU, was Rice University's Director of Admission, and then went to Southern Methodist University as Dean of Undergraduate Admission and Executive Director of Enrollment Services. During these years he was active in many state and national professional organizations where he served in numerous leadership and advisory positions.

REGIONAL NEWS



EAST TEXAS

The **East Texas Association of Collegiate Registrars and Admissions Officers (ETACRAO)** held our annual meeting on Friday, April 24th on the campus of Stephen F. Austin State University.

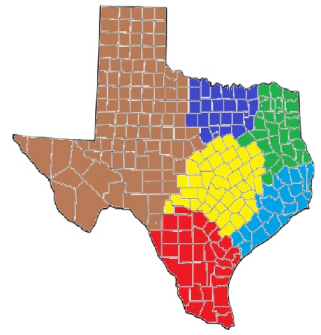


The 43 attendees spent the day engaged in professional development activities including discussing important topics such as **recruitment best practices**, the new Department of Education regulations regarding **partial transcript holds**, **Artificial Intelligence**, **impacts of FAFSA delays**, **One Stop operations**, and **commencement**.

Attendees also had the opportunity to tour several areas of the SFA campus, including the planetarium, Johnson Coliseum, and the Loddie Naymola Basketball Performance Center.



REGIONAL NEWS



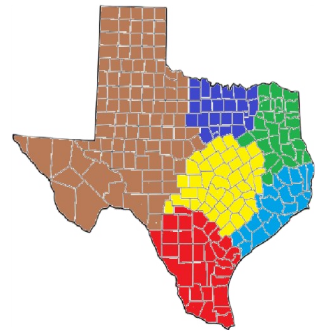
NORTH TEXAS

The **North Texas Council of College and University Registrars and Admissions Officers (NTCCURAO)** held its summer Recruitment Professional Development meeting on July 18th at the UNT Health Science Center in Fort Worth. The all-day workshop, which included a hearty breakfast and lunch, had 19 attendees representing 10 different institutions.

The theme this year was ***Bridging Paths*** and sessions included *FERPA for Admissions, Building Relationships, Using AI in Admissions, Case Studies with follow-up evaluations and critiques*, and an “expert” panel of TACRAO Past Presidents.



REGIONAL NEWS



SOUTH TEXAS

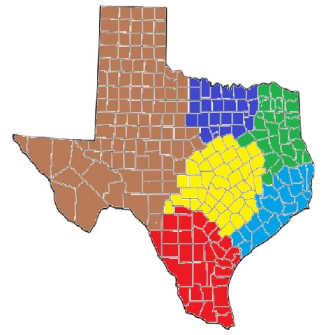


Lorena Rios, College Registrar at **Laredo College**, retired on July 31st after a long and remarkable career. Lorena was a very active and involved member of TACRAO for nearly 35 years and her presence will be missed!

The **South Texas Area Recruitment Network (STARN)** hosted their college bootcamps in June. We visited Corpus Christi, Laredo, McAllen and Brownsville area students – presenting to students about college admissions, the importance of rec letters and essays and even hosted mini college fairs. Universities and colleges from all over Texas were represented.



REGIONAL NEWS



SOUTHEAST TEXAS

The annual **SETACRAO Regional Conference** was held on June 27th at **Alvin Community College** with approximately 71 people in attendance. Attendees were treated to not one, but two, dynamic speakers.



Jevon Wooden, whose transformative insights have been featured in publications such as Forbes, Entrepreneur, and Inc. Magazine, gave his presentation titled ***Overcoming Overwhelm***.

Stephen Reynolds, the Learning & Organizational Develop Specialist who creates, delivers, and manages professional development and training for all employees at Alvin Community College, presented on ***Dealing with Conflict in the Workplace***.

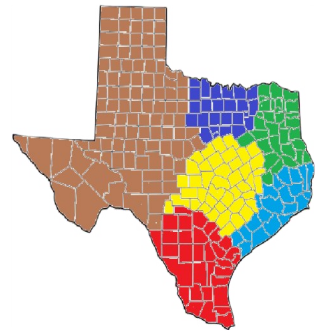


Next year's SETACRAO conference will be hosted by UTHealth Houston.



Dana Pence, Registrar, ACC, with Stephen Reynolds and Jevon Wooden.

REGIONAL NEWS



WEST TEXAS

Rachel Fernandez-Rodriguez Sr. Director for Financial and Administrative Services in the Division of Enrollment Management, was recognized for **25 years** of service to **Texas Tech University** at the *Length of Service Celebration* held on April 4th.



Brenda Martinez, Associate Registrar, **Texas Tech University**, was recognized for **20 years** of service to the university at the *Length of Service Celebration* held on April 4th.



Amarillo College staff members sharpened their skills and targeted their professional development with some ax and ninja star throwing in May.



REGIONAL NEWS

Your 2023-2024 Regional Editors



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.

CENTRAL TEXAS



Eric Poch
The University of Texas at Austin
eric.poch@austin.utexas.edu

EAST TEXAS



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SOUTHEAST TEXAS



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WEST TEXAS



Georgina Antillon
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2023-2024 TACRAO Executive Committee



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President-Elect	Chris Reed	Texas A&M University	creed@tamu.edu
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Vice President for Admissions	Jason Hale	Texas Tech University	jason.hale@ttu.edu
Vice President for Records & Registration	Scott Branum	Galveston College	sbranum@gc.edu
Vice President for Technology	Melissa Hyatt	Texas State University	mh07@txstate.edu
Secretary	Jennifer Beal	North Central Texas College	jbeal@nctc.edu
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West Texas Editor	Georgina Antillon	The University of Texas at El Paso	gantillon@utep.edu

