



CURRENT

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2010-11 KACRAO Newsletter

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**Would you like to submit
a special article or photos
to *The Current*? Email
Terri Van Slyke at
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A Letter from the President

Hello fellow KACRAOans,

KACRAO's Annual Conference has always been a great opportunity to learn more about our respective professions, network, and re-connect with friends. This year was no exception. The Local Arrangements Committee did a great job of planning the conference while the Program Committee put together a strong program with a wide array of sessions. Dr. Pat Long gave an exceptional keynote address about the importance of taking time to balance work and home life and the importance of "looking up."

Keeping Dr. Long's message in mind, the Executive Council has set an aggressive agenda for this year. Specific items we are working to get accomplished include:

Hosting the first ever Kansas City Metro Expo (think Futures Fair but at night and open to the entire KC metro area)

Applying for non-profit status

Implementing a new Executive Council structure

Holding a Strategic Enrollment Management (SEM) workshop in spring 2011

Updating KACRAO's strategic plan

Rolling out a new website

None of this can be done without professionals from colleges and universities across Kansas who volunteer their time and talents to make KACRAO the strong organization it is. If you are interested in helping with any of these initiatives or serving on a KACRAO committee click on the "Sign up for a Committee" link www.KACRAO.org.

Let's make it another great year!

Aaron Hamilton

KACRAO President



Aaron Hamilton

KACRAO President
Assistant Director of Admissions
Wichita State University

**Are you on the KACRAO List Serve? Sign up
today at www.kacrao.org**



KACRAO's Annual Conference REWIND

Old Registrar - New Experience

I've worked in a Registrar's Office for 22 years, serving as Registrar for 15 of those years but none of that time has been spent in Kansas. Over the years I've attended state and regional conferences for our profession as well as the annual AACRAO conference a few times. As the new Registrar at the University of Saint Mary in Leavenworth, I anxiously registered for this fall's KACRAO conference hoping to meet other registrars from across the state. From past history, I didn't really expect the state conference to be a learning experience or to be much of a big deal. Oh, how wrong I was!

Registration was smooth, keynote speakers were enjoyable, meetings were informational, sessions covered a wide range of topics and the presenters were very knowledgeable with up-to-date information. There were many opportunities for networking both during the day and at the evening dinners and entertainment. I left Topeka with valuable new information and valuable new contacts.

But the thing I was most tickled to discover about my new fellow KACRAOans was the sense of genuine delight in one another that was evident from start to finish. As a first time attendee, I was assigned a mentor who welcomed me, made sure I knew the ropes, introduced me to others and answered my questions. The camaraderie and support for one another was apparent around the table at meals, in the hallway before and after sessions, through applause, laughter, tears and standing ovations when awards were presented and acknowledgements made. KACROA members relish the success of one another and with a group like this backing you, succeed you will.

Photos from the KACRAO 2010 Annual Conference in Topeka!!!



By Mary Pat Dutton
Registrar
University of Saint Mary



(Photos courtesy of Andrew Kohls, April Evans, and Hugo Perez)

2010 CPC Season Here and Gone

Much like the regular school year seems to go by quickly so does the CPC route. Well, I suppose that is unless you are that true road warrior that is out for all six weeks. But seriously, as I sit back and reflect on my third year out making the state tour of Kansas I truly believe that the CPC route acts just like a mini-high school year for all of us in college admissions recruiting. Just work with me folks and I'm sure by the end of this article you will agree.

We start each year with the annual KACRAO Conference where we all can't wait to see who is coming back and who all the newbies are just like a new school year starts for regular high school students. After that, we start on our whirlwind tour of our great state just like kids start going back to class. Each week we travel to pretty much the same destinations we traveled to every year before allowing us to see the same counselors and school buildings like normal. Likewise, a returning student goes into the same building and same classroom to only see the same teachers just like every other school year. Are you starting to see the similarities yet?

And....just like any good school you have those students who are always on time at their desk and ready to go and those that are always late and rushing to be ready before class starts. You also have the class clowns and those that are there to get the job done just like any good straight A student would be. We need all types as we sit in some "classrooms" with only each other to entertain ourselves since we don't actually have real students to test our knowledge and then there are other times when we are sooo busy that we are put to the test just to see how much we really know about our schools. Just a quick word to the wise, if you ever see a Mexican dressed in purple lurking around your "desk" you should probably get back fast and then check your materials to ensure their safety.

Tucked into every day is the much needed break for lunch and in our case dinner. And, just like any school cafeteria you go in to at a school you will always see the same crowd sitting together. Thus, it would only stand to reason that the CPC route should be no different as many times the travel plans always include where everyone will stop and eat a bite between "classes" or to simply end a long day on. I'm sure most restaurants hated to see us all arrive but loved us when we left. Although, I wasn't part of the group I believe that this year's group at Cracker Barrel in Junction City might have been a record???



By Lynnette Hilty
Admissions Counselor
Hutchinson Community
College



Admissions Representatives visit Big Brutus in Pittsburg, Kansas during the Southeast Kansas CPCs. (Photo courtesy of Andrew Kohls)

No school year would be complete without the field trips. I'm sure that there are many more than what I will mention here but here are just a few that highlighted the CPC year for me and others that I know of. I hear that Norton has a nice city park and one should feel obligated to take a trip up to Nebraska if you are right next to the border. It is also a good idea to take a photo by the town name just so you don't forget where you are at along the way. Also, if you are down in Southeast Kansas I highly recommend visiting Big Brutus although I am sorry to report you can no longer climb all the way to the top. And, Heather I hope that next year's field trips will allow you to make it the final county in Kansas to complete your mission to visit every county in the state.

The following data is taken from the Hobsons Report on Undergraduate Student Recruitment 2010.

Which sources/tools did you find most effective when developing an interest in college? (Select up to 3)

Friends/family	44%
College search websites	34%
College fairs	28%
HS guidance counselors	26%
Viewbook from institution	24%
Institution's website	23%
College rankings	20%
Campus visit	19%
College guidebook	16%
Online planning tool	11%
Online/virtual campus tour	8%
College Admission Counselor	5%
Other social networks	4%
You-Tube or video clips	2%
Facebook	1%
Skype or live video stream	0%

Additional information can be found online:

Focusing Your E-Recruitment Efforts to Meet the Expectations of College-Bound Students- https://www.noellevitz.com/NR/rdonlyres/52057241-5FD7-450E-8399-C772C1F9A3F9/0/EExpectations_FocusingYourERecruitmentEfforts_0710.pdf

Social Media Recruitment: Do prospects really use it??- <http://doteduguru.com/id5544-social-media-recruitment-do-prospects-really-use-it.html>

The Future of Recruitment is Now

Each year starting in September, admission representatives across the state of Kansas embark on a three-month long mission to meet with high school seniors to discuss everything from academic programs and tuition rates to meal plans and student organizations. A long-time staple of this academic recruitment process has been the high school visit. In the past, seniors were given the chance to listen to presentations, gather information, and ask questions regarding each individual college or university. As more academic and time demands have been placed on school districts, the number of lunch visits throughout the state is on the rise. While the technology era has created additional avenues to reach high school students outside the lunchroom, such as Facebook and other social media sites, it is necessary to evaluate the effectiveness of this type of student contact.



By Terra Higgins
Admission Counselor
Pittsburg State University

Just how effective is social media when used as a recruitment tool? The results of the March 2010 study entitled The Hobsons Report on Undergraduate Student Recruitment which surveyed 1,082 high school students might come as a surprise. Students reported online communities and social networks were only 4% effective, while Facebook was only 2% effective in helping to determine where to apply for college. It is important to note only 19% of these students reported they believed Facebook to be a credible source for gathering college information. E-Expectations 2010 study, Focusing Your E-Recruitment Efforts to Meet the Expectations of College-Bound Students reported similar findings. Of the 1,000-plus students surveyed, only 1% reported using social media sites as a way to research colleges.

While current research indicates social media is far from an effective means for recruitment, it is a common resource used by admission offices throughout the state of Kansas to supplement high school visits. In stark contrast to the findings on social media effectiveness, this same research indicates that students find individual college websites to be the most reliable and common means of gathering college information. These findings support the idea of returning recruitment focus back toward our school websites and using new technologies to communicate with prospective students. Through chat services such as Yahoo! and Windows Live and webcam services such as Skype, students can communicate online, in a personal setting with admission representatives from individual schools. This same type of idea could be applied to small "Virtual CPCs" with dates coordinated by KACRAO. Admission representatives for each school would be available to communicate online with students during an assigned time on the CPC date. This communication could range from a short group presentation to an individual session. The possibilities of recruitment through technology are endless.

As an organization, we have realized today's high school visits alone are not always the most effective way to reach out to prospective students. We have discovered many new ways to use a computer driven society to our advantage, but we must stop and evaluate these new approaches with something more than a surface measure. We must look at the research and we must act accordingly. High school visits alone will no longer suffice. The technology is available. It is up to us how we use it.

