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September 2010

2009-10 KACRAO Newsletter

Committee:

Lee Furbeck (chair)
University of Kansas

Terra Higgins
Pittsburg State University

Alicia Sanchez
Hutchinson Community
College

Terri Van Slyke
Kansas Wesleyan University

A special thanks to the committee and other contributors! Look for the next edition after the annual conference.

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A Letter from the President

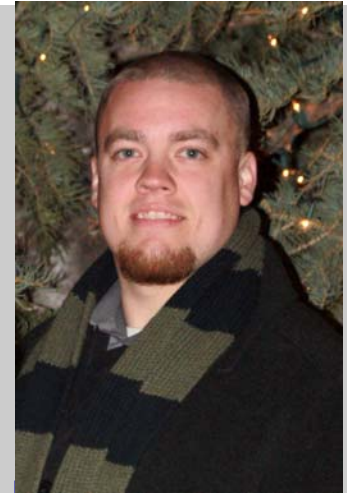
As many of you are aware, the recent national financial crisis has left in its wake an opportunity for Washington DC to shift a watchful eye to our profession. In particular, for-profit institutions are drawing a great deal of attention for questionable recruitment practices, large student loan debt, and tax dollars used for funding higher education ending up in the pockets of institutional shareholders. As congressional attention (and inevitable legislation) make their way down the pipe it reminds me how important KACRAO is in providing a community of professionals, balance, and accountability to each of our respective institutions.

Years ago, some of our current KACRAO members had a vision to create a college fair circuit to allow students from across our state to have access to a multiplicity of higher education choices. In addition, they had the foresight to set a standard of ethical practices to help govern the college fairs and create a level recruitment field for colleges both large and small. This of course resulted in the current program of College Planning Conferences; perhaps the greatest contributions KACRAO has made to the students of Kansas.

As the new class of college students hit our campuses, course registration draws to a close, and we prepare to pack our suitcases to trek across the state on the next recruitment trip, I would beseech you to embrace the purpose for why our profession and associations like KACRAO exist. We aren't here simply to grow enrollment or process transcript requests; we move forward for the sole benefit of those we serve. Our students.

See you in Topeka,

Ben Schears
KACRAO President 2009-2010
Cowley College



Ben Schears
KACRAO President
Executive Director of Enrollment & Outreach Services

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Taking Advantage of KACRAO's Annual Conference

2010-2011

Slate of Officers

President-Elect

Nancy Unruh
Garden City Community College

VP for Association Services

Lee Furbeck
University of Kansas

VP for Outreach

Pete Belk
Johnson Co. Community College

VP for Prof. Development

Jayre Lee
Garden City Community College

Secretary

Stephanie Lanning
Dodge City Community College

Treasurer*

Heather Eckstein
Pittsburg State University

Treasurer-Elect

Mysti Byrd
Johnson Co. Community College

Admissions Advocate-at-Large

Lynn Perez
Pratt Community College

Records/Reg. Advocate-at-Large

Rodney Frey
Bethel College

The Nominations and Elections Committee will present the proposed slate to the membership at the 2010 Annual Conference for final approval.

*Retained for final year, and will not be voted on at 2010 annual conference.

By Terri S. Van Slyke

Asst. Director of Admissions Kansas Wesleyan University

The KACRAO Annual Conference is a great opportunity for new and seasoned college professionals to mingle, network, learn from each other and gain a sense of what to expect from the upcoming recruitment year. Since I began working in Admissions almost five years ago, I will say I always look forward to the annual conference. I have been fortunate to take away helpful advice and information that has led to my confidence and accomplishments in higher education. I have also met a lot of terrific people that have become some of my closest friends. As I figure I am now considered a "seasoned" college professional, I have a few tips on how all attendees can take full advantage of this year's KACRAO Annual Conference in Topeka.

Breakout Sessions. Take advantage of attending these sessions. You never know when you might obtain information that may aid you in your position. Sharing ideas will benefit your success in the college realm.

Network. Okay, so we may be competition for each other in "selling" our school to the student "consumers," but we are all ultimately in the same boat. This conference is the perfect opportunity to network and look

past those rivalries. Don't be afraid to get out there and meet other college representatives. Whether it is sharing ideas, becoming travel buddies, or contacting these individuals with questions, networking and making contacts will become very beneficial to you in the future. Who understands the trials as well as the triumphs better than someone else who walks in the same shoes you do?

Join a committee. Get involved. Committees are once again a great opportunity to network and get your name out there. They also give you further experience and are a nice addition to your resume.

Ask the experts. For those of you new to the profession, talk to representatives that have been doing this numerous years. They are the ones that can give you valuable advice and also calm some of the anxiety that you have about your new career adventure.

Have fun. Personally, I love working in higher education. Although, I'm not that much older than most of our students, working in a college setting definitely keeps you young at heart. Take advantage of the fun, social activities offered at the KACRAO Annual Conference. There are plenty of fun activities planned to socialize and meet other reps. Enjoy Topeka and the company of those that also know the joys of higher education. It's okay to play every so often.

Get in [Travel] Gear the Gorilla Way! (Works for non-Gorillas too!)

Greetings from Gorilla Country! Once again, the time has come for Admission Counselors from across the state to hit the road for another exciting year of recruitment. Here at Pitt State we are preparing our newest Admission Counselor for her first travel season and we'd like to share the fun with other newcomers and veterans alike. From obvious travel necessities to discovered by experience provisions, the following helpful hints are brought to you by the letters P, S, and U.

**By Terra Higgins
and the Admissions Staff**
Pittsburg State University

1. Google Maps estimated travel time and Real Life travel time are not the same. To gauge time between schools, count on about a mile a minute, and then add 15 minutes for construction, slow drivers and getting lost.
2. Have your GPS set to stay on main roads or you may end up in a river... or a cow pasture. Also, learn to read a map, even if you have GPS. Sometimes it is wrong.
3. Keep your car clean. You are going to be practically living in it and there is only so much Febreeze can do.
4. Fill your car with gas every chance you get. Just because there is 3 hours of highway between where you currently are and where you are going, doesn't mean there will be a gas station.
5. Have a "go bag" packed with stuff you will need in the car: forks, napkins, pens, paperclips, lip balm, band-aids, SNACKS, etc.
6. Be on the lookout for deer... They're not on the lookout for you.
7. Always have the number for the schools you visit handy. You never know when you might get stopped by a train, road construction or the highway patrol.
8. Tide Sticks are your friend... Although it doesn't hurt to keep an old T-shirt or apron in your car for when you eat lunch on the go. It will keep ketchup and other stuff off of your work clothes.
9. Always check your appearance before going into a high school for a visit because it will save you the embarrassment of someone telling you that you have something in your teeth or toilet paper stuck to your shoe.
10. Use the bathroom at the school if possible. The ones in the roadside restaurants and/or convenience stores might not be as clean.
11. Sign up for the rewards programs for any hotels you frequently use. You'll rack up the points. If you find a hotel you particularly like in your major area of recruitment, stay there enough that the staff gets to know you. The wonderful people at the Holiday Inn Express in Andover were kind enough to give me the same room for three straight months.
12. Get the cell phone numbers of reps from other schools that will be traveling in the same area/doing the same fairs as you. If you have a flat tire, get sick or something else comes up, you will have someone to call who might be able to help you out (we're all in the same boat out there, so let's help each other!)
13. Binder clips are a necessity during CPCs. If you think putting a square peg in a round hole is hard, trying fitting a rectangular tablecloth on a round table.
14. Books, magazines, movies, and various other ways to pass time between visits are a must but don't forget to check out all of the awesome, random museums and attractions Kansas has to offer.
15. Wear your seatbelt, don't text and drive, and be safe... because we hit the road again in January.



KC Futures Fair Recommendation

The KC Future Fair Ad Hoc is finishing up its work with the exploration of a KC area Futures Fair. The work of this committee is complete, and details from the newly formed committee to carry out the adopted recommendations will be coming out around the fall conference. A big thank you to the Ad Hoc committee members of KACRAO and area high school counselors and administration.

The committee recommends KACRAO, through the CPC committee, establish a KC College Fair, for Fall 2011, 2012, 2013 CPC Schedules. Recommendation:

- ◆ Fair will be held at the Overland Park Convention Center
- ◆ Standing Committee within CPC committee be established to oversee the year to year details and logistics.
- ◆ Committee would include Johnson County schools that had an interest in sponsoring and/or endorsing the fair. (letter from the KACRAO President, to area schools have an interest on being a part of the committee and their level of partnership interest).
- ◆ KACRAO would take responsibility for the fair, to include expenses and revenues if applicable.
- ◆ A fee for the fair to be set by KACRAO.
- ◆ The KC Fair would be an additional fair and would not replace any existing fair, at this time.
- ◆ KC Fair Committee seek sponsorships to offset cost (one company already expressed interest).
- ◆ The fair be evaluated each year to determine the adjustment, effectiveness and future direction. The fair will take time to gain momentum, which will require at minimum three years to get established.
- ◆ KACRAO seek the feasibility of sponsorships and/or partnerships with AACRAO in order to gain a larger national audience of colleges and universities attending the fair.

The committee's conclusion is that the metropolitan area needs another fair to meet the demands. Olathe and Blue Valley schools support the idea and the surrounding schools like De Soto and Spring Hill are very supportive of such a fair. The location, the potential of nationwide school participation and the neutral setting are some of the attractive features of the fair.

Committee Members:

Whitney Schmale, Olathe East High School; Gretchen Sherk, Olathe School District; Casey Wallace, Johnson County Community College; Kevin Halfman, Blue Valley West High School; Chris Meiers, KU Medical Center; MargE Shelley, Johnson County Community College; Cindy Crabtree, Desoto High School; Mysti Byrd, Johnson County Community College; Dana Blubaugh, Pittsburg State University; Patty Bondurant, Olathe South High School; Deb Graves, Spring Hill High School; Pete Belk, Johnson County Community College; Gena Bruner, Olathe NW High School; Terri Blake, Baker University; and Paul Kyle, Johnson County Community College (chair).

KACRAO's annual conference is just around the corner from Sept. 29- Oct. 1! If you haven't yet registered, please do so online at <http://www.kacrao.org/10Conf/register.htm>. With over 40 information sessions, there will be many opportunities to increase awareness of the areas affecting our fields today.

Project Topeka Food Drive

The 2010 KACRAO planning committee is proud to announce an opportunity for your institution to give back. Beginning at conference registration, we will be collecting food donations to contribute to the population in Topeka that struggles to keep food on the table. Project Topeka has been helping these folks since 1986, and with the help of groups like us, they have grown from collecting 14 tons of food its first year to 190 tons collected in 2010.

Collection will take place at the registration table from the beginning of the conference until Thursday, September 30 at 3 p.m. The institution with the largest donation by weight will be recognized. Institutions may also donate to Project Topeka by bringing a check made to Project Topeka, but these will not be included in the contest.

We thank you in advance for your participation and making it possible for KACRAO to give back to local communities hosting our conference.