National Association of Regional Admission Counselors

NARAC

2015 Regional Conference

Wednesday, September 30, 2015
Conference at a Glance

September 30th, 2015
10:30 am – 11:00 AM  Registration
11:00 AM - 12:15 PM  Mini Fair
12:30 PM – 1:00 PM  Lunch
1:00 PM – 2:00 PM  Opening Session
2:00 PM - 3:00 PM  Breakout session 1 - Chose from 3 sessions
3:00 PM - 4:00 PM  Breakout session 2 - Chose from 3 sessions
4:00 PM - 5:00 PM  Closing Session - Panel, Defense of Regionals

Friday, October 2, 2015
12:15 PM - 1:15 PM  Special Interest Group (SIG) At NACAC Conference Room 23 ABC
Thank you to our host
Thank You RACC
2015 Host Regional Group

Brittany Slaughter, Elon University
Conference Chair
Introduction of the Regional Groups Throughout the Country
Austin Regional Counselors

ARC
Association for Regional Representatives of Oregon and Washington

ARROW
Chicago Area Regional Representatives

CARR
Dallas Forth Worth Admissions Regional Network - DARN
El Paso Admissions Recruitment Network

EPARN
Greater Atlanta Regional Network

GARN
Houston Area Regional Network

HARN

Ask me about...

Houston Area Recruiter’s Network
Indiana
IROAR
Starting up
Mid-Atlantic Regional Counselors Association

MARCA
New England Area Regional Representatives

NEARR

National Association of Regional Admission Counselors
Regional Admission Counselors of California

RACC

Promoting out-of-state educational opportunities for Californians
Regional Offices of Admissions
New York City

ROAMNYC
Regional Officers of Admission of the Rockies

ROAR
San Antonio Regional Network

SARN
St. Louis Area Regional Representatives

STARR
Twin Cities Regional Admissions Representatives

TCRAR
History of NARAC

- Active Special Interest Group (SIG)
- More time needed – 2006 Pittsburgh
- Denver, CO 2012 – First Regional Meeting
- 2013 Web site
- 2014 – National Survey
- Future – representation from all regional groups
Survey Says
Results of 2015 Survey

➢ The vast majority of us are full-time employees – 93% (up from 90% in 2014)

➢ 12 months contracts 88%

93% are salaried

➢ Salaries range $10,000 - over $90,000/year

Most selected category’s:

➢ $40-$45,000/year – 20%

➢ $45-$50,000/year – 18%
Most of us work at schools that have had regional positions for less than 5-9 years.
Survey Says

How long has your school had regional admission positions in your current location?

- Over 25 years: 49%
- 20 - 25 years: 8%
- 16 - 19 years: 8%
- 10 - 15 years: 8%
- 5 - 9 years: 8%
- 1 - 4 years: 8%
- Don't know: 8%

49% are working in territories that have had a regional for less than 4 years.

8% are in territories that have had a regional for over 20 years.
Survey Says

Q13 How many regional reps does your school employ?

- 12% of us are the only regional employed by our school
- 10% of us work for schools that employ more than 10 regionals
- 4.6 the average number of regionals per college/university

Answered: 235  Skipped: 7
Survey Says

Q15 How long have you served as an area representative?

Answered: 235  Skipped: 7

- 64% have served as regionals for 4 years or less
- 13 % have been Regionals for over 10 years
We are virtually all linked to our campus databases, with Hobsons and Slate leading the charge in this arena

- Hobsons - 55
- Slate – 42
- Ellucian - 18
- Talisma – 14
- Salesforce – 11
- Banner - 7

63% read electronically (4% Paper)
Survey Says

Q37 If you responded YES to the previous question, approximately how many applications do you read?

Answered: 228  Skipped: 14

- 61% of us review applications (up 3% from last year)
  - 26% review more than 500 apps.
Survey Says – Responsibilities

- Receptions
- Class Presentations
- Working with alumni
- Counselor tours/programs
- Interviews
- Fly-in programs
- Group visits
- Parent networking
- Writing letters
- Campus visits
- Liaison to on campus groups
Survey Says

- 19% of us have supervisory roles in our offices
- 56% have a dedicated support person working with us
- 86% participate in weekly/regular staff meetings
- 66% visit campus 1-6 times a year/ 26% more than 9 times
- Only 19% have supervisors that are also Regionals
Survey Says – Summer

- Fall Travel Prep
- Planning – year
- Applicant follow up
- Staff Development
- Prospecting
- Conferences
- Statistical analysis/reports
- Phoning
- Send – Offs
- Receptions
- Summer Workshops
Survey Says

Are you given an operating budget?

72.8%, 73%

27.2%, 27%

Yes
No
When you travel away from your locale (overnight), how does your school handle meal expenses?

- **34%** Full
- **58%** Per diem
- **7%** Paid but allotted specific amount, p card
- **1%** No reimbursement

99% of regionals receive compensation for meals when staying overnight.
When you travel locally (not overnight), how does your school handle meal expenses?

- 39% Full
- 25% Per diem
- 22% Paid but dependent on some factors
- 14% No reimbursement

61% of regionals receive compensation for meals when traveling, but not staying overnight.
Survey Says - Travel

Are you reimbursed for hotel stays or do you receive per diem?

- 38% Reimbursed
- 56% Direct Bill/School Credit Card
- 6% Per diem
Survey Says - Travel

Are you restricted to what kind of hotel you may use?

- 51% No restriction
- 28% Reasonable
- 11% State rate
- 9% University set limit
- 3% 4 star or less
- 3% Supervisor sets limit
- 3% No resort properties

51% of regionals are asked to keep hotel at a “reasonable” rate. 28% use a set state rate.
Survey Says

- 44% of Regionals Surveyed work for their Alma Mater (Up from 37% a year ago)
- 49% Serve on or chair a national or regional ACAC committee (up 5% from a year ago)
- 98% Surveyed can connect to campus data base
- 53% have or are completing Masters (12% in progress)
Survey Says – Fun Facts

- 35 have unlimited vacation days
- 66% have been in admissions more than 4-years (down 4 %) this has some serious implications for future discussion amongst deans and directors
- Many of us feel extremely fortunate to work in our regional positions, we often struggle with work/life balance
- Vast majority extremely grateful for regional groups
- Most common names:
  Female: Kimberly (4) Amy, Jennifer, Sarah (3)
  Male: David, Nick, Jason, Michael (3)
Guest Speaker

Matthew Hyde
Dean of Admission
Lafayette College
Guest Speaker

James William Cotter
Director of Admissions
Michigan State University
Special Interest Group (SIG) Meeting

Friday, October 2, 2015
12:15 – 1:15 PM
Convention Center Room 23 ABC

**Details:**
Deans and Directors Invited
Recap of National Conference and Survey
Case Studies – Examples of Successful Programs
NARAC Moving Forward
National Association of Regional Admission Counselors

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