National Association of Regional Admission Counselors

NARAC

5th Annual Regional Conference

Wednesday, September 13, 2017
Thank you to our Local Regional Group

Caitlin Provost, TCU
Jason Cloutier, Xavier University
Thank you to our host

Boston College High School

Shawn Ahern
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
- 5th Annual Meeting (Denver, Indianapolis, San Diego, Ohio)
- Future – Formalize united regional board – 18 representatives
The Regional Groups

AIRR-NA  HARN  ROAR  SARN
ARC     IROAR  STARN
ARROW  MARCA  STARR
CARR  NEARR  TCRAR
CROWN  OiNK - AN
DARN  RACC
EPARN
GARN  ROAM-NYC  HAPA  Detroit
Wednesday, September 13, 2017

9:00 am – 9:20 AM  Registration
9:20 AM – 9:45 AM  Welcome and Parade of Regional Groups
9:50 AM – 11:15 AM  Opening Session – Joe Bellavance, College Board
11:20 AM – 11:50 AM  Lunch with BC High School Students
11:50 AM - 12:10 PM  Break
12:10 PM – 12:50 PM  Breakout session A - Chose from 3 sessions
1:00 PM - 1:40 PM  Breakout session B - Chose from 3 sessions
1:50 PM – 2:35 PM  Session C – Vern Granger, OSU
2:35 PM – 3:00 PM  Closing Session

Friday, September 15, 2017

12:15 PM - 1:15 PM  Special Interest Group (SIG) At NACAC Conference Room 107 in Conference Center
Special Interest Group (SIG) Meeting

Friday, September 15, 2017
12:15 – 1:15 PM
Room 107

Details:
Fellowship
Survey Results
Recap of National Conference
NARAC Moving Forward
Association of International Regional Representatives – North America

AIRR-NA
Austin Regional Counselors

ARC
Association for Regional Representatives of Oregon and Washington

ARROW

ARROW
Chicago Area Regional Representatives
CARR
Charlotte Western North Carolina
CROWN
Dallas Forth Worth Admissions Regional Network - DARN
El Paso Admissions Recruitment Network

EPARN
Greater Atlanta Regional Network

GARN
Houston Area Regional Network

HARN
Indiana

IROAR
Mid-Atlantic Regional Counselors Association

MARCA
Nashville
New England Area Regional Representatives
Ohio including Northwest Kentucky – Admissions Network

OiNKAN-AN

Oi1NK-AN
Ohio including Northern Kentucky—Admissions Network
Regional Admission Counselors of California

RACC
Regional Offices of Admissions
New York City

ROAM-NYC
Regional Officers of Admission of the Rockies

ROAR
San Antonio Regional Network

SARN
South Texas Area Regional Representatives

STARN
St. Louis Area Regional Representatives

STARR
Twin Cities Regional Admissions Representatives

TCRAR
Starting:

Detroit
Florida
Long Island
Opening Session

Joe Bellavance
College Board

What Do you Bring To the Table
Closing Session

Vern Granger
The Ohio State University

Demographics and the Regional Model
National Association of Regional Admission Counselors

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Wednesday, September 13, 2017
2017 National Survey Results

- 250 Responses
- Follow up to 2015
- 15 Groups
Survey Says:
Like Least About Regional Job

Coworkers Dealing Job Application Salary Admissions Counselors Balance Pay Consistent Staff Long Hours Regional Reports Campus Professional Development Travel Regular Basis Wish Dream Evening Advancement Phone Benefits Events Space College Territory
The vast majority of us are fulltime – 95%
93% in 2015
90% in 2014
Survey Says: Full Time/Contract

Q2 What is the length of your contract?

- 59% of Regionals have a 12 month contract
- 14% of Regionals have a 9-11 month contract
- Other contract lengths are negligible
Survey Says:

Salary

- Most selected category’s:
  - $45-$55,000/year – 40% (Up 2%)
  - Over $70,000/year – 11% (6.7%)
Q7 Benefits (please check all that apply):

- Health Insurance
- Retirement Fund
- Disability
- Tuition Exchange
- Tuition Reimbursement
- Life Insurance
- Long-term Care
- Dental Insurance
- Vision Insurance
- AAA Membership
- Other (please specify)
Survey Says:

Our Job Titles

Manager Admissions Officer Assistant Director Chicago Recruiter Regional Enrollment Admissions Counselor West Coast Regional Admissions Admissions Advisor Director of Admissions Northeast Regional Senior College Representative Coordinator
Survey Says:

Our Title and Reports

➢ 37% Report to Dean or Director

➢ 12% are Senior Counselor
➢ 12% are Assistants Directors
➢ 11% Associate Directors
➢ 6% Directors
Survey Says:
School Regional History

Q11 How long has your school had regional admission positions?

26% of schools have had regionals less than 4 years

30% of schools have had regionals 5-9 years

9% of schools have had regionals over 20 years
Survey Says:

Number of Regionals

- 14% (12%) are the only regional employed by our school
- 17% (10%) work for schools that employ more than 10 regionals
- 5 - approximate average number of regionals per college/university
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
How long has your school had regional admission positions in your current location?

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

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:

Current Location

26% (49%) in territories that have had a regional less than 4 years.

50% in territories that have had regionals for 5-15 years

7% (8%) are in territories that have had a regional for over 20 years
Survey Says: Your Regional Career

Q15 How long have you served as an area representative?

64% 1-4 years as a regional
Survey Says
Results of 2015 Survey

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
Survey Says: Your Admissions Career

Q16 How long have you been involved in college admissions?

69% in admissions for less than 9 years
Survey Says
Results of 2015 Survey

Q16 How long have you been involved in college admissions?

- 34% less than 4 years
- 35% 5-9 years
- 31% over 10 years
- 5.0 Average years of experience

Answered: 235  Skipped: 7
Survey Says:

App Review - CRM

- We are virtually all linked to our campus databases, with Hobsons and Slate leading the charge in this arena
  - Slate – 79 (42)
  - Hobsons – 34 (55)
  - Salesforce – 23 (11)
  - Ellucian – 12 (18)
  - Talisma – 11 (14)
  - Target X - 11
  - Banner – 9 (7)

- Read files 60.4% (142)
- Don’t Read File 39.6% (93)
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:
Review Applications

- 60% of us review applications (Down 1% from last year)
  - 28% (26%) review more than 500 apps.
61% of us review applications (Up 3% from last year)
  o 26% review more than 500 apps.
Survey Says:

Responsible For

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

2015

Q33 Which of the following responsibilities does your position include? (please check as many as applicable)

- 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

Answered: 224  Skipped: 18
Survey Says
Results of 2015 Survey

- 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 that 9 times
- Only 19% have supervisors that are also Regionals
Survey Says:

Summer

- Fall Travel Prep
- Planning – year
- Staff Development
- Applicant follow up
- Send – Offs
- Prospecting
- Conferences/Events
- Statistical analysis/reports
- Phoning
- Receptions
- Summer Workshops
Survey Says – Summer 2015

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

**Budget**

**Are you given an operating budget?**

- **71%**
- **29%**

Up from 27% in 2015
Are you given an operating budget?

- Yes: 27.2%, 27%
- No: 72.8%, 73%
Survey Says:
Meals for Local Travel

Q28 When you travel locally (no overnight), how does your school handle meal expenses?

- 20% Receive full meal reimbursement, while 27% per diem applies
- 37% Do not have meals covered when traveling locally
- Many have plans to cover breakfast and/or lunch for local travel
When you travel locally (not overnight), how does your school handle meal expenses?

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

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

Hotel Costs

Q30 Are you reimbursed for hotel stays or per diem?

- Reimbursed
- Direct bill/School Credit Card
- Other (please specify)
- Per diem
Q29 When you travel away from your locale (overnight), how does your school handle meal expenses?

- 65% receive per diem reimbursement
- 30% Receive full reimbursement with turned in receipts
When you travel away from your locale (overnight), how does your school handle meal expenses?

99% of regionals receive compensation for meals when staying overnight.
Survey Says:

Hotel Reimbursement

Q30 Are you reimbursed for hotel stays or per diem?

- **54%** Direct Bill Hotels
- **38%** Get Reimbursed by School

Other (please specify)
Survey Says
Results of 2015 Survey

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

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

Visits to Campus

Q56 How many times a year do you return to campus?

Answered: 224  Skipped: 26
Survey Says:

Weeks of Visits

Fall Travel
Majority 10-13 weeks

Spring Travel
Majority 2-5 weeks
Survey Says: Current Location

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

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

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

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

51% of regionals are asked to keep hotel at a “reasonable” rate. 28% use a set state rate.
Q54 How do you use Alumni/Parent volunteers?

- Receptions/Events
- College Fairs
- Summer Send Off
- Calling Campaign
- Email Campaign
- Interviews
- Alumni Panel
- High School Visits
- I do not use them
- Other (please specify)
Q59 When you return to campus, are you there for: (please check all that apply)
Survey Says:

Facts

- 38% of Regionals Surveyed work for their Alma Mater (Down from 45% a year ago)

- 45 % Serve on or chair a national or regional ACAC committee (49% last year)

- 64% have been regionals for less than 4 years.

- 98% Surveyed can connect to campus data base

- 60% have or are completing Masters (12% in progress) (Up 7% from last survey)
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
Results of 2015 Survey

- 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)
Survey Says:

Facts

- 89% attend regular meetings – weekly
- 78% attend retreats
- 19% Have Supervisory Roles
  - 54% Supervise Regionals
  - 10% on campus staff
- 56% have dedicated campus support
- 73% supervised by Non regionals
- Only 38% bosses visit in territory.

2017
Survey Says:

Like Most

Alma Mater Control Opportunity Data Analysis Campus
Able Freedom Cyclical Nature Meeting Position
Autonomy Living Flexibility Talking
Working with Students Students and Families Colleagues
Helping Students Interacting with Students
Independence Experience Connecting with Students
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