



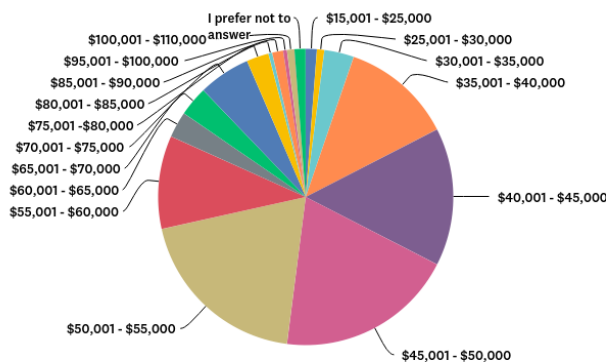
National Association of Regional Admission Counselor

Budgeting Consideration for Regional Positions

There are many variables to consider when considering the addition of regional positions. The salary and compensation packages and the operating budget will both need to be considered.

Salary and Compensation

Our national survey data shows that more than half of the regionals nationwide have salaries ranging from \$40,000 to \$55,000 annually. There has been steady growth in salaries over \$55,000 annually in recent years as colleges and universities hire more experienced regionals.



The area of the country the regional will be located probably will look quite a bit different than the location of the school as far as cost of living. There are many sites to help determine salary equity:

- 1) <https://www.payscale.com/cost-of-living-calculator>
- 2) https://swz.salary.com/CostOfLivingWizard/LayoutScripts/Coll_start.aspx

Most regionals are full time employees working – 95%. Contracts still range in months per year worked as 60% of regionals surveyed have 12 month contracts while an additional 14% have 9-11 month contracts. There has been growth in full-time 12 month employment to allow the regional to participate in the vast opportunities that take place in the summer months we college awareness programs, college campus and CBO events.

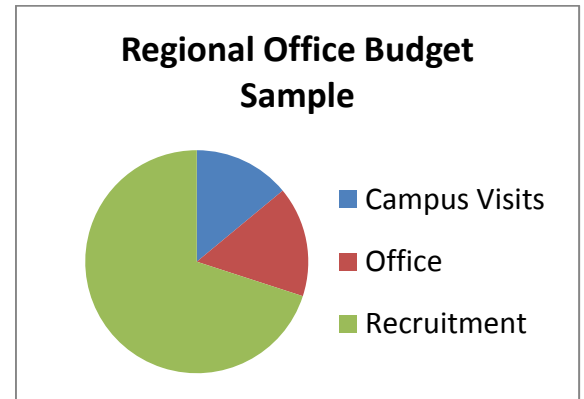
Please see the reports at www.narac.net for more details.

Budget

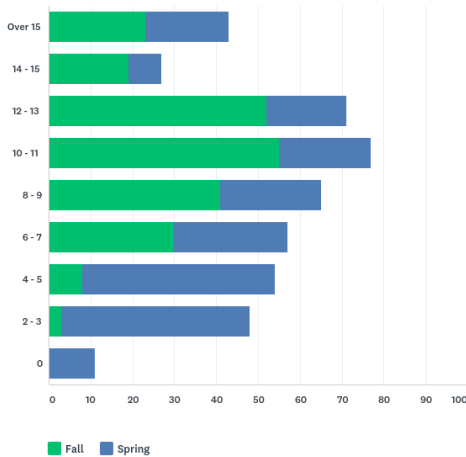
Increasingly, regional reps are proposing and managing a regional budget. Still, only 29% have responsibility for managing their regional budget.

Regional budgets can be broken into three parts:

- 1) Recruitment Travel (where a cost per student can be calculated for the region) – 70%
- 2) Travel to campus – 18%
- 3) Home Office and supplies – 12%



Travel – The regional position usually requires more extensive travel than an office based position. In particular, the opportunity for spring and summer outreach is greatly enhanced and will impact the budget. Likewise are receptions and interview activity may come with additional costs.



Fall Travel

Majority 10-13 weeks

Some 15 weeks and over

Spring travel

Majority 2-5 weeks

Some 10 weeks and over

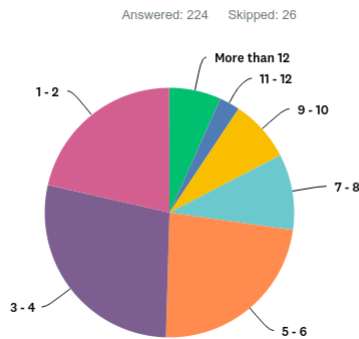
Summer travel

Increasing opportunities for summer outreach

Note approximately 60% of regional based admission professionals review full application case-loads as defined by their office.

Campus visits – most regionals are visiting campus between 3-4 times per year. This would require local accommodations, meals (can be restricted) as well as travel to campus. Survey data below.

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



Home office – Supplies

Most Common Home Office Type Expenses

Computer	98% of regionals this is provided
Credit card	75.10% of regionals this is provided
Affiliate ACAC membership	81.12% of regionals this is provided
NACAC membership	70.63% of regionals this is provided
Voicemail	87 % of regionals this is provided
Internet	56% all or partial coverage - of regionals this is provided
iPad/Tablet	61.11% - of regionals this is provided
Cell Phone Allowance	
Hotel Internet fees	

Other Home Office Type Expenses Provided

Car Insurance	
Car repair	
Parking at home	
Storage unit	
All-in-One Printer	
Basic Printer	
Pre-paid toll pass	
GPS	
Gym Membership	
AAA Membership	
Stipend for home office	14% of regionals this is provided
Office outside of home	8% of regionals this is provided
P.O. Box -	6% of regionals this is provided

Sample budgets are provided on the following pages. To access the excel files, of for a region specific estimate, please refer to the “Contact Page” at the NARAC web site – <http://www.narac.net/contact-us/>

**NARAC - Sample Budget 1
Undergraduate Admission
Assigned Territory
BUDGET- Annual**



NAME:

TITLE:

FROM:

TO:

MONTH	SUPPLIES	POSTAGE	HOTEL	AIRFARE	MEALS/ TIPS	PHONE/ FAX/DSL	AUTO	RCPTNS/ FAIRS	OTHER	TOTAL	
July	50	50	0	250	0	300	50	2500	50	3,250.00	
August	100	50	200	600	1400	300	600		400	3,650.00	
September	100	100	1800	800	600	300	2000	0	400	6,100.00	
October	50	100	2400	600	600	300	1500	0	400	5,950.00	
November	50	90	600	200	200	300	500	500	300	2,740.00	
December	25	100	200	0	75	300	400	2500	50	3,650.00	
Fall (Projected)	375	490	5200	2450	2875	1800	5050	5500	1600	25,340.00	
Fall (Actual)											
January	25	50	900	500	850	300	800	0	0	3,425.00	
February	300	50	200	400	300	300	600	2000	100	4,250.00	
March	75	50	1800	850	500	300	1300	6500	100	11,475.00	
April	25	200	900	200	400	300	800	100	100	3,025.00	
May	50	50	400	120	100	300	200	0	0	1,220.00	
June	50	50	100	180	100	300	400	0	100	1,280.00	
Spring (Projected)	525	450	4300	2250	2250	1800	4100	8600	400	24,675.00	
Spring (Actual)											
OVERALL Annual (Projected)	900	940	9500	4700	5125	3600	9150	14100	2000	50,015.00	
OVERALL Annual (Actual)											

Submitted by: _____ Date: _____

Approval: _____ Date: _____

NARAC - Sample Regional Budget 2
www.narac.net



	ACCOUNT #	VENDOR/EXPENSE DESCR.	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	TOTAL
	SUPPLIES														
	### Sample	Supplies													
		Equipement Computer	1,500						200				-	-	1,700
		Supplies		140		-	40		75	120	100	25	-	-	500
		TOTAL	1,500	140	-	-	40	-	275	120	100	25	-	-	2,200
	POSTAGE														
	### Sample	Postage													
		Postage		20	130	260	50	10	20	100	120	40	20	-	770
		TOTAL	-	20	130	260	50	10	20	100	120	40	20	-	770
	EXPRESS MAIL														
	### Sample	Express Mail													
		Express Postage			300	75	200				180	40	80		875
		Shipments from campus		500					500						1,000
		TOTAL	-	500	300	75	200	-	500	-	180	40	80	-	1,875
	PRINTING & PUBLICATIONS														
	### Sample	Interdept Printing Charge													
		Regional Events printing		400					300						700
		TOTAL	-	400	-	-	-	-	300	-	-	-	-	-	700
	### Sample	Other Printing/Copies													
		Printing				50	25	-		200	50				325
		TOTAL	-	-	-	50	25	-	-	200	50	-	-	-	325
	MEMBERSHIP & FEES														
	### Sample	Membership & Fees													
		ACAC	55												55
		Regional Group 1	250												250
		Regional Group 2	100												100
		AAA		90											90
		Webinar		1,000											1,000
		NACAC	65												65
		TOTAL	470	1,090	-	-	-	-	-	-	-	-	-	-	1,560
	### Sample	Professional Development Seminars													
		Regional conference											225		225
		NACAC conference				365									365
		TOTAL	-	-	-	365	-	-	-	-	-	-	225	-	590
	PUBLIC RELATIONS														
	### Sample	Public Relations-Entertainment													
		Counselor luncheons					500		500						1,000
		TOTAL	-	-	-	-	500	-	500	-	-	-	-	-	1,000
	### Sample	Public Relations-Gifts													
		HS counselor gifts		500											500
		Alumni gifts			150										150
		Student Gifts							600						600

	TOTAL	-	500	150	-	-	-	-	600	-	-	-	-	1,250
	RECRUITMENT													
### Sample	Recruitment													
	NACAC Fairs				3,120				1,070		535			4,725
	Reginal Fairs	650			80									2,000
	Receptions								6,500					6,500
	TOTAL	650	-	-	3,200	-	-	-	7,570	-	535	-	-	11,955
	TRAVEL													
### Sample	Auto-Mileage													
	Auto-Mileage	50	55	800	1,200	600	500	70	500	900	700	400	40	5,815
	TOTAL	-	10	500	1,100	500	100	30	400	400	500	150	-	3,690
### Sample	Auto-Parking													
	Auto-Parking		80	-	50	50	-	50	30	30	30	30		350
	TOTAL	-	80	-	50	50	-	50	30	30	30	30	-	350
### Sample	Auto-Gasoline/Oil													
	Auto-Gasoline	-	-	-	100	100	-	-	-	125	75	-	-	400
	TOTAL	-	-	-	100	100	-	-	-	125	75	-	-	400
### Sample	Auto Rental													
	Auto Rental	-	-	-	600	500	-	-	50	650	200	-	-	2,000
	TOTAL	-	-	-	600	500	-	-	50	650	200	-	-	2,000
### Sample	Travel-Airfare													
	Trips to campus Airfare		600					500					600	1,700
	Travel Fights Region		400	1,000	100			900		400				2,800
	TOTAL		1,000	1,000	100	-		1,400		400	-	-	-	4,500
### Sample	Travel-Hotel/Lodging													
	CampusTravel	-	800					800				-	800	2,400
	Region Travel			1,800	2,400	600		200	1,800	900	400			8,100
	TOTAL	-	-	1,800	2,400	600		800	200	1,800	900	400	800	9,700
### Sample	Travel-Meals													
	Campus Trips	-	500					500					500	1,500
	Travel-Meals	200	400	800	1,000	600	100	400	300	1,000	1,000	200	200	6,200
	TOTAL	-	1,600	300	700	400	100	1,200	300	400	300	200	-	6,200
### Sample	Other - Auto & Travel													
	Cab, tips, toll, etc.	-	50	30	50	30	-	30	30	100	40	-	-	360
	TOTAL	-	50	30	50	30	-	30	30	100	40	-	-	360
	UTILITIES													
### Sample	Local Calls & Rentals													
	Local Calls & Rentals	90	90	90	90	90	90	90	90	90	90	90	90	1,080
	TOTAL	90	90	90	90	90	90	90	90	90	90	90	90	1,080
### Sample	Long Distance													
	Long Distance	20	20	20	30	20	20	20	20	50	20	20	20	280
	Total	20	20	20	30	20	20	20	20	50	20	20	20	280
### Sample	Data Communication Charges													
	Home DSL	70	70	70	70	70	70	70	70	70	70	70	70	840
	Travel DSL													-
	TOTAL	70	70	70	70	70	70	70	70	70	70	70	70	840
														51,625