



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
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Thank you to our host



HIGH TECH HIGH

National
Association of
Regional
Admission
Counselors



Thank You RACC 2015 Host Regional Group



Brittany Slaughter, Elon University
Conference Chair



**National
Association of
Regional
Admission
Counselors**



Introduction of the Regional Groups Throughout the Country



Austin Regional Counselors

ARC

National
Association of
Regional
Admission
Counselors



Association for Regional Representatives of Oregon and Washington

ARROW





Chicago Area Regional Representatives

CARR



Chicago
Area
Regional
Representatives



Dallas Fort Worth Admissions Regional Network -

DARN





El Paso Admissions Recruitment Network

EPARN



Greater Atlanta Regional Network

GARN



Houston Area Regional Network

HARN





Indiana

IROAR

Starting up



Mid-Atlantic Regional Counselors Association

MARCA

MARCA

DC DE MD NJ PA VA WV
MID-ATLANTIC REGIONAL COUNSELOR ASSOCIATION



New England Area Regional Representatives

NEARR





Regional Admission Counselors of California

RACC





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

STARR
ST. Louis Area Regional Representatives



Twin Cities Regional Admissions Representatives

TCRAR



History of NARAC

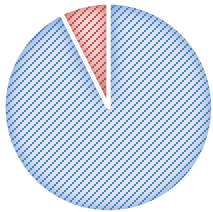


- Active Special Interest Group (SIG)
- More time needed – 2006 Pittsburgh
- Denver, CO 2012 – First Regional Meeting
- 2013 Web site
- 2014 – National Survey
- Future – representation from all regional groups

Survey Says Results of 2015 Survey

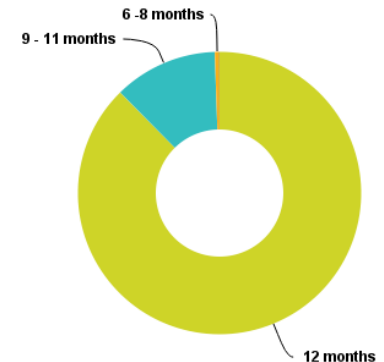


■ Full-time ■ Part-time



➤ The vast majority of us are fulltime 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%

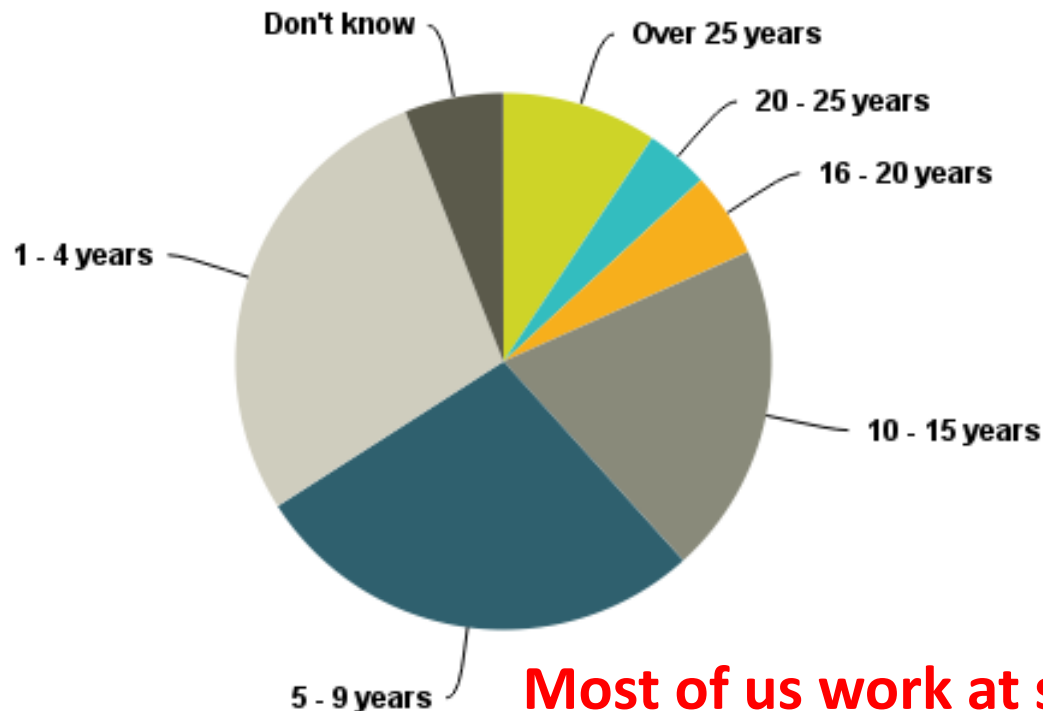
➤ \$45-\$50,000/year – 18%

Survey Says



Q11 How long has your school had regional admission positions?

Answered: 235 Skipped: 7

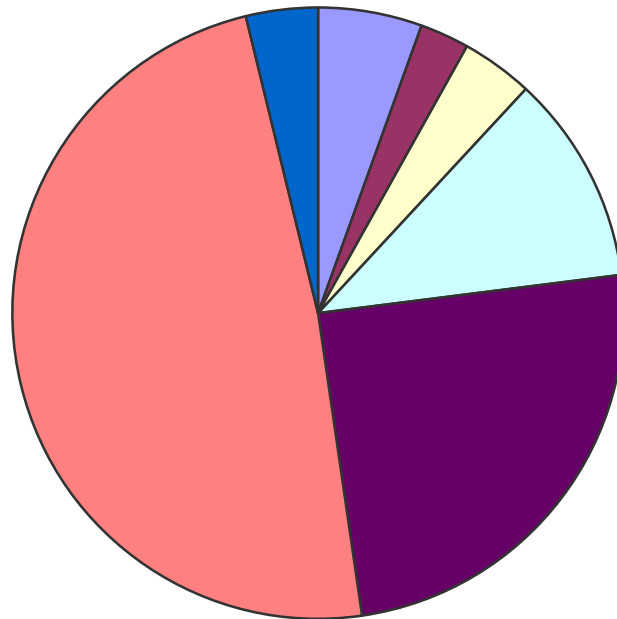
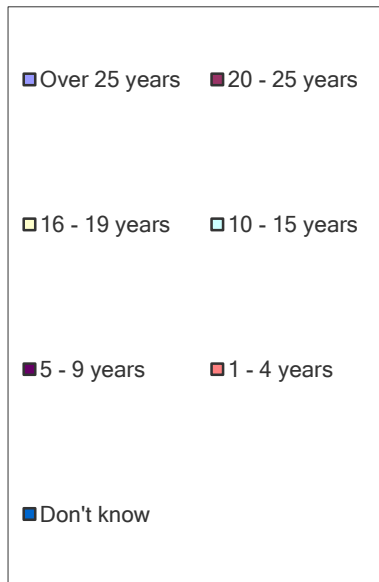


Most of us work at schools that have had regional positions for less than 5-9 years

Survey Says



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



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

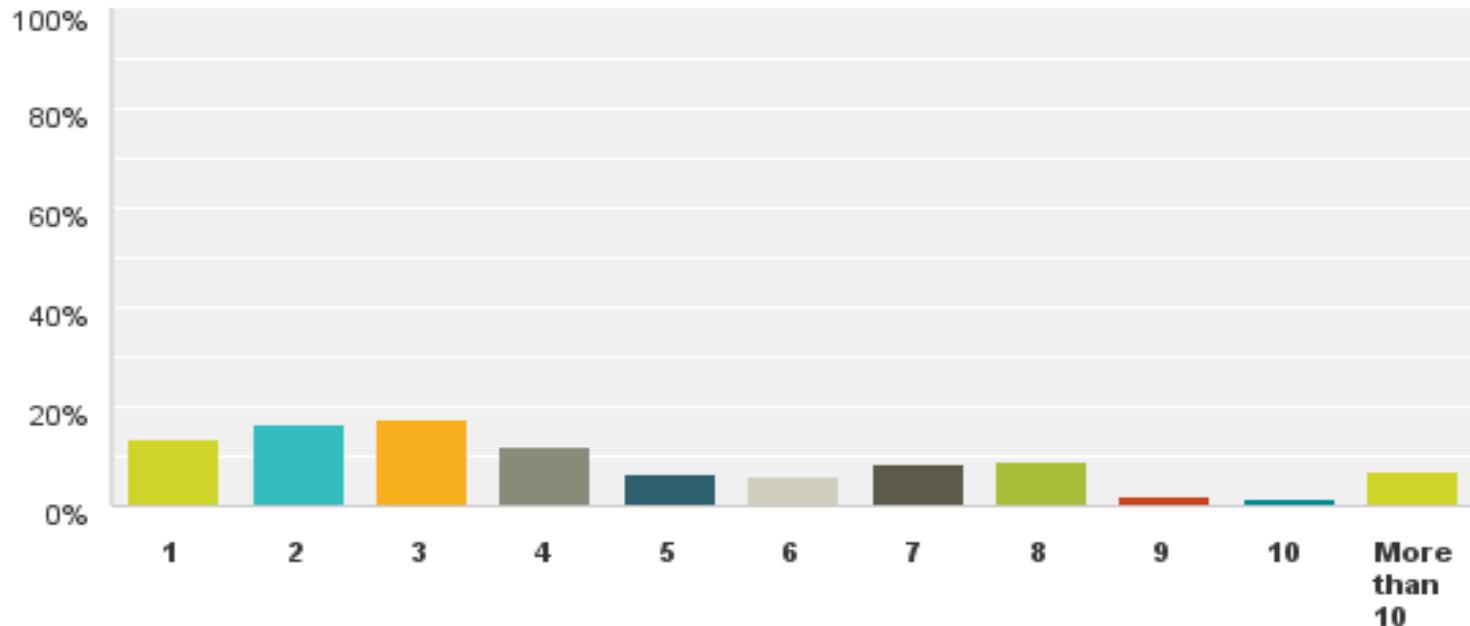
8% are in territories that have had a regional for over 20 years

Survey Says



Q13 How many regional reps does your school employ?

Answered: 235 Skipped: 7



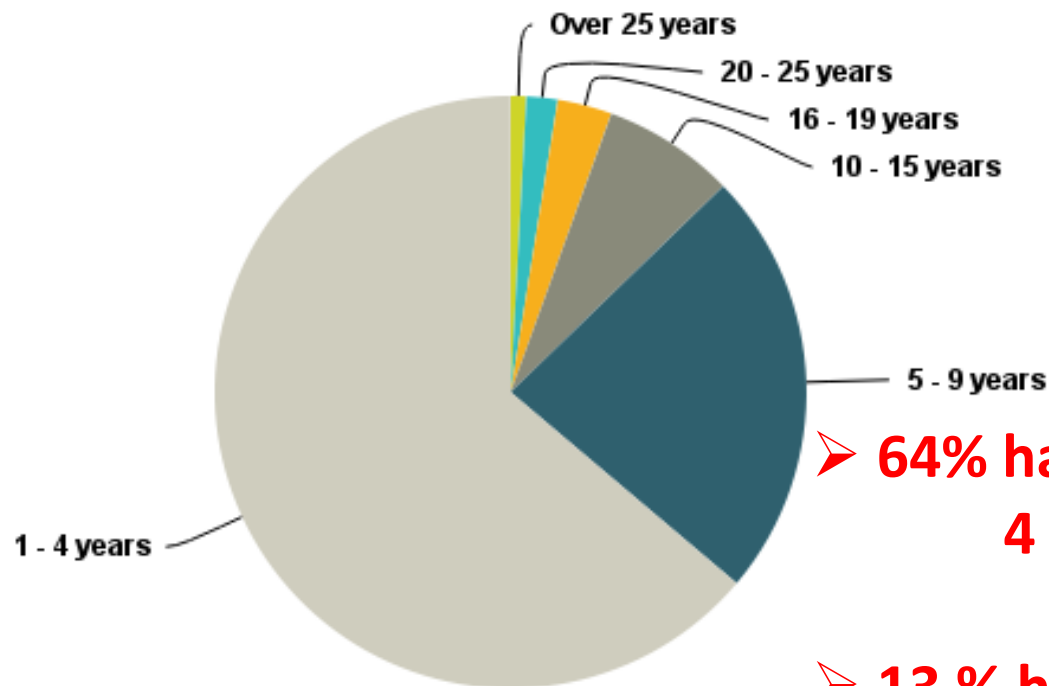
- 12% of us are the only regional employed by our school
- 10% of us work for schools that employ more than 10 regionals
- 4.6 the average number of regionals per college/university

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**

Survey Says



- 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

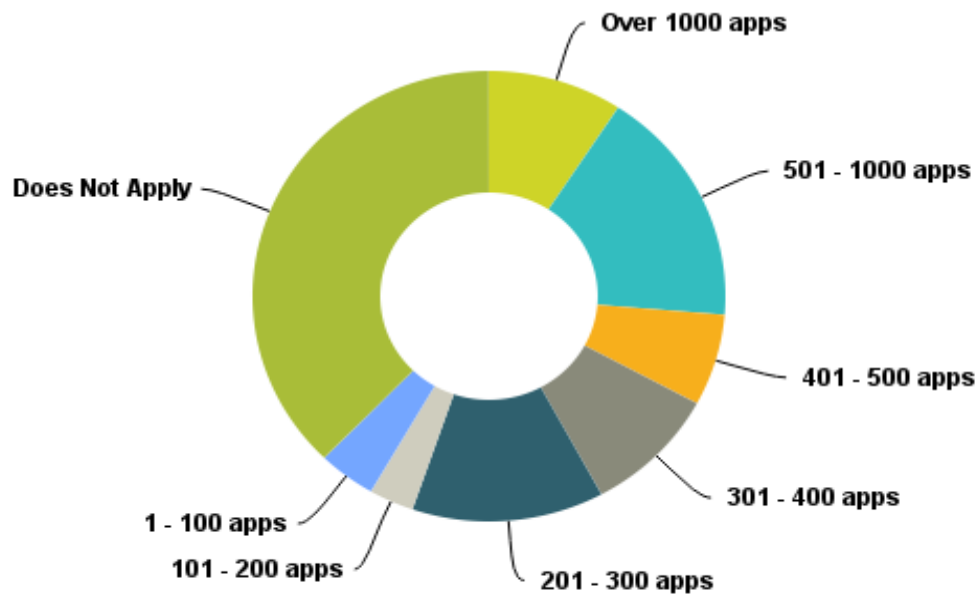
- 63% read electronically (4% Paper)

Survey Says



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

Answered: 228 Skipped: 14



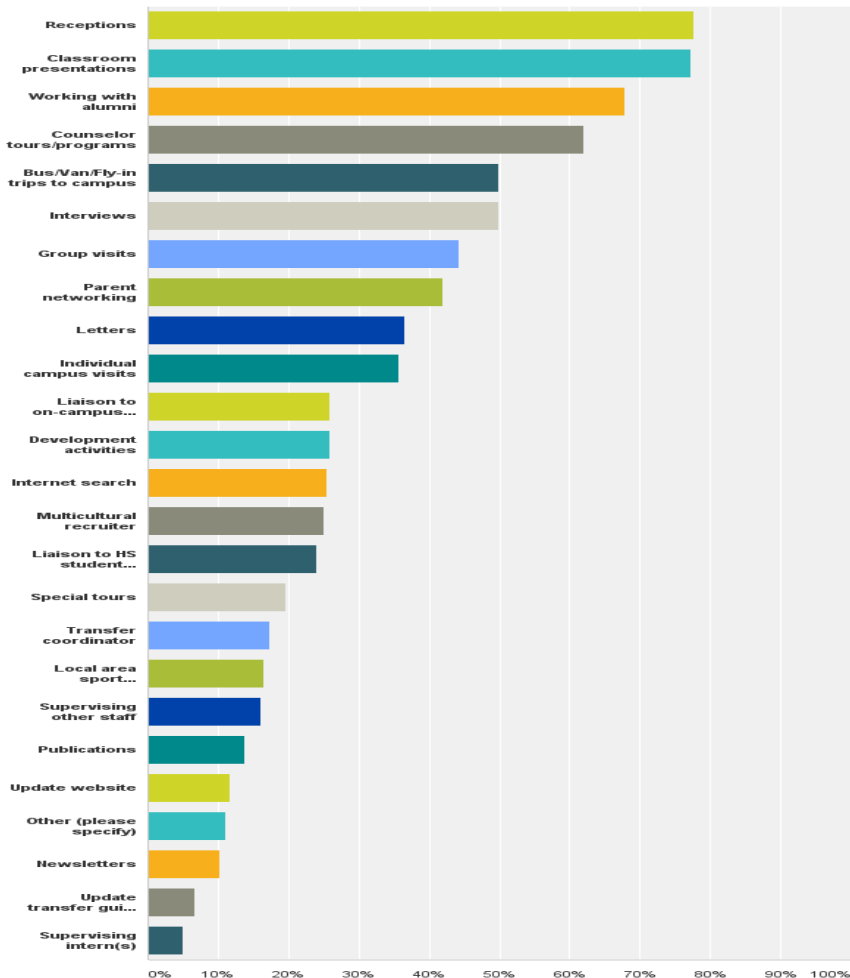
- 61% of us review applications (up 3% from last year)
 - 26% review more than 500 apps.

Survey Says – Responsibilities



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

Answered: 224 Skipped: 18



- 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



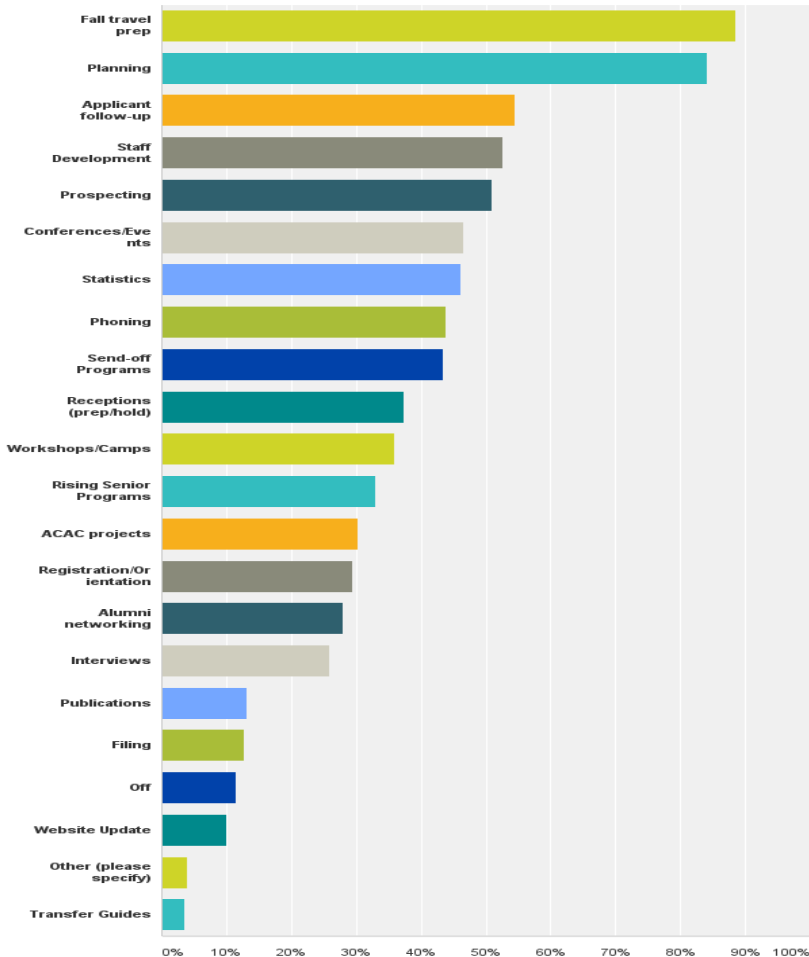
- 19% of us have supervisory roles in our offices
- 56% Have a dedicated support person working with us
- 86% participate in weekly/regular staff meetings
- 66 % visit campus 1-6 times a year/ 26% more that 9 times
- Only 19% have supervisors that are also Regionals

Survey Says – Summer



Q40 What type of projects do you work on over the summer months?

Answered: 228 Skipped: 14

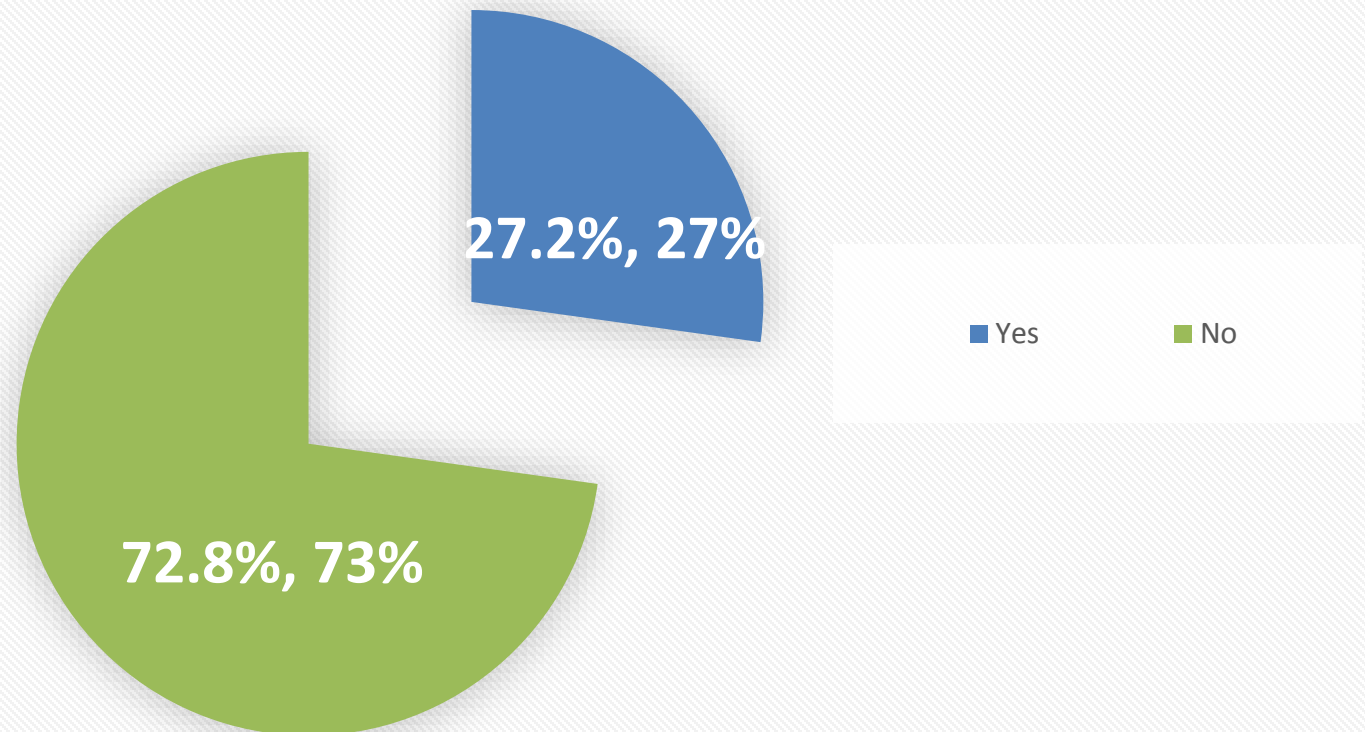


- ✓ Fall Travel Prep
- ✓ Planning – year
- ✓ Applicant follow up
- ✓ Staff Development
- ✓ Prospecting
- ✓ Conferences
- ✓ Statistical analysis/reports
- ✓ Phoning
- ✓ Send – Offs
- ✓ Receptions
- ✓ Summer Workshops

Survey Says



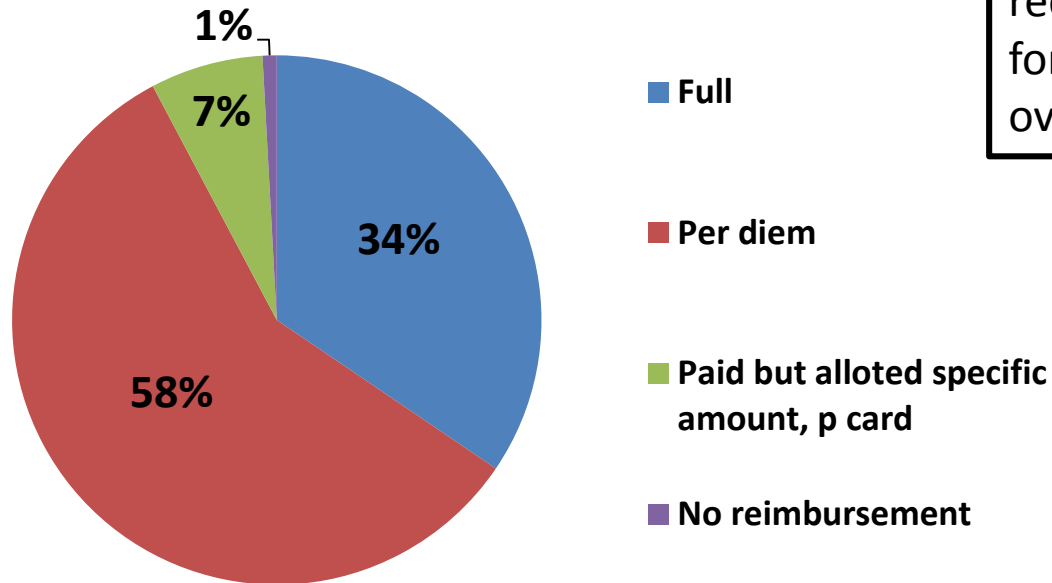
Are you given an operating budget?



Survey Says - Travel



When you travel away from your locale (overnight), how does your school handle meal expenses?

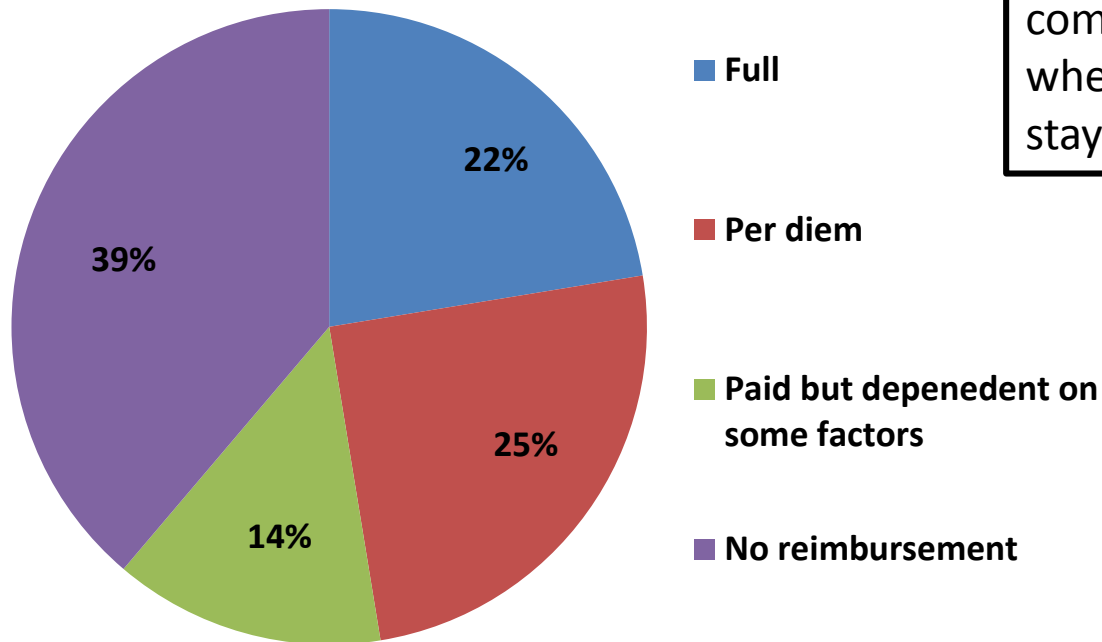


99% of regionals receive compensation for meals when staying overnight.

Survey Says - Travel



When you travel locally (not overnight), how does your school handle meal expenses?

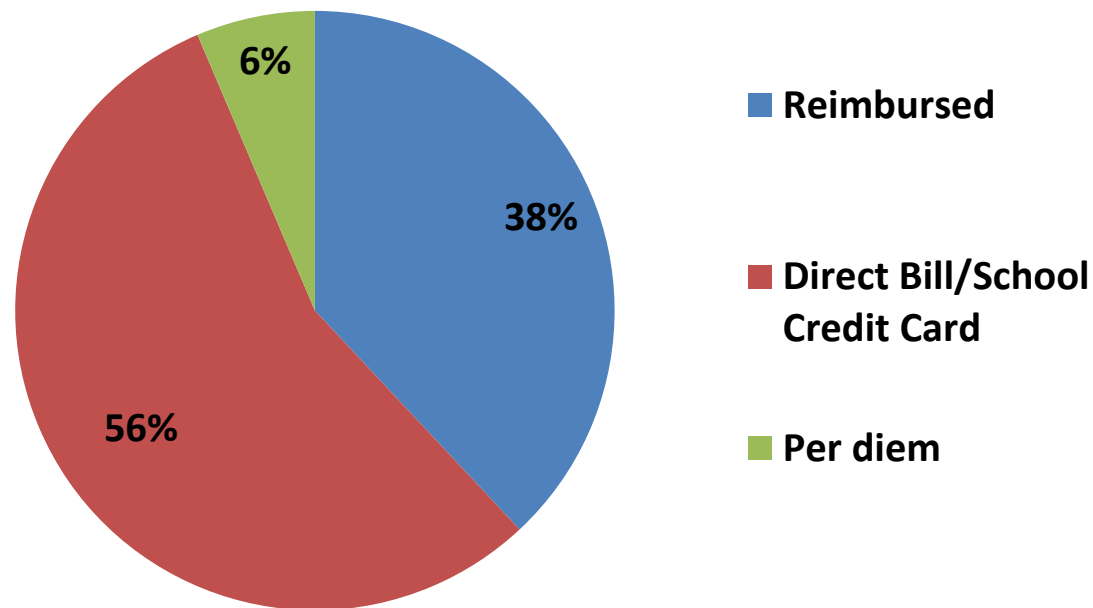


61% of regionals receive compensation for meals when traveling, but not staying overnight.

Survey Says - Travel



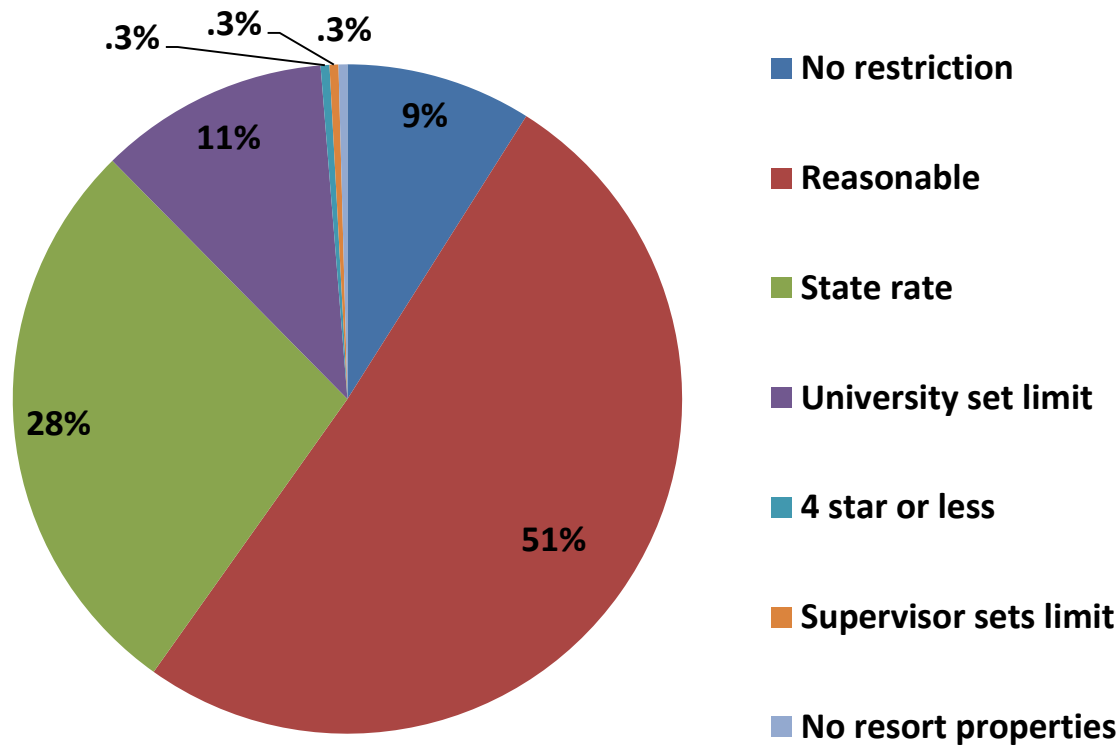
Are you reimbursed for hotel stays or do you receive per diem?



Survey Says - Travel



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



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

National
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Matthew Hyde Dean of Admission Lafayette College



Guest Speaker

National
Association of
Regional
Admission
Counselors



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



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