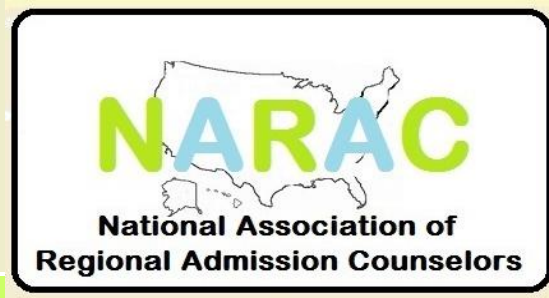


# National Association of Regional Admission Counselors

## NARAC

### 5<sup>th</sup> Annual Regional Conference

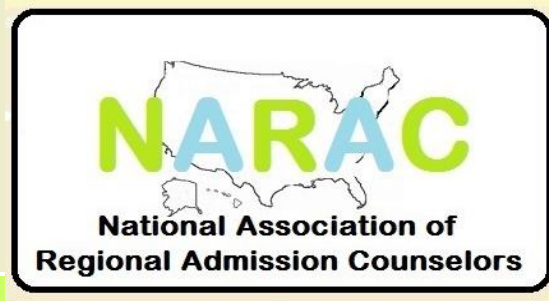
Wednesday, September 13, 2017



Thank you to our  
Local Regional Group



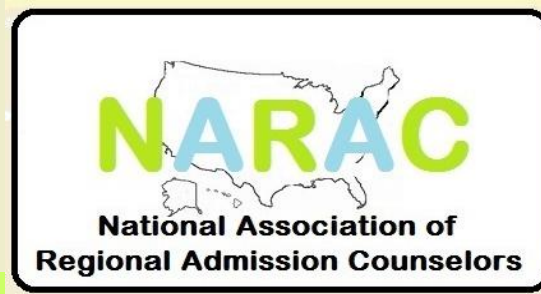
Caitlin Provost, TCU  
Jason Cloutier, Xavier University



Thank you to our host

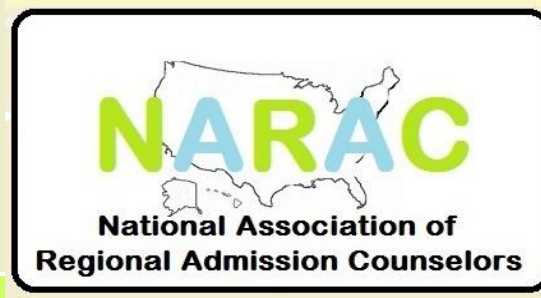


Boston College High School  
Shawn Ahern



# 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
- 5<sup>th</sup> Annual Meeting (Denver, Indianapolis, San Diego, Ohio)
- Future – Formalize united regional board – 18 representatives



# The Regional Groups

**AIRR-NA**

**ARC**

**ARROW**

**CARR**

**CROWN**

**DARN**

***EPARN***

**GARN**

**HARN**

***IROAR***

**MARCA**

**NEARR**

**OiNK - AN**

**RACC**

**ROAM-NYC**

**ROAR**

**SARN**

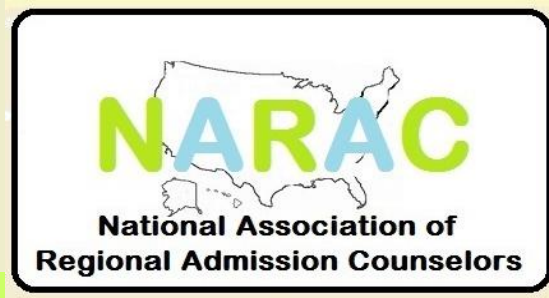
***STARN***

**STARR**

**TCRAR**

***HAPA***

***Detroit***

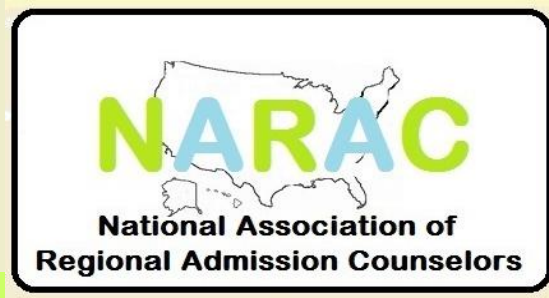


## **Wednesday, September 13, 2017**

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

## **Friday, September 15, 2017**

<b>12:15 PM - 1:15 PM</b>	<b>Special Interest Group (SIG) At NACAC Conference Room 107 in Conference Center</b>
---------------------------	---



# Special Interest Group (SIG) Meeting

**Friday, September 15, 2017**

**12:15 – 1:15 PM**

**Room 107**

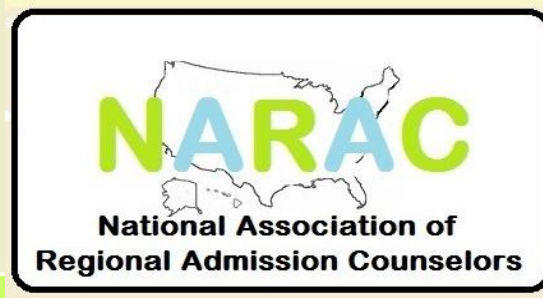
## **Details:**

Fellowship

Survey Results

Recap of National Conference

NARAC Moving Forward

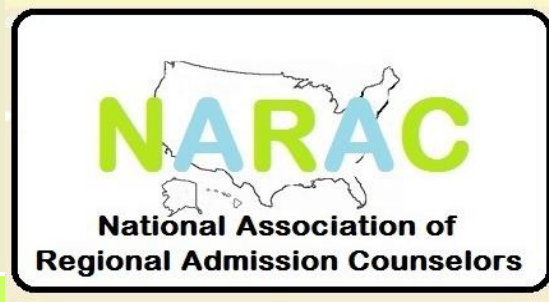


# Association of International Regional Representatives – North America

AIRR-NA

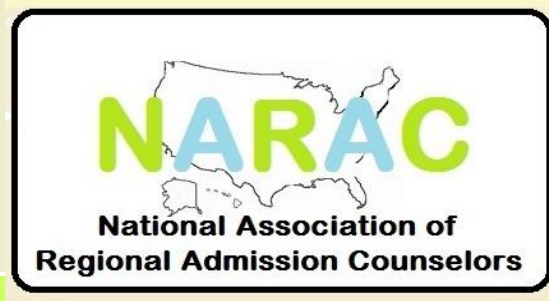
AIRR-NA





# Austin Regional Counselors

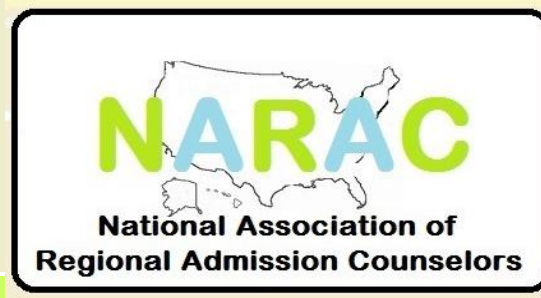
## ARC



# Association for Regional Representatives of Oregon and Washington

## ARROW



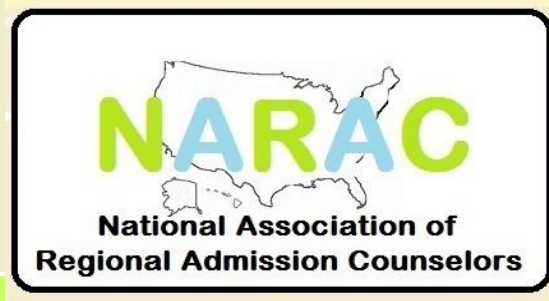


# Chicago Area Regional Representatives

## CARR

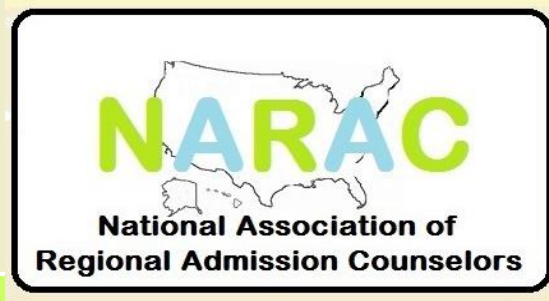


Chicago  
Area  
Regional  
Representatives



Charlotte Western North Carolina

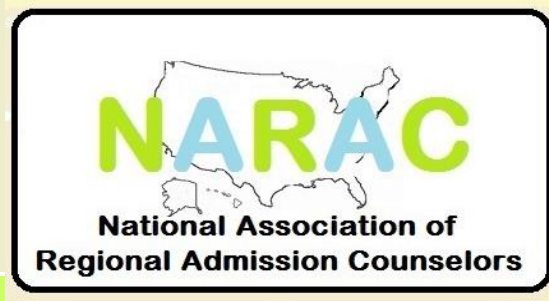
CROWN



# Dallas Fort Worth Admissions Regional Network -

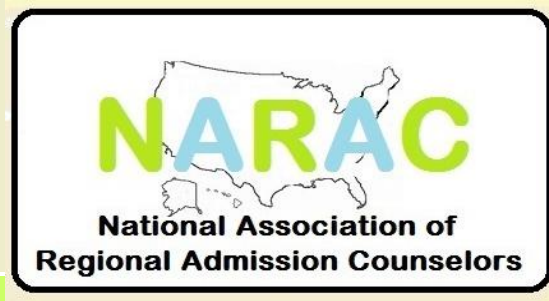
## DARN





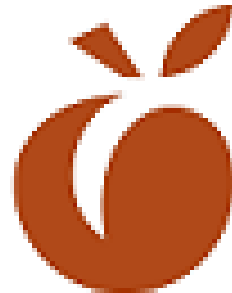
# El Paso Admissions Recruitment Network

## EPARN

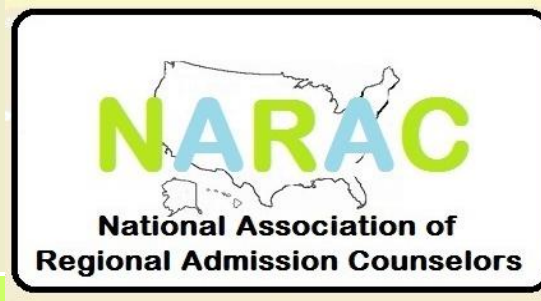


# Greater Atlanta Regional Network

GARN



GARN

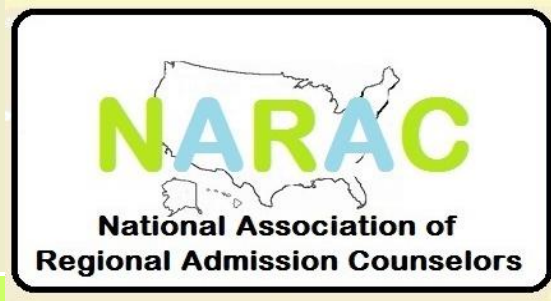


# Houston Area Regional Network

## HARN

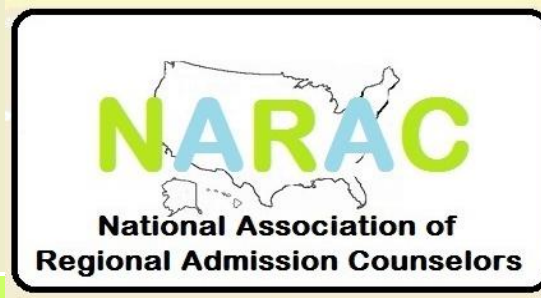






# Indiana

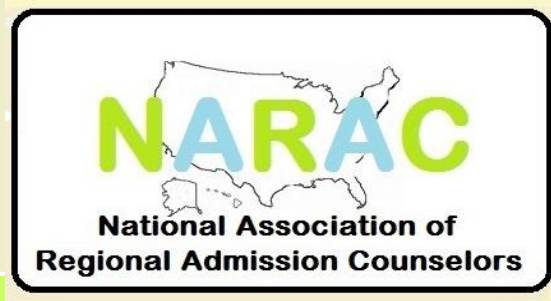
# IROAR



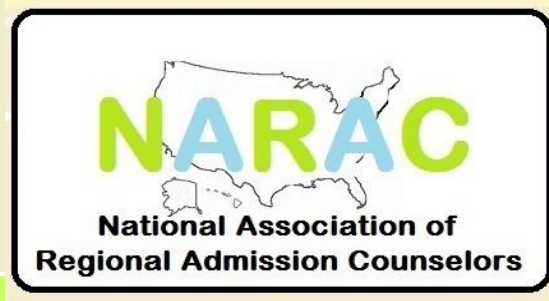
# Mid-Atlantic Regional Counselors Association

## MARCA





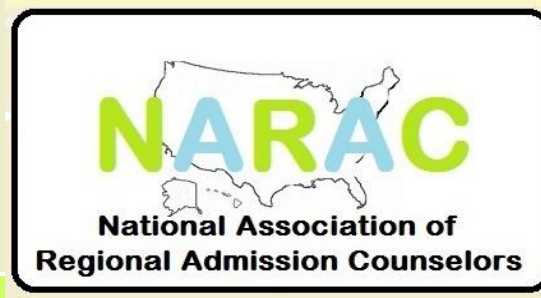
# Nashville



# New England Area Regional Representatives

## NEARR

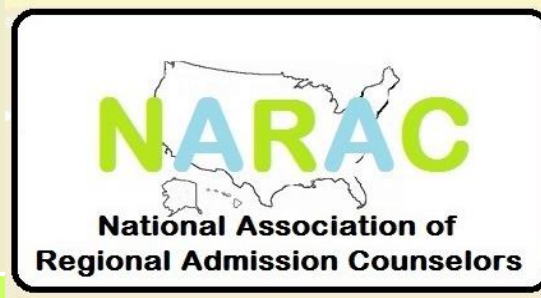




# Ohio including Northwest Kentucky – Admissions Network

OiNKAN-AN

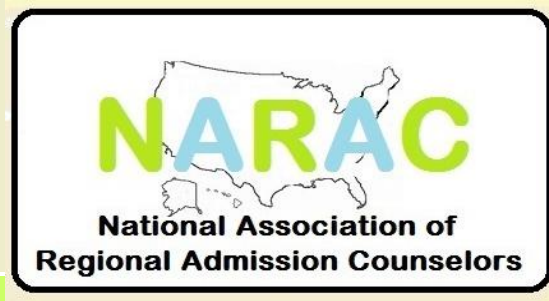




# Regional Admission Counselors of California

## RACC

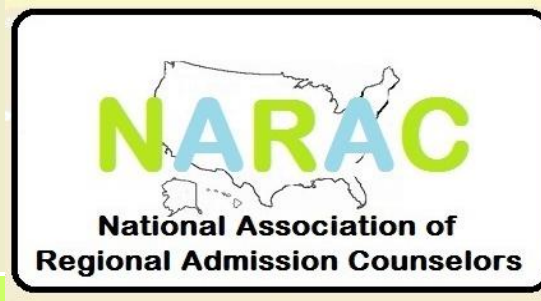




# Regional Offices of Admissions New York City

## ROAM-NYC



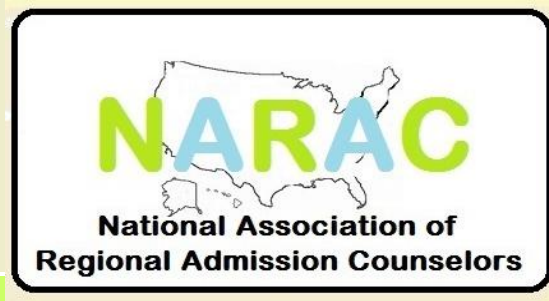


# Regional Officers of Admission of the Rockies

ROAR

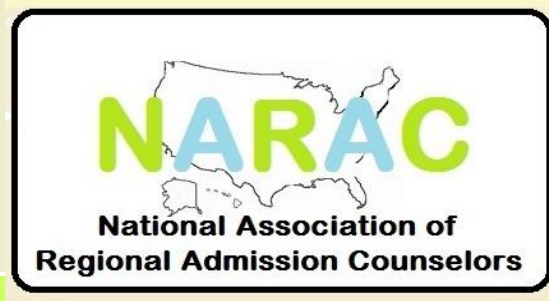






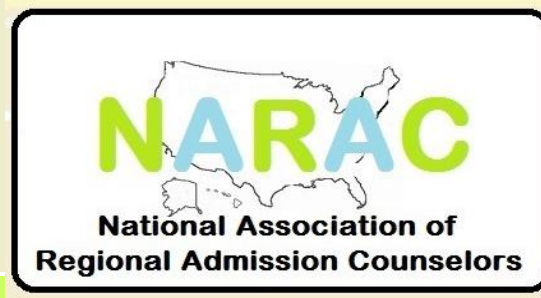
# San Antonio Regional Network

## SARN



# South Texas Area Regional Representatives

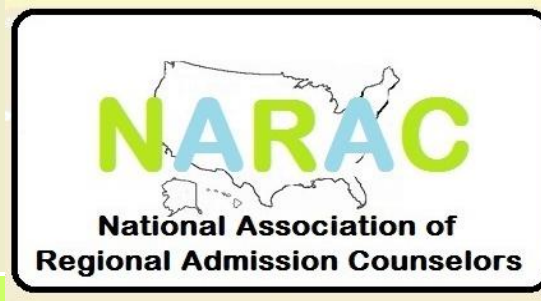
## STARN



# St. Louis Area Regional Representatives

## STARR

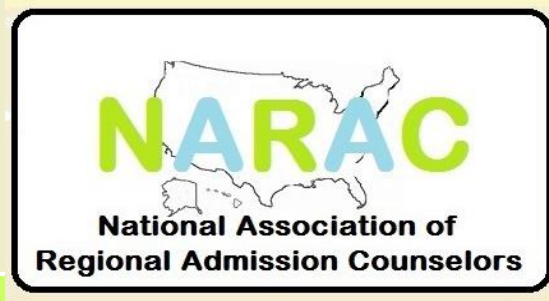




# Twin Cities Regional Admissions Representatives

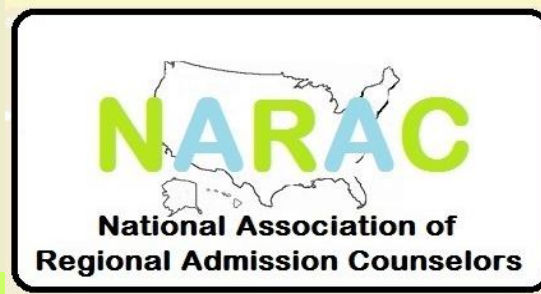
TCRAR





Starting:

Detroit  
Florida  
Long Island

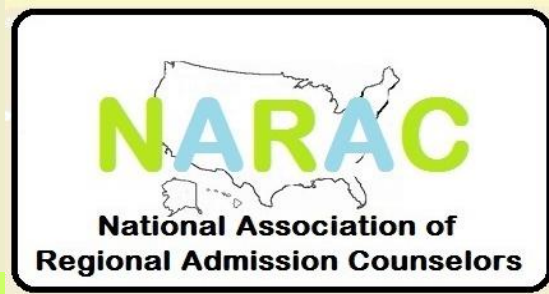


## Opening Session



Joe Bellavance  
College Board

*What Do you Bring To the Table*

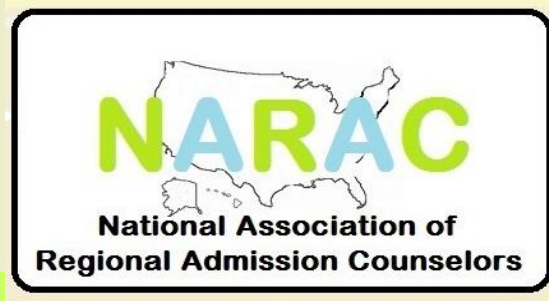


## Closing Session



Vern Granger  
The Ohio State University

*Demographics and the  
Regional Model*



# National Association of Regional Admission Counselors

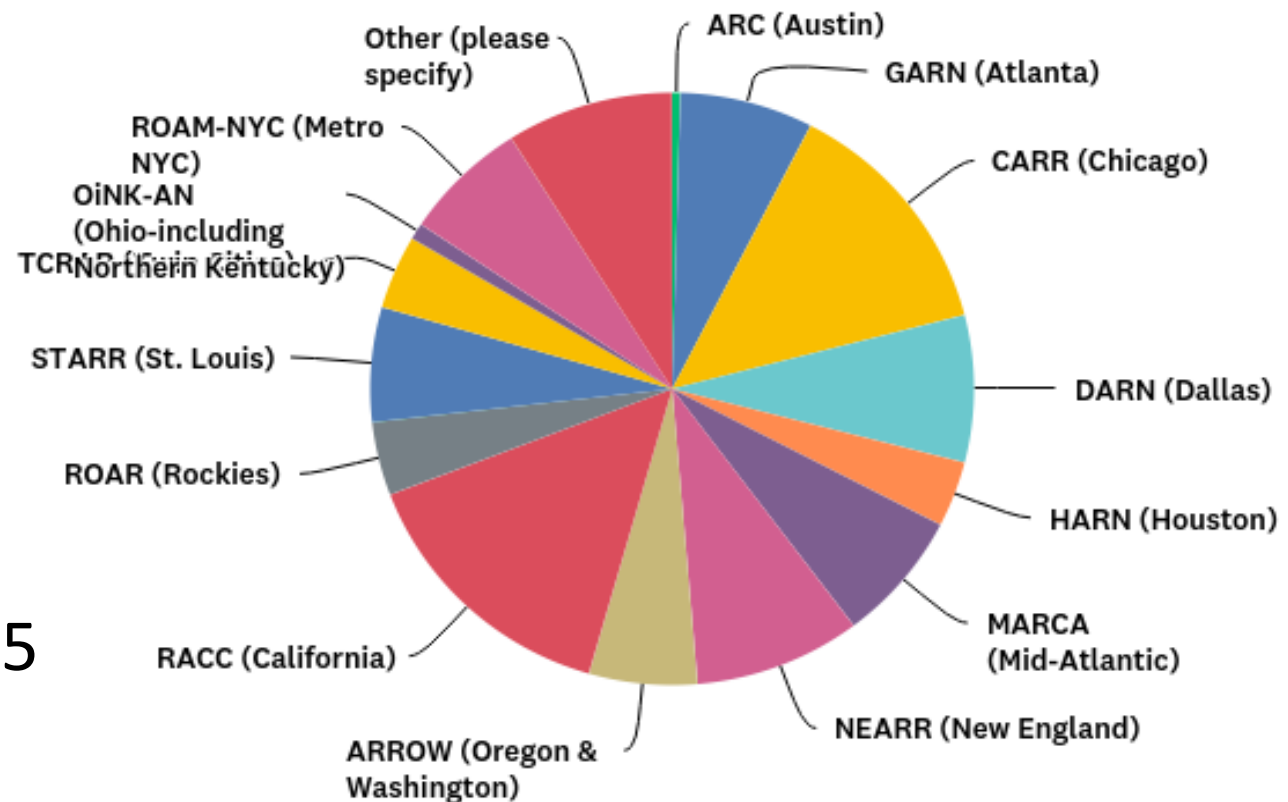
## NARAC

### 5<sup>th</sup> Annual Regional Conference

Wednesday, September 13, 2017



# 2017 National Survey Results



- 250 Responses
- Follow up to 2015
- 15 Groups

*Survey Says:*

Like Least About Regional Job

National  
Association of  
Regional  
Admission  
Counselors



2017

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

*Survey Says:*

# Full Time/Contract

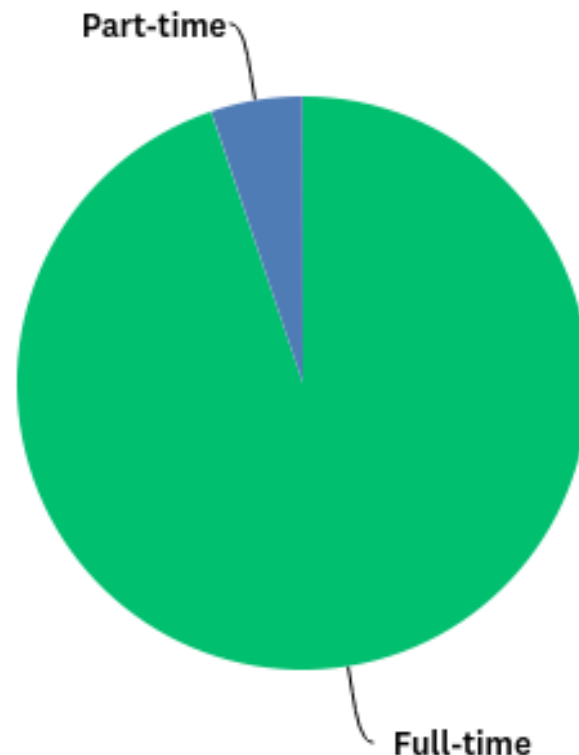
National  
Association of  
Regional  
Admission  
Counselors



The vast majority of us are fulltime – **95%**

93% in 2015

90% in 2014



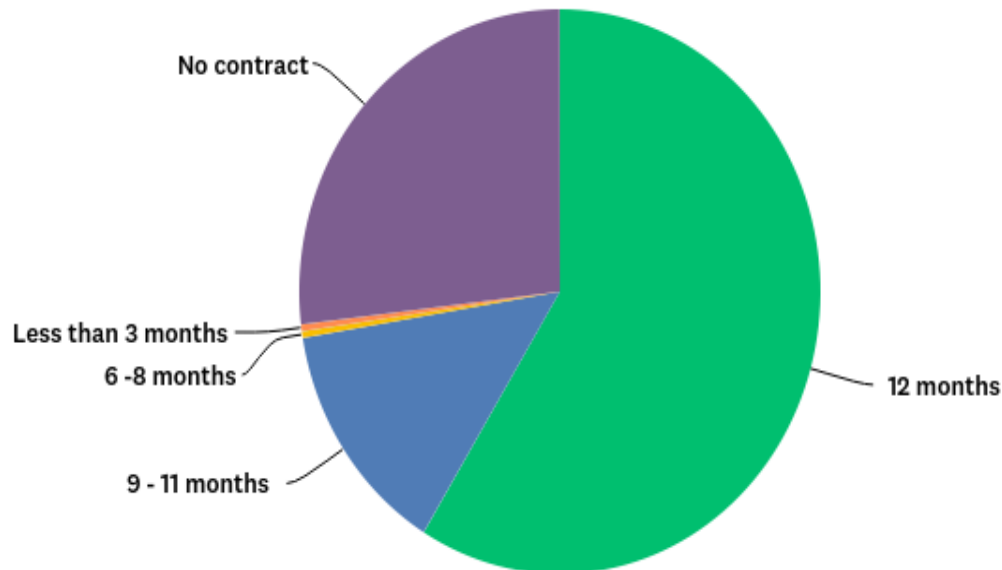
*Survey Says:*

# Full Time/Contract

National  
Association of  
Regional  
Admission  
Counselors



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

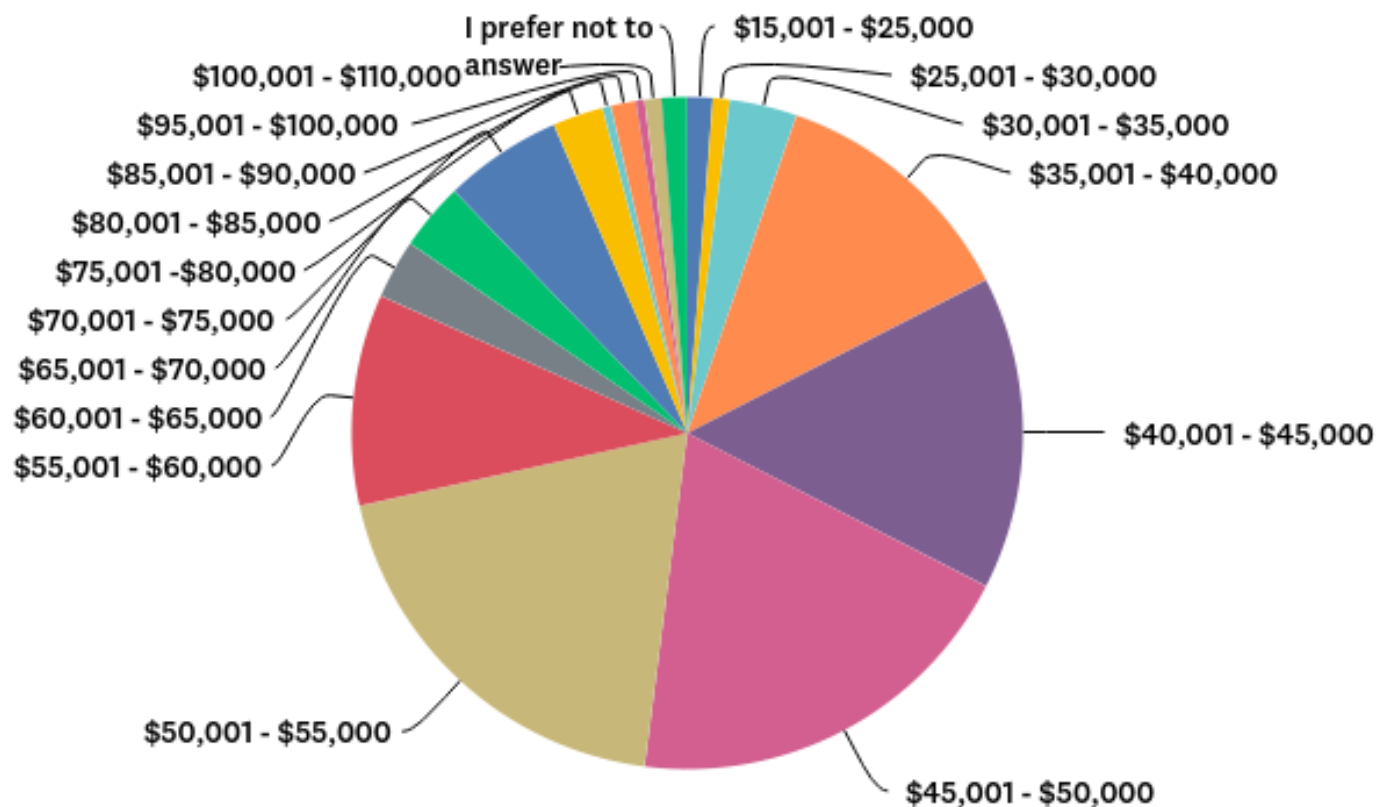
*Survey Says:*

# Salary

National  
Association of  
Regional  
Admission  
Counselors



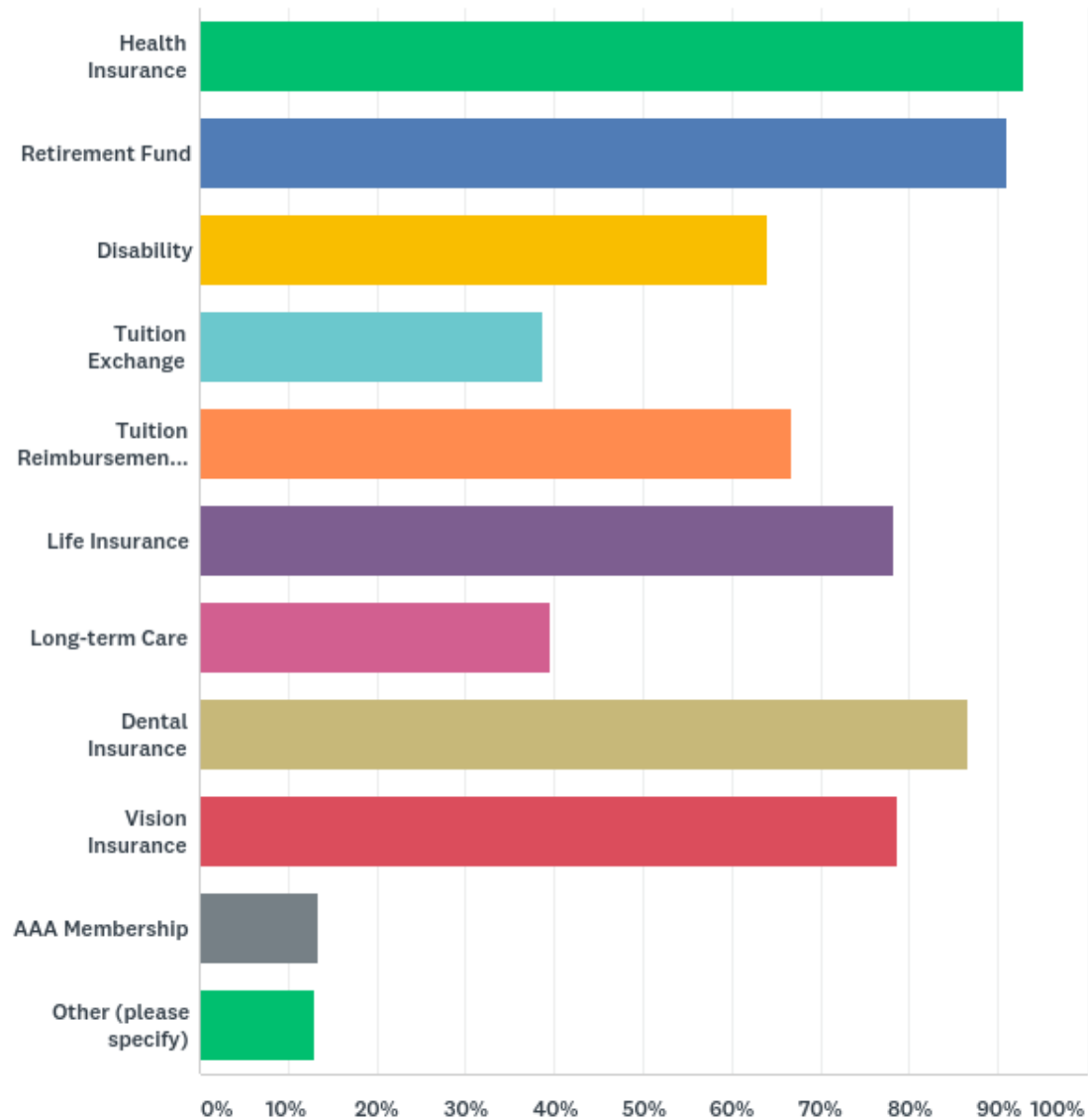
2017



➤ 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):



*Survey Says:*

# Our Job Titles

National  
Association of  
Regional  
Admission  
Counselors



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

National  
Association of  
Regional  
Admission  
Counselors



2017

- 37% Report to Dean or Director
- 12% are Senior Counselor
- 12% are Assistants Directors
- 11% Associate Directors
- 6% Directors



*Survey Says:*

# School Regional History

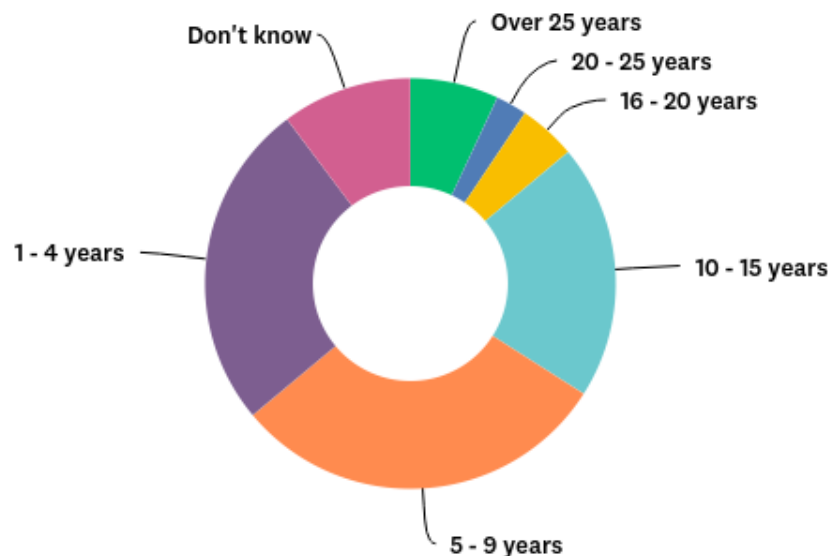
National  
Association of  
Regional  
Admission  
Counselors



2017

Q11 How long has your school had regional admission positions?

Answered: 244 Skipped: 9



***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***

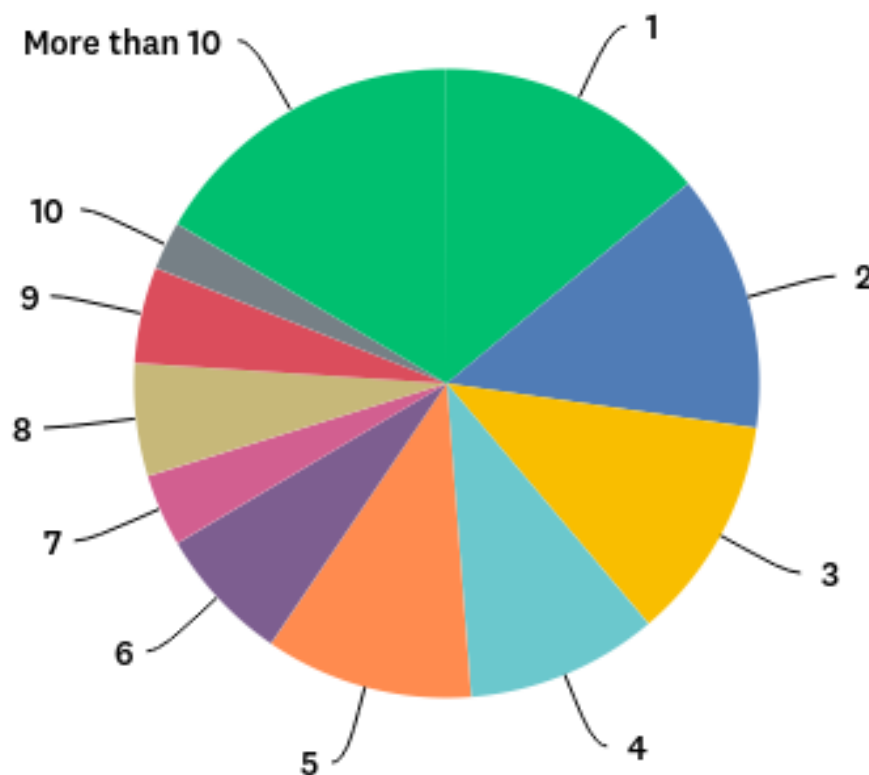
*Survey Says:*

# Number of Regionals

National  
Association of  
Regional  
Admission  
Counselors



2017



- 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

# Survey Says

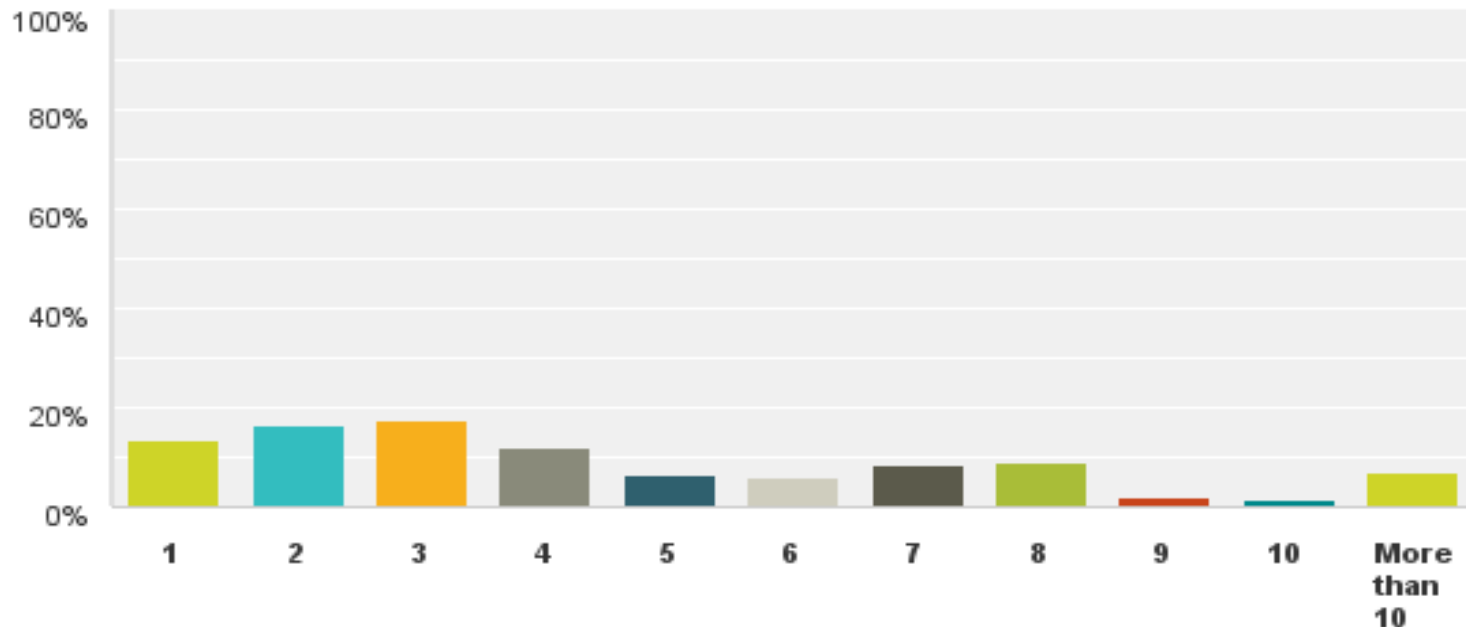
## Results of 2015 Survey

National  
Association of  
Regional  
Admission  
Counselors



### Q13 How many regional reps does your school employ?

Answered: 235 Skipped: 7



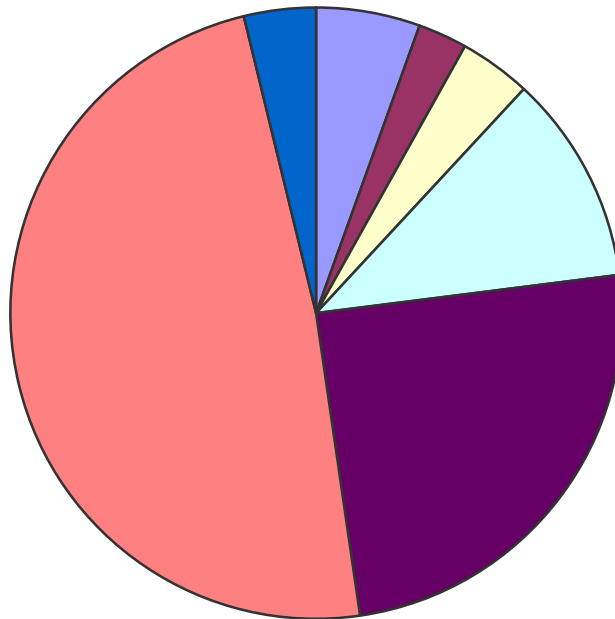
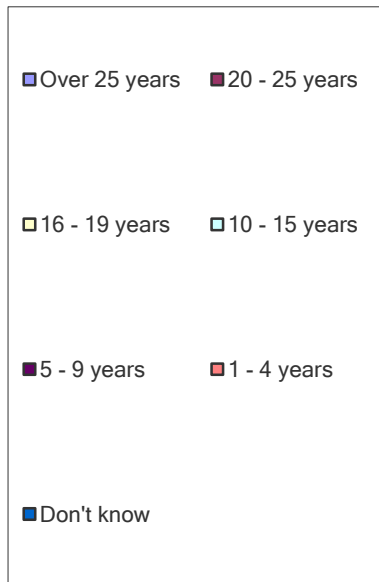
- 12% of us are the only regional employed by our school
- 10% of us work for schools that employ more than 10 regionals
- 4.6 the average number of regionals per college/university

# Survey Says Results of 2015 Survey

National  
Association of  
Regional  
Admission  
Counselors



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



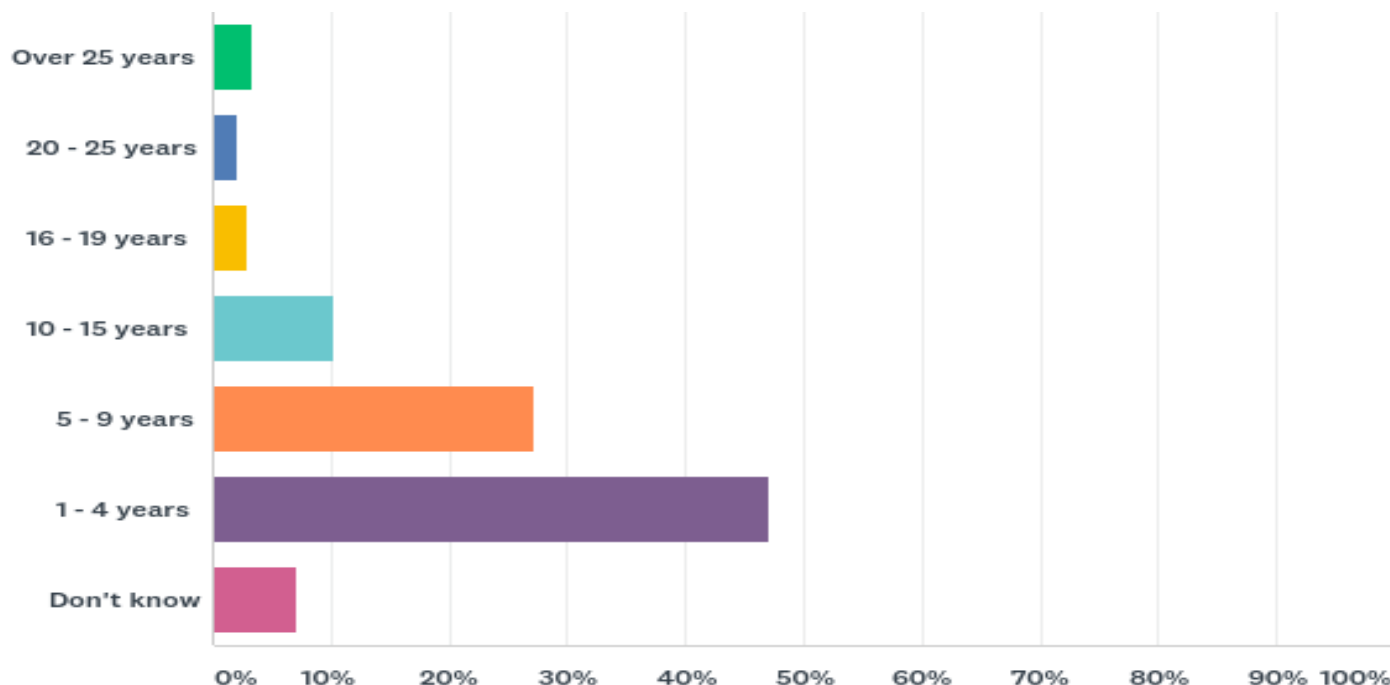
**49% are working in territories that have had a regional for less than 4 years.**

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

*Survey Says:*

# Current Location

National  
Association of  
Regional  
Admission  
Counselors



**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**

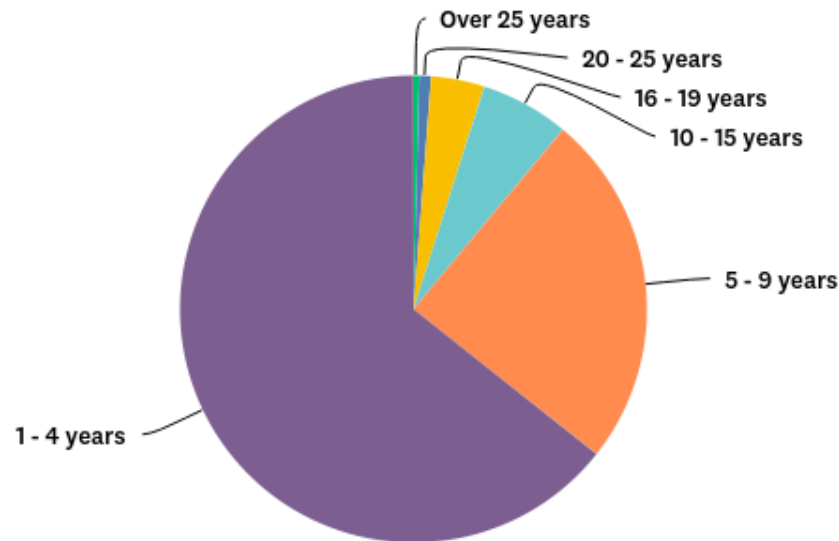
# *Survey Says:* Your Regional Career

National  
Association of  
Regional  
Admission  
Counselors



Q15 How long have you served as an area representative?

Answered: 244 Skipped: 9



**64% 1-4 years as a regional**

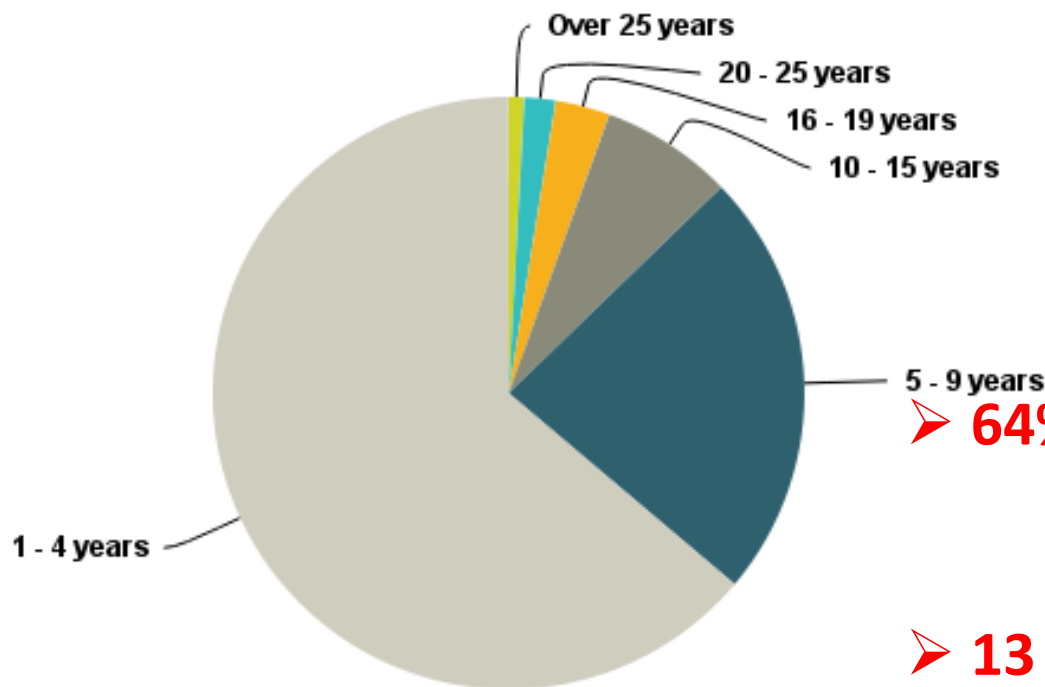
# Survey Says Results of 2015 Survey

National  
Association of  
Regional  
Admission  
Counselors



## 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

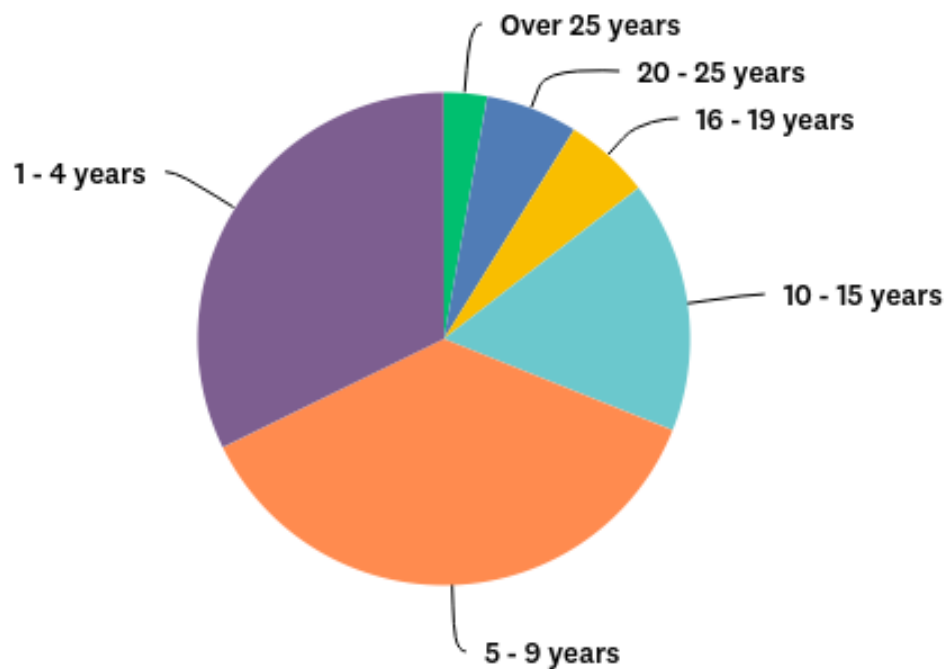
*Survey Says:*

# Your Admissions Career

National  
Association of  
Regional  
Admission  
Counselors



Q16 How long have you been involved in college admissions?



**69% in admissions for less than 9 years**



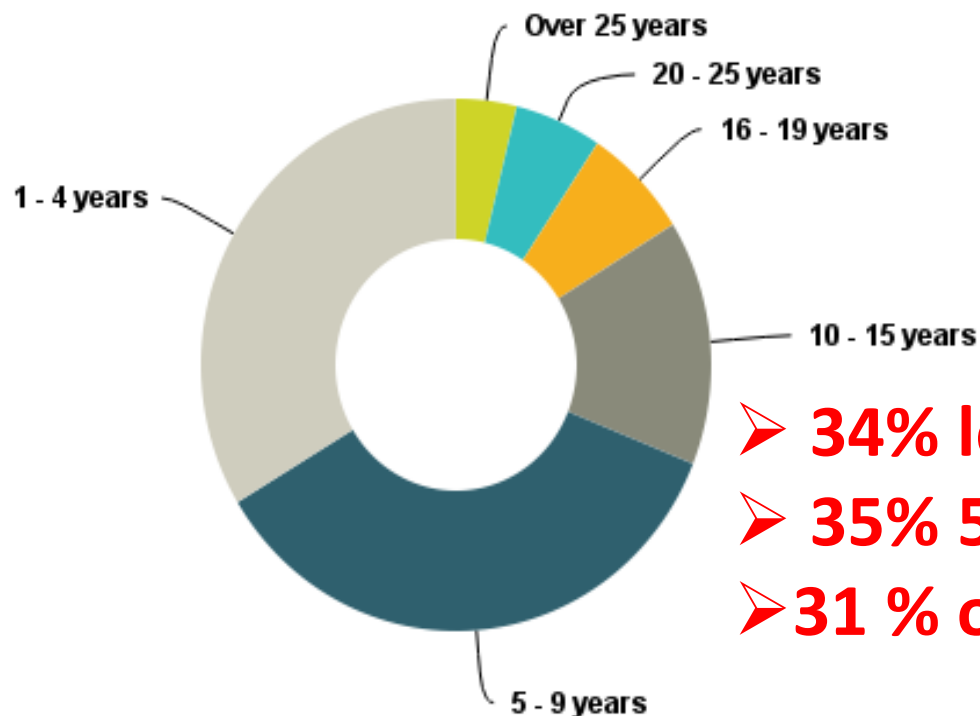
# Survey Says Results of 2015 Survey

National  
Association of  
Regional  
Admission  
Counselors



## Q16 How long have you been involved in college admissions?

Answered: 235 Skipped: 7



➤ 34% less than 4 years

➤ 35% 5-9 years

➤ 31 % over 10 years

➤ 5.0 Average years of experience

*Survey Says:*

# App Review - CRM

National  
Association of  
Regional  
Admission  
Counselors



2017

- 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)

# Survey Says Results of 2015 Survey



- 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)

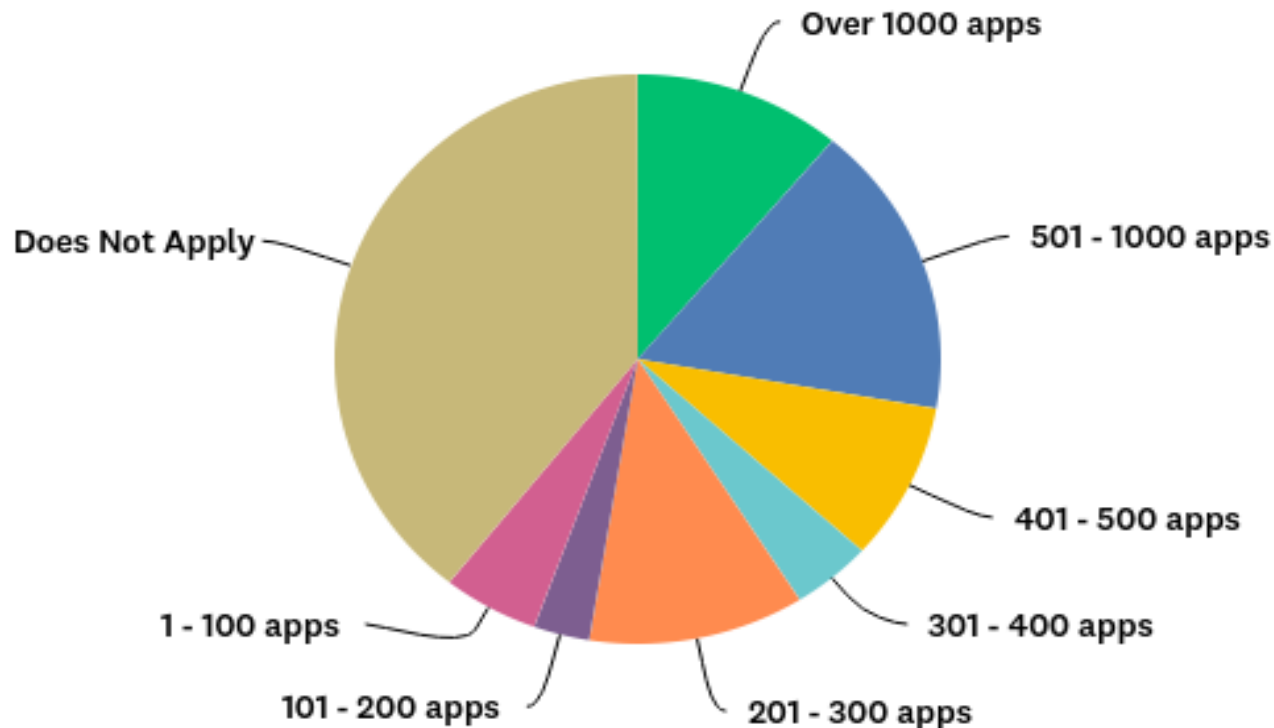
*Survey Says:*

# Review Applications

National  
Association of  
Regional  
Admission  
Counselors



2017



- 60% of us review applications (Down 1% from last year)
  - 28% (26%) review more than 500 apps.

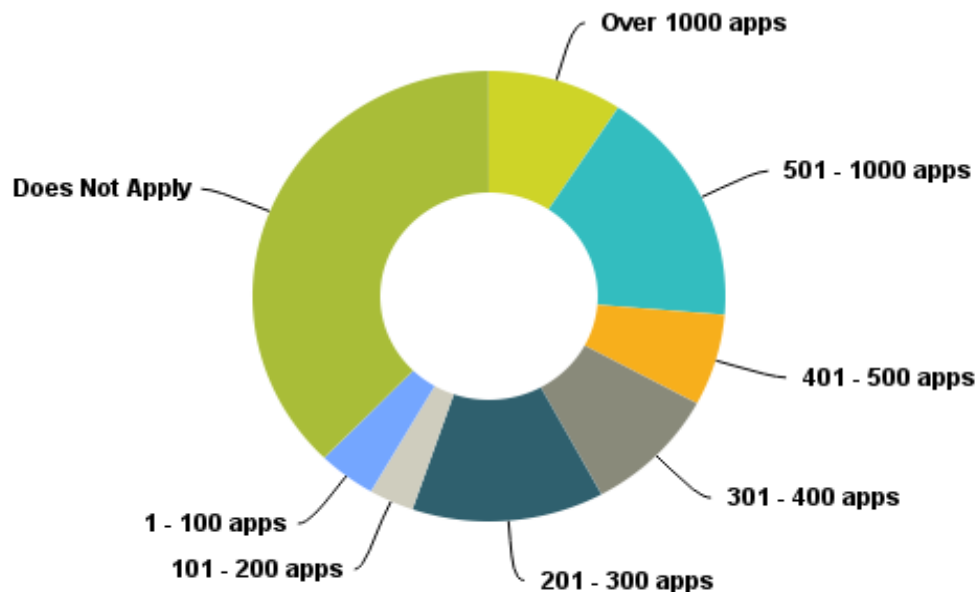
# Survey Says Results of 2015 Survey

National  
Association of  
Regional  
Admission  
Counselors



**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.

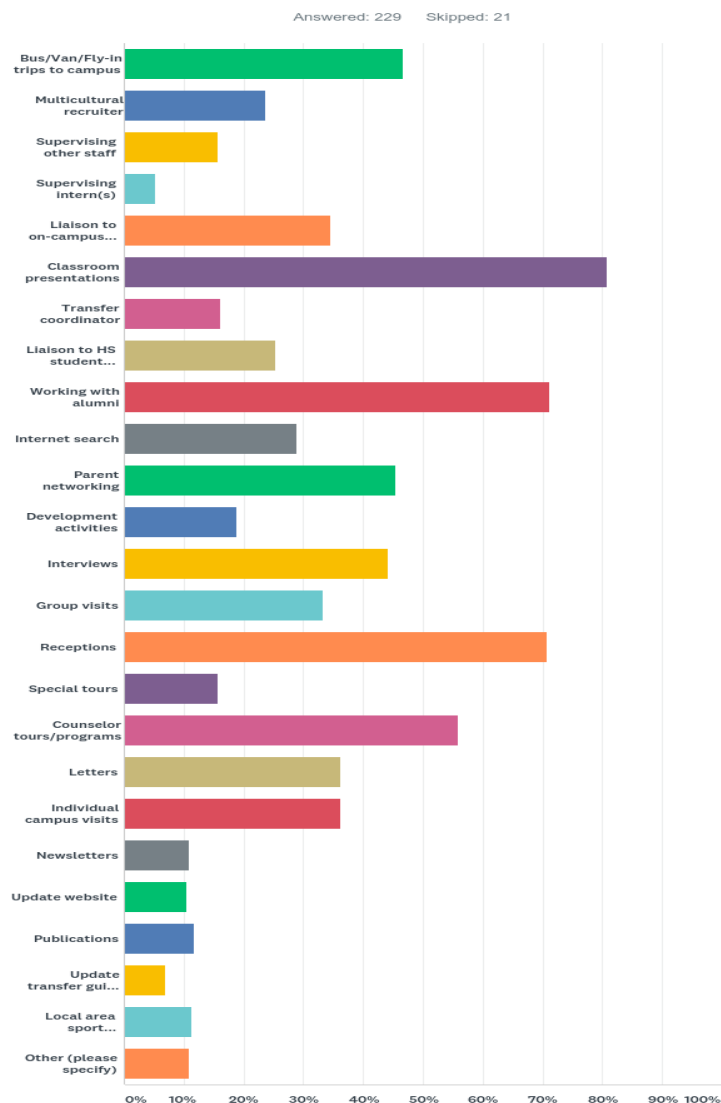
*Survey Says:*

# Responsible For

National  
Association of  
Regional  
Admission  
Counselors



2017



Class Presentations

Working with alumni

Receptions

Counselor tours/programs

Fly-in programs

Parent networking

Interviews

Individual campus visits

Group visits

Writing letters

Receptions

Liaison to on campus groups

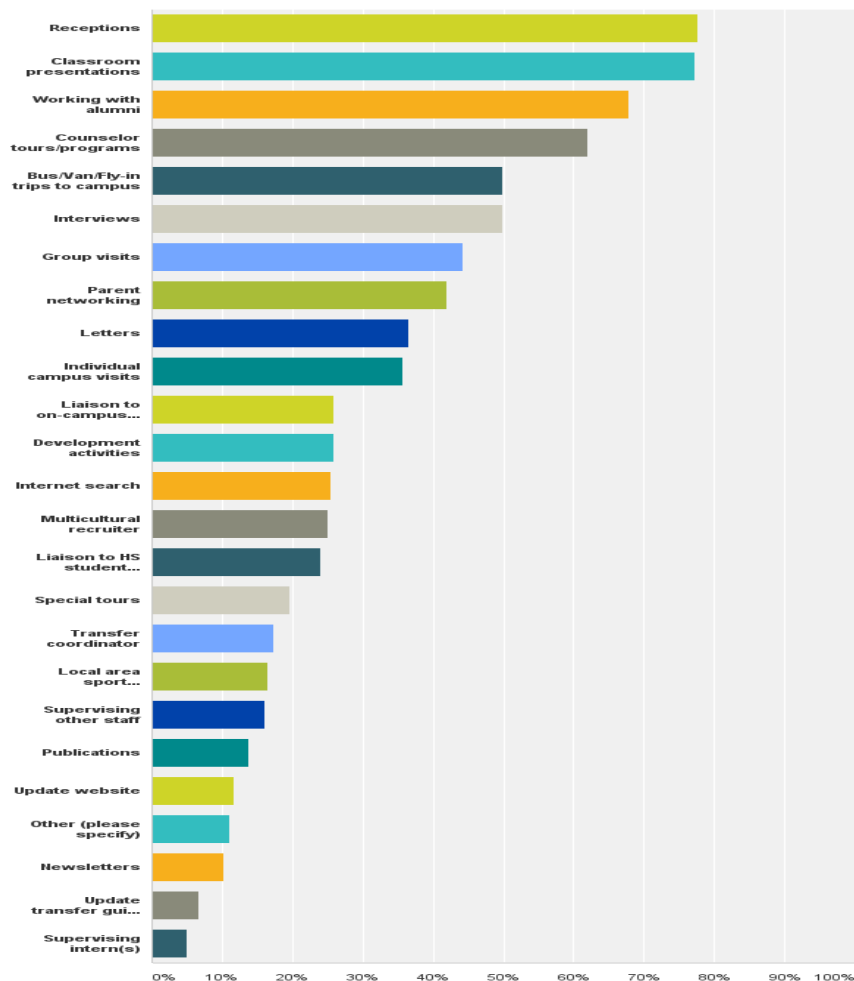
# Survey Says – Responsibilities 2015

National  
Association of  
Regional  
Admission  
Counselors



**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 Results of 2015 Survey

National  
Association of  
Regional  
Admission  
Counselors

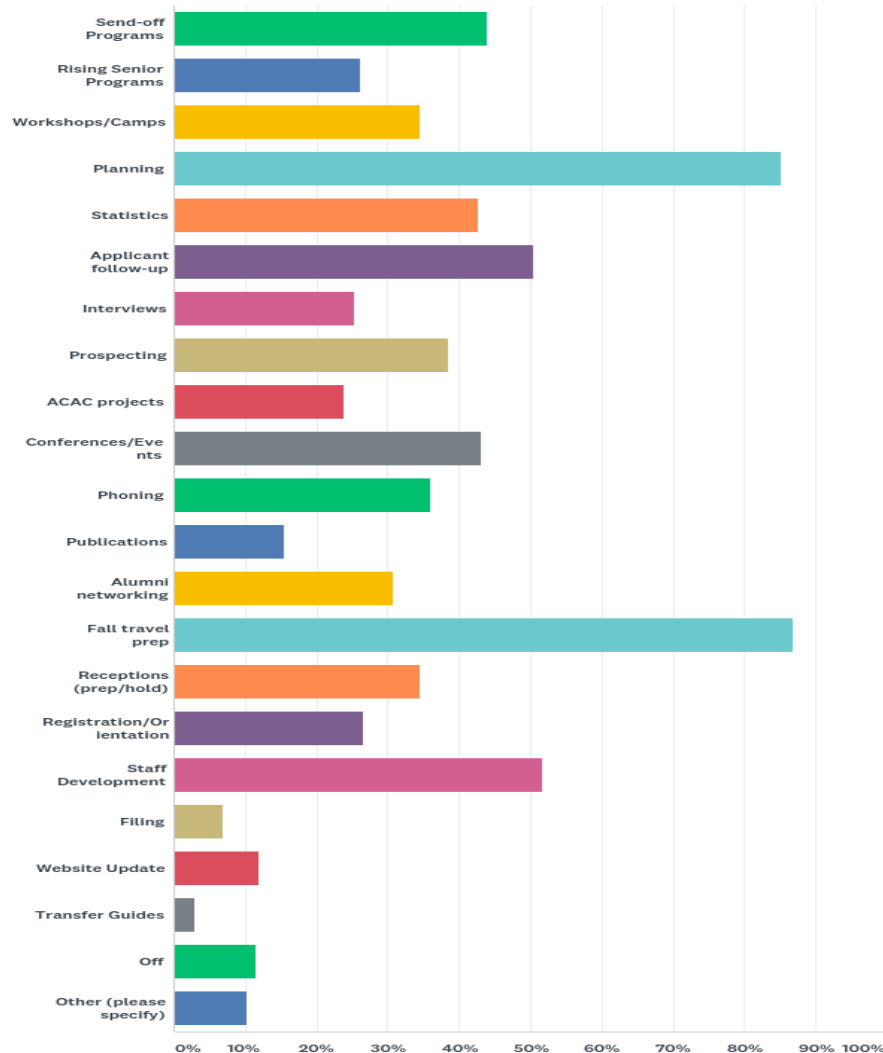


- 19% of us have supervisory roles in our offices
- 56% Have a dedicated support person working with us
- 86% participate in weekly/regular staff meetings
- 66 % visit campus 1-6 times a year/ 26% more that 9 times
- Only 19% have supervisors that are also Regionals



# Summer

2017



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

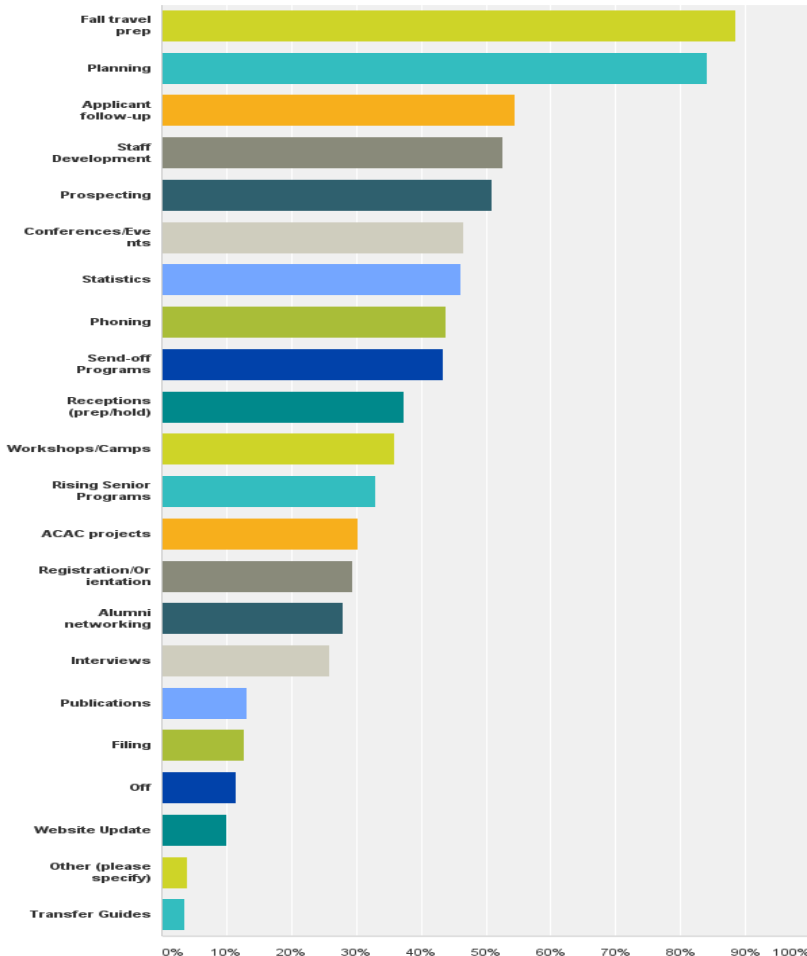
# Survey Says – Summer 2015

National  
Association of  
Regional  
Admission  
Counselors



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

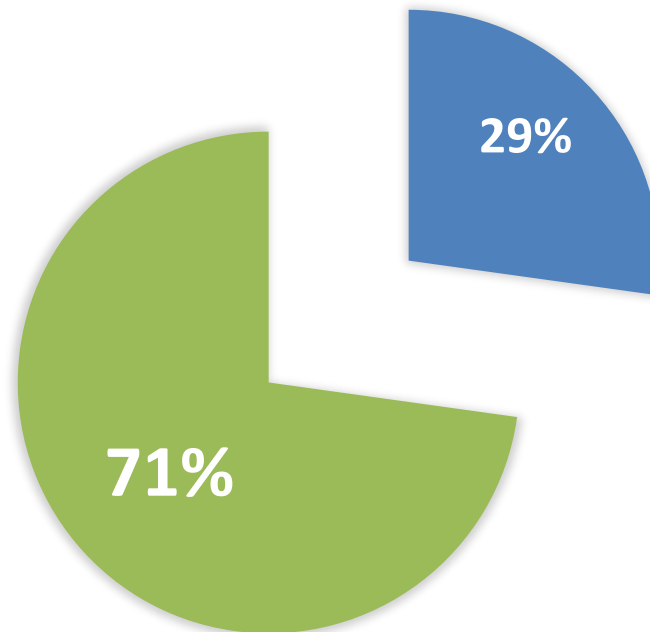
Answered: 228 Skipped: 14



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



## ARE YOU GIVEN AN OPERATING BUDGET?



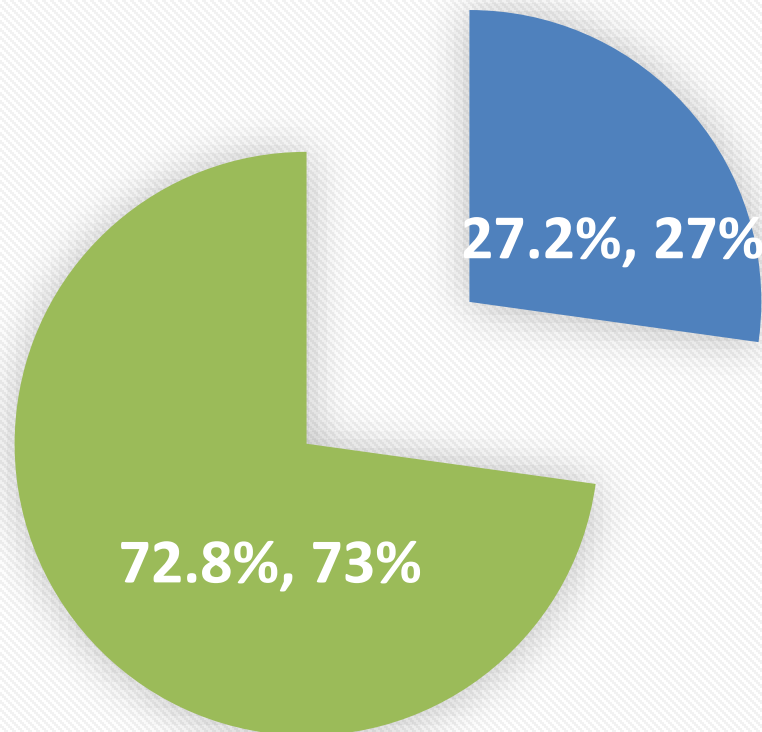
**Up from 27% in 2015**

# Survey Says Results of 2015 Survey

National  
Association of  
Regional  
Admission  
Counselors



Are you given an operating budget?



■ Yes

■ No

*Survey Says:*

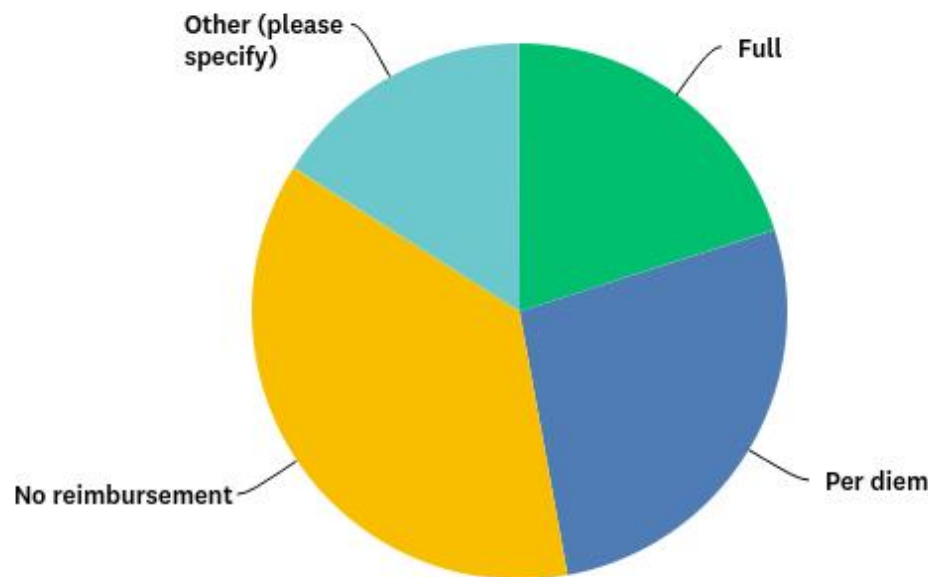
# Meals for Local Travel

National  
Association of  
Regional  
Admission  
Counselors



2017

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



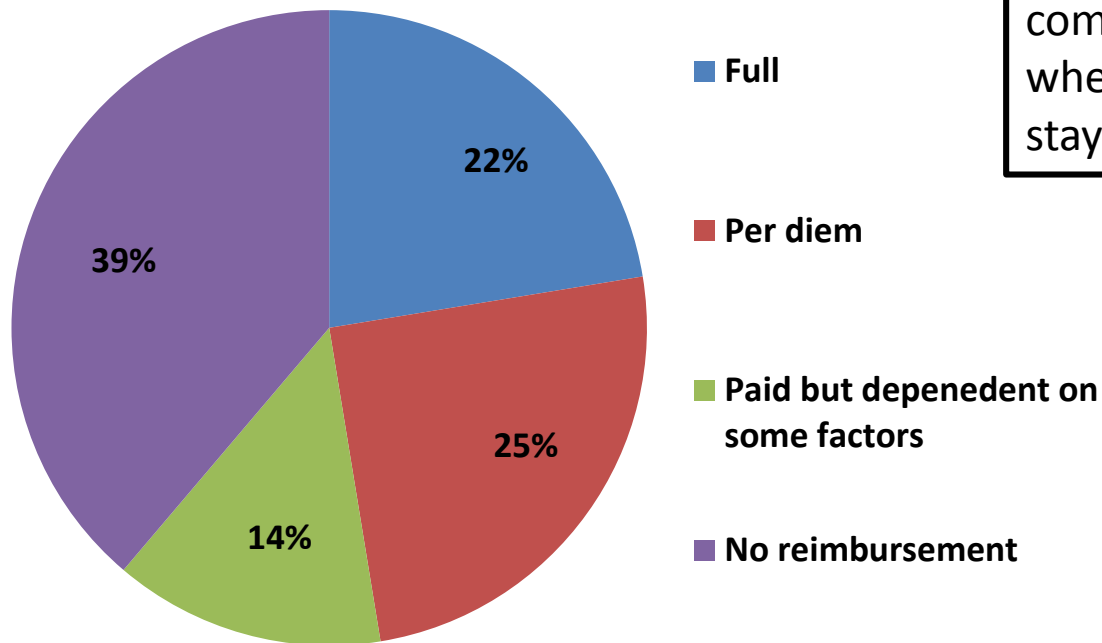
**20% Receive full meal reimbursement, while 27% per diem applies**  
**37% Do not have meals covered when traveling locally**  
**Many have plans to cover breakfast and or lunch for local travel**

# Survey Says Results of 2015 Survey

National  
Association of  
Regional  
Admission  
Counselors



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

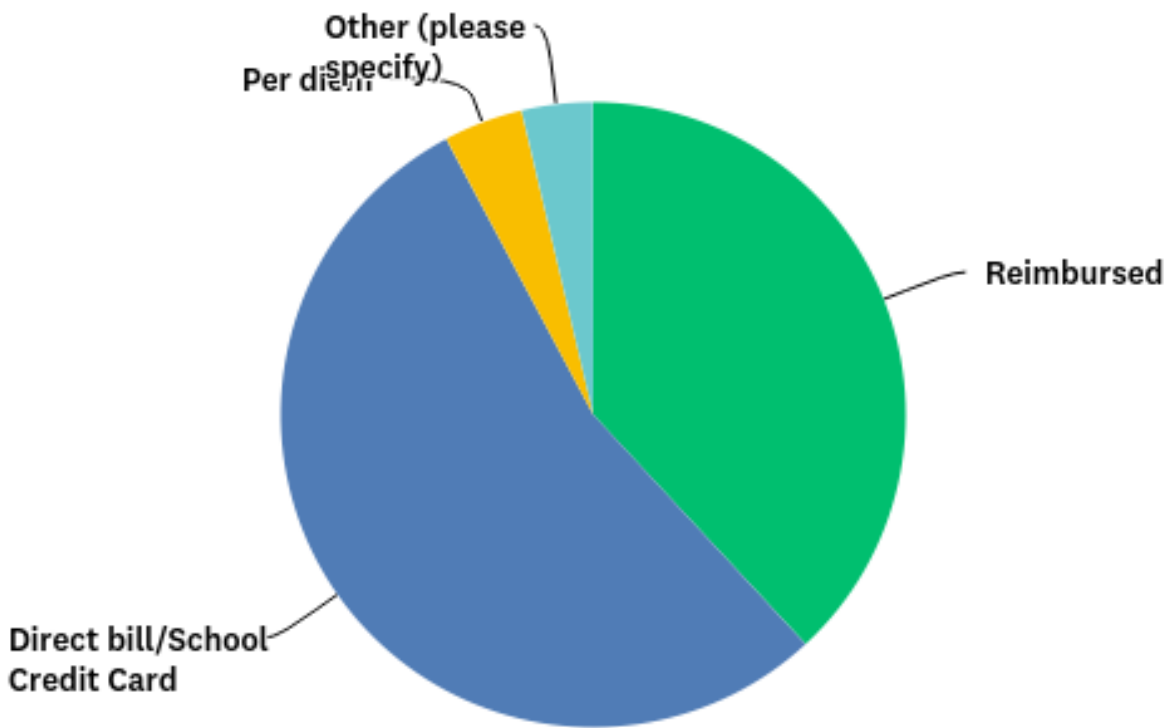


**61% of regionals receive compensation for meals when traveling, but not staying overnight.**

# Hotel Costs

2017

Q30 Are you reimbursed for hotel stays or per diem?



*Survey Says:*

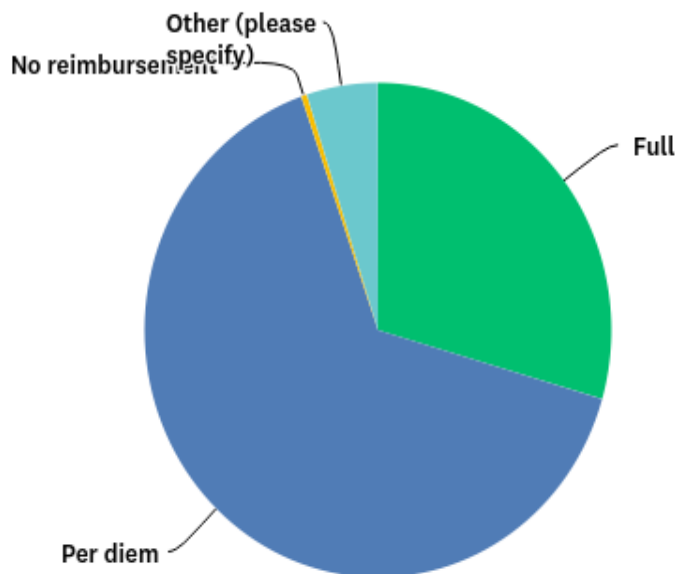
# Meals for Overnight Stays

National  
Association of  
Regional  
Admission  
Counselors



2017

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**

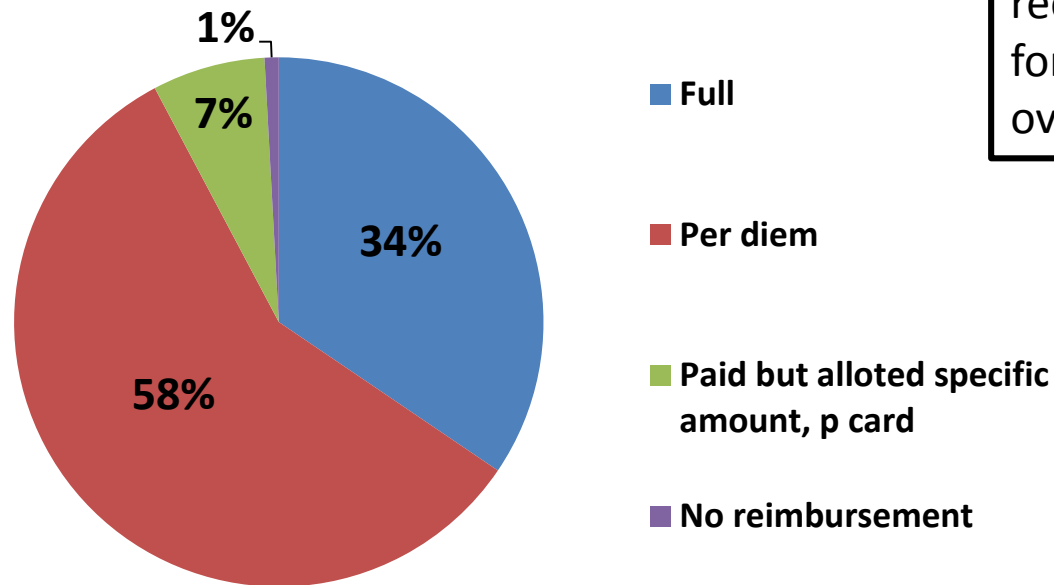


# Survey Says Results of 2015 Survey

National  
Association of  
Regional  
Admission  
Counselors



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:*

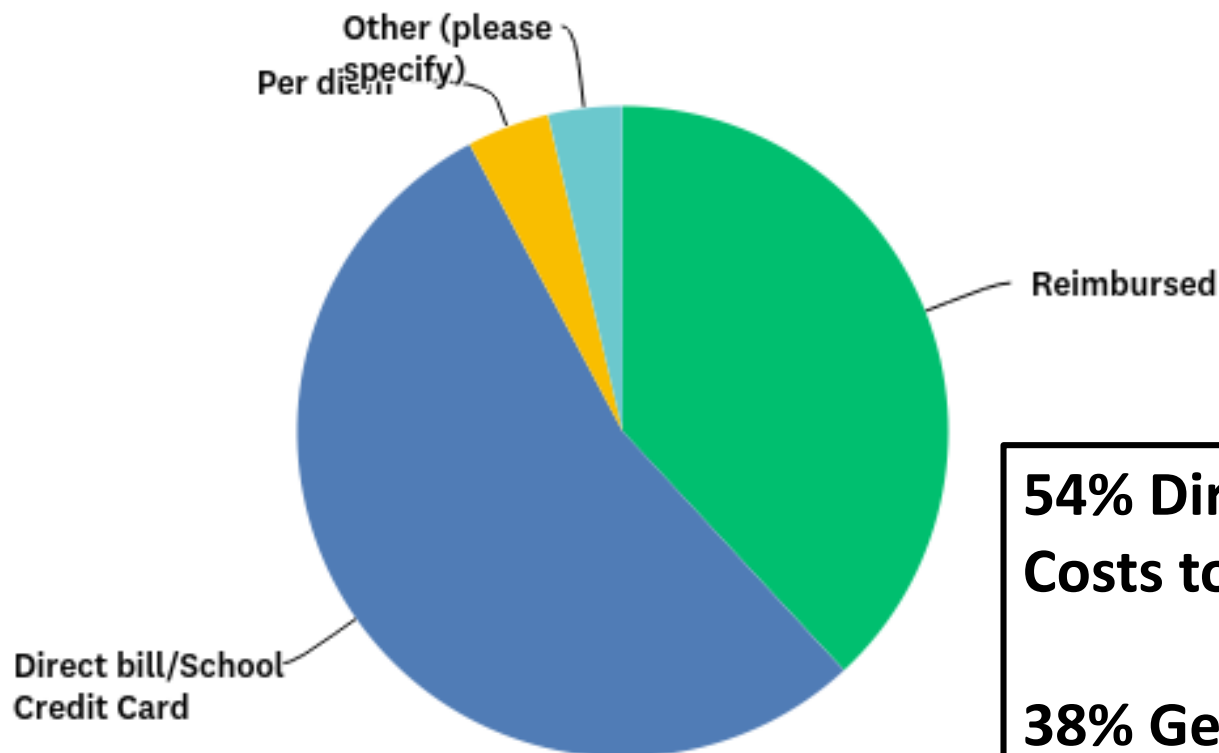
# Hotel Reimbursement

National  
Association of  
Regional  
Admission  
Counselors



2017

Q30 Are you reimbursed for hotel stays or per diem?



**54% Direct Bill Hotels  
Costs to School**

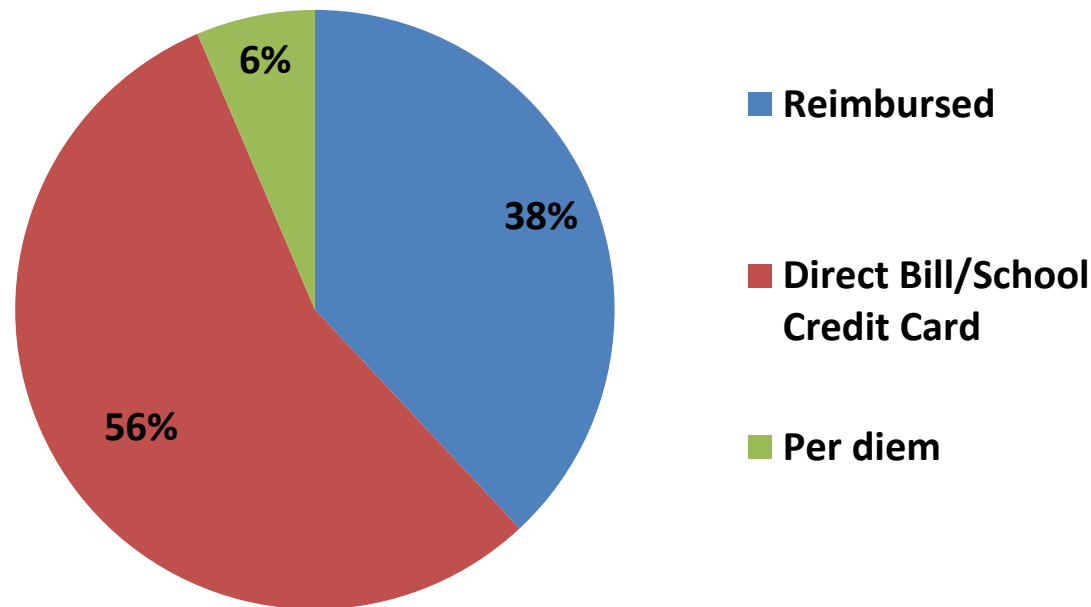
**38% Get Reimbursed by  
School**

# Survey Says Results of 2015 Survey

National  
Association of  
Regional  
Admission  
Counselors



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



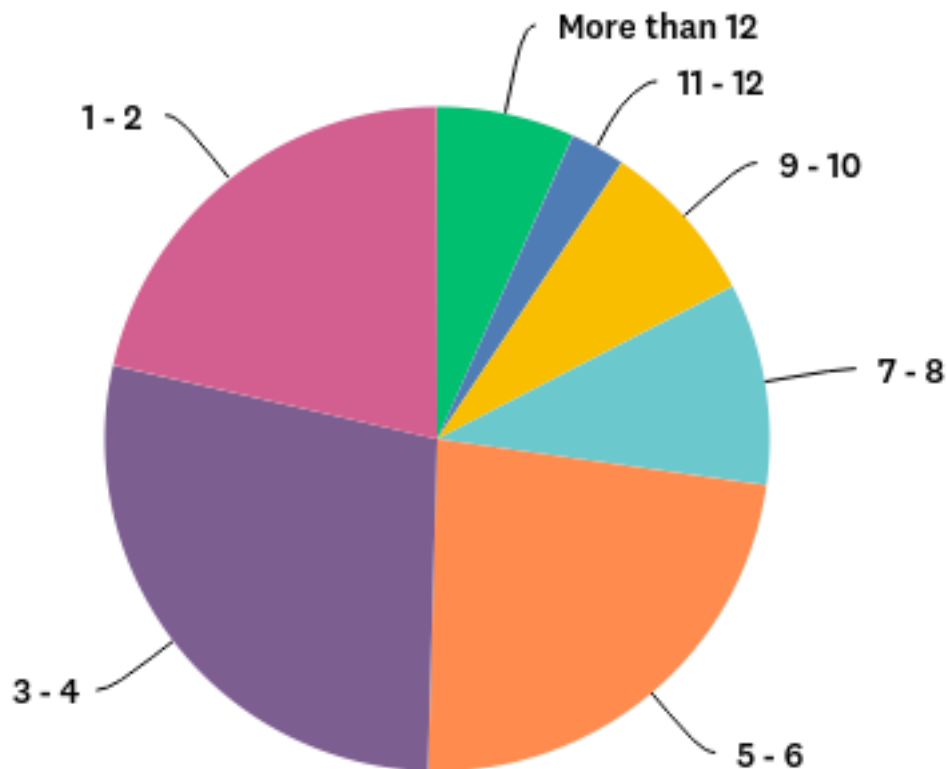
# Visits to Campus



2017

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

Answered: 224 Skipped: 26

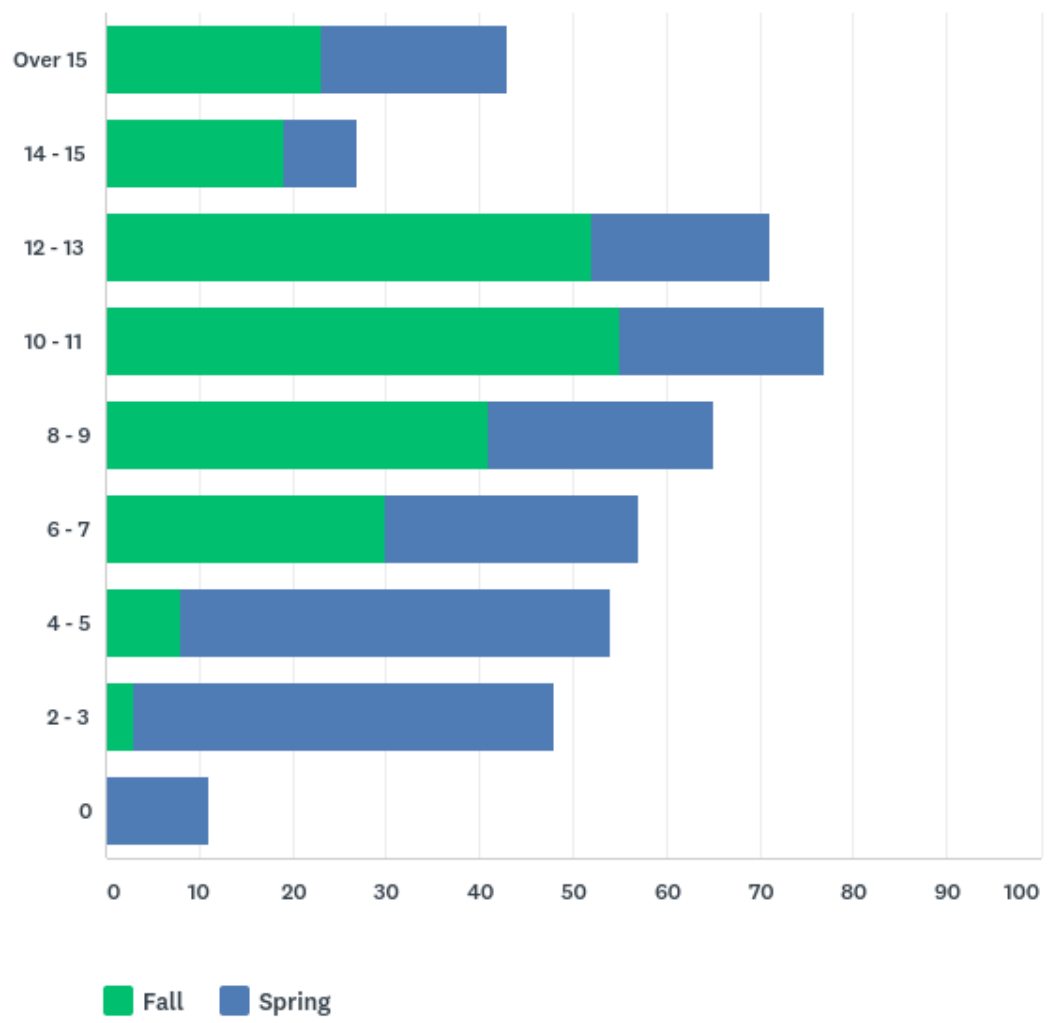


*Survey Says:*

# Weeks of Visits



2017

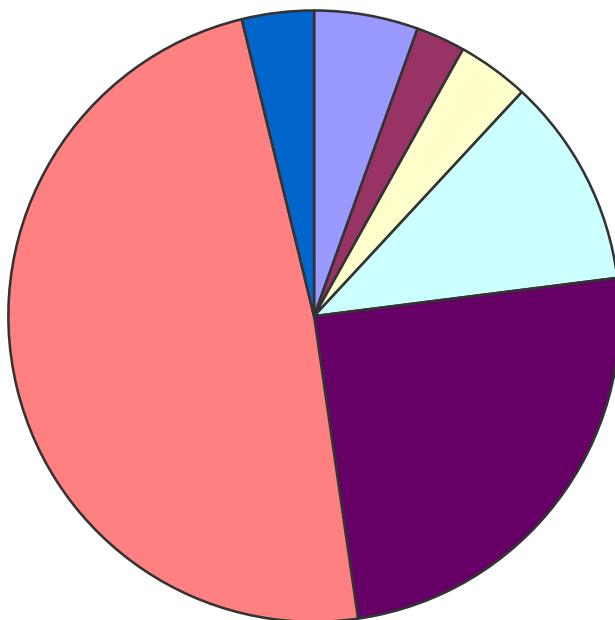
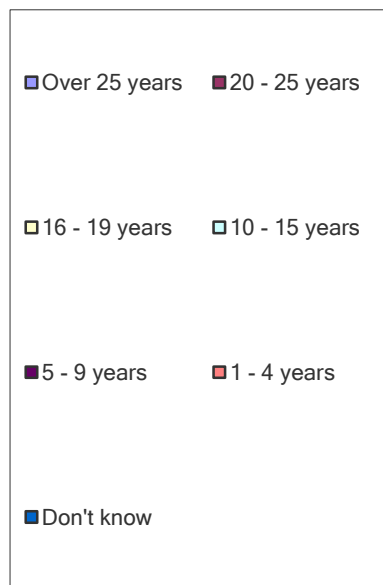


**Fall Travel**  
Majority 10-13 weeks

**Sprin travel**  
Majority 2-5 weeks



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.**

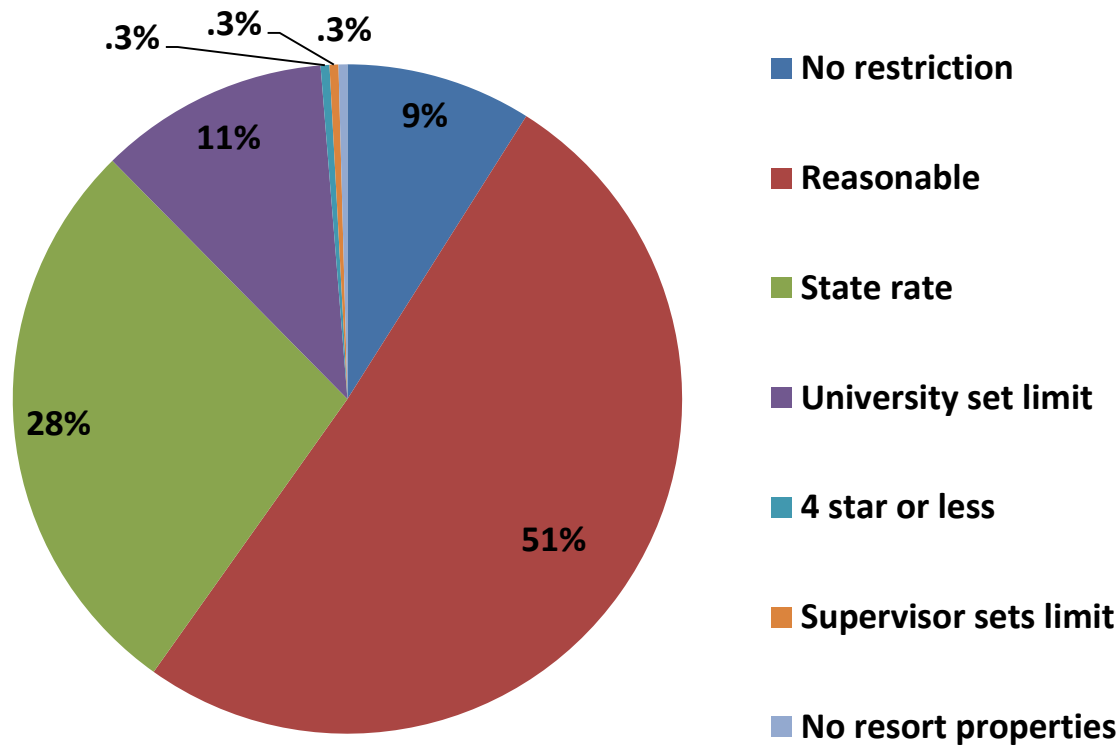
**8% are in territories that have had a regional for over 20 years**

# Survey Says Results of 2015 Survey

National  
Association of  
Regional  
Admission  
Counselors

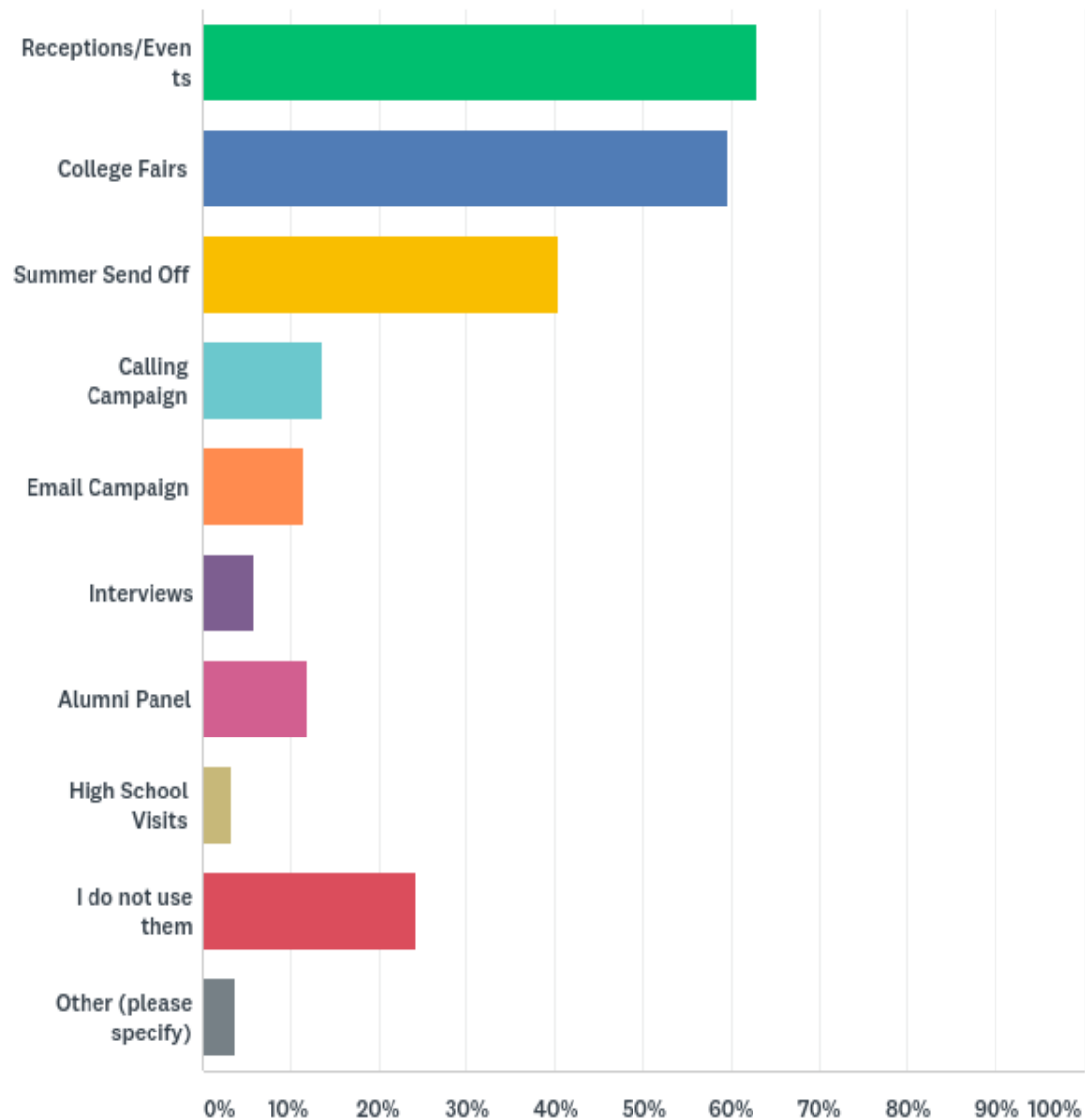


Are you restricted to what kind of hotel you may use?



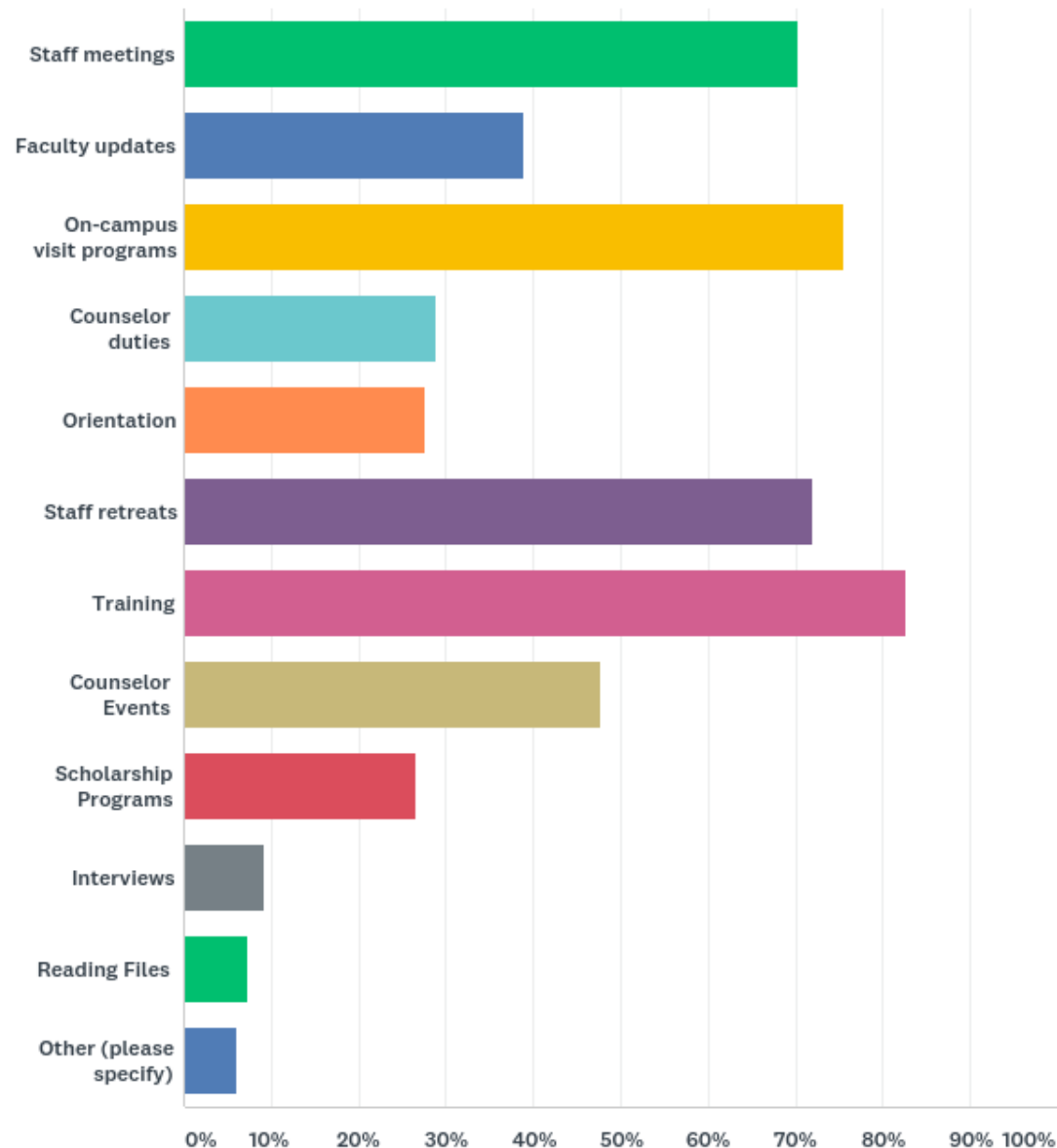
**51%** of regionals are asked to keep hotel at a “reasonable” rate. **28%** use a set state rate.

## Q54 How do you use Alumni/Parent volunteers?





Q59 When you return to campus, are you there for: (please check all that apply)





- 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)

# Survey Says Results of 2015 Survey

National  
Association of  
Regional  
Admission  
Counselors



- 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)



- 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.

*Survey Says:*

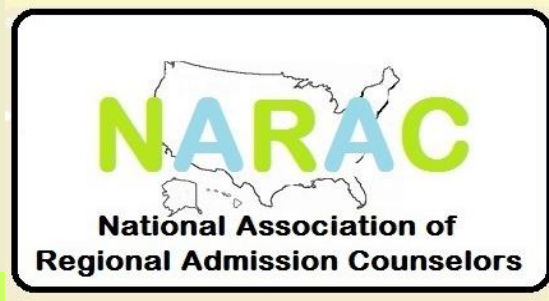
Like Most

National  
Association of  
Regional  
Admission  
Counselors



2017

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



# National Association of Regional Admission Counselors

## NARAC

### 5<sup>th</sup> Annual Regional Conference

Wednesday, September 13, 2017