

To make sure you receive future emails,  
please add [david.jenkins@gsw.edu](mailto:david.jenkins@gsw.edu) to your address book or safe list.

# GACRAO Newsletter - Summer 2014

Georgia Association of Collegiate Registrars and  
Admissions Officers

Summer 2014

---

## President's Message

Greetings!

Our annual conference returns to Savannah in 2014 at the Hilton DeSoto, October 25-28. President-Elect Donna Webb and the program chairs are busy garnering sessions of current topical interest while the Local Arrangements Committee, chaired by Amy Clines, is putting things together so that we can take advantage of local sites, dining and entertainment while we are in Savannah. As a matter of fact, encourage new individuals entering or moving up in the professions to get involved in conference planning, committees and presentations. There are ample opportunities for you to plug into GACRAO. Simply complete the online "I'm Available" form and we will be happy to find a place for you.

I am pleased to announce our new GISEM Chair, Dr. Nichole Kennedy. She takes up the helm as Clint Hobbs passes her the torch. I want to thank

## In This Issue

President's Message  
Conference Success  
Leadership Meeting  
Midyear Workshop

### Executive Committee:

President  
Cindy Peterson  
Piedmont College  
Assistant Vice President for Student Services &  
Dean of Admissions  
[cpeterson@piedmont.edu](mailto:cpeterson@piedmont.edu)

President-Elect  
Donna Webb  
Abraham Baldwin Agricultural College  
Director of Enrollment Management  
[dwebb@abac.edu](mailto:dwebb@abac.edu)

Immediate Past President  
Scott Argo  
Georgia Regents University  
Assistant Director of Admissions  
[sargo@gru.edu](mailto:sargo@gru.edu)

Clint and the GISEM faculty for their leadership and guardianship of GISEM, GACRAO's distinguished advanced track curriculum for experienced enrollment service officers. In 2013 we saw one of the largest classes of REPs to graduate. Congratulations graduates. It is so wonderful to see that the list of Registered Enrollment Professionals (REPs) continues to grow annually.

In closing I remind you to send in applications for PAE (Professional Access and Equity) scholarships to Kathlyn Burden, Executive Committee Member at large IV. Give someone the opportunity to attend this year's conference who may not otherwise have the chance. Remember, GACRAO's vitality and growth depends on you and your involvement.

Cindy Peterson  
GACRAO President

---

## 60th Annual Conference a Success

The hills were alive at the 60<sup>th</sup> annual conference in October at the beautiful Brasstown Valley Resort and Spa in Young Harris. Approximately 275 members and vendors were in attendance. Tracy Knofla provided entertainment as well as experience as the keynote speaker. Serving as plenary speakers were Jeff Kallay and Emily Walsh from Render Experiences sharing some best practices for campus visits. Many danced the night away to music provided by The Moxie Band from Atlanta and as always, the hospitality cabin was full of life.

During the closing session and business meeting, Randy Braswell from South Georgia State College was awarded the Distinguished Service Award and Aerial Merritt from the College of Coastal Georgia was presented the Outstanding New Professional Award. Braswell and Merritt are both well-respected among their peers and have served GACRAO for many years.

---

## GACRAO well represented at AACRAO

Treasurer  
Selena Magnusson  
Georgia Northwestern Technical College  
Registrar & Director of Admissions  
[smagnusson@gntc.edu](mailto:smagnusson@gntc.edu)

Secretary and Newsletter Editor  
David Jenkins  
Georgia Southwestern State University  
Assistant Director of Admissions  
[david.jenkins@gsw.edu](mailto:david.jenkins@gsw.edu)

Member at Large I (Exhibitors)  
Erika Condon  
Chattahoochee Technical College  
Student Affairs Specialist  
[erika.condon@chattahoocheetech.edu](mailto:erika.condon@chattahoocheetech.edu)

Member at Large II (Hospitality & Entertainment)  
Megan Taylor  
Young Harris College  
Director of Admissions Operations  
[mtaylor@yhc.edu](mailto:mtaylor@yhc.edu)

Member at Large III (Professional Development)  
Natalie Knox  
Albany State University  
Assistant Registrar  
[natalie.knox@asurams.edu](mailto:natalie.knox@asurams.edu)

Member at Large IV (Professional Access & Equity)  
Kathlyn Burden  
Southern Crescent Technical College  
Registrar  
[kburden@sctech.edu](mailto:kburden@sctech.edu)

Local Arrangements Committee

## Leadership Meeting

Representing GACRAO and the state of Georgia, Executive Committee members Donna Webb, Selena Magnusson, and David Jenkins attended the AACRAO Leadership and State and Regional Meeting in Washington, D.C. on December 6-8, 2013. The officers attended sessions relating to budget and financing, event planning, state policy and advocacy, legal issues, and the effective uses of social media. An AACRAO update was also presented by Executive Director Mike Reilly. “quote”, stated GACRAO president-elect Donna Webb. Magnusson is currently serving as the association Treasurer while Jenkins is in the role of Secretary and Newsletter Editor.

While in D.C., Webb, Magnusson, and Jenkins also spent time at the Cvent headquarters working with a product consultant on our new online membership management module and event registration. GACRAO partnered with Cvent in 2012 and will be able to use the company’s software to plan events, find venues, manage membership data, create mobile apps, send surveys and develop strategic meetings management programs.

---

## Midyear Workshop well attended

The Georgia Association of Collegiate Registrars and Admissions Officers’ annual Mid-Year Staff Development Workshop was held at the Anderson Conference Center at Goodwill Industries on March 19, 2014 in Macon, GA. The workshop had 250 attendees from across the state of Georgia. Participants enjoyed an exciting keynote address from the GACRAO Executive Committee. Session topics including *Today’s College Student*, *These Nails Don’t do Dirt*, *Surviving Major Office Change*, and *Millennials in the Workplace*, among others, appealed to the diverse group of attendees.

---

The 61st Annual GACRAO Conference will be held at the beautiful and historic Hilton De Soto Hotel in Savannah on October 25-28, 2014. Conference Registration will be available online starting in July.

Amy Clines  
Columbus State University  
Director of Undergraduate Recruitment  
[clines\\_amy@columbusstate.edu](mailto:clines_amy@columbusstate.edu)

**Submit your conference  
session proposal today!**

61st Annual Conference  
October 25-28, 2014  
Hilton De Soto  
Savannah, Georgia

[Membership renewal](#) for the  
2014-2015 year will be  
available online starting  
July 1.





If you do not wish to receive future emails from David Jenkins, [click here to opt-out](#).