GACRAO Conference 2011
Blazing the Trail... to Young Harris!

We are heading north for GACRAO this year, to Brasstown Valley Resort and Spa in scenic Young Harris, Georgia. This year’s annual GACRAO conference will be held October 09-11, 2011. Brasstown Valley Resort is nestled in a picturesque valley in the mountains of northeast Georgia, in the shadow of the state’s highest peak, Brasstown Bald. The 503 acre resort features an 18-hole golf course, EquaniSpa, stables, hiking trails, fishing ponds, fitness center, indoor and outdoor heated pool, tennis courts, and endless mountain views.

The area has something for everyone, including shopping, fine dining, outdoor pursuits, and good, old fashioned relaxation.

Registration for the 2011 GACRAO Annual Conference is now open and you can find registration forms and information on hotel reservations at the GACRAO website. Thank you to Credentials, Inc. for assisting us with the on-line form.

In addition to the usual slate of excellent presentations, three pre-conference workshops will be offered this year: GISEM, WEALTH, and GAcolllege411- Benefits to Your Institution. Sign up soon as we prepare to blaze the trail in enrollment services!

Be sure to register by September 9, 2011 to receive the early bird rate of $125. Please visit the GACRAO website to register for the conference, make hotel reservations at the Brasstown Valley Resort and Spa, and learn more about the conference including GISEM and WEALTH.

If you have any questions regarding registration, please email Scott Argo at sargo@aug.edu

We look forward to seeing you in the North Georgia Mountains this fall!

YOUR INPUT IS NEEDED FOR THE NEW GACRAO NEWSLETTER

The GACRAO newsletter is back and my hope is that you will tell us what you want to see here. Updates on new technologies and trends, kudos to successful members, info on what other organizations are doing, travel tips, recipes, tips and tricks for banner/recruiting/social media/whatever (insert your idea here). What new technologies or other cool stuff can you share? What do we need to see coming our way?

I will be working with the Membership committee to identify interesting topics, but remember that you are all MEMBERS. We will start with two issues per year using an electronic format. If you have ideas for this project or know of interesting electronic newsletters we should look at—EMAIL ME. Thanks, Melanie Mirande (Melanie.mirande@armstrong.edu)
Meet the GACRAO Executive Committee

PRESIDENT, Angela Evans

GACRAO Role: runs the whole organization
Angela is the Director of Student Recruitment and Admissions at Kennesaw State University. Prior to joining KSU in 1996, Evans established the recruitment program at Floyd College in Rome, Georgia and served as an adjunct faculty member at Floyd College and North Metro Technical College.

Evans has spent the last 13 years advocating for home schooled students in the college admissions process in Georgia and has presented seminars on the subject at local, state, regional and national conferences for enrollment management professionals. She played an active role in the creation of the admissions policies for home educated applicants for the state of Georgia. Evans has published her research involving accreditation for home schooling programs. In 2001, Evans was recognized by the Southern Association of Collegiate Registrars and Admissions Officers with the Margaret Ruthven Perry Distinguished Journal Award for her journal article, Home school education: Its impact on a state university.

She joined GACRAO in 1994 and has been an active member ever since by presenting and serving on various committees, including her current post as President of the association. Angela was a member of the inaugural GISEM program and earned the REP certificate in 2007. A native of Covington, Georgia, Evans received her BSA in agricultural communications and agribusiness from the University of Georgia and a master of public administration degree from Kennesaw State University. In December 2005, she graduated from the University of Alabama with a doctor of education degree in higher education administration.

Evans has two daughters, Addie and Lucy and is married to Shane Evans and they reside on a small farm in Pine Log where they raise and exhibit goats. She is an active parent volunteer with the Bartow County 4-H program and the Cartersville School System.

PRESIDENT-ELECT, Nichole Kennedy

GACRAO Role: plans and organizes the annual meeting
Nichole Kennedy is the Executive Director of Student Affairs for the Technical College System of Georgia. She started at the system office in August of 2009. Previously she was the Director of Enrollment Services at Columbus Technical College for three years. Prior to that she was with Chattahoochee Technical College for eight years as the Director of the ACCESS Center. She has a B.S. in Psychology from Virginia Tech, M.Ed. in Counseling from Auburn University, and Ed.D.in Higher Education from the University of Georgia. She started her career in higher education as a counselor and testing specialist at Chattahoochee Tech and has experience supervising all areas of student affairs including admissions/recruitment, registration and records, financial aid, career services, disability services, and campus life.

Her involvement in GACRAO has lasted ten years and includes serving on program committees and the Executive Committee. Her roles on the EC include Member at Large I, Member at Large III, and Secretary. In addition Nichole is a GISEM Registered Enrollment Professional (REP), and was part of the inaugural REP class of 2007.

She enjoys reading, watching SEC and ACC football, and watching movies with her husband and two children.

IMMEDIATE PAST PRESIDENT, Clint Hobbs

GACRAO Role: heads up committees for Nominations and Awards, identifies possible sites for future annual meetings
Clint Hobbs has worked in higher education since 1990 when he became an Admissions Counselor at Young Harris College, working towards his current position as the Vice President for Enrollment Management, which he began in 2005.

He earned a Bachelor of Arts in Journalism for Public Relations and a Master of Education from the University of Georgia. He has served on numerous committees, including being a member of the GACRAO executive committee since 2005, including his most recent position of 2009-2010 President.
SECRETARY, MELANIE MIRANDE

GACRAO Role: keep a list of members, keep and publish minutes of meetings, prepare newsletter
Melanie has worked in the field of higher education for the past twenty-five years. Since 1992
she has been with Armstrong Atlantic State University in the field of admissions, recruiting and
customer relations. She is currently the Director of Operations for Enrollment Services.
In 2006 she developed and ran a "one-stop-shop" providing frontline information for admissions,
financial aid, and registration/records.
Before going to AASU she worked in a variety of positions including manufacturing quality control
in the textile and polyurethane industries, teaching at the University of Rhode Island and working
for the UGA Cooperative Extension Service.
She holds a B.S. in Home Economics from California State University at Chico, an M.S. in Textile
Science from the University of Rhode Island, and in 2008 she completed an M.A. at AASU in Lib-
eral and Professional Studies, Leadership Track. She completed the REP certification in 2009.
Her professional involvement includes being on the Executive Board of GACRAO and serving on
the GEAC/PROBE committee. She is the recipient of the 1994 Erin O'Brien PROBE Choice Award
and was a member of the first class in the Armstrong Atlantic's "Leaders Among Us" program. In
2009-10 she was selected for the inaugural class of the USG Executive Leaders Institute.

TREASURER, SCOTT ARGO

GACRAO Role: keeps track of all the money, coordinates registration for the annual meeting
Scott has been the Assistant Director for Recruitment at Augusta State University since 2009. He
started as a tour leader while enrolled at ASU and became an admissions recruiter in 2005. He
graduated from ASU with a Bachelor’s degree in communications in 2004 and a Masters of Public
Administration in 2008.
Scott's first involvement with GACRAO came in 2005 at Jekyll Island where he served on the ven-
dor committee. He coordinated the President's Reception that year as well as 2006 and 2007.
Scott was a moderator in 2006 and on the Admissions Program Committee.
In 2007, he was a moderator and received the Outstanding Young Professional recipient.
In 2008, he joined the Executive Committee as the Local Arrangements Chair followed by the
Member-at-Large II- Entertainment in 2009. Scott currently serves as treasurer of GACRAO and
has presented once on Grant Writing. He is also been active and involved with our regional asso-
ciation, SACRAO. He serves the Georgia Education Articulation Committee as the PROBE
Counselor Workshop Chair for the past four years.
Besides work, Scott fills his time serving as the Immediate Past-President of the ASU Alumni Asso-
ciation. He also enjoys serving as a member of the Children's Medical Center's Red Wagon Soci-
ety, extensive traveling, and attending Augusta Green Jackets baseball games and supporting
ASU Athletics.

MEMBER AT LARGE I, LAURA JAKUBIAC

GACRAO Role: Recruits and coordinates vendors for the annual conference
Laura is the Registrar at West Georgia Technical College. She began her career in the Registrar’s
Office with the University of West Georgia and has 15 years of combined service.
She received her B.B.A. in Administrative Systems from the University of West Georgia. She is cur-
cently working toward completion of my M.B.A. from the University of West Georgia with a tentative
graduation of Spring 2012. She resides in Carrollton with her husband and three children. In her
spare time she enjoys spending time with family and friends. Many days are spent at the ball
fields watching her children play sports.
MEMBER AT LARGE II, HEATHER METRESS

GACRAO Role: coordinate hospitality and entertainment at the annual meeting
Heather is the Registrar at Georgia Health Sciences University (formerly MCG.) She came to GHSU in 2004 as the Assistant Registrar. Prior to GHSU she was the Registrar at Belmont Abby College in Belmont, NC. and Gaston College in Gastonia, NC. She began her career at Augusta State University and attended her first GACRAO in 1994. She has previously served on the Local Arrangements Committee. She is looking forward to working on the EC and becoming more involved in our state association.

MEMBER AT LARGE III, DAVID MOSELY

GACRAO Role: coordinates the Mid-year workshop and the New Professionals Orientation
David Mosely Booze has nearly 17 years of experience in higher education and has served in leadership capacities in admissions and records as well as other areas of enrollment services. He holds a B.A. in Legal Studies and an M.S. in Public Administration and Urban Planning, both from the State University of New York at Buffalo. Over the course of his career he has served at both public and private institutions in New York, California and now Georgia. David joined GACRAO in 2004 shortly after assuming the position of Director of Admissions for the Rollins School of Public Health at Emory University.
His professional interests include educational policy and governance as they relate to student and institutional success. It was these foundations that lead him to enroll in the inaugural class of the GACRAO Institute for Strategic Enrollment Management (GISEM) in 2007. Since receiving his certification as a GISEM Registered Enrollment Professional (REP), David has served on the 2010 GACRAO Executive Committee as the Member at Large I (Hospitality and Entertainment) and presently serves as the 2011 Member-at-Large III (Professional Development).
On a personal note, David enjoys traveling, reading, playing pool, golf, and spending time with family and other loved ones.

LOCAL ARRANGEMENTS COMMITTEE, MEGAN TAYLOR

GACRAO Role: coordinates on-site details and audio-visual needs for the annual meeting
Megan Taylor is an Associate Director of Admissions at Young Harris College, and has been involved with GACRAO since entering the profession in 2004. She has served as a member of the Local Arrangements Committee, entertainment committee, and program committee, and completed the GISEM Registered Enrollment Professional certification at the 2010 conference.

PROFESSIONAL ACCESS & EQUITY, SOJOURNER MARABLE GRIMMETT

GACRAO Role: promotes the inclusion of under-represented populations in the organization
Sojourner Marable Grimmett has worked in higher education for nearly a decade. Currently she holds the position of Senior Admission Representative & Student Ambassador Adviser at the Savannah College of Art and Design. She earned a B.A. in communications from Clark Atlanta University and an M.A. in media studies from The Pennsylvania University.
She has served on a wide range of SACRAO committees, and was the first recipient of the organization’s President’s Outstanding Presenter Award in 2009.
In addition, she served as Chair of SACRAO’s WISDOM (Women, Institutional Equity, Sexuality, Dis-ability Services, Opportunities for Access, Multicultural Awareness) Committee from 2009-2010. Sojourner has been active in GACRAO for a number of years, most recently serving on the WEALTH (Women and gender Equity and Access through Leadership and Training for careers in Higher Education) Committee.
2010 Annual Conference in Savannah

The 57th annual GACRAO conference was held on October 10 - 12 at the Savannah Riverfront Marriott and was a huge success. The 240 registered participants (100 more than last year) took part in over 50 workshops, sessions, networking opportunities, and even an evening on Georgia Queen Riverboat on the Savannah River.

Two pre-conference workshops were held on Sunday with 34 attending the inaugural W.E.A.L.T.H. program (see article below) and the University System of Georgia's Banner workshop.

We are grateful to the more than 20 vendors who participated in this year's conference, including five gold level sponsors: Avow Systems, Evisions, Georgia Student Finance Commission, National Student Clearinghouse, and Smart Catalog.

GISEM, GACRAO's award-winning Institute for Strategic Enrollment Management, had 26 participants and graduated four new Registered Enrollment Professionals at the conference.

GACRAO Mid-Year Workshop

The Mid-year workshop was held at Macon State College’s conference center on March 29, 2011, with 116 people in attendance.

The Mid-Year Workshop is an opportunity for front-line staff, many of whom are not able to attend the annual conference, to enjoy some professional development and have a chance to meet their counterparts from other Georgia colleges. And everyone enjoys a day away from the office and a good lunch, which Macon State provided. Kudos to David Booze, Member-at-Large III, and his energetic committee for all their work that made this event successful.

The keynote speaker was Dorothy “Dot” Hubbard, Mayor Pro Tem in Albany, Georgia and a GACRAO Past President. In keeping with the theme of the workshop, “Involved, Informed, Inspired,” Mrs. Hubbard's address outlined her rise from the clerical ranks at Albany State University all the way to the executive level of campus administration. She shared insightful and encouraging stories about the issues, challenges, and successes she faced while scaling the ladder to success. Her story was especially relevant to many of the attendees who hold frontline clerical positions at our colleges and universities.

More W.E.A.L.T.H. in Georgia

The W.E.A.L.T.H (Women and Gender Equity and Access through Leadership and Training) pre-conference workshop was hosted by GACRAO President-elect Dr. Angela Evans the at this year's annual conference.

The W.E.A.L.T.H. program is designed to provide enrollment services professionals with a structured opportunity to connect with and learn from each other in order to promote professional development and personal success. The concept was the brainchild of our president, Dr. Angela Evans, Kennesaw State University, and expertly facilitated by Dr. Tyra Wingo of Chattahoochee Technical College. The planning committee spent 18 months developing the program.

Dr. Wingo was phenomenal in getting participants excited about taking their careers and personal lives to the next level. Through various exercises, the women engaged in networking activities and learned key tools that will assist them in reaching their highest potential and career goals. Veteran GACRAO members volunteered to be mentors to W.E.A.L.T.H. participants to encourage an exchange of ideas designed to enrich their personal growth and journey.

Each participant received a Personal Success Journey, based on the book, "The Success Principles" by Jack Canfield, providing them with the tools and framework for creating a healthy mind and the confidence to pursue their goals. Each month participants will be able to participate in online discussions based on a different principle featured in the text. These discussions will aid in the professional development process as well as maintain the mentor relationships forged during the workshop and conference activities.

The concept of service was included in the program and during the conference many of the women dressed in shades of pink as a nod to breast cancer awareness. (continued on page 7)
GACRAO 2010 Award Winners

**Distinguished Member and Service Award**

Joe served as a senior level collegiate administrator with nearly four decades of experience and has held successful roles as Dean of Admissions, Director of Admissions, Director of Recruitment and Associate Registrar at public and private institutions. He retired in May 2010 as Assistant VP for Enrollment Services and Dean of University Admissions at Kennesaw State University. Currently he is “Special Advisor to Enrollment Services” at KSU on a part time basis.

Joe served as the youngest president of GACRAO and over the years has served on various USG Board of Regents committees. During his career he made over 100 professional presentations at state, regional and national conferences. He has published over 20 articles in national and regional publications. In 1995 Joe was named as Kennesaw State's Administrator of the Year. The Board of Regents, in fall 2003, recognized KSU Admissions and Joe with a "Bench Marking, Best Practices Award" for developing 24/7 Enrollment Management Web Tools. As a follow-up, he was named recipient of the 2004 AACRAO APEX Award for advancing technology in enrollment services.

Joe holds an AA degree from Reinhardt College, a Masters and a Bachelors degrees from Georgia Southern University and has attended classes at the University of Georgia and Emory University. Joe is devoted to his wife and daughter and enjoys family reunions, parades, travel, patriotic events, is proud of being a baby boomer and lives by a motto to "Leave things better than he finds them."

**Distinguished Member Award**

Rita began working at the Medical College of Georgia in 1982. She has an Associate Degree in Accounting, Bachelors Degree in Management and a Masters Degree in Higher Education. She has been very active in GACRAO since 2000 when she became the Associate Registrar at MCG. In 2005 she received the Outstanding New Professional award and in 2010 the Distinguished Member award from GACRAO. She is also very active in SACRAO and AACRAO.

**Friend of GACRAO Award**

DemandEngine is a leading consulting and marketing services firm for higher education based in Savannah, Georgia. As Vice President, Client Success with DemandEngine, Jennifer Copeland works with colleges and universities across the country. Her expertise includes CRM consulting, communications planning, search engine and email marketing, inquiry generation, and social media strategy. Jennifer speaks at conferences across the country each year. Most recently she was the opening keynote speaker at the Intellworks annual users conference and was the 2010 Presenter of the year at the Association for Collegiate Conference and Event Directors International (ACCED-I) annual conference.

Her previous experience includes enrollment marketing at a private university where she managed student tele-counseling efforts as well as yield events and recruiting territories. In her experience with non-profit marketing and fundraising, Jennifer managed public relations campaigns that resulted in national media coverage, spearheaded solicitations for corporate gifts and sponsorships, and lead the execution of corporate and individual fundraising campaigns.

A native of Savannah, Jennifer lives there with her husband, Tim Copeland; son, John; and daughter, Sarah Virginia.

**New Professional Award**

Kennesaw State University has an enrollment of over 23,000 undergraduate and graduate students and boasts an impressive growth of traditional aged college students and college lifestyle over the last decade. As Assistant Director of Student Recruitment and Admissions at KSU, Maggie Dunagan coordinates the campus tour and visitation program, manages Undergraduate Admissions front office and student relations services, helps track prospective student data, and oversees the Student Recruitment Marketing and Communication publications.

Maggie is a 2007 graduate of KSU where she earned a B.S. in Public Relations and a 2010 graduate of Georgia Southern University where she earned an M.Ed. in Higher Education Administration. She has nearly eight years of experience with KSU's Campus Tour program, and has worked in KSU Admissions for four years as an Intern and Admissions Counselor. Maggie has been actively involved in GACRAO, SACRAO and other top collegiate conferences and is proud to have received the GACRAO 2010 New Professional Award.

Maggie lives in Armuchee, Georgia with her husband Daniel and one month old daughter, Georgia.
GACRAO News

GACRAO Listserv Update

This year, since we had updated memberships lists, we decided to add all listed members to the GACRAO listserv. This was fine until people started requesting to be removed and those requests went to ALL listserv members—sorry about that! The GACRAO LISTSERV can be a beneficial tool to help you get answers to problems, share ideas and gain valuable information from our colleagues. The GACRAO listserv is available to members from active GACRAO member institutions.

Here are some tips on using a listserv, we call it listserv netiquette.

Top Listserv Do's:
- DO identify yourself. Include your name, institution, and e-mail address.
- DO change your subscription to a digest (daily compilation of messages) if you wish to receive one daily email rather than every individual email.
- DO send messages in plain text only as some email systems cannot handle HTML or rich-text mail.
- DO use the 'nomail' command or set up a local email filter to prevent filling up fellow subscribers' mailboxes with unwanted auto-reply messages when you are out of the office.

Top ListServ Don'ts:
- Do NOT send meaningless messages, such as “I agree.” To respond to “has this happened to you?” reply to the individual’s e-mail and they can summarize answers for the list.
- Do NOT send any 'auto-reply' to the list.
- DO NOT be afraid to use the listserv. Others may have found a solution and such sharing is beneficial to the entire membership.
- DO NOT send administrative messages, such as remove me from the list, through the listserv. Use the Web interface to change your settings or to remove yourself from a list.

How to use the GACRAO Listserv (no “e”)

To use the GACRAO listserv to join, post a message, cancel or change membership options; go to www.listserv.uga.edu/

- Click on: Browse, Subscribe, Post, Search ...
- Under list name (left side): insert “GACRAO” then hit Go!
- Next Screen click on: Join or leave list (or change settings)
- To leave the list, enter your email and your name and click the Leave the List button.
- To make changes to your account, (name, email address, subscription type) click on the “login with your LISTSERV password” You will need to set up a listserv password if you have not already done this. If you have a password already set up your info will appear in this screen. Once you have done this you are able to make any changes to your account for this particular listserv (or any other list-serv you are subscribed)

You can change your subscription to a digest where you will only receive one daily email with all of the day’s activity on this listserv instead of every individual email.

Alternate way to leave the list : send a “SIGNOFF GACRAO” command to LISTSERV@LISTSERV.UGA.EDU.

For information about subscription options: send a "QUERY GACRAO" command to LISTSERV@LISTSERV.UGA.EDU.

W.E.A.L.T.H. continued from page 5

The W.E.A.L.T.H. participants staffed a snack store at the conference and sales were donated to the Susan G. Komen for the Cure Foundation.

Thanks go to the W.E.A.L.T.H planning committee members which included:
Sojourner Marable Grimmett, Savannah College of Art and Design
Angela Evans, Kennesaw State University
Tyra Wingo, Chattahoochee Technical College
Romina Torres-Aranda, Kennesaw State University
Ana Edwards, Kennesaw State University
Nichole Kennedy, Technical College System of Georgia
Clint Hobbs, Young Harris College

Replying to the GACRAO listserv has now been changed. The default reply will only go to the original sender, not the entire listserv.
Let the Recruiting Season Begin!

As fall approaches, high schools and organizations across the state are finalizing plans for college and career fairs. Many GACRAO members are gearing up to hit the road, searching for the perfect students by visiting high school lunchrooms, presenting to high school groups, and attending college fairs.

The Georgia PROBE fairs and counselor workshops are designed to stimulate interest in post-secondary education by bringing together students, parents, counselors, administrators, and representatives of nonprofit post-secondary educational institutions. The PROBE organization (GEAC) hosts the statewide series of college fairs each fall. The dates for this year’s PROBE College Tour are September 6 – November 4, 2011. For more information or to register for PROBE college fairs, visit www.gaprobe.org.

In addition to PROBE, here is a list of some currently scheduled fairs this fall; please note the list is not comprehensive. For more information about these fairs, please contact the organization.

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<tr>
<th>DATE</th>
<th>FAIR/INSTITUTION</th>
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<tr>
<td>7/14/2011</td>
<td>Boys and Girls Club- GA Alliance</td>
<td>Michelle Duquette</td>
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<td>7/15/2011</td>
<td>Berean Christian Church College</td>
<td>Rodney Mason</td>
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<td>8/2/2011</td>
<td>Augusta Dept of Juvenile Justice</td>
<td>Raquel Thompson</td>
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<td>8/30/2011</td>
<td>Forsyth Central College Fair</td>
<td>Lizabeth Chilson</td>
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<td>9/1/2011</td>
<td>Peachtree Ridge High College Fair</td>
<td>Dolly Glisson</td>
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<td>9/6–11/4 2011</td>
<td>PROBE College Tour</td>
<td>Bill Smith</td>
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<td>9/8/2011</td>
<td>CSRA (Augusta) College Night</td>
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<td>9/10/2011</td>
<td>KIPP: Metro Atlanta</td>
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<td>9/11/2011</td>
<td>Woodward Academy College Fair</td>
<td>Mary Ann Parker</td>
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<td>Lovett School College Fair</td>
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<td>9/13/2011</td>
<td>Darlington School College Fair</td>
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<td>Redan High College Night</td>
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<td>National Hispanic College Fair- Atl.</td>
<td>Peter Thompson</td>
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<td>Artportunity 2-go-2 College Expo</td>
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<td>10/12/2011</td>
<td>North Gwinnett High School College</td>
<td>Julie Blackwell</td>
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<td>10/25-26 2011</td>
<td>National Scholarship Service (NSS)- Atlanta</td>
<td>Prince Brown</td>
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<tr>
<td>11/15/2011</td>
<td>Norcross High School</td>
<td>Brent Henderson</td>
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Interested in becoming a Registered Enrollment Professional?

Forty-four of your colleagues have already become part of this AACRAO Award winning program, the Georgia Institute of Strategic Enrollment Management. Applicants should have at least five years of experience in the profession and a sincere desire to get ready to move to the next level in our profession. Learn more at GACRAO.org, then click on GISEM for details and an application. As a graduate of the program I can attest to the quality of the presentations and the benefits of the practicum experience. Apply today!