LETTER FROM THE PRESIDENT

BY: TACRAO PRESIDENT, AVERY SWINSON

Greetings, TACRAO members:

What a whirlwind 2016 turned out to be! With the 2016 Annual Meeting in our rearview, I hope all of you who were in attendance left feeling rejuvenated, reconnected, and with best practices to take back to your campus. Now with summer and fall registration right around the corner, I wish you all the best as we move into another season of serving our students.

The 2017–18 TACRAO Board of Directors is busily preparing numerous professional development activities for the upcoming year. We are excited to offer a full slate of activities for new and seasoned professionals alike. Make sure to be on the lookout for a TACRAO event near you throughout the year. Along with the professional development activities we offer for members, TACRAO also wants to ensure that we collaborate with our secondary partners as well. TACRAO will continue our work with high school counselors as we coordinate the Conference 4 Counselors later this year.

As I’m sure you are aware, TACRAO has partnered with Go to College Fairs the past two years to offer “automated” college fairs at several of our larger college fairs across the state. I am excited to inform you that the Board of Directors approved to extend this automation to all college fairs on the fall travel calendar. We look forward to the improvement this will make to the college fair circuit and anticipate that it will allow for a better experience for both admissions counselors and prospective students.

Don’t forget that SACRAO 2018 is coming to Tennessee! Make sure to include this great regional conference in your 2017-18 budget plans. I know Tennessee will not disappoint and many of you will “Meet Me in Music City” in Murfreesboro/Nashville on February 11-14, 2018.

I would also like to congratulate Tim Amyx, Director of Admissions and College Registrar at Volunteer State Community College, for being the recipient of the AACRAO Thomas A. Bilger Award. This award, named for a Past President of AACRAO, recognizes the individuals that have volunteered their time to AACRAO for no fewer than seven years in a leadership position or time lent to special projects. Tim continues to represent our state so well at a national level and is deserving of this award for his dedication and service to our profession. Congrats again, Tim!

With many important issues that affect all TACRAO institutions at the forefront of higher education, now is the perfect time to stay informed, engaged, and plugged in to your professional association. If you would like to become more involved with TACRAO, please visit the TACRAO website or click on the button at the bottom of the page and complete an “I Will Volunteer” form. TACRAO is successful because of the hard work and volunteer spirit of our membership.

Until we meet again, TACRAO friends, all the best for a successful semester!

I WILL VOLUNTEER
TACRAO ANNUAL MEETING HIGHLIGHTS

Thank you to those who attended the TACRAO Annual Meeting & Conference in Memphis, Nov. 16 – 18, 2016.

The annual meeting was a great time to recharge and reconnect with both familiar and new colleagues from across our beautiful state.
THE HIGHLIGHTS

BY: PAST PRESIDENT, MICHELE PRIDDY

Opening Session with Stacey Lightfoot
Stacey Lightfoot is the Vice President of College and Career Success at the Public Education Foundation in Chattanooga, TN. She kicked off the meeting perfectly by challenging members to "remember your why," the reason for your work.

The Big Event
The conference headed to the Memphis Zoo’s newly opened Zambezi Hippo Exhibit. The food was a delicious spread by Corky's Barbeque, the DJ brought the entertainment, attendees danced, showed off some great karaoke skills, and made some great memories. Thank you to our Big Event sponsor, College Scheduler!

Breakout Sessions
Presenters showcased their knowledge on hot topics like: adult learners, Generation Z, making the most of your role as an admissions counselor, the state of affirmative action in higher education, the role of the Registrar, and many more professional development topics.

First Distinguished Service Award
The first ever Distinguished Service Award was presented to Brenda Rector, Dean of Students at Roane State Community College and TACRAO Past President. This award honored Brenda’s significant contributions to TACRAO and the profession.

Annual Business Meeting
At the 2016 TACRAO annual business meeting, the TACRAO membership voted on a number of new business items. This included bylaw revisions to board title job descriptions and titles. A vote for the annual dues increase passed. And the membership voted to create additional committees to have the support needed to run new events and activities.

Corporate Sponsor Report
TACRAO welcomed fifteen corporate sponsors continuing our long-term relationships and offering opportunities to learn more about new products and services available to our profession.

AACRAO Recognition
A TACRAO session was named "AACRAO Best of the Best." Congratulations to Arnold Arredondo and Christopher Cotton from Baptist College of Health Sciences on their session, "Bridge Building: Connecting with Adult Learners and Gen Z."

Keynote Speaker: Jacqui Elliott
The TACRAO 2016 keynote speaker, Jacqui Elliott is the President of enrollmentFUEL and AACRAO board member. Jacqui shared her personal and professional lessons from Queen Elizabeth I and hip hop. This presentation brought lots of laughter, some dancing, and a great message to the TACRAO conference attendees.
CAPTURED AT THE CONFERENCE
BOARD SPOTLIGHTS

**PRESIDENT-ELECT**

Kerry Hines’ favorite thing about being involved with TACRAO has been the connections she has made throughout the years, some of which have turned into great and deeply valued friendships.

Kerry loves serving the transfer population in Middle Tennessee. She loves knowing that she has made a difference in a student’s life, not many jobs are that rewarding!

**VP FOR INFORMATION TECHNOLOGY**

Dr. Tom Donohoe really appreciates how friendly and helpful TACRAO members are with each other. Members are always willing to help each other with best practices, code snippets, or a sympathetic ear when needed.

Tom believes it is the responsibility of each person who has earned a college degree to help make the world a better place and pass on their knowledge. Working in Higher Education allows him to participate in helping others to achieve their educational goal, which in turn, allows them to pass along what they have learned.

**VP FOR RECORDS AND REGISTRATION**

Veda Taylor has worked for the University of Mississippi, East Tennessee State University, and the University of Memphis for a collective 14 years. Veda’s experience spans work within Registrar, Financial Aid, and Graduation Offices.

Veda hopes to continue to increase the Registrar presence and participation at the TACRAO Registrar Roundtable and annual conference events. Veda loves having the opportunity to help create partnerships with likeminded individuals in our profession who are invested in bringing progression and innovation to our career field and making sure we are invested in enriching the lives of our students.
BOARD SPOTLIGHTS

PAST-PRESIDENT, MICHELE PRIDDY

My goals as Immediate Past-President are to continue the great relationships TACRAO has established with our corporate partners and work with the membership on succession planning. Our organization continues to be strong because we have members who are leaders in their field and committed to professional development. I want to work with our new and seasoned members to get them involved and plugged in so that the organization continues to grow leaders and thrive in the years ahead.

PRESIDENT, AVERY SWINSON

Several members of the TACRAO Board of Directors attended the 2016 AACRAO Leadership Meeting in Washington, D.C. in December. This was a great time to share ideas among our peers and leadership teams from other state and regional associations. Sessions attended included topics on legal issues, state legislature advocacy, event planning, and finance. This is always a great time to connect with other members from sister associations and bring back ways to grow TACRAO!

TREASURER, TRACY COMER

My goal this year is to make the membership process more streamlined along with the payment process for our members.

VP FOR RECRUITMENT SERVICES, ADAM JOHNSON

Thank you to everyone who was involved in the Spring Calendar. We will continue to provide updates as they become available. I am pleased to announce that through College Fair Automation, the entire Fall 2017 TACRAO Calendar will be automated! More info to come! We will distribute the Fall 2017 TACRAO Calendar to all 2016-2017 dues paying members as soon as it becomes available. Remember to pay 2017-2018 dues to receive the Spring 2018 TACRAO Recruitment Calendar.
CONSIDER NOMINATING

The TACRAO Board of Directors is receiving nominations for the following board positions this year:

Vice President for Communications
Treasurer
President Elect
Vice President for Admissions
Vice President for Administrative Support Services & Outreach

For more information or to nominate, please contact Michele Priddy, TACRAO Immediate Past-President, at: priddym@aquinascollege.edu
SACRAO IS COMING TO TENNESSEE!

From February 11 - 14, 2018, SACRAO will convene at the Murfreesboro Embassy Suites. Mark your calendars to attend! The 2018 LAC chair, Megan Mitchell, would like to lead the charge and show off why Tennessee is called the Volunteer State.

Look for information coming soon with ways you can get involved in SACRAO 2018. If you have any questions, reach out to Megan Mitchell the SACRAO LAC Chair at mitchellm@apsu.edu.

Meet you in Music City!
JOIN US FOR THE TACRAO 2017 ANNUAL MEETING

TACRAO 2017 ANNUAL MEETING

FRANKLIN, TN

NOVEMBER 15-17
FRANKLIN COOL SPRINGS MARRIOTT

FOR SPONSORSHIP INFORMATION CONTACT:
MICHLE PRIDDY, TACRAO IMMEDIATE PAST-PRESIDENT
PRIDDYM@AQUINASCOLLEGE.EDU

BE A CONTRIBUTING AUTHOR

Fill out this FORM to submit your interest!

Form link: https://goo.gl/forms/yZczUMJ4bUrWlhRZ2
UPCOMING EVENTS

The Middle TN Support Staff Workshop
9 a.m. – 3 p.m. Friday, March 24th at
Volunteer State Community College Gallatin, TN

Unfortunately, adulting does not have a Spring Break. So, what steps can we take to keep us in tuned to our best self and at our best level when the phones are ringing off the hooks, and transcript request are pouring in? Come to the Middle TN Support Staff Workshop to find out! This day will be fantastic, but only if YOU are ready to be WHOLE! For additional information, please contact either Eltra Butler, Eltravisa.Butler@volstate.edu or Kellie Siniard, Kellie.Siniard@Chattanoogastate.edu.

VISIT US ON SOCIAL MEDIA:

LOOKING FOR WAYS TO CONNECT WITH OTHER TACRAO MEMBERS??

✔️ Visit our website: www.tnacrao.org
✔️ Join the TACRAO List-Serve
✔️ Volunteer: I WILL VOLUNTEER
FROM THE EDITOR

Hello Fellow TACRAO Members!

I love the beauty of snow, but wow, has it been a crazy winter for most of us or what? The high temperatures in the peak of winter gave us all high hopes that spring was around the corner. I’m so ready for spring and warm weather! Spring is a time when we can go outside without being brutally abused by the cold. We have been forced to stay inside due to large outbreaks of flu and the terrible stomach bug. Spring means longer days and outdoor leisure such as golfing, cycling, hiking or sitting on campus reading a good book in the warm sun on your favorite bench that overlooks campus.

However, springtime is incredibly stressful for college staff and administrators. Students are tackling mountains of work to finish up their term; some are preparing to finish up college and step into their next chapter of life, while others are scrambling to set up summer jobs, internships, and planning a summer vacation. Spring means that we’re stressed, but it is also what is keeping us sane.

Spring is time to set goals for the upcoming Academic Year. The benefit of setting goals isn’t achieving your goal; it’s what you do with that achievement. Goal setting is compelling because it provides focus. As we watch students walk across the stage at the end of spring, we know they have high expectation for the future. Graduates have great enthusiasm to jump-start a career or continue to graduate school. They must learn to stop living like a college student and learn to become a professional.

A goal gives us the ability to hone in on specific actions we need to perform everything that we desire in life. Everyone dreams of the future! The power of goal setting lies in its ability to motivate us. While setting your goals for 2017, unlock this power. Let your goals be challenging, keep your goals in the forefront, and keep your goals consistent. Take time to set some personal goals, staff goals, or professional goals. Use the S.M.A.R.T. technique when choosing your goals.

- Keep your goals specific
- Make your goals measurable
- Make achievable goals
- Keep your goals relevant to your overall objective
- Set an exact deadline to complete your goals

This year as I serve as the Vice President for Communication on the TACRAO Board of Directors, my goal is to bring forth a Newsletter that is exciting with information relevant to our members. I want to introduce new members to our organization; I plan to include helpful links for Professional Development that will be useful for Registrars and Enrollment Counselors. Along with my co-editor Maggie, I want to bring forth a new contemporary newsletter that leaves you anxiously awaiting our next issue.

As many of committees are set to meet and prepare for upcoming events and help in planning the next annual meeting, keep the newsletter in mind. Send me your updates and photos. Be a contributor to the newsletter by submitting a topic for our next issue. I look forward to seeing everyone in Franklin, TN.

Jessica Swiney

King University, Director of Registration and Records, Registrar
FROM THE CO-EDITOR

Hello recipients of the TACRAO newsletter!
If you're reading this, then you don't know what a "slow pack" is. You hang in there until the very end! I am thrilled to be a contributor to this publication. It is an honor to be responsible for informing the TACRAO membership of the wonderful things the organization does!
In addition to the Newsletter Committee, I also serve on the Conference 4 Counselors Committee and the East Tennessee Calendar Committee. What can I say, I love working on a team!

Maggie Darden
Admissions Counselor, East Tennessee State University
dardenm@etsu.edu

TIPS FOR READING THE NEWSLETTER

• Links and buttons are clickable from this PDF! You should allow this document to take you to the website. Try a couple buttons below!
• If you want to contribute an article, professional development piece, a story, or a tall tale, please do so by clicking on the "be a contributing author" button below! I look forward to adding new voices to future versions of this journal!!

I WILL VOLUNTEER

BE A CONTRIBUTING AUTHOR

TAKEN ME TO THE TACRAO WEBSITE