

# TACRAO NEWS

FALL 2024

**Keynote Speaker  
Announced**

**Countdown to  
the 2024  
Conference**

**2024 TACRAO  
Election  
Results**

**Regional  
News**

**High School  
Relations Update**

**Executive  
Committee  
Updates**



TACRAO NEWS is a publication of the Texas Association of Collegiate Registrars & Admissions Officers.

©2024. All rights reserved.

# TACRAO is Coming with a Few Changes!

## *A Message from the President*



*Bobbie Brown  
President  
Texas Tech University*

TACRAO San Marcos is very soon!

Register and review the updated conference schedule. You will want to stay for all the great sessions through Wednesday at noon!

As a reminder of some of the updates we've made to the schedule, we have separated the Business section from the Wednesday final session and added an additional session time slot on Wednesday.

### ***TACRAO 2024 Schedule Updates:***

- ◆ TACRAO Business Meeting will be on Tuesday afternoon. We believe this will allow more TACRAO members to attend and vote on important association items.
- ◆ There will be three (yes, three!) session time periods on Wednesday morning! This gives attendees the opportunity for additional learning and networking.
- ◆ The Wednesday Wrap up will take place from 11:00AM-12:00PM and include a closing keynote speech on unlikely places to learn leadership lessons, the Resolutions Committee report (a fan favorite!), changing of the TACRAO TEC, and a lively invitation to TACRAO 2025 in El Paso, Texas!

Join us in beautiful San Marcos November 10-13<sup>th</sup>! Join colleagues and friends and share ideas and connect!

As I often repeat to whomever will listen, I value each of you that make TACRAO such an excellent organization. Let's come together to make a positive impact on our communities, institutions, and students!

I'll see you very soon!

**Bobbie Brown  
President**

# Conference Countdown



**Martha Fraire-Cuellar**  
Local Arrangements Co-chair  
Texas State University



**Brandy Garcia**  
Local Arrangements Co-chair  
University of Texas—San Antonio

We are quickly approaching the 103rd Annual Conference and we are looking forward to welcoming you to San Marcos, November 10-13, as we gather for “*Embracing the Shifting Currents*.” Sessions will be held at the Embassy Suites by Hilton San Marcos Convention Center.

The Embassy Suites has filled up, but no worries, there are plenty of rooms available at the other overflow hotels below.

- Holiday Inn Express San Marcos
- Holiday Inn San Marcos Convention Center
- Fairfield Inn & Suites
- Candlewood Suites

Parking will be available at the Convention Center to attend the various events and conference sessions we have planned.

**Tuesday’s Big Event** this year will be held at Gruene Hall in Gruene, Texas. Please join us for dinner, drinks, shopping at the local stores and great music from two very special performing artists, **Parker Ryan and Slade Coulter**.

Early Bird registration will end on October 18<sup>th</sup>—register today! More details can be found at the [Annual Conference website](#).



# Reed's Ramblings

Howdy All,

You'll have to forgive me for this edition. I've just come off of a multi-hour listening session of testimony to the Texas Legislature and I'm still trying to come down from the sheer adrenaline rush. Nothing short of a City Council bond issue discussion or a thorough reading of a good technical manual is likely to compete for pure excitement. If I seem a little scattered, you'll at least know why.

Speaking of that legislative testimony, there were several items that seemed to come up consistently. First, **House Bill 8** was trumpeted from all corners as a resounding success. Second, the **expansion of online course offerings** is starting to catch the attention of the Senate Higher Education Committee. Third, there were numerous comments that should lead us to believe that the **next round of new legislation (and updates to legislation such as SB 17) is already well under way**. Looking forward to hearing from our Legislative Issues Committee at the Conference!

I've spent the last several months filling **Session Planning and Standing Committees** and am down to my last few seats. If you've already agreed to serve, thank you so much and know that messages with full details will be going out soon. If you're still looking to serve, please fill out the **[I'm Available form](#)** right away. I may still have a spot for you and if not, I can start looking for opportunities to plug you in ASAP.

I'll spare you more of me for now but know I can't wait to see everyone in San Marcos. **Guidebook will be available soon** so you can start making plans. See you there!

Chris Reed  
President-Elect



**Chris Reed**  
*President-Elect*  
*Texas A&M University*

# 2024 President's Dinner Speaker



***Aaron Alejandro***

***Executive Director  
Texas FFA Foundation***

Aaron Alejandro is Executive Director of the Texas FFA Foundation located in Austin, Texas. In his non-professional hours, Aaron consults with businesses, organizations, education, and youth clubs about ways to improve organizational and individual performance.

Aaron has more than 30+ years of experience in management, personal and professional training. As an inspirational speaker, his unique style of delivery transcends all age groups and corporate cultures offering a clear message of personal dynamics for success.

In his position with the Texas FFA Foundation, Aaron has established relationships with sponsors and individuals resulting in significant stakeholder engagement.

With more than 270,000 students enrolled in agricultural science courses and Texas FFA membership with more than 170,000+ members, Aaron's efforts are bringing much needed "fuel" - in the form of sponsorships - to help make dreams come true.

For more bio information, click [here](#).



# 2024 TACRAO Philanthropy Opportunity



*We envision a world where every child thrives in a safe, stable, loving home. CASA of Central Texas, Inc. provides high quality, best interest advocacy for children and youth in the child welfare system. We train and empower dedicated CASA volunteers to ensure children's needs are met and their voices lifted. We commit to strengthen the connections and well-being of children in foster care, one family at a time.*

Stay tuned for more information on how the 2024 TACRAO Annual Meeting will incorporate this philanthropy opportunity with the...

**BATTLE OF THE REGIONS**



**Melinda Carroll**

*Past President*

*North Central Texas College*

# *A Message from the Past President*

## **Greetings from North Texas!**

I hope this newsletter finds you all well and you are each having a great fall semester. It's hard to believe that the TACRAO 2024 Conference is quickly approaching!

As of this week, we have **over 160 newcomers registered to attend the conference**. This year, the newcomer's session will be held on Monday morning at 7:45 a.m. This timing allows our newcomers more travel time on Sunday so they will not have to rush to attend the Membership and Exhibitor Mixer or the President's Dinner. If this is your first TACRAO, you won't want to miss this important introduction to our wonderful organization!

We also have some important TACRAO business items to address at this year's conference. All active members should have received an email through the TACRAO MemberClicks system outlining **proposed amendments to the TACRAO Constitution and Bylaws**. There will be an open discussion regarding the amendments at the **Town Hall Meeting on Monday, November 11, at 3:50 p.m.** The organization will then vote on the adoption of these changes during the annual business meeting on Tuesday, November 12, at 3:45 p.m. Please take time to review these amendments and bring your questions to the Town Hall.

As I write my last article as an officer for the TACRAO newsletter, I'm reminded of the many amazing memories I've created with my TACRAO colleagues over the last several years. It's hard to believe my time serving on the TACRAO Executive Committee is coming to an end. It has been a great honor and privilege to serve TACRAO.

As I conclude my time on the TEC, I'd like to leave you with one final thought. In the words of Maya Angelou, **"Try to be a rainbow in someone's cloud."** You'll receive back what you put forward. I encourage everyone to get involved. There is much work to do in our profession, and we need your participation and leadership to guide TACRAO into the future!

Looking forward to seeing you all soon!

Warm regards,  
**Melinda Carroll**  
Past President



# High School Relations Update

Greetings from the TACRAO High School Relations Committee!

I hope this message finds you well and that your recruitment and admissions teams have had a successful start to this year's college fair season.

The **TACRAO High School Relations Committee** remains dedicated to providing students from across the state with opportunities to access information about post-secondary institutions. I am pleased to report that we currently have **423 college fairs scheduled, up from 405 fairs last year**. This expansion reflects our commitment to offering more opportunities for students and institutions alike.

To support your planning efforts, we have implemented new guidelines to ensure you have ample time to prepare and determine which fairs to attend. Going forward, **each "week schedule" will be finalized one month prior** to the start of the respective week.

Additionally, our efforts to enhance student registration are ongoing. We are working diligently to ensure that those who have invested in the GoToCollegeFair scanning app can effectively collect leads. Our initiatives include expanded outreach to high schools/fair hosts, implementing universal promotional signage, and the creation of instructional YouTube videos.

Looking ahead, we are already gearing up for the **Spring 2025 recruiting weeks**. Please save the dates for the upcoming events:

1. **Houston III: February 10 – 14, 2025**
2. **Dallas III: February 17 – 21, 2025**

We appreciate your continued support and engagement. Together, we are making strides to connect students with valuable educational opportunities. If we can be of any assistance, please email [hsrelations@tacrao.org](mailto:hsrelations@tacrao.org). We look forward to a successful recruiting season and to seeing you at the upcoming TACRAO conference in San Marcos!

Best,  
**Rene Zamora (he/him)**  
Chair, High School Relations Committee





- A Comparative Analysis: Working as an Admissions Counselor at Your Alma Mater vs. a Different University
- You want us to do what? Implementing Recent Legislation
- Acadeum: Platform for Course Sharing
- Ad Astra
- Admitting Students Who Can
- AI's Potential in Higher Education: Transforming Admissions, Records, Student Success & Retention
- AI-Enabled Student Onboarding & Lifecycle Management
- All Things Athletic Eligibility
- Applying FERPA in Real Life Situations
- Are your Credentials Living up to their Fullest Potential?
- Backdated Drops and Withdrawals
- Barriers to Transfer: The Veteran Student
- Best Practices for Direct Admission
- Best Practices in Call Center Services for Student Success
- Best Practices in Transfer Credit Processing
- Best Practices of Off-Site Commencements
- Birds of a Feather - Ad Astra
- Birds of a Feather - Banner
- Birds of a Feather - Colleague
- Birds of a Feather - Jenzabar
- Birds of a Feather - PeopleSoft
- Birds of a Feather - Workday
- Breaking Down Silos to Create a Unified Student Experience
- Bridging the Gap Between Recruitment and Student Success
- Building Infrastructure for Optimal Training & Professional Development Programs
- BYOD (Bring Your Own Diploma)
- Cambridge 101—Learn about AS and A Levels
- CBM Reporting Updates
- Celebrating Transfer Students - Ideas for National Transfer Student Week
- Centralized Tools, Decentralized Stakeholders: Creating One-Stop Systems for Transfer Student Success
- Combatting Transfer Shock
- Commencement is Over: What Now?
- Commencement Timelines & Communications
- Community College Transfer Centers & Transfer Advising
- Coursedog
- Courseleaf
- Critical Questions for Student Success
- DegreeSight
- Digital Transcripts and Diplomas
- Discover Paradigm's Power of Effective Credentialing (Win Raffle)
- Dual Credit Students Supporting their 4-year goals and 2-year degree Completion
- Eddy-ing Through Lies: Steering Through the Waters of Fake Applications
- Embrace Your Dream: Riding the Wave to Your Next Degree
- Embracing The Shifting Currents By Using College Board Search & Connections
- Enrollment Reporting Best Practices
- Enrollment Reporting Roundtable
- Exploring Grad School Week: A Case Study in creating a graduate recruitment event to fit your needs
- Family Graduation: Pros, Cons, & Planning
- FAST and HB-8
- Fighting the Imposter: A Guide for New & Aspiring Leaders
- Financial Aid 101 for Admissions and Registrar Professionals
- Formulating SMART Goals for Strategic Planning
- Fostering Transfer Recruitment Success:
- Innovative Initiatives and Best Practices
- From Doubt to Destiny: Empowering Women of Color Through Imposter Syndrome
- From Manual to Magical: Transforming Transcript Processing with AI
- Getting Students to Stick. Del Mar College's Story of Engagement
- Graduation 101
- Handling Fresh Start and Subpoenas - Are We All Doing it the Same Way?
- Handling New Transcript Legislation
- Holistic Intervention Strategies through Early Alert
- Hot Topics: Commencement (15k + Enrollment)
- Hot Topics: Commencement (6K-15K Enrollment)
- Hot Topics: Admissions & Recruitment
- Hot Topics: Commencement (up to 5K Enrollment)
- Hot Topics: DegreeWorks
- Hot Topics: Health-Related Institutions
- Hot Topics: Private Institutions
- Hot Topics: Public Institutions
- Hot Topics: Recruitment
- How to Give an Effective Presentation - Selling Your College to Students
- I Want My Life Back! Taming the Outlook Monster
- I Want to Present at TACRAO - Where do I Start?
- Implementation Do's & Don'ts
- Internal Audit: Crimebuster!
- Internal Auditing - Measuring Your Processing Team's Accuracy & Efficiency
- Keys to Student Success through Promise Partnerships
- Leveraging PeopleSoft Activity Guide: Transforming To-Do Lists with Activity Guide
- Microsoft TEAMS: Tips and Tricks



Moments of Euphoria: Fostering Gender-Affirming and Trans-Inclusive Campuses

[National Student Clearinghouse](#)

National Student Clearinghouse - Pre-Conference Workshop

[Navigating the Future of Academic](#)

[Scheduling: The Role of the Registrar's Office at Texas A&M University-Corpus Christi](#)

Non-Traditional Students

[Nurturing the Person Behind the Professional](#)

Office of the Registrar Career Ladders

[Other Duties As Assigned](#)

Parchment

[Partnering with Phi Theta Kappa](#)

Professionalism for First Year Staff -

Thing to do & not do in Admissions

[Racing the Clock - Training Student](#)

[Workers with Limited Time](#)

Record Retention

[Recruiter Olympics](#)

Registrar 101

[Reverse Transfer 101](#)

Revolutionizing Recruitment in the Digital Age: A Hands-On Approach to

Learning AI to Improve Your Processes

[SB 459 Implementation and Lessons](#)

Learned

[Seamless Pathways through Innovative Partnerships](#)

Securing Your Data

[Self-Care to Prevent Burnout](#)

SEM A to Z

[Smartsheet: Tool to Track Multiple Projects and Daily Tasks](#)

Softdocs

[Solving the Challenge of Efficient Scheduling and Data Integration in a High-Demand Academic Environment](#)

Starving the Imposter: A Guide for Mentoring New and Aspiring Leaders

[Stellic](#)

Strategies for Hybrid and Remote Work Student Experience and Enrollment

Shuffle

Student Success in the Registrar's Office

[Student Success with Cohorts](#)

Tarrant To & Through (T3): Supporting Students' Enrollment and Retention at Tarrant County College

[The "Urban Indian" in College - Understanding Modern Native American Students in Higher Ed](#)

The Power of a Chance

[The Registrar's Role in Microcredentialing: Navigating Creation, Governance, and Implementation](#)

The Ripple Effect of SB 17

[Tips & Tricks with Communicating with High Schools](#)

Tips and Tricks for Recruitment Road Warriors

[Transfer Advising Basics, Curriculum etc.](#)

Underrepresented Student Success and Mentoring Relationships

[UNT ELEVAR Program](#)

Updates from AACRAO

[Using Student Ambassadors for Commencement](#)

Utilizing Recruiting Programs to

Achieve 1st Year Student Success

[What About Me? Understanding the DREAM of Undocumented Students](#)

"What am I even doing?"

[What we're doing to find 'Lost Grads': Auto-Grad processes and Reverse Articulation best practices](#)

What's the Deal with Articulation Agreements?

[Why You Should Care about Transfer Students](#)

Working (and Playing Nice) With Faculty

[Writing Better Rec Letters - Advocating for your Students and your School](#)

You Down with FVT? Let's Talk & See

[Click here to view the conference agenda and the complete schedule of session offerings](#)



# Jason's Jottings

Greetings TACRAO Members,

Time is flying by, and it's hard to believe the fall semester is already underway. I hope you all have had a fantastic start to the academic year! We're now less than two months away from our annual conference, and I couldn't be more excited about what's in store. Along with plenty of fun activities and networking opportunities, Scott Branum and I have been collaborating with our incredible members to develop some outstanding conference sessions. The talent within our membership truly showcases the strength of our organization.

I'm excited to highlight just a few of the confirmed sessions from the VP of Admissions area:

- Barriers to Transfer: The Veteran Student
- Best Practices for Direct Admission
- Critical Questions for Student Success
- Eddy-ing Through Lies: Steering Through the Waters of Fake Applications
- Exploring Grad School Week: A Case Study in Creating Graduate Recruitment Events to Fit Your Needs
- Revolutionizing Recruitment in the Digital Age: A Hands-On Approach to Learning AI to Improve Your Processes
- The Ripple Effect of SB 17
- What's the Deal with Articulation Agreements
- 

And so much more! We'll also have our popular Recruiter Olympics and Hot Topic Sessions.

Don't miss out on this year's conference! If you haven't registered yet, make sure to sign up today!

A huge thank you to all our presenters for your willingness to share your knowledge with others. This is going to be a fantastic opportunity for learning and networking. I look forward to seeing you all there!

Thank you for everything you do!

Jason Hale  
Vice President for Admissions  
TACRAO 2024



**Jason Hale**  
*Vice President for Admissions*  
*Texas Tech University*

# Scott's Scribbles



Happy Fall, TACRAO!

We are only a couple of months away from the annual conference in San Marcos. The Executive Committee and Local Arrangements Committee have an exciting and informative conference planned for you!

Session confirmations were recently sent out by Jason Hale and me. Please check your spam filter/folder to ensure you didn't miss the email from us. If you submitted a session and still can't find a confirmation email, please feel free to reach out directly to **Jason Hale ([Jason.Hale@ttu.edu](mailto:Jason.Hale@ttu.edu))** or me (**[sbranum@gc.edu](mailto:sbranum@gc.edu)**). You may also check the TACRAO website for confirmed sessions by hovering over "Events" and selecting "Annual Conference." Once on the conference page, click "View Current Sessions."

**Scott Branum**  
*Vice President for  
Records & Registration  
Galveston College*

This year, the annual conference will be the same dates as our on-campus reaffirmation visit by SACSCOC at Galveston College. Unfortunately, this means I won't be able to attend and "pass the torch" to **Kristin McDonald-Willey as your new Vice President for Records and Registration**. Please congratulate her on being elected to the position. I know she will do a fantastic job!

Since I won't be at the conference this year, I want to say, "**Thank you,**" to everyone for this opportunity. Serving as your Vice President for Records and Registration has been the highlight of my career. I appreciate the trust you placed in me during this appointment. I have learned so much during this time, made new friends, and grew as a higher education professional. I am grateful to each of you for shaping me into the person I am today.

I hope everyone has a wonderful fall semester and annual conference in November. I look forward to continuing being involved in TACRAO and seeing you all at the next conference!

**Scott Branum**  
**Vice President for Records and Registration**

# Melissa's Message



**Melissa Hyatt**  
Vice President for  
Technology  
Texas State University

Hello TACRAO!

Woo-hoo, bring on fall! Pumpkin spice and everything nice, which includes a new **TCCNS website!** We are so excited and hope you check it out. Note it's VERY important that the correct contacts are kept up to date and that you roll your data. There are still some schools who have not done their roll, so get out there and do it today! You can reach the team at [tccns@tacrao.org](mailto:tccns@tacrao.org) if you need help.

There is a crispness in the air and it's the Enrollment Reporting Ad-Hoc committee hard at work so they can have an update on their progress in a session at the conference. Please attend as we need your feedback! For those who don't know, the committee is working on a Best Practices document and FAQs for the membership to utilize. For those that are not able to attend the conference, we are looking at doing another webinar right after the conference to share this information with a wider audience.

The Technology Committee has taken over managing the listserv! So if you or your post get denied, blame them. Just kidding! **Connie Garrick** is managing it and doing a fabulous job. Grab that latte, cider, or hot chocolate and let's keep those lines of communication open!

We just did nominations and elections, but I want to take a moment to really emphasize that we need YOU to nominate your colleagues so we have a good harvest of candidates. Don't think that someone else will nominate the person your thinking of or even yourself! Be proactive and submit it when the call comes out. Get involved now in one of the many committees we have that don't call for any experience, just a willingness and initiative to help out!

I am in the autumn phase for not only the VPIT position but higher ed too. I'll be retiring February 2025. It's been a fun, but exhausting, ride and I'm training **Jodie Rexroat** now to take over the reins. She will be spectacular and I hope you give her your support.

If you have any ideas or recommendations on how TACRAO can utilize technology better, we would love to hear them! Please send your ideas/comments/questions to [vpit@tacrao.org](mailto:vpit@tacrao.org).

**Melissa "Happy Trails" Hyatt**  
Vice President for Technology



# Fred Russell Strategic Enrollment Management Workshop

## SEM A to Z

**Sunday, November 10th**  
**1:00 p.m.—4:00 p.m.**

Join us in a comprehensive session exploring the essentials and emerging trends in Strategic Enrollment Management (SEM).

Using an alphabetical approach, it will cover current hot topics, challenges, opportunities, and emerging trends. This presentation is essential for anyone involved in shaping the future of student enrollment and institutional success.

Higher education institutions are facing unparalleled challenges and changes; this presentation aims to equip you with a full spectrum of topics to navigate this dynamic landscape effectively. Walk away with a robust ABC toolkit that will empower you to implement SEM tools and strategies in the ever-evolving narrative of higher education.

Dr. Buster-Williams and Dr. Tremblay both co-lead AACRAO's Strategic Enrollment Management (SEM) Endorsement Program.



Dr. Kimberley Buster-Williams  
Associate Vice Provost for Student Success  
George Washington University



Dr. Christopher W. Tremblay  
Executive Director of Enrollment Management &  
Student Affairs  
University of Michigan  
Taubman College of Architecture &  
Urban Planning



National Student  
Clearinghouse®

## Enrollment Reporting Workshop



**Tina Damico**

Manager of Data Excellence  
National Student Clearinghouse



**Julie Esau**

Regional Relationship Director  
National Student Clearinghouse



**Andi Liner**

Regional Relationship Manager  
National Student Clearinghouse

The **National Student Clearinghouse's (NSC) free enrollment and degree reporting** allows institutions to offload the burden of enrollment and degree reporting to the NSC. The process provides status information on student financial aid recipients to the education finance industry and the Department of Education's **National Student Loan Data System (NSLDS)**.

The National Student Clearinghouse provides this service to postsecondary institutions in the United States. This workshop is designed for all levels of enrollment reporters at your institution.

Whether you are new to reporting, have inherited reporting recently or have a good working knowledge of reporting the National Student Clearinghouse will be available to meet you at your level.

If you are new to the Clearinghouse or inherited reporting recently, **Andi Liner, Regional Relationship Manager**, Texas will walk you through the Clearinghouse's Enrollment Reporting service, the NSLDS' status requirements, and how enrollment data moves between your institution and the NSLDS, lenders, guarantors, and servicers.

**Tina Damico, Senior Specialist, Data Excellence & Operations** will be available to help reporters who are novices or experts with their burning questions or help through enrollment reporting scenarios. Many institutions in Texas have worked with Tina and tapped in to her expertise.

Regardless of where you are, **Tina and Andi will be available to help**. We encourage institutions to come with questions and the National Student Clearinghouse will be ready to respond.

**Sunday, November 10th**

1:00 p.m.—4:00 p.m.

Veramendi A

\$50.00

# Beal's Blabber

## Greetings from your TACRAO Secretary!

I am so excited to see everyone at the upcoming TACRAO Annual Conference in San Marcos! As the event draws closer, it's important to log into your TACRAO account and ensure all of your personal and professional information is up-to-date. This helps us serve you better and ensures that you have the most accurate details for conference sessions, networking opportunities, and any other important communications.

Be sure to fill in any extra fields that are requested in your profile, as these help us provide a more tailored and efficient experience for you.

**Did you know....**you can customize the communications you receive from TACRAO? Whether you prefer updates on professional development, networking events, or other news, you can manage your communication preferences under the "My Profile" and "Settings" sections of your account.



**Jennifer Beal**  
**Secretary**  
North Central Texas College

Take a few moments to explore these options and select what suits your needs best, so you'll never miss the updates that matter most to you.

Can't wait to see you all in beautiful San Marcos!

**Jennifer Beal**  
**Secretary**



# Truman's Take



**Truman Glenn**  
Treasurer

*The University of Texas at Austin*

Hello from Central Texas!

I trust that the Fall 2024 semester is off to a great start for everyone. The LAC for 2024 is hard at work finalizing details for our upcoming conference in San Marcos. Make sure you have made plans to attend this conference! I will be working on the annual financial reports to submit to the Audit Committee for their inspection at the conference.

Thank you for allowing me to be your Treasurer for the past two years. I still remember the day I received the call from the Nominations Committee asking me to serve. I have enjoyed meeting and getting to know others from across the State of Texas through TACRAO. I had the opportunity to have wonderful leadership from Past President **Melinda Carroll** and President **Bobbie Brown**. TACRAO made great strides during their tenure, and I have no doubt will continue to prosper under President Elect **Chris Reed's** leadership. I am looking forward to continuing to serve in 2024-2025 as your Past Treasurer.

TACRAO is financially strong due to the TEC and their diligence in ensuring that we remain cost conscious to bring you another balanced annual financial report.

Please do not hesitate to contact me at [tacrao.treasurer@tacrao.org](mailto:tacrao.treasurer@tacrao.org) concerning the finances of the organization or any questions that you may want to ask. I am looking forward to seeing you all in San Marcos!

**Truman Glenn**  
Treasurer

# *Congratulations*

## Newly elected Executive Committee Officers and Nominations & Elections Committee Members



**President-Elect**  
**Lori Zerr**  
UT Health Science  
Center Houston



**Vice President**  
**Records & Registration**  
**Kristin McDonald Willey**  
Amarillo College



**Vice President**  
**Technology**  
**Jodie Rexroat**  
SMU



**Treasurer**  
**Kate Richardson**  
North Central  
Texas College



**N&E Chair**  
*(Elected 2023)*  
**Samantha Taylor**  
Tarrant County College



**N&E Chair-Elect**  
**Rene Zamora**  
Texas A&M Corpus  
Christi



**N&E Member**  
**Anne Delgado**  
UT Health Science  
Center-San Antonio



**N&E Member**  
**Tiffany Lipscomb**  
University of  
North Texas



**N&E Member**  
**Hannah McDonald**  
Texas A&M University  
Central Texas



**N&E Alternate A**  
**Latoya Whitaker**  
Baylor  
College of Medicine



**N&E Alternate B**  
**Nickolaus Cioci**  
Texas Southern  
University

# IN MEMORIAM

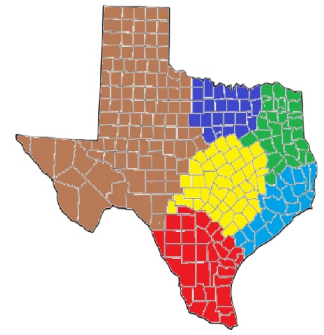
## **Linda Elliott**

**June 2, 1937—September 9, 2024**

Linda Elliott's dedicated career in higher education began at West Texas State University (now West Texas A&M) in 1983. She worked at West Texas for 39 years before retiring, serving as the University Registrar for many of those years. Linda was an active member of TACRAO during her career as well as being involved in many university and community organizations.



# REGIONAL NEWS



## EAST TEXAS

The **Dr. Lee Furbeck**, Vice President of Enrollment Management, and **Micky Diez**, Registrar, from **Stephen F. Austin State University**, teamed with colleagues from the University of Michigan to present the session titled “*We Survived a Cyber Attack!*” at the **2024 AACRAO Annual Meeting** in Columbus, Ohio.

*Pictured left to right are Brad Maki, Sr. Associate Registrar, University of Michigan; Dr. Lisa Emery, Sr. Associate Registrar, University of Michigan; Dr. Lee Furbeck, Vice President of Enrollment Management, SFASU; and Micky Diez, Registrar, SFASU.*



## NORTH TEXAS

The **University of North Texas** would like to welcome the following new Admissions Recruiters:

- **Kentrell Horton**
- **Sherman Petite**
- **Kamryn Robins**
- **Mariana Tagliaferro**



The **SMU Registrar’s Office** would like to announce two new promotions:

**Cho Kim** has been promoted to Associate Registrar and in addition to her current duties, will now also oversee the new Slate for Student Success CRM.

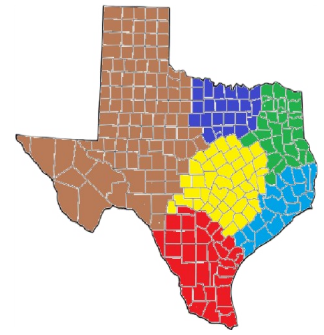


**Alyssa Martin** has been promoted to the inaugural Slate for Student Success Administrator position and will begin the implementation of the new CRM system for SMU.

The **SMU Registrar’s Office** welcomed **Luke Shatwell** in October as the new Assistant Registrar for Academic Records and Graduation Support.



# REGIONAL NEWS



## NORTH TEXAS



**Cindy Hess**, Director of Admissions, celebrated her 25th Anniversary at **Tarleton State University** on September 20th. She was recognized for her service by President Hurley at the Tarleton Distinguished Service Award lunch.

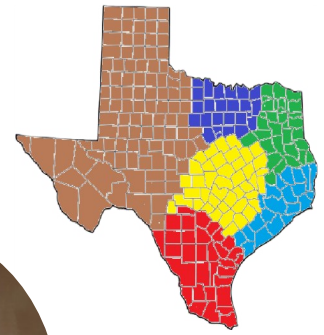
**Tarrant County College** has announced that **John Spencer**, District Registrar and Director of Academic Support Services, plans to retire at the end of the year. TACRAO wishes John all the best in his retirement.



The **North Texas Council of College and University Registrars and Admissions Officers (NTCCURAO)** held its Fall Training for front line staff October 3rd and 4th at the North Central Texas College Denton Campus. Some of the session topics included Residency, Customer Service, FERPA, AI, and more.



# REGIONAL NEWS



## SOUTHEAST TEXAS

**Robert Jenkins**, University Registrar, retired on August 31st from **UTHealth Houston** after an extraordinary 36-year career. Robert contributed significantly to the University's growth, processed over 300,000 enrollments, and facilitated the awarding of over 52,000 degrees.



## WEST TEXAS

The University of Texas at El Paso is thrilled to announce some significant changes and achievements:



- **Leadership Changes:**

**Hector Soltero** has been appointed as the Director of New Student Orientation.

**Georgina Antillon** is now serving as the Director of Admissions.

**Amanda Leach** has taken the role of Assistant Director of Admissions.

- **Common Application:**

UTEP has started utilizing the Common Application to streamline the admissions process for prospective students.

- **Enrollment Growth:**

UTEP is celebrating remarkable growth in enrollment!

**WTACRAO:** Thirty-four representatives from nine institutions across West Texas gathered at **Angelo State University** in San Angelo this past April. The meeting focused on communication styles and hot topics in higher education. Key discussions included:

- **Graduation Practices:** Ideas were exchanged on faculty participation and innovative approaches to relocating commencement ceremony spaces as needed.
- **Bylaws Updates:** The updated bylaws, which passed unanimously, included the creation of a new officer position, Historian, to ensure consistency in WTACRAO as officer roles rotate. Additionally, the Treasurer officer duties were formally added to the bylaws.

We are also pleased to congratulate **Jerrod Nutt** and **Rene Andre** on their election as WTACRAO Secretary and Historian, respectively.



Elected 2024 WTACRAO Officers, from left to right: **Jerrod Nutt** (Secretary), **Abbey Whatley** (Vice President), and **Moira Plantier** (President).

---

# REGIONAL NEWS

## Your 2023-2024 Regional Editors

---



**We want to hear from you!** New hires? Promotions? Retirement announcements? Let us know what is going on at your institution so that we can be sure and include it in the Regional News portion of future TACRAO newsletters. Below are the members of the 2022-2023 TACRAO Communications Committee who are your regional contacts for news and updates.

---

### CENTRAL TEXAS

---



**Eric Poch**  
The University of Texas at Austin  
[eric.poch@austin.utexas.edu](mailto:eric.poch@austin.utexas.edu)

---

### EAST TEXAS

---



**Mickey Diez**  
Stephen F. Austin University  
[mickey.diez@sfasu.edu](mailto:mickey.diez@sfasu.edu)

---

### NORTH TEXAS

---



**Anam Iqbal**  
Southern Methodist University  
[ajiqbal@smu.edu](mailto:ajiqbal@smu.edu)

---

### SOUTH TEXAS

---



**Melissa Chapa**  
Texas A&M University-  
Corpus Christi  
[missy.chapa@tamucc.edu](mailto:missy.chapa@tamucc.edu)

---

### SOUTHEAST TEXAS

---



**Madelyne Tolliver**  
Victoria College  
[madelyne.tolliver@victoriacollege.edu](mailto:madelyne.tolliver@victoriacollege.edu)

---

### WEST TEXAS

---



**Georgina Antillon**  
The University of Texas at El Paso  
[gantillon@utep.edu](mailto:gantillon@utep.edu)

# 2023-2024 TACRAO Executive Committee



|  |                       |  |                                |
|--|-----------------------|--|--------------------------------|
| <b>President</b>                                     | Bobbie Brown          | Texas Tech University                  | bobbie.brown@ttu.edu           |
| <b>President-Elect</b>                               | Chris Reed            | Texas A&M University                   | creed@tamu.edu                 |
| <b>Past President</b>                                | Melinda Carroll       | North Central Texas College            | mcarroll@nctc.edu              |
| <b>Vice President for Admissions</b>                 | Jason Hale            | Texas Tech University                  | jason.hale@ttu.edu             |
| <b>Vice President for Records &amp; Registration</b> | Scott Branum          | Galveston College                      | sbranum@gc.edu                 |
| <b>Vice President for Technology</b>                 | Melissa Hyatt         | Texas State University                 | mh07@txstate.edu               |
| <b>Secretary</b>                                     | Jennifer Beal         | North Central Texas College            | jbeal@nctc.edu                 |
| <b>Treasurer</b>                                     | Truman Glenn          | The University of Texas at Austin      | truman.glenn@austin.utexas.edu |
| <b>Local Arrangements Co-Chair</b>                   | Martha Fraire-Cuellar | Texas State University                 | mfraire@txstate.edu            |
| <b>Local Arrangements Co-Chair</b>                   | Brandy Garcia         | The University of Texas at San Antonio | brandy.garcia@utsa.edu         |





# 2023-2024 Communications Committee

|                                      |                   |                                     |                                       |
|--------------------------------------|-------------------|-------------------------------------|---------------------------------------|
| <b>Chair &amp; Newsletter Editor</b> | Bobby Lothringer  | Southern Methodist University       | rlothringer@smu.edu                   |
| <b>Central Texas Editor</b>          | Eric Poch         | The University of Texas at Austin   | eric.pouch@austin.utexas.edu          |
| <b>East Texas Editor</b>             | Mickey Diez       | Stephen F. Austin University        | mickey.diez@sfasu.edu                 |
| <b>North Texas Editor</b>            | Anam Iqbal        | Southern Methodist University       | ajiqbal@smu.edu                       |
| <b>South Texas Editor</b>            | Melissa Chapa     | Texas A&M University—Corpus Christi | missy.chapa@tamucc.edu                |
| <b>Southeast Texas Editor</b>        | Madelyne Tolliver | Victoria College                    | madelyne.tolliver@victoriacollege.edu |
| <b>West Texas Editor</b>             | Georgina Antillon | The University of Texas at El Paso  | gantillon@utep.edu                    |

