



for the RECORD

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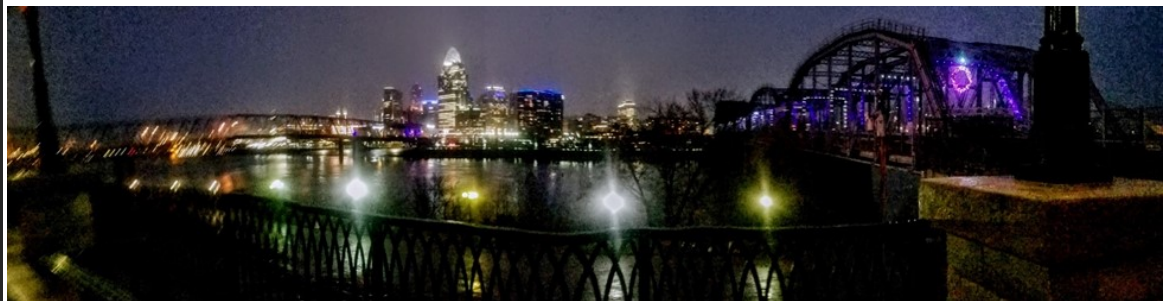
Season's Greetings to OACRAO!

By Molly McDermott-Fallon, OACRAO President

I cannot believe it is December 2020- WHAT A YEAR! Who knew what hurdles we would face in 2020. And yet we made it. Each one of us played an instrumental part in the shift and changes at our institutions. We led the way. Our holiday celebrations may look a little different but I hope everyone has a safe and wonderful holiday celebration. Please take the time during the holiday season to take a deep breath and relax for perhaps the first time in months.

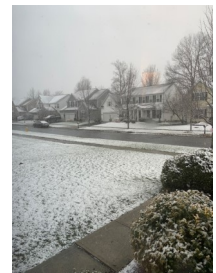
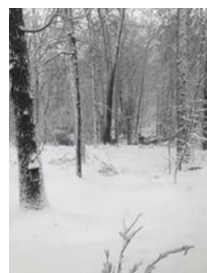
I speak for the entire OACRAO Board when I say that we hope this organization serves your professional development needs all year long. The organization will "look" a little different but with the same goals in mind.

We wish you a safe, healthy, and Happy New Year. Now onto 2021!



Cincinnati and the Purple People Bridge submitted by Molly McDermott-Fallon

It's beginning to look a lot like winter—at home!



Newsletter Editors:

Michelle Livingston (mlivingston@mccn.edu), &
Christine Court (christine.court@aultmancollege.edu)

Call for UPDATES! Submit news to Heather Pritchard (heatherp@muskingum.edu) by the end of the first week of the month for that month's publication

New Member Spotlight



KIRSTEN WALL

LORAIN COUNTY
COMMUNITY COLLEGE



Where do you work and what is your position?

I work as Staff Assistant in the Registrar's/Records Office at Lorain County Community College.

What do you do in your current position?

I specialize in processing our regular admission applications which we receive in both online and paper form. I also work with our team on enrolling students in classes, processing withdrawals and drops, and troubleshooting any questions students may have re: the admissions and enrollment process.

Are you originally from Ohio?

Yes, born and raised in Lorain County.

How did you come to your current position?

I am a proud two-time graduate of LCCC. After spending 18 years working in healthcare, I decided to make a switch to higher education, specifically my alma mater. I started working at LCCC in 2016 as a part-time Staff Assistant in the Accessibility Services office. In 2019, I applied for a full-time position in Records and was thrilled to be selected for my current position.

The Show Must Go On! Board Retreat—2020

By, Molly McDermott-Fallon



The Board determined to start the New Year off on the right foot and “met” on WebEx for a series of mini-retreat sessions. While we missed getting together at the Ohio Northern Metzger Nature Center we appreciated getting together virtually. The Board acknowledged that this year is going to be a little different and decided to tackle this year in a series of sprints. We don’t know what the future will hold so planning out a year and then having to shift didn’t seem like the best path to go down. We are keeping our eye on the future but focusing on the present concentrating on what we can provide membership in the next few months. Another significant shift the board discussed and agreed upon is that we will meet every other week for “quick meetings” instead of the usual once a month. The goal is to not only touch-base to make sure we are staying on track but also short focused meetings that allow us to meet as an entire board (it is hard to find 4 hours of available time).

A lot of great ideas were shared and we have a good plan. Your OACRAO board is prepared to shift and alter as things with the pandemic change. We know the show must go on! We talked about missing the social aspect of OACRAO. Each of us missed the conference and not getting to see friends that perhaps we only get to connect with in-person once a year. We are thinking about ideas on how to not only touch on the professional aspects of OACRAO but also the social aspects. This your organization so please share any ideas you may have. You can email me or any member of the board. The board wants to make sure we are meeting the needs of the membership.

Our goal is to blend what we have done in the past and add some new. Nothing is off the table. Stay tuned for more... this board has only just begun!

Recruiting Students for 2021!

By, Beth DaLonzo, Mount Vernon Nazarene University

Unprecedented, pivot, zoom, quarantine, remote work, pandemic. Have we ever used these words as much in our lives as we have these past 9 months? Admissions Offices have been challenged like never before in trying to recruit classes during such a time as this. In the midst of several years of declining eligible students (in Ohio) more intense competition and the explosion of new ways to reach students, a pandemic hits and turns our world upside down. For the class of 2020, many colleges already had the bulk of their applicants and had established themselves with them by the time we went home to work last March. It became a matter of assuring them that we were still available to them, though virtually, and that we would, in fact, be open in the fall.

Recruiting the class of 2021 is much different. By this time Admissions officers would have spent the previous three months meeting potential students *in person* in their high schools, at college fairs and on campus for individual or group visits. We would have taken them to lunch in our cafeterias, sat them down in faculty offices and residence halls, maybe even driven them from place to place. Most of those things are no longer an option so we do the best we can in a virtual world. We have moved to virtual personal campus visits, online tours, virtual open houses, parties and movie nights. Instagram and facebook have become the new meet and greet areas. Scholarship and honors interviews are done via Zoom or Slate. Some offices have hired vendors to do the virtual work. Coaches are watching athletes' games via livestream, music auditions are done from the comfort of the students' homes, art projects are mailed in for scholarship consideration. We are learning a whole new language and suite of communication channels. The upside? We might be becoming more efficient. Many colleges are seeing an uptick of visits from students out of state because virtual visits are now the norm and not the last choice for a student who lives far from campus. National surveys indicate that high school seniors aren't applying as early as they have in the past so our historical statistics are off. That also means that we all still have a fighting chance to bring in the class, meet our goals and maintain our campus enrollment. We're watching budgets and counting applications, COVID hasn't changed that. We will get through this year and do what we always do, move them in and start all over in the fall, however that may look.

CONGRATULATIONS SCOTT TARRH!



By, Beth Dalonzo

Each year at MVNU the admissions staff votes on the "Staff Recruiter of the Year" to honor a campus staff member who significantly helped with the recruiting efforts of the admissions office.

Scott Tarrh, Assistant University Registrar, was given this honor for the 19-20 recruitment year for "excellence in student recruitment".

He received a plaque, an MVNU shirt, a blue and green balloon bouquet, and, of course, the thanks of the admissions staff!

Scott meets one on one with so many of our prospective families to help them plan their future at MVNU and this honor is very well deserved.

