

# KACRAO CURRENT

Kansas Association of Collegiate Registrars and Admissions Officers

January 2018

## Greetings!

Welcome back to a new semester. I hope that you all have had a great winter break and found a way to rejuvenate your mind and body to finish up the school year.

I'm not sure my news and notes here will always be long, but hopefully they are helpful as we move to a new format for the KACRAO Current Newsletter. This group of committee members may be small in number but they are making up for that in ambition and effort. The transition they are making to a monthly newsletter and to keep the membership up-to-date with national issues we may all face at our own colleges, as well as things that are KACRAO specific, is greatly appreciated. Please make sure to contact any of the committee members if you think of articles or ideas you would like to have researched or included in future issues.

The Executive Committee, Coordinators & Chairs have some new faces since our annual conference. These changes were due to a couple of job changes that took people away from KACRAO eligibility along with changes in everyday life that made a couple of volunteers feel like they could not serve our organization in the best way possible. But, with that said, we have a full leadership group again and I'm excited to move forward. Please help me welcome the following people to the Executive Committee:

Michelle Ponce, Admissions Counselor, Butler Community College—President-Elect

Chad Shade, Admissions Recruiter, Pratt Community College—VP of Professional Development

Lori Crowther, Registrar, Barton Community College—VP of Association Services/Membership Coordinator

Andrew Walker, Admissions Representative, Wichita State University—Summer Drive-In Workshop Chair

Denelle Hopper, Admissions Counselor, Emporia State University—Scholarship Chair

I want to finish up by saying a BIG THANK YOU to Past-President Casey Wallace. She juggles her daily job duties at the University of Kansas with filling in as the Membership Coordinator until Lori is ready to take it over later this month. Casey also helps with a website upgrade to MemberClicks that will be ready for the membership later this year. She goes above and beyond right now and deserves a lot of credit for the balancing act she pulls off.

Our next Executive Committee will be held at Washburn University on Monday, Feb. 12 from 10:00 am-1:00 pm, if anyone if the membership would like to attend. Also, If you plan to attend the Annual AACRAO Conference in Orlando in March, please make sure to stop by High Velocity for the KACRAO Reception on that Tuesday night. It will be a time to enjoy good food and great conversation.

Stay warm or at least think warm thoughts!

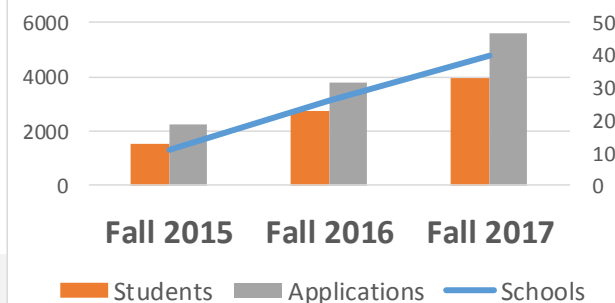
Sincerely,

**Lynnette Hilty**  
KACRAO President

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# Around the State



## Apply Kansas is on the rise

As part of the American College Application Campaign, Apply Kansas helps high school students navigate the complex college application process, with a special emphasis on first-generation and low-income students. The overall goal is to help support the Kansas Board of Regents and Kansas' goal of achieving 60 percent of all Kansas inhabitants having some type of postsecondary college degree or credential by 2020.

Since 2015, both awareness and participation in the statewide effort has grown exponentially. K-12 school participation increased 54% from Fall 2016; whereas student participation jumped 44% and applications submitted went up by nearly 50%. Gov. Sam Brownback's proclamation of October as "Apply Kansas: College Application Month" and social media campaigns surely help this growth.



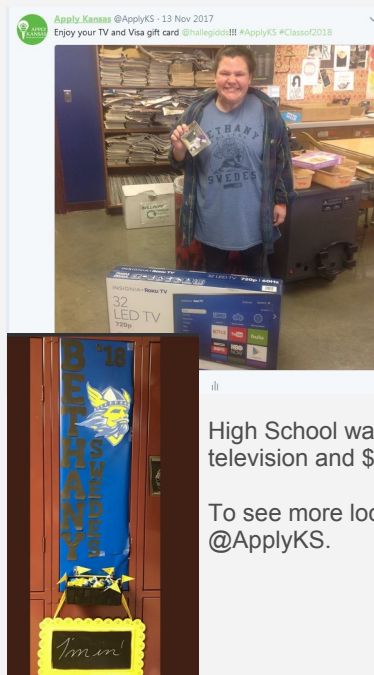
## Enrollment declines at KS CC's, universities

The Topeka Capital-Journal reports that Kansas colleges and universities have experienced enrollment declines for the second straight year. This trend, as we know, can lead to lower graduation rates and concerning economic effects.

Blake Landers, Kansas Board of Regents (KBOR) president and CEO, said that "students that complete some college have better health outcomes, earn higher salaries, and make [Kansas] businesses more competitive."

In response to this trend, KBOR addresses recruitment of Kansas natives, recruitment of out-of-state students, and first-generation college students adapting to college campuses. [Let us know how you are responding to enrollment cuts.](#) Read statements from other government officials and more on this topic in [the Jan. 16, 2018, Topeka Capital-Journal article.](#)

**Chris Neary**  
Admissions Representative  
Highland Community College



## Apply KS-Twitter Locker Decorating Contest

As part of Apply Kansas's social media campaign this past fall the Apply Kansas committee hosted a Locker Decorating Contest via social media. Students had to design a locker based on one of the colleges where they applied, and tweet a picture of the locker using the hashtags #ApplyKS and #Classof2018.

The winner was selected from votes from a selection committee comprising Apply KS committee members and high school counselors. The winning locker design can be seen at left. Halle Giddings from McPherson High School was all smiles with her prize of a 32-inch brand-new television and \$50 Visa gift card.

To see more locker designs and Apply KS social media, follow us @ApplyKS.

**April Cozine**  
Assistant Director of Admissions  
Wichita State University  
Apply Kansas State Coordinator

# College Admissions Making the Best of Their Instagram

In this day and time of social media use, it is important to utilize social media sites as tools to convey messages to your audience. Many college admission departments have an Instagram account separate from the college's main account. Do you use your admissions Instagram account to its fullest potential? Your message needs to connect to your young audience. It is here you showcase the culture and uniqueness of your college campus.

Young folks who prepare to be college recruits steer away from Facebook and lean more toward Instagram and Snapchat. Instagram is a social media app that communicates using pictures and videos. According to lifewire.com, "Instagram is one of the hottest social networks right now; it's visual, it's quick, it's mobile and it's pretty simple."

Many colleges use Instagram to communicate with their followers: Below are some great tips of how you can use this platform to get your messages out and be seen by students in the moment.

- ⇒ Use bright and interesting photos or videos to keep your feed interesting
- ⇒ Post on a regular basis so your college name is continuously out there, and it keeps your followers interested in what you are sharing. It is a big mistake to only post from time to time. This needs to be a consistent effort on your department's part.
- ⇒ Diversify the content you are sharing. Use speech bubbles, graphics, photo angles, photo props, videos, quotes, college facts; just to name a few.
- ⇒ Interact with your followers. It is important to engage your dedicated fan base and reply to their comments. People want to feel a connection.
- ⇒ It is important to follow, like and share other accounts. In order to have Instagram friends, you need to be an IG friend. You can also ask to use some of your student's IG photos. They are living in the moment. Be sure to give them credit @ (their IG account name)
- ⇒ Keep your followers engaged in current events by utilizing "Instagram Stories" This is a live video that is recorded for the "right now" on campus.
- ⇒ Hashtags — Use appropriate hashtags so people can find you and follow you. #KACRAO. Hashtags are not meant to overpower your message; they are meant to enhance. Do not overuse your hashtags. Once a hashtag is used, it associates your photo or video to another page that often has thousands of photos on it with the same word association.
- ⇒ Remember to get the word out about your Instagram page.
- ⇒ Captions are important. Be fun, funny, serious, engaging. According to [www.trickmaze.com](http://www.trickmaze.com), here are some of the favorite captions of 2017:
  - Take every chance you get in life because some things only happen once.
  - I like foodies
  - Stop looking for happiness in the same place you just lost it.
  - I woke up like this
  - If we could only turn back time...
  - My autobiography is this
  - Last day of class
  - Do not take life too seriously. You will never get out of it alive.

**Think outside the box, and have fun with your Instagram account. Keep it real. Keep it informative. Keep it interesting.**

**Charlotte Garrett**

*Associate Director of Admissions for Nursing, Graduate, and Online Studies  
Kansas Wesleyan University*



## Higher ed must adapt to income inequality, tech needs

Two professors at the College of William & Mary – Dr. Robert Archibald and Dr. David Feldman – recently published *The Road Ahead for America's Colleges & Universities*, which summarizes “mounting pressures on colleges and universities” and ways institutions can “adapt and appeal to college students long into the future.” Inside Higher Ed writer Rick Seltzer published an interview Jan. 9 with Archibald and Feldman. The book authors discussed the improvement of online education, shifts in ethnic and economic composition of college students, the growing appeal of public colleges and universities, and much more.

Consider how your institution compares to their outlook. [What do you do? Let us know.](#)  
[Read the entire Inside Higher Ed article here.](#)

**Chris Neary**  
Admissions Representative  
Highland Community College

### Higher Ed Resources

[Inside Higher Ed – Subscribe free to email alerts](#)  
[Chronicle of Higher Education](#)  
[Research in Higher Education](#)

[Got other resources? Let us know!](#)

## 2017-2018 KACRAO Leadership

**President:** Lynnette Hilty, Hutchinson Community College

**President-Elect:** Michelle Ponce, Butler Community College

**Past President:** Casey Wallace, University of Kansas

**Vice President for Association Services:** Lori Crowther, Barton Community College

**Vice President for Outreach:** Tammy Tabor, Garden City Community College

**Vice President for Professional Development:** Chad Shade, Pratt Community College

**Secretary:** Ricki Ellison, Wichita State University

**Treasurer:** Christina Long, Hutchinson Community College

**Admissions Advocate-At-Large:** Rebecca Bilderback, Allen Community College

**Records/Registration Advocate-At-Large:** Steve Grenus, Washburn University

## Contact Us

### Kansas Association of Collegiate Registrars and Admissions Officers (KACRAO)

Email us to give KACRAO News story topics or to contribute general ideas for KACRAO.

President Lynnette Hilty, Hutchinson Community College, [president@kacrao.org](mailto:president@kacrao.org)

President-Elect & Program Chair Michelle Ponce, Butler Community College, [program@kacrao.org](mailto:program@kacrao.org)

Publications Committee Chair Chris Neary, Highland Community College, [cneary@highlandcc.edu](mailto:cneary@highlandcc.edu)

A complete list of the Executive Council, Coordinators, and Committee Chairs is found at [www.kacrao.org/executive-council](http://www.kacrao.org/executive-council).

Visit us on the web at [www.kacrao.org](http://www.kacrao.org) and [log in to Member Clicks](#).