

THE SACRAO JOURNAL

**Best Practices for Communicating Online with
Generation Z in Recruitment and Marketing for
Undergraduate Admissions in Higher Education**

ANGELA BROCKELSBY

Visions, Missions and Strategic Plans 101

MARIE-JOSÉ CARO

EDWARD F. TROMBLEY III

**Understanding Employee Motivation and
Applying Theory to the Workplace**

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**Calling All Wonder Women!
Confidence Based Stereotypes of Women in
Higher Education and How to Overcome**

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An Elon University Case Study**

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Experiences of Hispanic Doctoral Students

CLAUDIA RODRIGUEZ WRIGHT, Ed.D.

THE SACRAO JOURNAL is published annually by the Southern Association of Collegiate Registrars and Admissions Officers, a professional association to promote and advance the improvement of admissions, registration, records, data management, international education and financial aid management practices through study, education, and research; to advance professional knowledge and techniques by fostering the exchange of experiences and information; and to develop and advance standards of competence in the profession. The Editorial Board is responsible for the selection and acceptance of manuscripts which are the responsibility of the author. The opinions expressed by the authors do not necessarily reflect the views of SACRAO. SACRAO does not endorse the products or services described by authors.

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THE SACRAO JOURNAL

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Information for Authors

The Editorial Board welcomes manuscripts for publication in SACRAO's academic, refereed publication, *The SACRAO Journal*. Members of SACRAO are encouraged to submit articles which pertain to their professional and research experiences regarding issues and innovative practices in the profession.

Preference is given to articles authored by SACRAO members, but articles from outside the membership will be considered based on revelatory findings that advance the work of SACRAO members. Active *Journal* Editorial Board members may not submit articles for publication; book reviews and commentaries by Board members may be published at the discretion of the Editor.

Preparing Manuscripts

The complete title of the article should be placed on the first page of the text, with the author's name *excluded*. The author should provide a phone and email address. Unless specified otherwise, the principal (first-named) author will be sent all correspondence.

Manuscripts should be submitted in accordance with the stylistic rules and guidelines delineated in the *Publication Manual of the American Psychological Association* (6th ed., 2010). For information, visit <http://www.apastyle.org>. Manuscript pages should be numbered consecutively. All manuscripts are accepted for publication with the understanding that *The SACRAO Journal* Editorial Board reserves the right to edit for clarity, syntax, and style. At the discretion of the Editorial Board, authors may be asked to shorten or lengthen articles.

The Editor will acknowledge receipt of manuscripts and will forward them to members of the Editorial Board for review. The Board will consider the appropriateness of the articles for SACRAO's membership and reserves the right to reject articles submitted for publication.

Manuscript Submission

Manuscripts submitted for publication must be original material, which has not been simultaneously submitted for publication elsewhere. Length of manuscripts, including references and tables, should range from about eight to 20 double-spaced, 8.5 x 11-inch pages. Abstracts are limited to 125 words. Authors should retain a copy of the manuscript to guard against loss.

First drafts of manuscripts are due August 1 annually, and revisions by the Editorial Board are generally returned to the author by the end of September. The final deadline for manuscripts is November 1 in order to meet the printing schedule.

Please email your manuscript to Dr. Ginnifer Cié Gee at ginnifer.gee@utsa.edu

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THE SACRAO JOURNAL

- 2** **Editor's Reflections**
GINNIFER CIÉ GEE, Ed.D.
- 3** **The Margaret Ruthven Perry
Distinguished SACRAO Journalism Award**
- 4** ***Best Practices for Communicating Online with
Generation Z in Recruitment and Marketing for
Undergraduate Admissions in Higher Education***
ANGELA BROCKELSBY
- 10** ***Visions, Missions and Strategic Plans 101***
MARIE-JOSÉ CARO
EDWARD F. TROMBLEY III
- 15** ***Understanding Employee Motivation and
Applying Theory to the Workplace***
THERESA GALLO
CONNIE SHIPMAN, Ed.D.
- 23** ***Calling All Wonder Women!
Confidence Based Stereotypes of Women in
Higher Education and How to Overcome***
SCHERNAVIA HALL
AMBER CAPELL
- 28** ***Developing an Inclusive Community:
An Elon University Case Study***
RODNEY PARKS, Ph.D.
LORI SCHACHLE
MONIQUE HANNA
- 37** ***Experiences of Hispanic Doctoral Students***
CLAUDIA RODRIGUEZ WRIGHT, Ed.D.

Editor's Reflections

As I sat in front of a blank word document on my computer screen, summoning my reflections as *The SACRAO Journal* Editor, many ideas came to mind. I thought of the consistent success of the *Journal*, and its continued contributions to the field of higher education. I reflected upon my gratitude for the opportunity to serve and opportunity to engage with talented, purpose driven individuals. However, the most predominant reflection was how utterly appreciative I am of all the people that make this publication happen. Therefore, I would like to devote this reflection to the past *SACRAO Journal* Editor, the SACRAO Executive Committee, *The SACRAO Journal* Editorial Board, and of course the 2018 *SACRAO Journal* authors who carved out a good portion of their time to present to you, the reader, excellent thought provoking work.

To the past *SACRAO Journal* Editor, thank you Jacqui Elliot for having that initial *SACRAO Journal* conversation with me as we drove along the Arkansas highway on our way to ArkACRAO. I appreciate your continued support during the journal process as I navigated being a new editor.

To the Vice President of Communication and Recognition and the Executive Committee, thank you for the guidance. Sheryl Gray (VP Communications and Recognition) you were always a friendly face and just a phone call away as we both charted new waters in our new roles.

To the Editorial Board, I expected to gain professional connections through being the editor, but I never expected to be so moved by the dedication I've seen from my fellow SACRAOans. Hurricane Harvey and Irma decided to time themselves with the editing schedule. Several members of the Editorial Board live and work in areas affected by these storms (as did some authors). When I learned of this, I let everyone know I understood if deadlines were not met. However, despite evacuations, closing of universities, loss of power, and even some non-mother nature related events, everyone still followed through with their commitments. I cannot express my appreciation enough for the fantastic work of *The SACRAO Journal* Editorial Board. Thank you Jennifer Hardy, Nicole Martin, Cynthia Peterson, Lillian Owens, Ramah Nation, Karen Beckett, Nanett Rojas, Rheanna Plemons, and Beth Wolfe.

To the authors, last but definitely not least, thank you for the contribution of six timely and relevant articles this year. I thank you for your dedication to either starting an article from scratch, creating an article from a presentation, or sharing your research.

Angela Brockelsby orients us to Generation Z and explains how to create best practices for communication online with this population. The distinct characteristics that define this generation create unique motivations and interests which in turn requires different approaches.

Marie-José (MJ) Caro and Edward Trombley III adapted their 2017 SACRAO presentation addressing Visions, Missions, and Strategic Plans into a theory in practice article. Real life experience is shared as Caro and Trombley lead readers through an action plan that can be applied to any office.

Connie Shipman and Theresa Gallo explore employee motivation through leadership principles and communication strategies. The authors adapted a 2017 AACRAO presentation and share personal experiences and techniques to use in motivating individuals within your offices.

Schernavia Hall and Amber Capell are calling all Wonder Women challenging them to find their confidence and combat gender stereotypes. This article provides tools that can be used to navigate internal as well as external battles in regard to gender inequalities.

Rodney Parks, Lori Schachle, and Monique Hanna discuss an institutional case study concerned with developing a more inclusive campus community. Inclusiveness is a concern in the current higher educational climate as incidents of bias and discrimination on college campuses have become a hot topic.

Claudia Rodriguez Wright shares valuable insight into the experiences of Hispanic students in doctoral programs. This article sheds light onto their perceptions and persistence.

To the future authors, I would like to send future appreciation to all of you who will submit your article to *The SACRAO Journal* for the 2019 publication. Without the submissions of articles, the spread of knowledge will cease. Please consider becoming a contributor to the professional growth of SACRAO. I am excited to discuss any ideas that you have for publication. I look forward to seeing you at the annual meeting in Murfreesboro, TN, February 11-14, 2018.

Thank you for reading and please enjoy *The 2018 SACRAO Journal*.



The SACRAO Journal Editor, Ginnifer Cíe Gee, Ed.D., is Director of Registration and Records at the University of Texas San Antonio in San Antonio, Texas. Prior to becoming editor, she served as the newsletter editor for SACRAO and was published in *The 2017 SACRAO Journal*. She received the 2014 SACRAO President's Outstanding Presentation Award and the 2015 AACRAO Best of the Best Presentation Award.

THE MARGARET RUTHVEN PERRY

Distinguished SACRAO Journalism Award

This award is presented annually to the author whose article promotes and advances knowledge, techniques, and standards of competence in the profession. The award was initially established by Margaret Ruthven Perry, who served as the first editor of *The SACRAO Journal*. It was named in her honor following the completion of her service as editor. Listed below are the recipients of the award.

1989

Diane Freytag

The Evolution and Maintenance of an Enrollment Management Program

1990

T. Luther Gunter

Image Technology in the Information Age: Is Microfilm Really Dead?

1992

Bruce W. Cunningham

Students Versus Registrars: Opponents or Partners in the Educational Process

1994

David H. Stones

On the Strategic Nature of SPEEDE/ ExPRESS: Scalability, and Applicability of EDI in the Workplace

1996

James Lynch

African-American Undergraduate Recruitment Strategies

1997

Michael E. Malone

SACRAO's "50th": A Tint of Gold

1998

Cynthia J. Farrier

Electronic Grades: From Professor to Student Information System

1999

Edward L. McGlone

Primer on Outcomes Assessment for Academic Administrators

2000

Rick Skeel

How to Find Funding for EDI: Oklahoma's State-wide Grant Approach

2001

Angela J. Evans

Home School Education: Its Impact on a State University

2002

Paul Taylor

The Future of Higher Education in the 21st Century

2003

Bradley W. Johnson and Sheldon L. Stick

Application of Strategic Planning to Enrollment in a Community College

2004

Louis D. Hunt

What's Your Social? Replacing the Social Security Number

2005

John Fletcher

Get Ahead and Stay Ahead: Summers at Auburn Creating a Program to Maximize Your Summer Enrollment

2006

Magdalena H. Williams

Achievement and Retention Patterns in a Predominantly Hispanic Serving Institution of Higher Education

2007

Matthew P. McCrickard

Adapting Solution Focused Advising: Effective Communication Strategies for Registrars

2008

Ronald G. White

Experience Marketing: Putting Students on the Frontline...Again

2009

Lisa B. Harris

The Enrollment Manager as a Change Agent

2010

Holly Swart

Strategic Training and Communication: The Keys to Our Successful System Implementation

2011

Matthew P. McCrickard

Accentuate the Positive: Identifying Opportunities in Enrollment Services through Appreciative Inquiry

2012

Reta Pikowsky

Assessment in the Registrar's Office

2013

Rodney L. Parks and Jonathan W. Rich

Voices from the Past: Boomers Transition Back to College

2014

Rodney L. Parks and Ashley D. Edwards

Transgenderism and the College Experience: Transitioning Challenges During Higher Education

2015

Rheanna Plemons

Staff Perceptions of Work-Environment Factors Affecting Morale in Southeastern Registrar's Offices

2016

Mark Eister

Serving Student Veterans

2017

Lorie Snyder Garrett

Best Practices for Design of Admissions Offices and Welcome Centers



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8. You can cut-and-paste your job posting information into the online form.
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6. You determine when you want the ad to start running.
5. No pre-set time limit for your ad — you determine how long it runs.
4. There is no limit to the number of jobs you may post, ever.
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Future Meetings

2018 71ST ANNUAL MEETING

February 11-14, 2018
Murfreesboro/Nashville, Tennessee

2019 72ND ANNUAL MEETING

February 3-6, 2019
Baton Rouge, Louisiana

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