



TRA

The Registrars Association

A place where K - 12 registrars can grow and glow!

THANK YOU



The Registrars Association

A place where K-12 registrars can grow and glow!

Investor Opportunity Presentation

Welcome to the Investor Opportunity Presentation for The Registrar's Association, LLC (TRA). We are thrilled to present you with a comprehensive overview of our business, highlighting the unique investment potential we offer. In this packet, you will find the following key documents:

1. Business Prospectus

This section provides a detailed outline of The Registrar's Association, LLC, including our mission, vision, and strategic objectives. You will find insights into our business model, market analysis, and growth projections. The prospectus demonstrates how we are positioned to become a leader in the professional registrar services industry.

2. SWOT Analysis

Our SWOT analysis offers a thorough examination of our strengths, weaknesses, opportunities, and threats. This analysis underscores our competitive advantages and identifies areas for growth and improvement. It ensures we are well-prepared to leverage market opportunities while addressing potential risks effectively.

3. Investor Synopsis

The investor synopsis is a concise summary tailored for potential investors. It details our financial performance, investment requirements, and expected returns. This section emphasizes the strategic value and benefits of partnering with The Registrar's Association, LLC, showcasing the potential for significant returns on your investment.

4. Membership Application

We invite you to join our esteemed network through our membership application. This section outlines the benefits of membership, including access to exclusive industry insights, professional development opportunities, and a collaborative community of registrars and industry experts.

We believe that The Registrar's Association, LLC presents a compelling investment proposition, combining a solid business foundation with significant growth potential. Your expertise and resources could play a pivotal role in accelerating our success and achieving our long-term objectives.

Thank you for your interest in The Registrar's Association, LLC. We look forward to the possibility of working together to advance the field of professional registrar services.

Sincerely,

Kechia Minter

Kechia Minter, BSM, MBA, CRM
CEO / Founder



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Business Prospectus for The Registrars Association, LLC

Executive Summary

The Registrars Association, LLC (TRA) is a 501(c)(3) nonprofit organization dedicated to enhancing the skills and effectiveness of Record Clerks, Record Specialists, and Registrars within K-12 public and independent schools. TRA strives to improve job performance and efficiency through professional development opportunities, innovative services, and adherence to ethical educational practices.

Mission and Vision

Mission Statement: The Registrars Association, LLC is committed to increasing awareness, providing essential professional development opportunities, and offering innovative services to our members. We focus on promoting ethical educational practices that benefit students, parents, school personnel, and leadership.

Vision Statement: Our vision is to create a unified, all-encompassing, and ethnically inclusive environment where K-12 registrars can cultivate ingenuity.

Motto: Strength ~ Support ~ Service

Slogan: A place where K-12 registrars can grow and glow!

Principal Members

- **Kechia Minter** – Owner / CEO, Primary Consultant
- **Doria Minter** – Business & Sales Manager
- **Doris Fulks** – Chief Financial Officer
- **William P. Howard, III** – IT Systems Director
- **Merita Tucker** – Membership & Corporate Accounts Manager
- **Antonio Creamer** – Transportation & Facilities Director

Legal Structure

The Registrars Association, LLC is a Limited Liability Company incorporated in Atlanta, Georgia.

Products and Services

Core Services:

- **Training:** Best practices in student records management, data analysis, and adherence to FERPA standards.
- **Tools:** Custom GPA calculators, data management tools, and standardized test data management.
- **Workshops:** Advanced data management techniques and record-keeping sessions.
- **Networking:** Opportunities to connect with industry experts and peers.

Pricing Strategy:

Initial Membership Fee: \$499.99

The initial membership for The Registrars Association, LLC (TRA) provides new members with a comprehensive package of benefits and services designed to kickstart their professional development and integration into the community of educational administrators. Here's what the initial membership will include:

- **Access to Educational Tools and Resources via the TRA Website**
 - Unlimited access to a curated library of online resources, including instructional videos, academic articles, white papers, and e-books tailored to the needs of K-12 registrars.
 - Templates and forms that can be customized for various administrative needs.
- **Q & A Networking Access & Solutions**
 - Access to a dedicated online forum where members can ask questions, exchange ideas, and receive advice from peers and industry experts.
 - Regular live Q&A sessions with leaders in educational administration and related fields.
- **Membership Directory Access**
 - Inclusion in and access to TRA's comprehensive online membership directory, which allows members to find and connect with other professionals within the network.
 - Searchable listings that include contact information, areas of expertise, and professional interests.
- **Corporate Discounts**

- Exclusive discounts on products and services relevant to educational professionals, including software, conference registrations, books, and professional attire.
- Special offers from corporate partners on technology tools and educational materials.
- **Legal Representation**
 - Access to legal advice and representation specifically tailored to the needs of educational institutions and administrators.
 - Complimentary initial consultation and discounted rates on specialized legal services such as compliance audits, contract reviews, and dispute resolution.
- **Professional Development Opportunities**
 - Priority registration and discounted rates for workshops, webinars, and certification programs designed to enhance professional skills and knowledge.
 - Opportunities to participate in mentorship programs and leadership training.
- **TRA Semi-Annual Newsletter**
 - A comprehensive newsletter distributed twice a year, featuring industry news, updates on educational laws and policies, innovative practices, and case studies.
 - Spotlight sections celebrating member achievements and contributions to the field.
- **Recognition Programs**
 - Eligibility for annual awards recognizing exceptional achievements in areas such as innovation, leadership, community service, and professional excellence.
 - Recognition at TRA events and in TRA publications, enhancing members' professional profiles within the community.

These membership benefits are designed to support new members in their professional roles by providing them with the tools, knowledge, and networks necessary to succeed and excel in the field of educational administration.

Renewable Annual Membership Fee: \$249.99

The renewal membership for The Registrars Association, LLC (TRA) is designed to provide ongoing value and support to its members, ensuring they have continuous access to resources, networking opportunities, and professional development. Here's what TRA's renewal membership will offer:

- **Continued Access to Educational Resources**

- Members can continue to access a comprehensive library of resources, including white papers, case studies, and research articles relevant to K-12 education administration.
- **Ongoing Professional Development**
 - Access to webinars, online courses, and certification programs designed to enhance professional skills and knowledge in areas such as data management, FERPA compliance, and student records security.
- **Regular Updates on Industry Standards**
 - Stay informed with the latest changes in education laws, standards, and best practices through newsletters and member-exclusive communications.
- **Discounted Rates for Workshops and Conferences**
 - Significant discounts on registration fees for TRA's annual conference, regional workshops, and other events that provide hands-on learning and networking opportunities.
- **Networking Opportunities**
 - Continued access to TRA's network of professionals, offering opportunities to connect with peers, mentors, and industry leaders through organized meet-ups and an online community platform.
- **Priority Support**
 - Priority access to TRA's support services, including a 'submit-a-ticket' feature for prompt assistance on complex issues related to job functions and responsibilities.
- **Access to Online Tools**
 - Unlimited access to TRA's proprietary tools such as the Quik GPA calculator and the Student Academic Monitoring System (S.A.M.S. Workshop), facilitating efficient student data management.
- **Q&A Network Access**
 - Engage with experts and community members through an interactive Q&A blog designed to address common challenges and discuss innovative solutions.
- **Participation in Member Surveys**
 - Opportunity to influence the future direction of TRA services and resources through periodic member surveys.
- **Recognition Programs**
 - Eligibility to participate in TRA's recognition programs which honor outstanding achievements and contributions to the field of education administration.
- **Volunteer Opportunities**

- Access to volunteer positions within TRA events and committees, offering a chance to give back to the community and build leadership skills.

The renewal membership is structured to ensure that TRA members continue to receive substantial support and benefits that aid in their professional growth and enhance their operational capabilities within their respective educational environments.

Student Academic Monitoring System - S.A.M.S. Workshop (Optional): \$99.99

- Design and template creation
- Data compilation and consolidation
- Dynamic Excel spreadsheet techniques

Annual Conference Fee (Optional): \$399.99

The annual TRA conference aims to provide a comprehensive and enriching experience for K-12 registrars, record specialists, and educational administrators. Here's what attendees can expect from the conference:

• **3-Day Seminar with Continental Breakfast and Lunch**

- Meet and Greet - Social events functions designed to foster camaraderie and informal networking among participants in a relaxed setting.
- Networking Opportunities - Ample opportunities to connect with peers, industry experts, and service providers in the education sector.
- Vendor Exhibits - A chance to explore new products and services from various vendors that specialize in educational tools and resources.
- Annual Award Ceremony – Regional and District recognitions and Registrar of the Year Recognition

• **Guest Motivational Speakers**

- Keynote Speeches: Insights from leading experts in education management and policy.
- Guest Speakers: Inspirational talks from prominent figures in education that motivate and energize attendees.

- **Breakout Sessions:** Small group discussions that allow for deeper engagement and learning on specific topics.

- Professional Development Workshops: Hands-on sessions focusing on the latest tools and techniques in student records management, data analysis, and compliance with legal standards like FERPA.
- Panel Discussions: Expert panels addressing current challenges and future trends in education management.
- Interactive Q&A Sessions: Direct interaction with speakers and experts to discuss pressing issues and seek advice.
- **Student Academic Monitoring System: S.A.M.S. Workshop (Optional)**
 - Best Practice Sessions - Case studies and discussions on best practices in the creation, maintenance, and security of student records.
 - Technology Demonstrations: Showcases of the latest software and technology solutions designed to improve efficiency and effectiveness in registrar offices.
 - Quik GPA - Weighted and Unweighted GPA Calculator
- **Continuing Education Credits**
 - Opportunities to earn credits required for maintaining professional certifications.

This annual conference is designed to be both educational and supportive, fostering a community among K-12 education professionals where they can grow, learn, and innovate together.

Target Market

TRA's primary market includes 26,407 public secondary schools and 34,576 private schools beginning in the State of Georgia, then expanding to the Southeastern Region, and across the United States with aspirations of international expansion.

Key Market Segments:

- K-12 Registrars
- Record Clerks and Specialists
- School Administrators and Leadership

Marketing Strategy

TRA will employ a comprehensive marketing strategy, leveraging:

- Networking and cold calling
- Social media outreach (Facebook, Twitter, Instagram)
- Company website
- Distribution of brochures and comp cards

Competitor Analysis

Main Competitor:

American Association of Collegiate Registrars and Admissions Officers (AACRAO)

- American Association of Collegiate Registrars and Admissions Officers (AACRAO), which primarily serves collegiate registrars with minimal resources for high school registrars. TRA fills the gap by offering tailored services for K-12 registrars.

SWOT Analysis

Strengths:

- Exclusive focus on K-12 registrars
- Comprehensive resources for record retention and FERPA compliance
- Educational tools for increased efficiency
- Broad membership possibilities

Weaknesses:

- Limited number of consultants at the operating level
- Slow processing due to a smaller employee base

Opportunities:

- Well-defined market niche
- Professional record retention policies
- Uniformity of student record information
- Expansion beyond Georgia
- Annual conference for collaboration

Threats:

- Large agencies operating at a minor level
- Small consultancies entering the market

- Competitive job market
- Globalization and supply chain challenges
- Technological changes
- Poaching and data security issues

Operations and Management

Company History:

- TRA was created on December 7, 2019, to promote advocacy and provide professional resources for registrars in K-12 academic institutions. The organization aims to enhance job performance and efficiency through professional development and innovative services.

Management Structure:

- Managed by CEO/Founder Kechia Minter, supported by an Office Manager and additional staff for daily operations.

Organizational Timeline:

- TRA offers annual memberships to ensure ongoing availability of resources and professional development opportunities.

Company Assets

- Ownership and trademark of the Student Information Monitoring System (S.A.M.S.)™.

Financial Projections

Projected Income Statement for 2023:

- Revenues: \$1,000,000
- Cost of Goods Sold: \$450,000
- Gross Profit: \$550,000
- Total Expenses: \$457,000
- Net Income (Before Tax): \$93,000

Expenses Breakdown:

- Includes sales and marketing, R&D, insurance, legal services, rent, utilities, and more.

Employment Opportunities

The Registrars Association SWOT Analysis

S

Strengths



- Exclusive focus on K-12 registrars
- Comprehensive resources for record retention and FERPA compliance
- Educational tools for increased efficiency
- Broad membership possibilities

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Weaknesses



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Opportunities



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T

Threats



- Large agencies operating at a minor level
- Small consultancies entering the market
- Competitive job market
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- Technological changes
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The Registrars Association

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Investment Opportunity Presentation

Presented by Kechia Minter, Founder/CEO
Saturday, July 13, 2024

Executive Overview

Welcome to this investment opportunity presentation for The Registrars Association, LLC. where I will outline a transparent and secure plan for your initial investment in our company.

We are a forward-thinking organization dedicated to enhancing the professional development and operational efficiency of registrars across K-12 institutions. Today, I am excited to discuss how an investment in our company can yield significant returns, including a 30% profit on your initial investment over five years. Our approach combines regular dividend payments with a final principal reimbursement strategy.

Company Background

- **Established:** 2019
 - **Location:** Atlanta, Georgia
 - **Mission:** To provide innovative educational resources and services to K-12 school registrars.
 - **Achievements:** Recognized for pioneering advanced record-keeping solutions that enhance educational standards and compliance.
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Investment Details

- **Initial Investment:** \$10,000
 - **Projected Return:** \$13,000 (Including the initial investment + 30% profit)
 - **Investment Period:** 5 Years
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Financial Projections

Our company has demonstrated consistent revenue growth, and we project this trend to continue:

- **Year 1:** Revenue = \$1,000,000; Net Income = \$93,000
 - **Year 2:** Revenue = \$1,200,000; Net Income = \$131,600
 - **Year 3:** Revenue = \$1,440,000; Net Income = \$157,920
 - **Year 4:** Revenue = \$1,728,000; Net Income = \$189,504
 - **Year 5:** Revenue = \$2,073,600; Net Income = \$227,405
-

Dividend Strategy

We are committed to returning value to our investors through regular dividends:

- **Dividend Policy:** 15% of net income allocated annually
- **Yearly Dividends for a \$10,000 Investment:**
 - Year 1: \$279
 - Year 2: \$394.80
 - Year 3: \$473.76
 - Year 4: \$568.52
 - Year 5: \$682.22
- **Total Dividends Over 5 Years:** \$2,398.30

Principal Reimbursement Strategy

- **End of Year 5:** Return of initial investment of \$10,000 alongside the final dividend payment.

Capital Appreciation

- **Required for 30% Profit:** \$601.70 (additional to dividends to reach the \$3,000 total profit target)
- **Business Expansion and Reinvestment:** Ensure that the company's market valuation increases through strategic initiatives, guaranteeing that your investment appreciates accordingly.

Total Year 5 Return

- **Final Year Total Payout:** \$10,000 (Initial Investment) + \$682.22 (Year 5 Dividend) + \$601.70 (Additional Capital Appreciation if necessary) = \$11,283.92
 - **Total Return Over 5 Years:** Initial Investment + Total Dividends + Additional Capital Appreciation = \$13,000
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Rate of Return (ROR)

The rate of return (ROR), also known as return on investment (ROI), reflects the percentage gain or loss on an investment relative to its cost. To calculate the ROR for the scenario where investors receive their initial investment of \$10,000 back along with a 30% profit at the end of five years, we can use the following formula:

$$\text{Rate of Return} = (\text{Final Value of Investment} - \text{Initial Investment} / \text{Initial Investment}) \times 100$$

Given that the final value of the investment is \$13,000 (the initial \$10,000 plus \$3,000 profit), the calculation would be:

$$\text{Rate of Return} = (\$13,000 - \$10,000 / \$10,000) \times 100 = 30\%$$

This calculation shows that the investment offers a 30% rate of return over a period of five years. To express this annually as an average annual return, assuming the return compounds each year, you can use the formula for the compound annual growth rate (CAGR):

$$\text{CAGR} = \left(\left(\frac{\text{End Value}}{\text{Start Value}} \right)^{\frac{1}{\text{Number of Periods}}} - 1 \right) \times 100$$

Applying this to your investment:

$$\text{CAGR} = \left(\left(\frac{\$13,000}{\$10,000} \right)^{\frac{1}{5}} - 1 \right) \times 100 \approx 5.38\%$$

Thus, the compound annual growth rate for your investment, assuming the profit is achieved uniformly over the five-year period, is approximately **5.38%** per year. This metric is useful for comparing the profitability of the investment with other opportunities that might have different time frames or initial investments.

Annual Breakdown

1. Year 1:

- Dividend: 6% of \$10,000 = \$600
- Appreciation: 5% of \$10,000 = \$500
- Total Value at Year End: \$10,000 + \$600 + \$500 = \$11,100

2. Year 2:

- Dividend: 6% of \$10,000 = \$600
- Appreciation: 5% of \$11,100 = \$555
- Total Value at Year End: \$11,100 + \$600 + \$555 = \$12,255

3. Year 3:

- Dividend: 6% of \$10,000 = \$600
- Appreciation: 5% of \$12,255 = \$613
- Total Value at Year End: \$12,255 + \$600 + \$613 = \$13,468

4. Year 4:

- Dividend: 6% of \$10,000 = \$600
- Appreciation: 5% of \$13,468 = \$673
- Total Value at Year End: \$13,468 + \$600 + \$673 = \$14,741

5. Year 5:

- Dividend: 6% of \$10,000 = \$600
- Appreciation: 5% of \$14,741 = \$737
- Total Value at Year End: \$14,741 + \$600 + \$737 = \$16,078

By the end of year five, the total value of the investment, including dividends and appreciation, would be \$16,078, which exceeds the target profit of \$13,000.

Capital Appreciation

In addition to dividends, we expect the value of your investment to appreciate significantly due to:

- Strategic business growth
 - Reinvestment of retained earnings
 - Expansion into new markets
-

Exit Strategy

Options for liquidating your investment:

- **Sale of Shares:** At market value at the end of the investment period or during any strategic liquidity events.
 - **Buy-Back Option:** Under specific conditions as agreed upon at the investment time.
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Risk Management

We employ a rigorous risk management strategy to safeguard investments:

- Diversification of service offerings
- Regular financial audits
- Compliance with educational and financial regulations

Conclusion & Call to Action

Investing in The Registrars Association, LLC represents an opportunity to be part of a growing company in the educational sector, promising a substantial return on investment. We invite you to join us on this journey to reshape educational administration and benefit from the financial rewards of our success.

Join us at The Registrars Association, LLC to see your investment not only support vital educational advancements but also grow by a guaranteed 30%.

Thank You!

Thank you for considering this investment opportunity. We look forward to the possibility of welcoming you to our team of esteemed investors.

- Positions available include Senior Office Manager, Receptionist, Marketing Associate, IT Coordinator, Membership Specialist, Customer Service Representative, and Security Guard.

Conclusion

With a solid operational foundation and a clear financial strategy, The Registrars Association, LLC invites investors to join us in our mission to empower educational professionals and improve K-12 educational systems while offering a promising return on investment. Join us to make a lasting impact in the educational sector and achieve significant financial returns.



The Registrars Association






A place where K-12 registrars can grow and glow!

THE REGISTRARS ASSOCIATION, LLC EMPOWERING REGISTRARS FOR ETHICAL EDUCATION

ABOUT US

The Registrars Association, LLC (TRA) is a non-profit organization with 501 (c)(3) status. TRA provides education resources, a continuum of services, and a platform for secondary school Registrars in K-12 public and independent schools. TRA will increase awareness and offer professional development opportunities essential to job performance, emphasizing innovative services to its members and ethical educational practices for students, parents, school personnel, and leaders.




SERVICES WE OFFER

-  Blog Network Capacity
-  Awards Ceremony / Annual Conference
-  Web Access to Free Educational Resources
-  Professional Development Opportunities
-  Corporate Discounts / Legal Representation (In Progress)

JOIN TRA TODAY

AND START ENJOYING THE BENEFITS OF MEMBERSHIP!

CONTACT INFO

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(404) 436-1157
-  EMAIL
info@trallc.org
-  ADDRESS
223 Smith Lane, Ashburn,
GA 31714



WEBSITE
www.trallc.org

MEMBERSHIP APPLICATION FORM

membership fee

PRECONFERENCE \$99.99

INITIAL MEMBERSHIP \$499.99

ANNUAL RENEWAL MEMBERSHIP \$249.99

NAME

FIRST NAME

MIDDLE NAME

LAST NAME

SCHOOL

GRADE LEVEL

CURRENT POSITION

SUPERVISOR'S NAME

SCHOOL DISTRICT

MEMBER EMAIL

