

# MSACROA PRESENTS: Defining our Roles in our Communities: From MOOCS to the Classroom, Around the World to Around the Corner



Middle States Association of Collegiate Registrars and Officers of Admission  
83<sup>rd</sup> Annual Conference and Meeting  
December 2 – 5, 2013  
Revel Resorts Hotel and Casino, Atlantic City, NJ

**MIDDLE STATES ASSOCIATION OF COLLEGIATE REGISTRARS AND OFFICERS OF ADMISSION**  
**83<sup>rd</sup> Annual Conference and Meeting**  
**Monday, December 2<sup>nd</sup> – Thursday, December 5<sup>th</sup>, 2013**  
**Revel Resorts Hotel and Casino, Atlantic City, NJ**

It is my honor to announce the program for our eighty third annual conference and meeting. On behalf of the hard-working members of the Executive, Program, and Local Arrangements Committees, I invite you to attend our conference in Atlantic City on December 2<sup>nd</sup> – 5<sup>th</sup>, 2013. We have created a new and exciting program for you based on the theme of examining our role in creating communities – be it small classroom settings of 25 students or Massive Online Open Courses of 50,000 students. We reach our students locally in our backyards and in diverse communities around the world through recruitment and internship programs. Our ability to create our “brand” within our defined community sets each of our schools apart even as we compete for the same amazing students. So what is our Role? How do we define our Community?

- This year our illustrious VP’s for Admissions and for Registration have worked extra hard to bring you two workshops for Monday afternoon. Both are designed for new professionals to the field and presented by our wonderful colleagues who have mentored us throughout our MSACROA time:
  - Fundamentals of Admissions is designed for newer professionals to the field who have started working in the field but would really like someone to tell them what we are supposed to be doing (now that we have been doing this for a year or two) and what we really should be thinking about for the future. Helpful hints, how to make things go more smoothly, how to mentor newer staff and colleagues, how to “up the numbers” without making ourselves crazy...
  - And for the Registrars: the same idea – have we been learning the field but not really mastering the skills? And what should those skills be? Is there a more efficient way of doing all that we do (we’re not talking about the database / technical side of things but rather the process side). If you are very new to the profession, just changed fields into a registrar’s office, or are really fascinated by the profession, this might be a great workshop and great people to meet.
- Our Keynote Speaker, Dr. Ken Hartman, serves as a senior fellow from Eduventures. Dr. Hartman former President of Drexel University Online and Director of Admissions and Guidance Services for College Board, will join us to give his perspective on the role of higher education in communities and what we can do as “institutions” to influence our own space around us. <http://www.kenhartman.com/about.html>
- Once again, we have invited Mike Reilly, Executive Director of AACRAO, to present the Government Relations and Public Policy update. As members of MSACROA, working for colleges and universities in this region, we are uniquely situated in one of the largest single regions in the country. We could have a tremendous influence at the federal level with respect to what’s going on in higher education. It is our responsibility; therefore, to become knowledgeable and to engage in the debate. Mike will give us some hints on getting started.  
[http://www.aacrao.org/fullArticle/13-09-05/Executive\\_Director\\_Update\\_-\\_September\\_5\\_2013.aspx](http://www.aacrao.org/fullArticle/13-09-05/Executive_Director_Update_-_September_5_2013.aspx)  
and  
<http://www.aacrao.org/federal-relations/federal-relations/issues-and-advocacy/position-papers.aspx>
- Of course, no MSACROA conference would be complete without our FERPA sessions. We will have sessions from Dale King and Pinhas Friedenber, as well as from LeRoy Rooker, throughout the conference, so whether you are able to join us for the full conference or just a day, you will be able to get your FERPA questions answered.

- Our conference registration fee includes:  
Three (3) continental breakfasts (Tuesday – Thursday), a Networking Reception (Monday evening), a Special Event (surprise!), a Catered Luncheon on Wednesday (please sign up for this on the registration form under “Business Luncheon” so we can give an accurate count for the caterers), as well as door prizes and all the vendor swag you can carry home!
- ***We are thrilled (and give a huge shout out and thank you to Ian White) to offer an app for your smartphone or tablet to help keep you organized for the conference.***

As you know, MSACROA is the best opportunity for professional and staff development, collegiality and networking, and leadership training available for the money. Please register now, to attend our conference: [www.msacroa.org](http://www.msacroa.org).

On behalf of the Program, Executive, and Local Arrangements Committees,  
We welcome you and hope to see you soon,

-Fran

Fran Burman, President-Elect  
Academic Program Manager, Epidemiology  
Johns Hopkins Bloomberg School of Public Health



Revel Resorts Atlantic City (Sky Garden)

## **MONDAY, DECEMBER 2, 2013**

9:00 AM – 11 AM Executive Committee Meeting

9:30 AM – 10:45 AM Local Arrangements Committee Meeting

11:00 AM – 12 PM Exec, Program, and LAC Luncheon

12:30 PM – 4:30 PM Registration and Hospitality Booths Open

### **WORKSHOPS      1 PM – 4 PM**

#### **1.1.1 - Fundamentals of Admissions**

*Deborah Bowles, Former Assoc. Chancellor for Enrollment Mgt; Rutgers University  
Courtney McAnuff, Vice President for Enrollment Management; Rutgers University  
William Larousse, Director of Undergraduate Admissions; Rider University  
Richard Sunday, Senior Associate Dean of Admissions; Long Island University  
Sheryl Sobiesiak, Senior Director; Higher Education Services, Middle States Regional Office,  
The College Board*

This session is intended for people who have been in the admissions profession for three years or less. Experienced admissions folks will discuss with participants a range of issues and experiences important to the profession and service to students. Come and learn more about our field and share your experiences and concerns.

#### **1.1.2 - Registrar Fundamentals**

*Michele Dunn, Registrar; Ramapo College of New Jersey  
Alan Sims, Former Registrar; University of the Sciences  
Lisle Henderson, Registrar; Pratt Institute*

“Registrar Fundamentals” is for members of the profession who have been in registrar or registrar-related positions for less than two years. The course deals with such fundamental issues as:

- the role and mission of the registrar in higher education today
- the scope of the profession

##### Functional Areas

- Registration
- Degree Audit/ Academic Advising
- Class/Event scheduling/publishing (exam)
- Transcript processing
- Academic Calendar
- Maintenance of Student Academic Records
- Graduation Processing/ Commencement
- Student Academic Progress (probation, dismissal, Dean’s List)
- Enrollment/degree certification & reporting
- helpful information resources that registrars use for their daily work;
- the registrar’s impact on academic policies and regulations

- the latest interpretations of FERPA and other federal compliance issues.

This session is facilitated by a panel of experienced members of the profession. Participants compare notes on a wide range of topics of common interest and create a helpful network of colleagues at other institutions.

### **1.1.3 - Veterans Education Benefits**

*Jeff Culp, Veterans Education Advisor, Pennsylvania Department of Education*  
*Judy Schwartz, Veterans Affairs Certifying Official; DeSales University*

An overview of the Post 9/11 GI Bill Improvements Act of 2010, current GI Bill benefits and updates, and the impact of veterans' education benefits on Financial Aid and other benefit programs. We will present an overview of the responsibilities of the School Certifying Official and the advantages of the Yellow Ribbon program.

## **SESSIONS 2:30 PM – 4 PM**

### **1.2.1 - Transforming Transcripts**

*Naomi Nash, Associate Registrar; University of Delaware*

In follow-up to the 2012 MSACRAO presentation, Implementing Electronic Transcripts A-Z, the University of Delaware's Registrar's Office is now live with electronic PDF transcripts. Review the steps we had to take to reach implementation and explore what electronic delivery has meant for us. And, we don't want to stop with electronic PDFs – learn about the other exciting transcript options we are exploring with our transcript service vendor. This session is designed to review some of the challenges we encountered, decisions we had to contemplate and share lessons learned.

### **1.2.2 - Developing a Business Continuity Plan**

*Steven Smith, University Registrar; University of Maryland, Baltimore County*  
*Greg Gooden, Information Technology Specialist; University of Maryland, Baltimore County*

Breaks in continuity such as the loss of an employee or an untimely closure of campus can be detrimental, especially if they are unexpected. See how the UMBC Registrar's Office has developed a business continuity plan. This session will examine the process, from the plan to the final web-based output.

**4 PM – 5 PM**                    **Committee Meetings (as called by the various committee chairs)**

**5 PM – 6 PM**                    **President's Reception**  
 Please join President Tom Mantoni and the members of the Executive Committee at this welcome reception to kick off the 83rd annual conference!

**7 PM**

**New Members' Dutch Treat Dinner**

All new Members and anyone else looking for company for dinner is welcome. The location will be announced during the President's reception.

**TUESDAY, DECEMBER 3, 2013**

**7:30 AM – 9 AM Continental Breakfast**

**8 AM – 9 AM**

**New Members Breakfast** *(Register for this event on the registration form)*

New Members and First Time Attendees are encouraged to join members of the Executive and New Members Committees for this networking introduction to MSACROA. Welcome!

**8 AM – 4:30 PM**

**Registration and Hospitality Booths OPEN**

**8 AM – 4:30 PM**

**Exhibit Hall OPEN**

Visit our sponsors and vendors to view their new products to make our professional lives easier!

**9:15 AM – 10:30 AM “The New Higher Education Highway: Caution, Bridge Out Ahead”  
Dr. Ken Hartman**



Dr. Ken Hartman serves as a senior fellow from Eduventures. He is the former President of Drexel University Online and Director of Admissions and Guidance Services for College Board, and his remarks will focus on connecting and making sense of both internal and external forces currently effecting Higher Education, and suggest possible "exist ramps" for MSACROA members.

**10:30 AM – 11 AM Refreshment Break in Exhibit Hall**

**SESSIONS 11 AM – 12:15 PM**

**2.1.1 - How To Make This Work... Getting Through Your First Conference**

*Fran Burman, President- Elect, MSACROA and Academic Program Manager, Department of Epidemiology; Johns Hopkins Bloomberg School of Public Health*

Are you inherently shy? Do you know anyone else here? Maybe you've been in the field for years but haven't attended a conference in a few years. If so, this session is for you. As president-elect, I had the opportunity to attend AACRAO for the first time after being active in

MSACROA for 20 years and found being a kind of "senior" newbie ultra-challenging. Let's brainstorm and come-up with ways to make the newbie experience a positive, fun, and worthwhile one.

### **2.1.2 - Resumania! Fine Tuning Your Resume**

*Helena Minerva, Assistant Registrar; Hofstra University*

Does your Resume pass the 10 second test? It will by the time you leave this session! This hybrid meeting (half informational session, half workshop) will review current trends and guidelines in Resume and Cover Letter writing, and apply them to the field of Higher Education. Bring your own resume and/or cover letter along for the peer editing portion where we will utilize the skills learned and assist one another to maximize the potential of these important documents.

### **2.1.3 - Help Plan the Future of NJ Transfer**

*John Scott, Director, New Jersey Statewide Transfer Initiative; NJ Transfer, Burlington County College*

*Linda Tromp, Associate Director, New Jersey Statewide Transfer Initiative; NJ Transfer*

Since 2002 NJ TRANSFER has served as New Jersey's primary provider of transfer and articulation information for students transferring from a community college to a four-year public or private institution in the State. We are continually seeking new ways to improve/utilize the NJ Transfer system to better serve the transfer student and the two- and four-year sectors. To help us achieve our goals, we are seeking input from our various stakeholders - students, faculty and staff. This session is an opportunity to share your thoughts and ideas on how we might better serve you and your students. What changes would you like to see made to the current interface? Are there areas of the Website that are difficult to navigate or confusing? What new functions would you like to see added? Help us plan the future of NJ Transfer.

### **2.1.4 - The Concurrent Admissions Program: Identifying Tomorrows' Veteran Students Today**

*Mark Sifford, Project Director; Servicemembers Opportunity Colleges*

*Mark Mazarella, Education Services Specialist; US Army Harrisburg Recruiting Battalion*

The Concurrent Admissions Program (ConAP) is a unique partnership between the Army Recruiting Command and more than 1,950 post-secondary institutions who are members of Servicemembers Opportunity Colleges (SOC). The programs purpose is to forge a connection between Future Soldiers and a ConAP college at the time of enlistment. By establishing this relationship early, the Future Soldier is more likely to capitalize on earned education benefits while on active duty and/or the use of GI Bill benefits after leaving military service.

### **2.1.5 - Barely Surviving to Thriving: How We Changed the Face of the Registrar**

*Diana Benmergui, University Registrar; Yeshiva University*

Change can often be a struggle but trying to change an office that has become complacent and satisfied with inadequacy and inefficiency can almost be an impossible task. Being charged with the mission to create a warm, friendly and efficient environment was a challenge that we achieved. In this session we will talk about our philosophies and strategies that helped us become a successful office!

### **2.1.6 - Strategic Yield Management Primer**

*Dr. Ben Enoma, Director of Graduate Admissions; Touro College and University System*

In this workshop, we will develop a technology-assisted communications plan capitalizing on traditional techniques of sealing the deal on admitted students as well as innovative multimedia approaches to connecting with applicants and prospects in the enrollment pipeline. We shall talk about showcasing student life and other meaningful campus engagements by employing a variety of online and hybridized interaction platforms from customized apps to social media weblogs involving current students, alumni, faculty and administration. The strategy is to provide snapshots of the social, academic, athletics (where available) and wellness transitions a new student can look forward to experiencing on campus. We will examine some cutting-edge applications for building a virtual community for stealth enquirers and prospects on the periphery, using some data-mining principles we shall establish some parameters for segmented marketing campaigns. We shall wrap up with a compendium of techniques for maximizing the yield from your pipeline.

### **2.1.7 - Simplify the Catalog, Manage the Curriculum [Gold Sponsor / Exhibitor Session]**

*Joe Jolesch, Account Executive, Digital Architecture*

Learn how Digital Architecture's Curriculog and Acalog systems work together to create the best way to manage, develop, and present curriculum and catalog information. Discover how Curriculog transforms a cumbersome and complex curriculum path into an intuitive, automated process, and is the most flexible system on the market for curriculum development. Explore how Acalog helps to create, organize, and publish electronic catalogs for the web and mobile devices.

### **2.1.8 - Evaluating Transfer Credit and Recruiting Students through TES & Transferology [Exhibitor Session]**

*Shelly Jackson, CollegeSource, Inc.  
Melani Pratt, CollegeSource, Inc.*

Approximately one out of three students will transfer throughout their collegiate career. Is your institution prepared to capture these students? Join us as we show how CollegeSource's TES and new Transferology system work together to simplify the administrative process for determining and managing course equivalencies while also allowing prospective students to see how previously completed coursework may transfer to your institution.

**12:15 PM – 1:45 PM LUNCH ON YOUR OWN**

**SESSIONS 1:45 PM – 3 PM**

**2.2.1 - Green with Envy, Leaping your Catalog into the Future [Exhibitor Session]**

*Gail Rauenzahn, Associate Registrar, Johns Hopkins University  
Shari Friedman, Account Executive, Leepfrog Technologies*

Are you ready to leap into the future and away from paper catalogs that are outdated before they even complete the publication process? We were and we did! In support of Johns Hopkins University's green initiative and enhancing our student experience we have transformed our course catalog and student handbook into an interactive online display. Travel along our road to success as we used CourseLeaf software from Leepfrog Technologies to jump over the hurdles and challenges of converting from a paper catalog to an electronic catalog.

**2.2.2 - Data In.. Data Out.. An Introductory Look at the Office of Institutional Research**

*Matthew Miller, Assistant Registrar for Data Management; Rutgers, The State University of New Jersey - RBHS*

The worlds of Institutional Research and Registrar are highly interdependent. Both deal with different ends of the data spectrum, but still can overlap at times. Each of these offices can benefit from the work of the other, but it is important there be collaboration and an understanding of role that they play. This session touches on some of the varied functions that Institutional Research offices have at institutions of higher education. It would cover some of the important federal, state and accreditation reporting functions, along with some common ad-hoc reports that they may be trying to generate. We will look at some IR best practices and some tools of the trade (both available to the public and restricted to use by the IR office).

**2.2.3 - AACRAO's Self-Assessment Guide for Registrars**

*Susan E. Nelson, Registrar; Rutgers, The State University of New Jersey - RBHS  
Julie E. Ferguson, Assistant Dean Student Affairs and Director, Registrar's Office; Rutgers, The State University of New Jersey – RBHS – New Jersey Medical School*

In this session, AACRAO's newly-updated Self-Assessment Guide for Registrars will be introduced. Join members of the editorial committee who updated the Guide to review how it can help you assess your office. Prepare to challenge assumptions that you have about your institution and your business practices. In this interactive session you will be asked to respond to updated questions on how you organize work processes and provide service to various constituents.

**2.2.4 - Recruiting the Next Generation of College Students: Strauss and Howe  
Generational Theory's Implications for Enrollment Management**

*Richard Beatty, Assistant Director of Adult Admissions; Long Island University - Brooklyn*

*Lisa Romeo, Admissions Counselor; University of Maryland, Baltimore County*  
*Aly Gannon, Assistant Director of Admissions Marketing; Long Island University - Brooklyn*

Colleges and universities are beginning to see the last students from the Millennial Generation. The next generation of college students will be very different from the previous one. They have been surrounded by technology since they were born, been online their entire lives, and get bombarded with messaging every day and as such they will look at the world in a very different way than previous generations. Strauss and Howe Generational Theory give many useful insights on the next generation of students based on the experiences from previous generations. This information will be crucial when developing marketing strategies to attract and advise the Homeland Generation.

### **2.2.5 - Break Through the Clutter with Personalized Communications [Exhibitor Session]**

*Colleen Sheehan, Communications Consultant; PointAcross Solutions*

Ever wonder if your emails, PDFs, links and even your website, are serving your students well? Do you ask yourself daily whether you are heard? Would your job be easier if students took the actions you need, when you need them to? Join us for an interactive discussion about solving the communications gap with multimedia messages, tutorials that hold students' hands through complex processes; emails that are remembered, not ignored. See examples from campuses across the country, and learn how better messaging translates into better customer service.

### **2.2.6 - Using College Scheduler to Ease Registration and Hit your Enrollment Goals [PLATINUM SPONSOR / Exhibitor Session]**

*Mike Ayers, Director of Operations, College Scheduler LLC*

Is making your student's registration experience easy and efficient a goal that your institution strives for? Does increasing enrollment coincide with your institution's goals? Web based schedule planner for use by students when planning their schedule for an upcoming semester, College Scheduler automates the manual pen & paper process and presents the student with every possible schedule option that is open and able to be registered for RIGHT NOW. College Scheduler enables students to maximize credit hours, increase on-time graduation and find the perfect schedule. Creating a schedule around commitments has never been easier. Integrates with Banner, PeopleSoft, Colleague, and more! [Also offered on Wednesday for one day attendees.]

### **2.2.7 - Leading the Way in Transcript Processing Innovation & Customer Service [Exhibitor Session]**

*Jack Weber, Executive Vice President*  
*Terry Reed, Vice President Operations*

As the longest serving e-transcript services company, **Credentials Solutions** is the only provider that offers extraction, sending and tracking of eTranscripts. Our integrated system

optimizes transcript delivery based on the receiving schools' preferences for receiving EDI, XML or PDF formats while also printing and mailing transcripts with eRoboMail. Our call center supports your office, students and alumni, eliminating lobby lines and reducing phone traffic.

### **2.2.8 - FERPA: Student Privacy Rights – Are We Protecting Them?**

*Pinhas Friedenber*g, Senior Associate Registrar; Touro College

During this double-session workshop, we will study and discuss day – to – day situations that surface when dealing with student privacy concerns. As guardians of student records, are we doing a good job?

***(This is a double session and resumes after the refreshment break.)***

**3 PM – 3:30 PM Refreshment Break in Exhibit Hall**

### **SESSIONS 3:30 PM – 4:45 PM**

#### **2.3.1 - Parchment Exchange – eTranscripts and More!**

*Dave Barger*on, Regional Sales Manager; Parchment, Inc.

Parchment® – the “Leader in eTranscript Exchange” is a global education credentials pioneer. We will showcase the Parchment Exchange service, supporting the lifecycle of a transcript. With Parchment’s Send and Receive services, we provide both registrars and admissions offices with proven and security-driven features and an unparalleled established worldwide network.

#### **2.3.2 - A Little Bird Told Me: How Twitter can make you more productive, change your life, reduce cellulite and whiten your teeth!**

*Mary Beth Kurilko*, Interim Director / Assistant Professor of Communication; Philadelphia University

Well, maybe Twitter can't do the last three, but keeping you productive is certainly true. It's one of the best tools out there to help you stay up on news and events in your field.

In spite of its reputation for being a chronicler of what people had for breakfast, Twitter has much more to offer. Can't imagine yourself tweeting? You don't have to! You can use Twitter as a tool to aggregate news on topics important to you. Tame that information overload and get what you want delivered to you - in 140-characters or fewer!

In this session, we'll start with the basics: what Twitter is, how to set up an account, finding interesting people and organizations to follow. You'll learn about the somewhat baffling vocabulary – hashtags, retweets, and link shorteners - and we'll try some tweets of our own. And finally, we'll talk about one of the best uses of Twitter - tweeting at conferences!

Don't miss this entertaining and useful session. Leave your social media fear at the door!

#### **2.3.3 - BANNER Roundtable: Registration, Catalog, and Scheduling**

*Lynne Horgan, Registrar; Hofstra University*  
*Dennis Hopple, Associate Registrar; Bucknell University*

Join your colleagues who utilize Ellucian's BANNER student information system to discuss your issues over the course of two targeted sessions. This format will be an open forum designed for information sharing between new and experienced users. It will allow the attendees the opportunity to share their own experiences, successful and not-so-successful, while gaining from the knowledge of their peers. It is also a great networking opportunity. Please bring your questions and comments so we can all benefit.

### **2.3.4 - Student Directed Academic Access for Parents/Guardians**

*Jeff Palmer, University Registrar; University of Delaware*  
*Debra Wilder, Systems Analyst; University Of Delaware*

The University of Delaware has created a Parent/Guardian Services web application. The application allows students to share portions of their UD education information with individuals they designate as parents or guardians. This session will discuss the implementation of the application, how it is used and the benefits to students, families as well as University faculty and staff.

### **2.3.5 - Exploring Education in Norway (Exhibitor Session)**

*Agron Matoshi, Senior Credentials Analyst; SpanTran Evaluation Services*  
*Sydney Keeter, Assistant Director; SpanTran Evaluation Services*

An exploration of the educational system of Norway at the three levels of education (primary/basic, secondary, and tertiary) and examination of various credentials, academic programs, and benchmark Norwegian credentials

### **2.3.6 - Ellucian Colleague Student Records Roundtable**

*Luke Phillips, Associate Registrar for Systems Management; Felician College*  
*Lisle Henderson, Registrar; Pratt Institute*

Bring your questions and ideas related to student records using the Colleague system to this roundtable discussion. Topics to discuss include registration, graduation, degree audit, curriculum management, reporting, and communications management. To goal of the session is to share ideas and knowledge that can help us solve problems for students.

### **2.3.7 - Transfer Credit Evaluation Roundtable**

*Andrew Steinitz, Assistant Registrar for Transfer Articulation; Pratt Institute*

The transfer credit evaluation is both a science that demands systematic processes and consistency, as well as an art in communicating to both the applicant and department the web of factors that places a person into a program.

To make things more difficult, the transfer evaluator in most schools is a position born out of necessity. Most learning is on the job. Best practices beyond state laws and accreditation mandates are few and far between. Tumble weeds roll across the AACRAO Transfer Listserv. How much time have we spent "recreating the wheel," making custom solutions to problems that we all share? Do you make evaluations manually or with the help of automated tools? Are they formatted to an 8x11 page or strictly digital? How do you get course reviews to departments? To test or not to test?

Come meet your fellow transfer credit evaluators. Bring questions, advice, and your tools of the trade.

### **2.3.8 - FERPA: Student Privacy Rights – Are We Protecting Them? (continues)**

**5 PM – 6:30 PM MSACROA Reception**



*Bask Spa @ Revel (contact directly for appointments)*

## **WEDNESDAY, DECEMBER 4, 2013**

**8 AM – 9:15 AM      Continental Breakfast**

**8 AM – 12 PM        Registration and Hospitality OPEN**

**8 AM – 12 PM        Exhibit Hall OPEN**

### **SESSIONS    9:15 AM – 10:30 AM**

#### **3.1.1 - Does Your Curriculum Management Have an IQ?**

*James J Curry, Jr., Assistant Vice President; Pace University  
Evan Hoberman, Associate Director, STUDENT Systems; Pace University  
Matthew Connell, NYC Campus Director and University Registrar; Pace University*

Join Pace University in their presentation of how to streamline curriculum and degree management processes by mapping out workflow and approvals, leveraging IT Systems while employing good strategies for change management. See how Pace University is using SmartCatalog's IQ Curriculum Management System and Degree Works Degree Audit System to close the loop on managing curriculum from approval to implementation.

#### **3.1.2 - Surviving Change in Higher Education**

*Timothy Smalarz, Associate Registrar; Philadelphia University  
Sarah Beiter, Assistant Registrar for Systems Management; Lehigh University*

It's inevitable. As technology, laws, and other factors in our world change, our jobs need to adapt to be as current, efficient, and effective as possible. In Higher Education, this is especially true, considering the age of students, the need for technology, and the amount of confidential information that passes through each office. Systems change, leadership changes, and sometimes we even drive the change by switching to a new department or institution. In a perfect world, these changes are easy and seamless, but in the real world, most cause anxiety and resistance. The intent of this session is to discuss tips, advice and experience in making transitions in your office or career. By embracing new ideas and sharing them with your current and new colleagues you can bring about positive and lasting effects not only to you and your office, but to the rest of campus.

#### **3.1.3 - What Is Cultural Proficiency and Why Is It Important?**

*Deborah Bowles, President; Raymond A. Brown Center for Education & Public Policy*

Increasing cultural proficiency is necessary to build and strengthen diverse communities. Cultural proficiency allows individuals and institutions to interact effectively with people who differ from them. In this session we will examine individual behavior and organizational cultures. We will talk about how we can reflect upon, understand, and manage our own biases in our interactions with others, especially with those who are different from us.

### **3.1.4 - Increasing Success in the Military Student Market: Promising Practices for Creating and Maintaining a Military Inclusive Campus**

*Mark Sifford, Project Director; Servicemembers Opportunity Colleges*

This session briefly discusses the uniqueness of the military market and its components and provides basic ideas on understanding and working with service members, veterans, and family members. The session offers numerous examples of best practices for working with the military market and how post-secondary institutions can attract this important non-traditional segment of the population.

### **3.1.5 - Register, Register, What Do You Mean?**

*Laura Bush, Director International Affairs; Pratt Institute*  
*Sandra Hampton, Associate Director International Affairs; Pratt Institute*  
*Marcia Approu, Assistant Registrar; Pratt Institute*  
*Lisle Henderson, Registrar; Pratt Institute*

The premise of this session is to demonstrate how team work, collaboration, and support between the Office International Affairs and the Office of the Registrar contributes to the academic success of international students. Some of the topics that will be discussed are: SEVIS issues, degree audits and best practices.

### **3.1.6 - Save Your Budget with Scrip-Safe's Total Transcript Solution [Exhibitor Session]**

*Mindy Starcher, National Sales Director; Scrip-Safe*  
*Jim Wager, Vice President and CIO; Scrip-Safe*

Overwhelmed by all the choices for electronic transcript services? Concerned about your rapidly decreasing budget? Let SCRIP-SAFE help with our Total Transcript Solution. Not only can we provide online transcript ordering and electronic and paper transcript delivery, but in our Transcripts on Demand Elite service, we also provide **FREE** custom transcript security paper! As the only transcript paper company also offering electronic transcript services, we are the only ones that can offer this level of service. Join Mindy and Jim as they describe the options available and share information on how you can save your budget by outsourcing your transcript processing to SCRIP-SAFE.

### **3.1.7 - Creating a Single System for Catalogs, Curriculum Management and Transfer Credit Evaluation [GOLD SPONSOR / Exhibitor Session]**

*Nicole Arsenault, Sales Director; SmartCatalog*

Imagine a system that helps you manage your Catalog and Curriculum Management plus Online Student Forms, Syllabi, Handbooks, HR Directories and even Transfer Credit Evaluation. The

concept of maintaining data in a central repository has been limited to Catalogs and Curriculum Management, but with the right tools, you can do so much more. Wouldn't it be nice to create your own electronic student form in an easy to use template and then attach it to your own workflow? Come see how colleges are using SmartCatalog IQ in ways far beyond the catalog.

**10:30 AM – 11 AM Refreshment Break and Prize Drawings in the Exhibit Hall**

(You must be present to win all of those interesting giveaways from our exhibitors and sponsors!)

**11:15 AM – 12:15 PM Plenary Session with Mike Reilly, Executive Director;  
American Association of Collegiate Registrars and  
Admissions Officers.**

MSACROA is pleased to welcome Mr. Mike Reilly from AACRAO for the AACRAO Federal Relations Update: <http://www.aacrao.org/federal-relations/federal-relations.aspx>

**12:15 PM – 2 PM Conference Luncheon and Business Meeting**

(This lunch is included in your registration fee. Please make sure to sign up during your registration.) This is a great time to meet new people, find out who will be your new Executive Board, and recognize this year's Honorary Members.

**2 PM – 4:30 PM Registration and Hospitality OPEN**

**SESSIONS 2:15 PM – 3:30 PM**

**3.2.1 - FERPA – Today and Tomorrow**

*Dale King, Director; Family Policy Compliance Office, US Department of Education  
LeRoy Rooker, Senior Fellow; AACRAO  
Pinhas Friedenber, Sr. Associate Registrar, Touro College (Convener)*

Dale King will start the session with a presentation on where FERPA is today and where it is heading. LeRoy Rooker will join him in the course of the session as they discuss a number of scenarios and the issues of interest to them.

**3.2.2 - Using College Scheduler to Ease Registration and Hit your Enrollment Goals  
[Platinum Sponsor / Exhibitor Session]**

*Mike Ayers, Director of Operations, College Scheduler LLC*

Is making your student's registration experience easy and efficient a goal that your institution strives for? Does increasing enrollment coincide with your institution's goals? Web based schedule planner for use by students when planning their schedule for an upcoming semester,

College Scheduler automates the manual pen & paper process and presents the student with every possible schedule option that is open and able to be registered for RIGHT NOW. College Scheduler enables students to maximize credit hours, increase on-time graduation and find the perfect schedule. Creating a schedule around commitments has never been easier. Integrates with Banner, PeopleSoft, Colleague, and more! [Also offered on Tuesday for one day attendees.]

### **3.2.3 - What Can YOU Do To Create Community Within And Around Your Office?**

*Diana Benmergui, University Registrar; Yeshiva University*

Whether it is managing a multi-campus environment or a small office with only a handful of employees, whether you are part of management or not; YOU can be a leader. But what does it mean to be a leader? How can I effect change within my office or campus or university? How can I influence the people around me to achieve common goals? How can I be the best that I can be? This session will explore leadership philosophies based on research and how to employ them within your setting.

### **3.2.4 - So Now I'm (check one) [an Assistant Registrar], [an Admissions Counselor], [an Enrollment Specialist], What's next???**

*Peter R. Falk, Director of Special Projects; Rutgers University - Biomedical & Health Sciences  
Lynne Horgan, Registrar; Hofstra University*

*Ian White, Registrar and Director of Institutional Research; Caldwell College*

*Anne Daly Eimer, Director Admissions & Registration; Cumberland County College*

*Joseph Santivasci, Assistant Vice President for Enrollment Management, University Registrar;  
West Chester University*

Join in a discussion on navigating your career path in higher education. This session includes presenters with backgrounds in admissions, records & registration, enrollment management, institutional research and academic affairs with a combined experience of 70+ years in public and private higher education. They'll describe their own varied paths to careers in higher ed., including lessons learned, skill sets that have helped them succeed and the speed bumps they have experienced. The panel will share their stories and answer questions. Come armed with your questions and success stories and/or pitfalls to share with the group.

### **3.2.5 - Transgender Record Keeping in Higher Education: An Open Discussion**

*Steven Smith, University Registrar; University of Maryland, Baltimore County*

Information will be shared regarding records as they relate to transgender students, including an overview of discussion conducted by an AACRAO task force on this issue. The information will be presented in a format that invites open discussion so that we can learn the practices at other institutions.

## **SESSIONS 3:45 PM – 5 PM**

### **Meet your Regional Representatives & Roundtables:**

**3.3.1 CAPACRAO: Chesapeake & Potomac.... Steven Smith and Drew Thiemann**

**3.3.2 DVACROA: Delaware Valley... Melissa Gerding**

**3.3.3 NJ-NYACROA: New Jersey / New York Susan Nelson**

**3.3.4 AACRAO: US Melanie Gottlieb**

### **3.3.5 - BANNER Roundtable: Student Records**

*Lynne Horgan, Registrar; Hofstra University*

*Dennis Hopple, Associate Registrar; Bucknell University*

Join your colleagues who utilize Ellucian's BANNER student information system to discuss your issues over the course of two targeted sessions. This format will be an open forum designed for information sharing between new and experienced users. It will allow the attendees the opportunity to share their own experiences, successful and not-so-successful, while gaining from the knowledge of their peers. It is also a great networking opportunity. Please bring your questions and comments so we can all benefit.

### **3.3.6 - PeopleSoft Roundtable**

*Thomas P. Castiglione, Registrar; Long Island University; Brooklyn*

Roundtable session on PeopleSoft roundtable/cracker barrel: bring us your "tales of woe" and we'll problem solve some solutions. Or bring us your solutions so we don't have any more TOW!

## **THURSDAY, DECEMBER 5, 2013**

**8 AM – 9 AM Continental Breakfast**

**8 AM – 11 AM Registration and Hospitality OPEN**

## **SESSIONS 9 AM – 10:15 AM**

### **4.1.1 - FERPA Questions and Answers**

*LeRoy Rooker, Senior Fellow, AACRAO*

*Pinhas Friedenberg, Senior Associate Registrar, Touro College*

Bring your FERPA questions and we will discuss them, as well as best practices, as they relate

to our day to day operation. If you have questions that you would like to discuss but are not comfortable in identifying yourself or your institution, you may email them prior to the meeting to Pinhas Friedenber at: [ferpadoc@yahoo.com](mailto:ferpadoc@yahoo.com) (your privacy will be protected).

#### **4.1.2 - Process Mapping: What Is and What Can Be**

*Patti Mathay, University Registrar; University of Pittsburgh*

Do you have business processes that have been in place for so many years that nobody really knows why you do what you do? When you ask the question “Why do you do it that way?” is the answer “because we have always done it that way”? These may be signs that it is time to revisit and revise your processes to make them more effective and more efficient. In this interactive session we will discuss a simple technique that can be used to improve your business processes.

#### **4.1.3 - If These Halls Could Talk: Film Showing and Diversity Dialogue, Part I**

*Mun Wah Lee, Director/Founder; StirFry Seminars & Consulting*

If our halls could talk, what would they say about the alarming rates of students of color leaving our colleges? What would they say are some of the causes for their departures? What would our students say it is like to be a minority student at a predominantly white campus? Are faculties and staff prepared for this influx of students from different backgrounds? When conflicts arise around diversity issues on the campuses and in the classroom, are administrators and teachers prepared to handle them? What are some of the solutions needed to confront these problems? These and many other issues are discussed in this dynamic new film.

In the summer of 2010, the director gathered eleven college students from around the country to answer some of these questions. In the process of sharing their stories and different life experiences with each other, they discover and expose the complexity and anguish that accompany them, while trying to be understood and validated in a predominantly white environment. This film reveals the truths underlying the festering silence on all of our campuses and provides the means in the follow-up dialogue to talk about our differences in an honest, receptive, and, eventually, transformative environment.

***(This is a double session and continues into the next time slot as well.)***

### **SESSIONS 10:30 AM – 11:45 AM**

#### **4.2.1 - Commencement from Start to Finish**

*Lisle Henderson, Registrar, Pratt Institute*

*Emma Legge, Director of Student Involvement, Pratt Institute*

Commencement: It is the day we live for in the Registrar’s Office! Hear how we created a successful Commencement Ceremony for our students, parents, and faculty. We will walk you through the Application Process, the Commencement Committee, planning, publication – including programs and invitations to the students and parents, a Graduation Fair, Marshals, Locations and all of the insanity that surrounds a successful ceremony.



Final notes: Messages from your Local Arrangements Committee:

- We welcome you to Atlantic City and Revel Resorts Hotel & Casino. This hotel is laid out vertically instead of horizontally. We will be glad to take you on a walking tour on Sunday. Of course, you can always find any of us with our badges and ribbons to follow during the conference as well.
- MSACROA has a tradition of sharing door prizes from our universities' school stores (or alumni offices). Bring something amusing and fun (or a mug) to share and hopefully, you'll be carrying something interesting (or a hat or tee-shirt) home, too.
- Additionally, over the years we have paired with a community group from the neighborhood hosting us. This year, please bring a school supply or two (markers, crayons, box of tissues, hand sanitizer, pens, pencils) for donation to the Pennsylvania Avenue School. It is the K-8 public school nearest Revel.
- Join us by volunteering your smiling faces at the hospitality table. We're not asking for huge amounts of time (an hour here or there), just to greet people and help us out. If you are interested, contact Elyce Lykins at [eml10@psu.edu](mailto:eml10@psu.edu) for more information ahead of time. If you find you have time during the conference, please stop by and sign up. We'd love to get to know you and we can use all the help you are willing to provide.

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Please note that we like trees so this program will not be available in printed form at the conference; however, we will provide a pocket program in your welcome bag. We will be making changes to the Program (it's bound to happen with people adding and changing their sessions, etc.) and we will make every effort to update the online document until mid-November. After that, any changes / cancellations or additions will be posted at the Conference.

### **Refund Policy**

Conference Fees are refundable through October 31, 2013. Beginning November 1, all conference fees are non-refundable but are transferrable.

CONFERENCE REGISTRATION IS AVAILABLE AND OPEN ON OUR WEBSITE:  
[WWW.MSACROA.ORG](http://WWW.MSACROA.ORG)

Early Bird Registration (until 10/31/13):

MSACROA Member: \$385.00

MSACROA Non-Member: \$460.00

Late Registration

MSACROA Member: \$435.00

MSACROA Non-Member: \$510.00

1-Day Registration Early Bird (until 10/31/13)

MSACROA Member: \$190.00

MSACROA Non-Member: \$245.00

1-Day Late Registration

MSACROA Member: \$245.00  
MSACROA Non-Member: \$275.00

Guest Registration: \$150.00

Hotel Information: <http://www.revelresorts.com/>

Hotel Reservations: The Revel / MSACROA room rate is \$119 / night.  
Phone Reservations: 609-348-0500, Group reservation code - GMS1113  
On-line Reservations: <https://resweb.passkey.com/go/MSACROA2013>

Hotel Directions: <http://www.revelresorts.com/about/getting-here>

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I would like to extend my very special thank you and sincere gratitude a great number of people:

- First, to Tom Mantoni, for his guidance and unbelievable patience in ‘training’ a new president, it was not an easy job, and I appreciate the gentle nudges in the correct direction.
- Secondly, to the Committee members I had the wonderful opportunity to work with:  
Program, Exec, and LAC:  
Program: Debbie Bowles, Ninette Gironella, Lisle Henderson, Luke Phillips, Patti Mathay, Richard Sunday, and Tom Mantoni had amazing ideas and contacts. I was honored to work with you. Thank you for letting me be a part of your extraordinary group.  
Exec: I still am not sure about this president-thing but thank you for your guidance and earnest care that you have shown this year (Peter Falk, Ian White, Melissa Lenhart Young, and, again Lisle, Luke, Richard, Patti, & Tom).  
LAC (Local Arrangements Committee) Elyce Lykins, Kelly Hart, Tim Smalarz, Regina Wilmes, & Lynne Horgan: You are the most creative, dependable, and competent individuals I know. Thank you for your devotion to the organization and to making our conference great.
- Our presenters: Y’all are great! You volunteer your time, your energy, your knowledge, and your poise to teach us and inspire us to be better in our jobs and our daily interactions.
- Our Exhibitors: You make the conference: fun, happen, playful, affordable, informative, timely, entertaining, yummy (keep filling in the blanks...)!
- And, finally, to the folks back home: my husband, family, and co-workers who have been dealing with the rest of things while we have a conference!

Thank you, all, most sincerely,  
Fran

Thank you for coming to our conference! We hope that it was everything you expected it to be. We welcome your feedback and encourage you to complete the evaluation when it arrives in your in-box. Please consider offering a session next year and definitely bring a friend and colleague and join us in Niagara Falls, NY, November 3 – 6, 2014.

Thank you to our Exhibitors:

College Scheduler LLC	Platinum Sponsor
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