

# Annual Conference and Meeting Program



Middle States Association of  
Collegiate Registrars and Officers of  
Admission

84<sup>th</sup> Annual Conference and Meeting  
November 3 – 5, 2014

Niagara Falls Conference & Events  
Center, Niagara Falls, NY



**MIDDLE STATES ASSOCIATION OF COLLEGIATE REGISTRARS  
AND OFFICERS OF ADMISSION  
84<sup>th</sup> Annual Conference and Meeting  
Monday, November 3 – Wednesday, November 5, 2014  
Niagara Falls Conference and Events Center, Niagara Falls, NY**

It is with great pleasure that I announce the program for our eighty fourth annual conference and meeting. On behalf of the members of the Executive, Program, and Local Arrangements Committees, I invite you to attend our conference in Niagara Falls, NY from November 3<sup>rd</sup> to 5<sup>th</sup>, 2014. The committees have worked hard to bring you a conference experience that will provide you fresh information and ideas, as well as opportunities to network with fellow Admissions and Registrar professionals from the Middle States Region. One of the greatest benefits of the Higher Education community is its willingness to share ideas and innovations.

As you know we took a new approach to our conference when we took your comments into consideration. 2014 is a year of firsts: This is the first time we will be meeting in the Niagara Falls area, the first time we will be holding the conference early in November, and the first time we will be trying our shorter format.

Although we reduced the length of our conference, rest assured we did not reduce our offerings so gear up for a full schedule! In addition to the traditional Monday afternoon workshops, we have added more traditional sessions as well as a series of SIS Crackerbarrels. Tuesday is a full day which includes time between 5:00 and 6:00 for you to “Meet Your Local Associations”. A little later that evening we have a Special Event planned at the Niagara Falls Hard Rock Café. On Wednesday morning Walt Stasinski will provide an entertaining Keynote address which will be followed by our annual Business Meeting and Luncheon.

The conference registration fee includes:

- Continental breakfasts on Tuesday and Wednesday
- Networking Receptions on Monday and Wednesday evenings
- Business Luncheon on Wednesday\*
- Discounted pricing for the Tuesday evening Special Event at the Hard Rock Café\*
- Door prizes

\*Please be sure to sign up for the Business Luncheon and Special event directly on your conference registration as admission is ticketed for these occasions.

The conference program is being updated on an ongoing basis so please check back for changes.

We look forward to another successful conference, and are thrilled you've chosen to participate. Make the most of your time with us – network, learn, and share.

Patti Mathay  
MSACROA President-Elect  
University Registrar  
University of Pittsburgh

## **MONDAY, November 3, 2014**

**9:00 AM – 11:00 AM Executive Committee Meeting**

**9:00 AM – 10:00 AM Local Arrangements Committee Meeting**

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

**12:00PM – 4:30 PM Registration OPEN**

**1:00 PM – 4:30 PM Exhibit Hall and Hospitality Booth OPEN**

### **WORKSHOPS 1:00 PM – 4:00 PM**

#### **1.1.1 – Veterans Education Workshop**

*Jeff Culp, Veterans Education Advisor; PA Department of Education*

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.

#### **1.1.2 – FERPA: Student Privacy Rights - Are we Protecting Them**

*Pinhas Friedenber, Sr. Associate Compliance Officer; Touro College*

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

#### **1.1.3 – Hiring and Interviewing - Session Reinstated**

*Ninette Gironella, Assistant Registrar – Graduation Services; New York University*

Hiring the right employees is a critical function for managers. This workshop will cover steps to hire the best candidate. Learn how to use the structured interview process to find the right employees. Topics include identifying competencies needed, preparing for interviews, using behavior based questions, conducting legally defensible interviews, and evaluating candidates effectively. In this interactive workshop, you will practice job analysis, developing questions, and interviewing techniques.

#### **1.1.4 – Social & Digital Media for Cross-Disciplinary Learning and Engagement**

*Autumn Walden, Enrollment Management Digital Content Specialist; West Chester University of PA  
Joseph Santivaschi, Registrar/Assistant VP for Enrollment Management; West Chester University of PA*

This workshop will discuss and demonstrate specific digital media strategies and tactics, as well as recommended practices and resources that could be applied for cross-disciplinary learning and engagement in higher education. Further, this workshop will provide a current example of how some of these digital media strategies and tactics are currently being used in our Enrollment Management initiatives for faculty, staff, student, and community engagement at West Chester University.

Note: This session is scheduled to conclude at 3:15 PM

## **SESSIONS 1:00 PM – 2:00 PM**

### **1.2.1 – Admissions Fundamentals: Managing a Territory**

*Richard Sunday, Dean of Admissions; Long Island University, Brooklyn*

Effectively managing a recruitment territory is a critical element for any successful admissions operation. When assuming responsibility for a new territory, where do you begin and how do you organize? What data and tools are available to help you research your territory? How do you build relationships with students, teachers and guidance counselors? How do you assess outcomes? This presentation will cover key elements to managing a territory and best practices to consider when on the road and when returning to the office. Although this session is geared to newer Admissions professionals, all experience-levels are welcome. Feel free to share your own practices and insight!

### **1.2.2 – How to Make it Through Your First Conference**

*Fran Burman, Academic Program Manager; Johns Hopkins Bloomberg School of Public Health*

Are you inherently shy? Do you know anyone here? Did you want to learn easy tricks to working a conference or meeting new people? Come join us for a fun fifty minutes and get some practice making new friends and networking with new people.

### **1.2.3 – Find Out Why Over 100 Institutions have already chosen College Scheduler! [Exhibitor Session – Gold Sponsor]**

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

*Brett Connor, Account Executive; College Scheduler LLC*

College Scheduler provides a web-based schedule planner for use by students & advisors to create schedules each semester. Students are able to easily search for all their classes, enter breaks for times they'd like to schedule around and are then presented with all possible pre-made schedules able to be registered for RIGHT NOW with up to the minute data. Our institutions experience increased enrollment credit hours, increased on time graduation and time savings in academic advising! Real time course demand reports available to Registrar's Office. Used by 100+ institutions around the country large & small. Integrates with Banner, Colleague, PeopleSoft, Homegrown & DegreeWorks.

NOTE: This session will be repeated on Tuesday from 10:30 AM – 11:30 AM

## **SESSIONS 2:15 PM – 3:15 PM**

### **1.3.1 – How to Make it to the Next Level in Admissions**

*Richard Beatty, Admissions Advisor; Farmingdale State College*

*Julie Washington, Assistant Director of Admissions; Caldwell University*

*Anne Daly, Director of Admissions and Registration; Cumberland County College*

*Richard Sunday, Dean of Admissions; Long Island University, Brooklyn*

Examining the skills needed to go to the next level of responsibility in admissions. The presentation will also examine the different challenges you will face when in admissions especially your first year, your third year, and your fifth year and examining general problems everyone faces in admissions.

### **1.3.2 – Registrar Fundamentals I**

*Michele Dunn, Registrar; Ramapo College*

*Michael Maysilles, University Registrar; New Jersey Institute of Technology*

*Lisle Henderson, Registrar; Pratt Institute*

This session is for members of the profession who have been in the Registrar or Registrar-related positions for less than two years. The session deals with the most fundamental issues that face new people in the Registrar's Office. This session is facilitated by experienced members of the profession that have experience being new to the Registrar's Office.

### **1.3.3 – CourseLeaf CAT/CIM: Revolutionizes the modification and publication of courses and curricula to create a “most visited” resource for students! [Exhibitor Session]**

*Shari Friedman, Account Executive Leepfrog Technologies*

Let CourseLeaf do all the “heavy lifting” to prepare for your next accreditation review. Learn how CourseLeaf's responsive web-based course forms cleverly incorporate your institution's business logic into an intuitive interface, with tools that empower you to make modifications as needed. The powerful workflow automates communication and tracks approval paths plus integrates with your SIS for an accurate and consistent catalog.

### **1.3.4 – Graduation Audit Tune-Up: Turning a Clunky Process into a Hot Rod-Cancelled**

*Drew Thiemann, Registrar; Washington College*

Is your graduation clearance process in need of some tinkering or a complete rebuild? Does your audit workflow adequately convey information to students and advisors in enough time to help them make early registration decisions and avoid the dreaded 'April surprise'? Even if your current system already works well, this session will explore ways that any Registrar's Office can improve degree completion outcomes by leveraging the data in your SIS, existing reporting tools, your institution's learning management system, and a simple but effective strategic communication campaign that ties it all together. The session will deal with scenarios at both four-year undergraduate institutions and graduate/professional schools. Discussion will also include how to build an effective commencement survey, how to report meaningful completion data to key stakeholders, and how both tools can provide useful feedback to improve your audit process even more in future years.

### **1.3.4 – Graduation Roundtable – New Session**

*Melissa Lenhart Young, Associate Registrar; DeSales University*

This round table discussion is for sharing of ideas, issues and best practices related to Graduation.

**3:15 PM – 3:45 PM Refreshment Break in Exhibit Hall**

### **SESSIONS 3:45 PM – 4:45 PM**

#### **1.4.1 – Jenzabar Crackerbarrel**

*Ian White, University Registrar; Caldwell University*

Join your colleagues using the Jenzabar student information system and talk shop! Share tricks of the trade, discuss best practices and pull from a knowledge base to help solve problems you may be having in your offices.

#### **1.4.2 – Banner Crackerbarrel**

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

Join your colleagues who utilize Ellucian's BANNER student information system to discuss issues or solutions you've encountered. 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.

#### **1.4.3 – General PeopleSoft Crackerbarrel**

*Travis Wisor, Senior Associate University Registrar; University of Pittsburgh  
Ryan Mahramas, Associate University Registrar; University of Pittsburgh*

Come talk shop with other users of PeopleSoft! Share tricks of the trade, discuss best practices and pull from a wide knowledge base to possible help solve problems you are facing in your areas.

#### **1.4.4 – Colleague Crackerbarrel**

*Melissa Lenhart Young, Associate Registrar; DeSales University*

Come meet other Colleague schools. This is an open discussion.

#### **1.4.5 – How to Secure the Human – Addressing Social Engineering in Higher Education- Cancelled**

*Gregory Gooden, Assistant Registrar of Strategic Initiatives; The University of Maryland*

Cyber security doesn't happen only over the computer, sometimes the greatest threat is our biggest assets, our employees. This session will address the issue in lack of training to prevent employees from being Socially Engineered, examine how this can impact student confidentiality, a University's liability, and Student Information System databases, and the discuss a process and plan for conducting training in Social Engineering prevention.

#### **1.4.5– Integration. Automation. Optimization. Service: Your Transcript Processing Partner [Exhibitor Session] – New Session Information**

*Jack Weber, Executive Vice President; Credentials Solutions*

Credentials Solutions has automated transcript processing since 2003. We're the longest serving eTranscript company that offers extraction, sending and tracking of eTranscripts with unparalleled customer service for both your institution and students. Our integrated system optimizes transcript delivery based on the receiving schools' preferences for EDI, XML or PDF formats, while also printing and mailing transcripts with eRoboMail. We will also discuss the recent merger of Credentials Solutions and eSCRIP-SAFE and the benefits it brings to your institution.

#### **1.4.6 – FERPA for Admissions – New Time**

*LeRoy Rooker, Senior Fellow; AACRAO*

We all know how FERPA relates to our current student, but how does it relate to the prospective student. Is it okay to provide personal record information on an applicant to a parent or other family member? Can we discuss their admissions status, scholarship eligibility, and financial aid awards? Come to this session to learn more about how FERPA is interpreted for admissions professionals.

**4:00 PM – 5:00 PM Committee Meetings (as called by the various committee chairs)**

**5:30 PM – 6:30 PM President's Reception**

Please join President Fran Burman and the members of the Executive Committee at this Welcome Reception to kick off the 84<sup>th</sup> Annual Conference.

**7:00 PM New Member/First Time Attendee Dutch Treat Dinner**

All new Members, First Time Attendees, and anyone else looking for company for dinner are welcome.

**TUESDAY, November 4, 2014**

**8:00 AM – 8:45 AM Continental Breakfast**

**7:45 AM – 8:45 AM New Member/First Time Attendee 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!

**8:00 – 4:30 PM Registration and Hospitality Booths OPEN**

**8:00 – 4:00 PM Exhibit Hall OPEN**

**SESSIONS 9:00 AM – 10:00 PM**

**2.1.1 – Creating a Single System for Catalogs, Curriculum Management and Transfer Credit Evaluation [Exhibitor Session – Gold Sponsor]**

*Nicole Arsenaault, 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.

### **2.1.2 – Towards a One-Stop Shop in Enrollment Services**

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

Strategic Enrollment Management requires a robust, malleable and budget conscious communications plan. Admissions being the first port of call must be staffed by persons knowledgeable about all SAS operations, enough to give a guided tour and help all prospects, applicants, transfers, and students navigate institutional processes. There is usually no second chance to make a first impression. Whether your institution favors the one-stop-shop, non-stop-shop, student centered, or administrative centered orientations, or the shop if you dare option, information must flow in multiple directions. In these arenas functional specializations are recommended but Generalists are required. Cross-training work teams, to deliver a consistent brand promise of students' experience are an absolute necessity. This workshop will look at the different policy orientations towards enrollment and find a conceptual if not practical match, we discuss squelching sibling rivalry and other territorial encroachments issues; by fleshing out: Business Process reengineering, Change and People Management, Space and Ergonomics.

### **2.1.3 – eTranscript Exchange: Turning Credentials into Opportunities [Exhibitor Session]**

*Jorge Quintanilla, Regional Manager; Parchment*

Thousands of high schools and postsecondary institutions are sending and receiving transcripts electronically. It just makes sense to enjoy the tracking, communication, and enhanced security that Parchment's patented PDF technology and Exchange Platform can bring. Save up to 85% of the time you spend processing transcripts, and gain 100% peace of mind for you and your students by adopting a platform that will support your credential needs today and in the future. Join Parchment in a discussion about our mission to help students turn their credentials into opportunities through simple and secure eTranscript exchange.

### **2.1.4 – Implementing a Comprehensive Student Services Case Management/Coaching Program**

*Jessica Helmbrecht, Student Services Advisor; Niagara County Community College*

*Denise Prohaska, Student Services Advisor; Niagara County Community College*

*Sabrina Kerfoot, Student Services Advisor; Niagara County Community College*

In June of 2013, Niagara County Community College was awarded a grant through the SUNY System. The goals of the grant are to increase recruitment, retention and graduation in medical programs. In our presentation we will discuss how to implement a case management model, addressing student's wants and needs, academic support and referrals to support services, workshops, developing a student success plan, gain buy in from department coordinators and transfer assistance.

### **2.1.5 – Navigating Roadblocks: The Art and Science of Conflict Resolution**

*Patrick Mulvihill, Office of Academic & Student Affairs; Point Park University*

As academia is repositioning for the future, this session explores the challenges inherent to the fierce conversations that arise from leading significant change within our institutions. Participants will engage in topics related to distinguishing between an individual's position and interests, identifying the various types of personalities present in a conflict, and effective strategies used to protect the systemic point of view needed to lead change.



### **2.1.6 – Registrar Fundamentals II**

*Michele Dunn, Registrar; Ramapo College*

*Michael Maysilles, University Registrar; New Jersey Institute of Technology*

*Lisle Henderson, Registrar; Pratt Institute*

This session is open to all members of the profession that are in the Registrar's or Registrar related positions. The session deals with the many fundamental issues that face a Registrar Office staff. Some topics may include: Degree Audit/Academic Advising, Academic Calendar, Maintenance of Student Academic Records, Graduation Processing/ Commencement, Student Academic Progress (probation, dismissal, dean's list), Enrollment/degree certification & reporting, Catalog publishing, Maintenance of curriculum, Institution withdrawal, NCAA eligibility, helpful information resources that registrars use for their daily work, the registrar's impact on academic policies and regulations. This session is facilitated by 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.

### **10:00 AM – 10:30 AM Beverage Break in Exhibit Hall**

### **SESSIONS 10:30 AM – 11:30 AM**

#### **2.2.1 – Update from the U.S. Department of Education on Recent Guidance, Policy, and Regulations**

*Dale King, Director, Department of Education Family Policy Compliance Office; Department of Education*

This session provides an update from Dale King, Director, Family Policy Compliance Office, on the U.S. Department of Education's recent guidance and policy implementing the Family Educational Rights and Privacy Act (FERPA) and will address the student privacy implications of the Department's regulations implementing changes made to the Cleary Act by the Violence Against Women Reauthorization Act of 2013 (VAWA).

#### **2.2.2 – Find Out Why Over 100 Institutions Have Already Chosen College Scheduler! [Exhibitor session – Gold Sponsor]**

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

*Brett Conner, Account Executive; College Scheduler LLC*

College Scheduler provides a web-based schedule planner for use by students & advisors to create schedules each semester. Students are able to easily search for all their classes, enter breaks for times they'd like to schedule around and are then presented with all possible pre-made schedules able to be registered for RIGHT NOW with up to the minute data. Our institutions experience increased enrollment credit hours, increased on time graduation and time savings in academic advising! Real time course demand reports available to Registrar's Office. Used by 100+ institutions around the country large & small. Integrates with Banner, Colleague, PeopleSoft, Homegrown & DegreeWorks.

NOTE: This session is a repeat of the session offered at 1:00 PM on Monday

### **2.2.3 – How CourseLeaf Helps Manage Change to Semester Schedules [Exhibitor Session] – Revised Session Name and Description**

*Shari Friedman, Account Executive, Leepfrog Technologies*

Are your schedulers buried under a mound of spreadsheets? Do you publish your schedule only to have problems rear their ugly heads during registration? CourseLeaf from Leepfrog provides innovative solutions for curriculum, catalog, and schedule management. CourseLeaf solutions are characterized by intuitive interfaces and tools for end-users and administrators, powerful integration with SIS databases, and embedded business processes driving data collection forms and approval workflows.

CourseLeaf CLSS provides effective visual tools to afford efficiency to the otherwise labor-intensive task of planning, changing and approving the class schedule. Using CourseLeaf CLSS, department schedulers can: see how their schedule is distributed over the week; add courses with a few clicks; drag-and-drop new classes into pre-defined time slots; and validate their schedule against institutional guidelines. Powerful reporting tools let the scheduler evaluate their class schedule based on a multitude of factors including, day/time, specific faculty, title, meeting pattern, and class type. When department schedulers are done, central schedulers and administrators take over through workflow approval and administrator level controls. Attend our session and experience the benefits your institution can receive when they implement exceptional solutions designed to simplify the end-user experience and give administrators control over change. Let CourseLeaf do the “heavy-lifting” in your change management processes.

### **2.2.4 – Streamline Transcript Processing in Your Office! [Exhibitor Session – Gold Sponsor]**

*Mark Kovelski, Transcript Technical Specialist; National Student Clearinghouse*

*Naomi Nash, Senior Associate Registrar; University of Delaware*

*Jacqueline Ottey, Managing Director of Registration & Records; Bergen Community College (TBD)*

*Kristen Smith, Registrar; New York Institute of Technology*

*Samuel Tyszler, Associate Registrar; Yeshiva University*

With technology changing how we live our lives, let automation make your job easier! Learn from peer institutions on how they leveraged different technologies to streamline their transcript processing including using an online ordering system, enabling the delivery of PDF transcripts and full end-to-end automation offering a touch free approach to transcript fulfillment. In this panel discussion you will have the opportunity to learn and ask questions about the decision making process, benefits to your students, implementation, and lessons learned.

### **2.2.5 – Hi! My name is...(what?) My name is...(who?) My preferred name is...**

*Nicole Rovig, University Registrar; Michigan State University*

Student preferred name is an emerging trend among higher education institutions. Whether Marshall prefers to be called Slim, Christine goes by Chris, or an international student wishes to use an adopted Western name, there are a variety of reasons why students may prefer a name other than their legal name to identify themselves. This session will provide an overview of best practices, policy implications, and lessons learned based on Michigan State University’s implementation of preferred name. Session content focuses on the implementation approach, and thus, makes a good case study for examining a project management approach within a functional unit.

### **2.2.6 – Admissions v. Registrar – Can't We All Just get Along?**

*Peter R. Falk, Director of Special Projects; Rutgers, The State University of New Jersey*

*Michele M. Dunn, Registrar; Ramapo College of New Jersey*

*Julie Washington, Assistant Director of Admissions; Caldwell University*

We don't always see eye-to-eye...one side views the other as too lax ...the other views their colleague as too strict and confined by rules...so what happens when you bring the 'used car salesmen' and the 'bean counters' together to explore their differences...Let's get ready to rumble! This is a full audience participation session that will highlight the best and worst of the Admissions and Registrar's offices and, hopefully, agreement on some common ground.

### **11:30 AM – 1:00 PM LUNCH ON YOUR OWN**

### **SESSIONS 1:00 PM – 2:00 PM**

#### **2.3.1 – The ACT: How a Score Becomes a Student [Exhibitor Session]- New Time**

*Carl Forbes, Client Relations; ACT, Inc.*

When students send their score reports to an institution, they send more than just ACT scores. This session will highlight the data points contained in the student record and how they can be used to enhance recruitment and retention efforts.

#### **2.3.2 – Turning up the Heat on College Value**

*Julie Washington, Assistant Director of Undergraduate Admissions; Caldwell University*

*Stephen Quinn, Assistant Vice President, Enrollment Services; Caldwell University*

*Jennifer Whitmore, Assistant Director, University Admissions; Caldwell University*

The value of higher education is under increased pressure, competition, and media scrutiny. Colleges and universities, especially the non-elite, must now answer the question: Are you worth it? This session will examine the context of this larger issue and describe how one small regional private college has begun to answer these questions and seen favorable results.

#### **2.3.3 – Resumnia! Fine Tuning Your Resume**

*Helena Minerva, Scheduling Manager; Fashion Institute of Technology*

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 writing, and apply them to the field of Higher Education. Bring your own resume along for the peer editing portion where we'll utilize the skills learned and assist one another to maximize the potential of these important documents. This session is offered in conjunction with another on Cover Letters, so join us for both to get a well-rounded experience!

### **2.3.4 – Will My Courses Transfer? Help Students Answer this Popular Questions and Many Others with CollegeSource’s Newest Service, Transferology [Exhibitor Session]**

*John Panzica, Transfer Solutions Specialist; CollegeSource, Inc.*

Approximately one of every three students will transfer throughout their collegiate career. Are you making it easy for prospective students both in-state and out-of-state to see how their courses would transfer to your school? Are you interested in a simple way to promote transfer and recruit more students? Join us as CollegeSource reveals our newest service, Transferology.

### **2.3.5 – Can I Interview Prospects by Skype? ABSOLUTELY! - Cancelled**

*Michele Handlir, Admissions Technology Officer; Georgetown University*

*Jessye Crowe-Rothstein, Assistant Director of Admissions; Georgetown University*

Skype is an online communication tool that easily allows you to video chat, voice chat and instant message. Skype has many additional features that make it unique. It's available on Windows, Macintosh, and Linux computers. Along with computers, it is available to use on smartphones, tablets, television, and even handheld devices like iPod touch and PlayStation Vita! More and more colleges and universities are using Skype as part of the interview process for prospective students. Skype is a better way to conduct any interview - but especially for those not in your area. The tool can be used to help in understanding the prospective student's personality, to check communication skills, assess maturity, and sense their motivation. Also, Skype is a handy tool to assess international applicant's English language skills, beyond the TOEFL or IELTS exam results. Skype is easy to use and there is no special equipment needed by the university or the prospective student -- beyond a strong internet connection.

### **2.3.5 – Class Scheduling Roundtable - New Session**

*Patti Mathay, University Registrar; University of Pittsburgh*

Join your colleagues from around the region to discuss Class Scheduling. There is no set agenda so bring your questions and ideas and come ready to share.

### **2.3.6 – Diplomas on Demand – Your In-House Diploma Printing Solution [Exhibitor Session]**

*Liz Wright, Sales Director; Scrip-Safe*

Commencement is a stressful time, so why not do what you can to make the process run as smoothly as possible? With Diplomas on Demand, you no longer have to wait for months or weeks for your diplomas to arrive, hope that they are correct, and give up the control of the production of some of the most important documents that your students will ever receive. Come and see how in-house diploma printing can save your budget and lower your stress level and help you to provide a fantastic service to your students and alumni!

## **SESSIONS 2:15 PM – 3:15 PM**

### **2.4.1 – What’s in Your Communications Toolbox? [Exhibitor Session]**

*Colleen Sheehan, Communications Consultant; PointAcross Solutions*

Ever wonder whether your messages are being heard? Whether your emails, tutorials, portals and websites are helping drive self-service? Would your job be easier if students/parents would just take the actions you need? Are you still inundated with routine phone calls and lines at peak times of the semester? Join us for a discussion about solving the communications gap and a series of case studies featuring schools that have learned to bridge the gap. Learn about best practices in communications, from social media tips to videos and more. See examples from other campuses and learn how better messaging translates into better customer service and improved workflows for your staff.

#### **2.4.2 – Blended Admissions/Registrar Office – The Good, the Bad, and the We Can Make This Work!**

*Wendy Silverman, Manager of Admissions; Rutgers School of Health Related Prof & School of Nursing  
Bianca Thompson-Owen, Registrar; Rutgers School of Health Related Prof & School of Nursing*

The trend in higher education has been toward “one-stop” offices combining admissions, registrar, financial aid, and/or student accounts in one location to provide improved customer service. Here from colleagues at Rutgers Biomedical and Health Sciences how their Admissions & Registrar combination has evolved over ten years of staffing changes, new org charts, personality differences, mergers and the occasional system implementation and budget woes. We’re gonna share it all!!

#### **2.4.3 – Recover Your Cover Letter**

*Helena Minerva, Scheduling Manager; Fashion Institute of Technology*

Come learn how to save your cover letter in this session. We'll discuss how to make your cover letter stand out as an integrated expansion of your resume in this half-informational, half-workshop session. Bring your own cover letter along for the peer editing portion, where we'll put the current trends and guidelines to good use to help each other. This session is offered in conjunction with another on resume writing, so join us for both to get a well-rounded experience!

#### **2.4.4 – Leaving a Carbon Footprint**

*Sheila Deane, Associate Registrar for Graduate and Professional Studies; McDaniel College  
Jan Kiphart, Registrar; McDaniel College*

Discover how McDaniel College has gone paperless with student records. Facing the fears of faculty advisors who need files, to realizing what a student record could be. Staying Green in the face of the White winter of 2014!

#### **2.4.5 – Diplomas! Getting it Right! [Exhibitor Session]**

*Elizabeth Kunde, Executive Director Sales and Client Relations; Paradigm, Inc.  
Naomi Nash, Senior Associate Registrar; University of Delaware  
Deirdre Weilminster, Executive Director of the Welcome Center/Registrar, Frederick Community College  
Paula Hamaty, Associate Registrar, Penn State University  
Dennis Hopple, Associate Registrar; Bucknell University*

Diplomas! Getting it Right! An informative panel discussion on all types of diploma processes. Learn about going from an In House production to Outsourcing. From handing out live to direct mailing of the diplomas or a combination of both. Do you have the benefit of a vendor’s online management system and all of the services that are critical in today’s NOW environment? Come and learn about the best practices of how to extract and submit the data from your specific SIS. How do your colleagues handle gathering the correct addresses for mailing? Presentation products, what should you hand out at the ceremony and what should you mail? Panel is comprised of a combination of large schools, small schools as well as community colleges each with their own situation.

#### **2.4.6 – MS Access: How Using a Database Helps Improve Efficiency**

*Ian K. , University Registrar; Caldwell University*

Come see how one school uses MS Access to reduce paper, data check and improve office efficiency. This is NOT a session on how to build a database or create queries. It is designed to show how 3rd party databases can supplement your current SIS and bring you closer to a paperless environment.

**3:15 PM – 4:00 PM Refreshment Break and Prize Drawings in Exhibit Hall**

## **SESSIONS 4:00 PM – 5:00 PM**

### **2.5.1 – Small College Registrar Roundtable: The Many Hats**

*Colleen Mallet, Registrar and Veteran Advisor/Certifying Official; Vassar College*

As a small college registrar you probably find yourself wearing many hats and working hands-on in many facets of the office. From room scheduling, to maintaining catalog content, to selecting a vendor and implementing a new project, you cover a lot of ground. Join a group of small school registrar's to discuss your many roles. This is a great opportunity to meet and network with colleagues and to discuss your similar experiences. Please bring your questions and comments so we can all benefit.

### **2.5.2 – Professional School Roundtable**

*Luke Phillips, Associate Registrar; Ichan School of Medicine at Mount Sinai*

Join us for a round-table discussion focusing on professional school issues. Topic will include database systems, admissions, registration, transfer credits, and any other topic of interest. Professionals from any professional school or anyone who works with professional schools are welcome to participate, ask questions, and share experiences.

### **2.5.3 – Large School Registrar Roundtable**

*Patti Mathay, University Registrar; University of Pittsburgh*

Do you wonder how Registrar Offices at other large colleges are organized? Are you currently at a small or mid-sized college and wonder what it would be like at a larger one? Join your colleagues at this round-table to get answers to these questions and more. This informal session will give you the opportunity to ask your peers about topics such as changes in technology, new state and federal regulations, budget cuts, and more.

### **2.5.4 – Enrollment Cycle of a Student Athlete -Cancelled**

*Carl Starkey, Admissions Counselor; Cabrini College*

*Shane Pagnotti, Assistant Director of Admissions, Transfer Coordinator; Misericordia University*

This presentation will focus on the recruitment cycle of a student athlete. The process will be broken down into three major components: coach's recruitment, admissions process, and registrar involvement. Our goal is to give you a clear understanding of a school's effort in enrolling and athlete retaining a student.

### **2.5.5 – FERPA Roundtable –New Time**

*LeRoy Rooker, Senior Fellow; AACRAO*

This will be an open question and answer roundtable discussion about topics and issues related to FERPA. LeRoy Rooker, former director of the Family Policy Compliance Office of the U.S. Department of Education, will provide any updates to FERPA at this time. Bring your questions, ideas, and "best practices" to share with colleagues.

### **2.5.6 – PeopleSoft Academic Advisement Crackerbarrel**

*Ryan Mahramas, Associate University Registrar; University of Pittsburgh*

Have you discovered an innovative way to solve a coding problem in PeopleSoft Academic Advisement? Do you have a problem you could use help solving? If so come talk shop with other users of the PeopleSoft Academic Advisement module. Share tricks of the trade, discuss best practices and pull from a wide knowledge base to possible help solve problems you are facing in your areas.

### **5:00 PM – 6:00 Meet Your Local Associations**

#### **DVACROA – Delaware Valley Association of Collegiate Registrars and Officers of Admissions**

*Hosted by Tim Smalarz – President, DVACROA*

#### **NJ/NY ACRAO – New Jersey – New York Association of Collegiate Registrars and Admissions Officers**

*Hosted by Sue Fortman – Past President, NJ/NY ACRAO*

#### **CAPACRAO – Chesapeake and Potomac Association of Collegiate Registrars and Admissions Officers**

*Hosted by Carol Harrison – President, CAPACRAO*

#### **AACRAO – American Association of Collegiate Registrars and Admissions Officers**

*Hosted by Nicole Rovig – AACRAO VP for Information Technology*

### **7:00 PM – 9:00 PM Special Event at the Hard Rock Café**

Join your MSACROA Colleagues for a rockin' good time! Includes a tapas and apps buffet, music trivia with prizes, and lots of fun! A great environment for networking!

## **WEDNESDAY, November 5, 2014**

### **8:00 AM – 9:00 AM Continental Breakfast**

**8:00 – 10:30 AM Registration and Hospitality Booths OPEN**

### **SESSIONS 9:15 AM – 10:15 AM**

#### **3.1.1 – What Can I Do? The New Ethics in Admissions**

*Fran Burman, Academic Program Manager; Johns Hopkins Bloomberg School of Public Health*

When did my job change from Admissions counselor to Admissions officer? Why can't I give away pens? NACAC rules reviewed briefly, issues about balancing School requirements and applicant skills, universal deadlines / agreements vs filling the classes for the deans.

#### **3.1.2 – Registrar's Office Audit OH NO!**

*Carol Harrison, Registrar; College of Southern Maryland*

An Audit of your office is not always cause for panic! Join me to find out how to prepare for an audit of your office, what gaps and risks were found and how this was a great learning experience for all staff in the Registrar's Office.

### **3.1.3 – Admissions and Advisement: Partners in Recruitment and Retention**

*Sabrina Spadafino, Associate Director, LIU Promise; Long Island University, Brooklyn*

Two key offices in the successful recruitment and retention of undergraduate students are the Office of Admissions and Advisement Offices and Centers. Traditionally, these two areas have seen their roles and different and therefore, creating a tempestuous partnership between professionals in both areas. A seamless transition from initial connection with an institution to being registered for classes is crucial for a great student experience, where students feel connected and engaged from the moment they enter the institution. For professionals this partnership is crucial for a successful and stress free enrollment season. With a vast array of students, entering with different requirements for over 60 academic programs, placement exams, and transfer credits; LIU Brooklyn's Office of Admissions and the LIU Promise (an innovative approach to holistically advising students) have formed a strong collaboration which resulted in a seamless process for students and a successful enrollment practices. Not only do the areas serve our students the best, but the professionals have been able to form a bond like no other. This workshop will highlight the planning, communication methods, processes, and fluidity between the offices and how that can be translated to other campuses. With the common goal of increased enrollment & retention the aforementioned practices are essential for any institution's success.

### **3.1.4 – AACRAO's Self Assessment Tools- How Can They Help You? - Cancelled**

*Susan Nelson Hamilton, Registrar, Rutgers Biomedical and Health Sciences; Rutgers University*

Learn how the AACRAO self-assessment tools can help you review your office practices and find ways to improve customer service, obtain cost savings, and challenges assumptions about your business practices.

### **3.1.5 – Practices for Boosting Morale**

*Janelle Smith, Associate Registrar; St George's University*

Universities have been on the forefront of the economic crisis, from diminishing budgets to changes in personnel and job responsibilities. The Registrar's Office is no exception. With fewer resources available, the demands of our workloads have continued to increase. It's not surprising that this has affected the morale among the Registrar's staff. This workshop will focus on a real case study. We will use examples and possible solutions on how to face these challenges head on, while also building staff unity and collaboration, all leading to success.

### **3.1.6 – Effective Oversight of the Tuition Assistance Program (How to Survive a TAP Audit) – New Time**

*Charlotte Outlaw-Yorker, TAP Certification Officer; Pratt Institute*

*Lisle Henderson, Registrar; Pratt Institute*

Presenters will discuss the guidelines for overseeing the Tuition Assistance Program (TAP) in New York State. We will share our results of a State Audit, how we prepared, what we did well, and what we needed to improve.



**10:30 AM – 11:45 AM KEYNOTE ADDRESS: The Power of Fun at Work**  
**Walt Stasinski, President, Potential Unlimited**



Do you really enjoy your job? Do you finish the day worn out? It doesn't have to be this way. Yes, you can achieve success **and** have fun doing it. You will be given practical tools to reduce stress, re-energize yourself, defuse conflict and make your job more fun. As a bonus, humor will help you with your productivity and creativity.

Take your job seriously but yourself **lightly**. Find out how to enjoy the lighter side of your success and even get a **standing ovation** for all your accomplishments? According to the business journal, Human Resources Focus, 96% of the Executives surveyed said that employees with a sense of humor do a better job than employees with little or no sense of humor.

### **Walt's BIO**

I was born the son of hard-working Polish immigrants who came to the U.S. with not much more than the clothes on their back. My father worked hard in a foundry to bring the American dream to his family. I didn't start talking until I was three years old. By that time, my parents were ready to take me to a specialist. Ironically, here I am now, a professional speaker. I guess I'm trying to make up for lost time.

After earning a Masters Degree in Education from Wayne State University and a Masters Degree in Public Health (MPH does not stand for miles per hour) from The University of Michigan, I began my real education, in the school of hard knocks. My early "speaking" career began as a teacher and football coach at Wayne State University. This is where I learned how to motivate and inspire. I also found out that people learn more when they're having fun, so I use humor to get the message across to my audience. I have my personal reasons too. Let's face it, life is just a lot easier with a smile on your face and a hearty belly laugh.

I enjoyed my success at Wayne State. I even won a football championship, but after a number of years I was eager to find another growth opportunity. I found it in the healthcare industry. I directed programs at hospitals including the Wellness Initiative for 10,000 employees at Beaumont Hospital in Royal Oak, Michigan.

I graduated from the **school of hard knocks**. The solutions I offer are for the real-world. They are straightforward, common-sense ideas that will work in your life.

### **12:00 PM – 1:45 PM Conference Lunch and Business Meeting**

(This lunch is included in your registration fee. Please be sure to select this item during the registration process.) 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.

### **SESSIONS 2:00 PM – 3:00 PM**

#### **3.3.1 – There's Got to be a Better Way to Do This! Improving Registrar Office Services and Processes Using Multimedia and Electronic Forms**

*Kristine Moore, Customer Service Manager; University at Albany*

Have you ever had to put a problem on hold because you couldn't find a form on someone's desk? Have you ever questioned whether or not your office received the form in the first place? Do you find that your office frequently gets questions or complaints about a particular process? Do you deal with a ton of exceptions? If you identify with any of these questions and believe that there has to be a more efficient way, you may be ready to commit to a business process improvement project. Join the University at Albany as they present how they launched an electronic form conversion process to improve services provided to faculty, staff and students. Learn how these projects were identified, defined, mapped, analyzed, designed, sustained and assessed. Also, learn how the Registrar's Office incorporated multimedia to facilitate the learning curve as changes were implemented campus-wide.

#### **3.3.2 – See No Evil. Hear No Evil. Speak No Evil. The Registrar's Office**

*Christina Reeves, Registrar/Director of Enrollment Info Syst; Georgian Court University*

See no evil. Hear no evil. Speak no evil. The Registrar's Office: A discussion regarding issues and problems the Registrar's Office faces on a regular basis. What are the problems? What may be a possible resolution? Did your college come up with a creative way to handle miscommunications? Who are the biggest Offenders? How to handle situations and still provide the best customer service? Come and offer problems and advice to your colleagues.

#### **3.3.3 – Utilizing Technological Solutions to Forecast Demand- ~~Cancelled~~**

*Bryan Becker, Associate Registrar; Drexel University*

Predicting demand for course offerings has never been easy. Throw in the additional pressures of growing class sizes, budget constraints and increasing regulations on time to degree and those difficulties increase considerably. This presentation will detail how Drexel University implemented technological solutions through the use of Ad Astra's Platinum Analytics and custom reporting to identify and correct under- and over-supplied courses.

#### **3.3.3 – Leadership 101 – ~~New Session~~**

*Peter R. Falk, Director of Special Projects, Rutgers, The State University of New Jersey*

Do you identify yourself as a Manager? A Leader? Does your work and/or personal life require elements of both? Discussion will include the differences between managers and leaders, the qualities of effective leaders and the critical issue of people skills in leadership. This session is for anyone interested in developing their own leadership capabilities and/or encouraging leadership qualities in others.

### **3.3.5 – How to Survive an ERP Conversion**

*Tasha Rhodes, Registrar; New York City College of Technology*

*Vincent Roach, Deputy Registrar; New York City College of Technology*

In 2010, The City University of New York began a University wide conversion to a new Enterprise Resource Planning (ERP) system. This session will address the steps we took to prepare for conversion, what happened after we converted, and how we sustained during this process while maintaining compliance and meeting our enrollment targets.

### **3.3.6 – What Can Higher Ed Learn from Motorola? A Structured Approach to Assessing and Improving Processes**

*Kara Saunders, University Registrar; University at Buffalo*

*Nigel Marriner, Associate Registrar; University at Buffalo*

*Michelle Manuella, Assistant Registrar; University at Buffalo*

Looking to streamline your business processes, but not sure where to start? Trying to convince staff and/or senior management to support change? Six Sigma is a methodology for assessing and improving business processes that has long been applied in successful corporations, such as Motorola, Honeywell, and General Electric; and it has great potential to help us, as well. The concepts, steps, and tools of Six Sigma provide an excellent framework for understanding processes, improving them, and getting the data you need to convince senior leadership to support change. At the University at Buffalo, a joint Admissions/Registrar team applied the concepts of Six Sigma to our process for the posting of transfer credit. Our team will share our experience and the tools we used with the attendees of this session. Don't worry, no statistics or complex math required!

## **SESSIONS 3:15 PM – 4:15 PM**

### **3.4.1 – Assessing the Staffing Needs for Your Office**

*Monica Mahoney, Assistant Registrar; Penn State University – World Campus*

How do you determine the appropriate number staff members for in your office? Are your employees in the "right" positions where they are the most capable? In this session, we will discuss how our office determined suitable staffing levels amidst changes in our organizational structure as well as how we made strategic moves in an effort to better suit the needs of both our students and our office as a whole.

### **3.4.2 – Humoritis Laughingitis: How to Funnify your Registrar Office in 100,000 easy to follow steps! - Cancelled**

*Steve Young, Academic Advisor; University of Maryland, Department of Psychology*

How do you effectively motivate academic records staff, creatively solve student problems, and build a 'fun at work' yet highly successful Registrar's Office on your campus? The answer is through humor. Think your Registrar's Office can't afford to invest in humor? It can't afford NOT TO! Learn how to use humor to increase office productivity, build staff morale, connect with students, and get out of speeding tickets! This workshop is ideal for senior level Registrar staff but all earthly academic records professionals are encouraged to attend! Prerequisites: HUM 101 Humor Constipation: Causes and Cures and PSYC 253F The Psychology of Funsuckers.

### **3.4.2 – Take Charge of Your Day and Achieve Professional Growth Along the Way - New Time**

*Nicole Rovig, University Registrar; Michigan State University*

Is your day consumed with email, meetings, and staffing issues? Do you long for more time to make a positive difference in your work environment? Would you like to be more effective in your role? There are many ways for you to take charge of your day! This session will provide practical information and tips you can use immediately to assist with the following: maintaining a solid foundation of effective leadership and management; establishing, communicating, and enforcing performance expectations; understanding the importance of timing; getting things done; writing an effective proposal for change; and preparing for career growth and advancement.

### **3.4.3 – Federal Regulations – What’s New and What to Do About It**

*Michael Maysilles, University Registrar; New Jersey Institute of Technology*

Federal Regulations are constantly changing. It is a struggle for institutions to ensure compliance. Discussion will center around DoD MOU, 150% Reporting, Partnering with Financial Aid and others.

### **3.4.4 – “You Don’t Need a Title to be a Leader” – New Session**

*Lisle Henderson, Registrar; Pratt Institute*

This session inspired by Mark Sanborn’s book by the same name, reveals principles each of us can use to improve our offices and enhance our careers. Genuine leadership does not come only with a title nor is it limited to an executive office. Instead, it is shown in our everyday actions and the way we influence the lives of those around us.

### **3.4.5 – How to Lie with Statistics (or Self Defense from M)- Session Reinstated**

*Ninette Gironella, Assistant Registrar – Graduation Services; New York University*

Statistics are a useful tool to analyze patterns in data and provide summary information. But they can also be misused by manipulating the data to 'prove' a point. This session will cover what some common statistical measures really mean, ways statistics can mislead (either intentionally or by misunderstanding them), statistical fallacies, and how graphs can be twisted to show the desired result. A basic understanding of statistical interpretation had help improve your recognition of usable data and how to see through the lies.

### **3.4.6 – Project Management: The Basics – New Session**

*Travis Wisor, Senior Associate University Registrar; University of Pittsburgh*

*Patti Mathay, University Registrar; University of Pittsburgh*

Are you in the process of upgrading your SIS? Have you been assigned responsibility for designing a new classroom or implementing a new Graduation Ceremony? Not sure where to begin? This session will provide you with the basic principles of project management from the identification of requirements through the completion of the project plan.

## **5:30 PM – 6:30 PM Wine and Cheese Reception**

## **Thursday, November 6, 2014**

**8:30 AM – 9:00 AM Executive, Local Arrangements, and Program Committees Breakfast** (continuing and newly elected members attend)

**9:00 AM – 11:00 AM Local Arrangements Committee Meeting**

**9:00 AM – 1:00 PM Executive Committee Meeting**

### **ADDITIONAL INFORMATION:**

Please note in an effort to save trees this program will not be available in printed form at the conference; however, you will receive a pocket program in your welcome bag. As changes to the program occur the online program will be updated, if you are going to print a copy you may want to wait until a few days before the conference. Every effort will be made to maintain this document through October 24th. Any last minute changes, cancellations, or additions will be posted at the Conference.

Once again this year we will have an app that, once you have registered, will allow you to track your sessions and their locations, set reminders for sessions and events, check the map of the building, star the sessions you like, and create daily schedules for yourself.

If you are interested in visiting the Canadian Falls you will need to have a passport or passport card. See <http://travel.state.gov/content/passports/english/country/canada.html> for more information.

Elections in the United States are being held throughout 2014, with the general elections scheduled for Tuesday, November 4, 2014. During this midterm election, all 435 seats in the US House of Representatives and 33 of the 100 seats in the US Senate will be contested. You can order an absentee ballot by visiting the Long Distance Voter website at: <http://www.longdistancevoter.org/#.VAz7JGd0ziU>.

### **Final notes: Messages from your Local Arrangements Committee**

We're so glad you're joining us in Niagara Falls, NY for the 84<sup>th</sup> Annual MSACROA Conference! The Niagara Falls Sheraton Hotel is conveniently located right next door to our conference center. You merely have to walk across the street.

- MSACROA has a tradition of sharing prizes from each other's schools. Bring some of your school swag (mugs, hats, t-shirts, etc.) to share and hopefully, you'll be carrying something home too!
- Another tradition of MSACROA is to aid the community hosting us. This year we have chosen to donate much needed school supplies to the Niagara Charter School (<http://niagaracharter.org/>). Please join us in this effort by donating school supplies (markers, crayons, pens, pencils, notebooks, etc.) to the Hospitality desk located in the exhibit hall.

The Niagara Charter School:



- Join your colleagues for our “Rockin’ Party” event on Tuesday evening from 7-9pm, at the Hard Rock Café. It is two hours of apps, drinks, and music trivia fun for just \$20 for registered conference members. If you haven’t already signed up, just log back into your conference registration and add it today! Registration may not be available at the conference.

The Hard Rock Café in Niagara Falls, NY.



- Join us by volunteering a small amount of time with any of our LAC chairs. We’re not asking for huge amounts of time, an hour or so here or there. We can always use the help. If you are interested you can sign up in two ways:
  1. Contact Elyce Lykins at [EML10@psu.edu](mailto:EML10@psu.edu)

2. Go back into your registration and click on the volunteer box.  
Elyce will contact everyone before the conference with available time slots.  
We'd love to get to know you and we can always use all the help you are willing to provide

**DON'T FORGET:** Our meeting will correspond with Election Day, remember to order your Absentee Ballots today!

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

Early Bird Registration (until 10/13/14):  
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 10/13/14)  
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

**Cancellation Policy:** Conference Fees are refundable through October 13, 2014. Beginning October 14, all conference fees are non-refundable but are transferrable

Hotel Information: Sheraton at the Falls, 300 3<sup>rd</sup> St., Niagara Falls, NY, 14303

Room Rates: \$99 per night plus applicable fees and taxes

**This rate expires on Friday, October 17<sup>th</sup>.**

Parking: \$5 per day

Online Reservations: Please click the link below for the online reservation option:

<https://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=1310230287&key=31D27>

Phone Reservations: 1-866-961-3780, reference MSACROA for the group rate

## Thank You to our Exhibitors:

Company	Level of Sponsorship	Sessions Hosted
College Scheduler LLC	Gold sponsor	1.2.3 and 2.2.2
Digital Architecture	Gold sponsor and Name Badge Holders	
KeyPlus Products	Conference Bags	
Herff Jones	Silver sponsor	
Island Photography	Gold sponsor and Conference Photos	
National Student Clearinghouse	Gold sponsor	2.2.4
Paradigm, Inc.	Certificates	
SmartCatalog	Gold sponsor	2.1.1

Company	Session if Hosted	Web address
ACT	2.3.1	<a href="http://www.act.org">www.act.org</a>
College Scheduler LLC	1.2.3 and 2.2.2	<a href="http://www.collegescheduler.com">www.collegescheduler.com</a>
CollegeNet, Inc.		<a href="http://www.collegenet.com">www.collegenet.com</a>
CollegeSource	2.3.4	<a href="http://www.collegesource.com">www.collegesource.com</a>
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Credential Solutions	1.4.5	<a href="http://www.credentialsolutions.net">www.credentialsolutions.net</a>
Data Tech Solutions, LLC		<a href="http://www.datatechserv.com">www.datatechserv.com</a>
Digital Architecture		<a href="http://www.digarc.com">www.digarc.com</a>
Ed Financial Services		<a href="http://www.edfinancial.com">www.edfinancial.com</a>
EMS Software		<a href="http://www.dea.com">www.dea.com</a>
GradImages		<a href="http://www.gradimages.com">www.gradimages.com</a>
Herff Jones		<a href="http://www.herffjones.com">www.herffjones.com</a>
Infosilem		<a href="http://www.infosilem.com">www.infosilem.com</a>
Island Photography		<a href="http://www.islandphoto.com">www.islandphoto.com</a>
KeyPlus Products		<a href="http://www.keyplusinc.com">www.keyplusinc.com</a>
Leapfrog Technologies	1.3.3 and 2.2.3	<a href="http://www.leepfrog.com">www.leepfrog.com</a>
National Student Clearinghouse	2.2.4	<a href="http://www.studentclearinghouse.org">www.studentclearinghouse.org</a>
Paradigm, Inc.	2.4.5	<a href="http://www.paradigm-corp.com">www.paradigm-corp.com</a>
Parchment	2.1.3	<a href="http://www.parchment.com">www.parchment.com</a>
PointAcross Solutions	2.4.1	<a href="http://www.pointacrosssolutions.com">www.pointacrosssolutions.com</a>
SCRIP-SAFE International	2.3.6	<a href="http://www.scrip-safe.com">www.scrip-safe.com</a>
SmartCatalog	2.1.1	<a href="http://www.academiccatalog.com">www.academiccatalog.com</a>
Spantran Evaluation Services		<a href="http://www.spantran.com">www.spantran.com</a>
University Tickets		<a href="http://www.universitytickets.com">www.universitytickets.com</a>
VSB Software Inc.		<a href="http://www.vsbuilder.com">www.vsbuilder.com</a>