

Middle States Association of Collegiate  
Registrars and Officers of Admission

86<sup>th</sup> Annual Conference and Meeting  
November 28 – November 30, 2016

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Radisson Hotel Valley Forge  
King of Prussia, PA

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## 2016 Annual Conference and Meeting Program



**MIDDLE STATES ASSOCIATION OF COLLEGIATE  
REGISTRARS AND OFFICERS OF ADMISSION  
86<sup>th</sup> Annual Conference and Meeting  
Monday, November 28 – Wednesday, November 30, 2016  
Radisson Hotel Valley Forge, King of Prussia, PA**

On behalf of the Executive, Program, and Local Arrangements Committees I am pleased to present the program for our 86<sup>th</sup> annual conference and meeting, **November 28-30, 2016** at the Radisson Hotel Valley Forge in King of Prussia, PA.

The Annual MSACROA conference and meeting provides a wide range of opportunities for professional development, leadership training, and networking for Enrollment Management professionals from across the Middle-States region. In addition to sessions, workshops, events, and receptions we are excited to present this year's conference highlights:

- o **Donald Generals**, President, Community College of Philadelphia
- o **Jim Bouse**, President-Elect, American Association of Collegiate Registrars and Admissions Officers
- o **Jason L. Meriwether**, Vice Chancellor for Enrollment Management and Student Affairs, Indiana University Southeast
- o **Dale King**, Director, Family Policy Compliance Office, U.S. Department of Education

The Exhibit Hall will be open Monday, Tuesday, and Wednesday until the Annual Business Meeting and Luncheon, providing opportunities to visit your current vendors and to connect with new ones. Enter your name for daily prize-drawings!

Don't forget our special event – Lock Up the Fun @ The Vault!

Your conference registration fee includes hot buffet breakfasts on Tuesday and Wednesday, Networking Receptions on Monday and Wednesday evenings, our Business Luncheon on Wednesday and discounted pricing for the Tuesday Special Event. (Admission is ticketed for the Business Luncheon and the Tuesday Special Event and requires sign up directly on your conference registration.)

We look forward to another successful conference as we share, learn, and transform good practice into best practice. The conference program is updated on an ongoing basis so please check back for changes.

Michael E. Maysilles  
President-Elect, MSACROA  
Director of Assessment and Compliance, New Jersey Institute of Technology

## A Message from Your Local Arrangements Committee

The Radisson Hotel Conference Center in Valley Forge, PA is your one-stop shop for all of your conference and lodging needs for the **86th Annual MSACROA Conference!**

Here are some tips to help you make the most of your conference experience:

### Bring some school swag!

(mugs, hats, t-shirts, etc.) to share and hopefully, win some great swag of your own!

### Charity!

**MSACROA proudly continues our tradition of giving back to the community!**

This year we've chosen **Feel the Warmth.org**. Feel the Warmth assists children and families in shelters and low-income communities in Montgomery County and the Greater Philadelphia area.

Below is a list of items they need throughout the year but especially during the holidays:

- Boys & Girls clothing, socks, underwear and pajamas, sizes 0 – 5/6 years
- New baby hygiene supplies: burp clothes, towels, bibs, body wash, powder, lotion and new plastic bottles
- Board books for babies
- New and gently used children's chapter books
- "AAA" or "D" batteries
- New composition notebooks, pencils, sharpeners, & pens
- Monetary donations are also welcome!

### Special Event!

#### LOCK UP THE FUN @ THE VAULT

Our special event this year will be held at The Vault, the area's newest hot spot for entertainment – and it just happens to be right inside our conference hotel! We are holding the ultimate variety evening that'll keep you entertained all night long. During this three hour event you'll dance to music provided by a DJ, laugh along with stand-up comedian David Ferrell, and join your colleagues in a karaoke sing-along to your favorite songs. And you'll do it all for only \$20, which includes scrumptious hot food stations, dessert, and open bar!

Put on your dancing shoes and come "Lock up the fun" at The Vault with us!

### Get involved in MSACROA

LAC can always use a hand, so please consider joining us as a volunteer! We happy to have you for any amount of time you can donate so you can volunteer with us and still make the most of your conference experience. If you are interested, you can sign up in two ways:

1. Contact Bianca Thompson-Owen at [thompsbm@shp.rutgers.edu](mailto:thompsbm@shp.rutgers.edu)
2. Go back into your registration and click on the volunteer box.

Bianca will contact everyone before the conference with available time slots. Step right up! This is a great way for us to get to know you, and for you to get to know some of our other colleagues!

# Thank You to our Exhibitors!

| Company  | Sponsorship                                   | Session(s)  | Booth |
|--|---|-------------|-------|
| ACT, Inc.                                      |   | 2.3.7       | 23    |
| CampusESP                                      |   | 2.5.5       | 11    |
| CMD Outsourcing Solutions                      |   |             | 15    |
| CollegeScheduler by Civitas Learning           |   | 2.3.6 2.4.6 | 4     |
| CollegeSource                                  |   | 3.1.5       | 20    |
| CourseLeaf from Leepfrog Technologies          | Wednesday Morning Coffee Break                | 1.3.7 2.2.6 | 2     |
| Credentials Solutions                          |   | 2.2.5       | 16    |
| DIGARC   | Name Badge Holders                            | 3.2.6       | 19    |
| Edfinancial Services                           |   |             | 9     |
| Eigenx   |   | 1.2.5       | 17    |
| GradImages                                     |   |             | 28    |
| High Ground Solutions, Inc.: CampusCast Engage |   |             | 5     |
| Infosilem                                      |   |             | 22    |
| Island Photography                             | First Time Attendee Luncheon                  |             | 3     |
| KeyPlus+                                       | Conference Bags                               |             | 24    |
| L.A.M. ENTERPRISES, INC.                       | Welcome Cards                                 |             | 26    |
| Legacy Photographics                           |   |             | 14    |
| Micah's Printing                               |   |             | 29    |
| National Student Clearinghouse                 |   | 1.1.6       | 13    |
| Paradigm, Inc                                  | Tuesday Morning Coffee Break and Certificates | 3.1.6       | 1     |
| Parchment                                      | President's Reception                         | 2.4.5       | 25    |
| Runner   |   | 1.1.5       | 7     |
| SCRIP-SAFE Security Products                   |   | 2.5.6       | 12    |
| SEAtS Software                                 |   | 1.3.6       | 8     |
| SmartCatalog                                   | Monday Snack Break                            | 1.2.6       | 18    |
| Softdocs                                       |   |             | 27    |
| The Award Group                                |   |             | 10    |
| WeiserMazars LLP                               |   |             | 21    |

## MONDAY, November 28, 2016

9:00 AM – 11:00 AM Executive Committee Meeting *Mt. Laurel*

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

11:00 PM – 4:30 PM Registration OPEN *76 Foyer*

11:30 AM – 1:00 PM First-Timers Luncheon - Sponsored by Island Photography *South Ballroom*

12:00 PM – 4:30 PM Exhibit Hall and Hospitality Booth OPEN

### SESSIONS & WORKSHOPS 1:00 PM – 2:00 PM

#### 1.1.1 – Registrar Fundamentals I *Mt. Davis*

*Timothy Smalarz, Associate Registrar, Philadelphia University*

*Dave Claswson, University Registrar, Thomas Jefferson University*

*Juanita Womack, University Registrar, Philadelphia University*

Geared toward newer registrar staff, this session will explore topics such as office staffing, room scheduling, transcript production, and data distribution.

#### 1.1.2 – Active Shooter/Active Threat/Hostile Event Awareness Program I *Ross*

*Joseph F. Metzinger, Special Agent, Federal Bureau of Investigation*

[This is a two-part workshop. Attendees, please plan to attend both sessions.]

This is an AWARENESS program. By its connotation, an Active Shooter/Active Threat/Hostile Event scenario dictates that the immediate actions of individuals being targeted and those of public safety and first responders will directly affect the outcome of the event. This program is designed to make recipients THINK. It drives home the necessity for recipients to not only be aware of and understand emergency protocols, but also be aware of current domestic and international events that could impact our institutions. The program is also designed to help recipients understand, detect, and prevent acts of targeted violence, and to recognize and disrupt potential actors who may be on a trajectory toward violence. The program also supports emergency management, preparedness, mitigation, and response protocols facilities and institutions may have in place. Additionally, FBI resources are increasingly offered and deployed to assist local and state police and public safety agencies during Active Shooter/Active Threat/Hostile Event scenarios or post incident. This program presents the challenges public safety personnel and civilians are faced with in preventing these events from occurring and mitigating the consequences.

### **1.1.3 – Resumania! Fine Tuning Your Resume** *Conestoga*

*Helena Minerva, Operations Manager, Fashion Institute of Technology, SUNY*

Does your Resume pass the 10 second test? It will by the time you leave this session! In this meeting, we will review current trends and guidelines in Resume writing, and apply them to the field of Higher Education. This is pure professional development! Bring your own resume along, too. With any time remaining, we'll utilize the skills learned and assist each other to maximize the potential of these important documents.

### **1.1.4 - Transfer Services: A Map to a Better Student Experience** *Quaker*

*Julia Beth Rey, Coordinator, University Transfer Services, Rowan University*

“The experience of transferring to a new college/university is comparable to visiting a foreign country and not speaking the language” (Charles, 1996). Although there may be an understanding of basic, everyday functions (cars, hotels, streets, food, etc), a traveler is often left at a disadvantage unless a guide/interpreter is available to assist.

Rowan University is at the forefront of proving transfer students with supportive services. This presentation will provide an overview of the process Rowan University uses to provide outreach to incoming transfer students. Collaborative programming with other campus departments and our community college partners has led to the creation of a University Transfer Services office charged with providing supportive services from the time of acceptance throughout the first semester and beyond.

### **1.1.5 - Clean your data. Streamline processes and cut costs with CLEAN\_Address© [Exhibitor Session]** *Buchanan*

*Eric Paillet, Director of Marketing, Runner*

Increase student enrollment and improve the quality of existing student data using CLEAN\_Address©. CLEAN\_Address© verifies, standardizes and corrects your student and alumni postal addresses with real-time and batch processing in Colleague by Ellucian, Banner by Ellucian, and Oracle's PeopleSoft. Find out how to improve staff productivity and eliminate unnecessary costs associated with inaccurate address data.

What You'll Learn: You'll learn how to streamline your processes and gain control of your contact data by verifying, correcting and standardizing information in real time and batch across the institution. You'll also learn why so many institutions choose CLEAN\_Address© as their address verification solution.

At end of the session, you'll be better positioned to:

- Dramatically reduce returned mail
- Enforce institutional data standards
- Save data entry time - and money
- Better employ your existing data to maximize your business practices

## **1.1.6 - Optimizing Your Office Efficiencies: What's New at the Clearinghouse [Exhibitor Session]**

*Bryn Mawr*

*Sue Ledwell, Director, Higher Education Development, Northeast, National Student Clearinghouse*

Explore the various services and ways to improve processes within your office. The Clearinghouse's mission is continually look for ways to get the job done better even in a world of constant change. Come and hear how we are making our processes more transparent and some new services in reverse transfer, electronic data exchange, and veteran's services. We are offering a new suite of webinars and Clearinghouse Academy Live workshops and will share some insights these offer.

**BREAK 2:00 PM – 2:15 PM**

**SESSIONS 2:15 PM – 3:15 PM**

### **1.2.1 – Registrar Fundamentals II *Mt. Davis***

*Timothy Smalarz, Associate Registrar, Philadelphia University*

*Dave Claswson, University Registrar, Thomas Jefferson University*

*Juanita Womack, University Registrar, Philadelphia University*

Geared toward the seasoned professional, the presenters will delve more deeply into everyday office functions as well as discuss new challenges and future opportunities.

### **1.2.2 – Active Shooter/Active Threat/Hostile Event Awareness Program II *Ross***

*Joseph F. Metzinger, Special Agent, Federal Bureau of Investigation*

This is a continuation of session 1.1.2. Attendees should plan to attend 1.1.2 before attending 1.2.2 for continuity of experience, though all are welcome.

### **1.2.3 – Cover Letter Workshop, Resumania! Part II *Conestoga***

*Helena Minerva, Operations Manager, Fashion Institute of Technology, SUNY*

Now that you've tuned up your resume, let's explore ways in which to craft an amazing cover letter. No matter how great your resume, a potential employer may not even glance at it if the cover letter is lacking. Hear tips on using your cover letter to intrigue potential employers, making them feel that they would be missing out if they didn't interview you!

### **1.2.4 – The New FAFSA Application Process – Prior Prior Year and Financial Aid Programs**

*Buchanan*

*Sharon Austin, Senior Marketing Manager, New Jersey Higher Education Student Assistance Authority*

Beginning on October 1, 2016, The FAFSA Application was released early and now requires the use of tax information from two years ago, termed Prior Prior Year. We will discuss this new process for families and institutions. Since the FAFSA is the only application for Title IV funds, an overview of Federal and State financial aid programs will be provided.

## **1.2.5 – Increasing enrollment and best practices using Salesforce CRM [Exhibitor Session]**

*Quaker*

*Buyan Thyagarajan, Director, Eigenx*

This session will help universities and colleges who are using salesforce or planning to use salesforce in the following ways:

1. Best practices to increase enrollment for marketing and enrollment departments
2. Measure and improve Student success with Salesforce
3. Leverage HEDA to quickly get started in Salesforce
4. Free apps and tips to manage data quality

## **1.2.6 – Curriculum Management, Catalogs, Syllabi and Transfer: Getting It Done in One Place [Exhibitor Session] *Bryn Mawr***

*Nicole Arsenault, Sales Director, SmartCatalog*

Do you ever wish there was one software system that could do it all? SmartCatalog IQ is the answer. In this one, easy to use system, users can manage curriculum changes, propose catalog edits, create and upload syllabi and required text lists, and even manage transfer credit evaluation. Everything is stored in a central data warehouse for re-use and archiving. Come hear more about this new approach to managing all of your academic content.

### **3:15 PM – 3:45 PM Refreshment Break in Exhibit Hall - Sponsored by SmartCatalog**

#### **SESSIONS 3:45 PM – 4:45 PM**

### **1.3.1 – MSACROA Committee Meetings *TBD***

Members of MSACROA committees have the opportunity to meet to discuss the upcoming year and activities. Attendees interested in volunteering for a MSACROA Committee should attend the sessions that is of interest.

### **1.3.2 – Oracle PeopleSoft Crackerbarrel *Conestoga***

*Mark Matthews, Lead Systems Analyst, 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.

### **1.3.3 – Jenzabar Crackerbarrel *Hemlock***

*Ian K. White, University Registrar & Director of the Center for Advising, Records and Enrollment Services, Caldwell University*

Join your Jenzabar colleagues in a lively discussion of best practices. Come with your questions and be ready to share your experiences!



**1.3.4 – Banner by Ellucian Crackerbarrel** *Bryn Mawr*  
*Chester Barkan, Registrar, Nassau Community College*

Come join us for this popular session on Ellucian BANNER. Regardless of the version you are running, there is always something new to learn. What better way to learn than to listen to your colleagues and share your experiences? Join us for this informative and popular session. Bring your ideas, thoughts, best practices.

**1.3.5 – Colleague by Ellucian Crackerbarrel** *Ross*  
*Melissa Lenhart Young, Associate Registrar, DeSales University*

Come chat with your fellow Colleague users for an open discussion pertaining to Colleague. Bring any issues/questions you have for the group.

**1.3.6 – SEAtS Software the New Wave in Data Analytics [Exhibitor Session]** *Buchanan*  
*Jim Tully, VP Student Success Solutions, SEAtS*

SEAtS are on a mission to build the world's most effective student success software, that makes it possible for each and every student on (or off) campus to achieve their full potential. During this session we will discuss how our student success cloud solution tracks real-time class and online attendance while analyzing academic engagement and performance for individual students. We will demonstrate how our case management solution prompts critical early interventions and road maps adviser reporting and follow ups with underperforming students. The purpose of our session is to show you how our software solution can widely benefit your students and campus.

**1.3.7 – Class Scheduling Struggles? [Exhibitor Session]** *Quaker*  
*Shari Friedman, Account Executive, CourseLeaf from Leepfrog Technologies*

Attention department schedulers, Registrars, and IT. If your section scheduling process lacks online efficiency and data validation, transparency between related departments such as math and science, historical data for decision making for classes offered every other term, the ability to uphold scheduling policies such as prime time utilization, or automatically updating the SIS with accurate section data, please join our session to learn more about how CourseLeaf Section Scheduler (CLSS) can help your institution.

**5:30 PM – 6:30 PM President's Reception - Sponsored by Parchment** *Grand Ballroom*

Please join President Richard Sunday and the members of the Executive Committee at this Welcome Reception to the 86<sup>th</sup> Annual Conference.

**7:00 PM New Member/First Timers' Dinner** *Valley Tavern*



All new Members, First Time Attendees, and anyone else looking for company for dinner are welcome to gather on-site at the Valley Tavern in the hotel lobby. You'll order and pay on your own so you can get what you like and stay within your 'per diem' allowance.

Come meet new colleagues and make new friends in a low-key, relaxed atmosphere! Don't forget to bring your business cards too!

## **TUESDAY, November 29, 2016**

**8:00 AM – 8:45 AM Hot Buffet Breakfast** *76 Tavern*

**8:00 – 4:30 PM Registration and Hospitality Booths OPEN** *76 Foyer*

**8:00 – 4:00 PM Exhibit Hall OPEN**

### **PLENARY 9:00 AM – 10:15 AM**

#### **2.1.1 – Plenary – Creating & Sustaining Dynamic Organizational Culture** *Grand Ballroom*

*Dr. Jason L. Meriwether, Vice Chancellor for Enrollment Management and Student Affairs, Indiana University Southeast*

The speaker will frame the Nine Steps for Initiating Organizational Culture Change based on Cameron & Quinn's 2011 book *Diagnosing and Changing Organizational Culture*. Attendees will learn approaches to mitigate barriers to supervision in unique professional settings, and evaluate skill sets in individualized and group settings based on measurable goals and objectives.

**10:15 AM – 10:45 AM Beverage Break in Exhibit Hall - Sponsored by Paradigm, Inc.** *Exhibit Hall*

### **SESSIONS 10:45 AM – 11:45 AM**

#### **2.2.1 – An Introduction to the Coalition for Access, Affordability, and Success** *Buchanan*

*Paul Johnson, Associate Vice President, Office of Enrollment Management, Rutgers University*  
*Nathan Fuerst, Assistant Vice President for Enrollment and Director for Admissions, University of Connecticut*

*Kellie Kane, Director of Operations and Strategic Planning, Office of Admissions and Financial Aid, University of Pittsburgh*

A coalition of U.S. public and private colleges and universities has announced the development of an online platform that aims to recast the nature of applying to college in the 21st century. As part of a commitment to strong outcomes and high graduation rates, this group aims to broaden access to students of all backgrounds by making their institutions accessible and affordable for as many families as possible. This presentation will outline progress the coalition has made in terms of development, highlight the benefits of the coalition locker, preview the new application platform implemented for use by students applying fall 2017, and describe the Coalition's commitment to college access for all students. During the session participants will preview and evaluate the integrative features of the Coalition Application. Participants will discuss how to use the new features to build the best, most personalized, and most effective college application.

### **2.2.2 – Tips for Presenting at an Annual Meeting** *Ross*

*Fran Harkness, Registrar, Cabrini University*

This session has been prepared to give tips to the seasoned professional on how to prepare a presentation for an annual or professional association meeting. Included will be ideas on how to use tools for power point presentations, how to build confidence to speak in front of a group, and how to find that ever elusive topic. This session is ideal for those who are considering presenting at an annual meeting but who are unsure how to go about it.

### **2.2.3 – FERPA Basics and Dispelling Common FERPA Myths** *Bryn Mawr*

*Frank Miller, Deputy Director, Family Policy Compliance Office, U.S. Department of Education*

The session will provide a high level review of the FERPA basics, and then address some of the more common misconceptions/myths, that colleges and universities deal with in today's educational arena.

### **2.2.4 – AACRAO Update** *Mt. Davis*

*Jim Bouse, Associate Registrar, University of Oregon, President-Elect, AACRAO*

Come here about the happenings and initiatives in the AACRAO national offices from the President-Elect of the organization.

### **2.2.5 – Credentials Solutions eduCheck® [Exhibitor Session]** *Quaker*

*Natalie Spooner, Sales Consultant, Credentials Solutions*

*Jack Weber, Executive Vice President, Credentials Solutions*

Come learn how we are getting back to our roots! Announcing Credentials Solutions return to degree verifications with eduCheck®. Our verification solutions will eliminate the requirement to send large files to your current service provider, removing the hassles of syncing records databases. We will also discuss our fully automated transcript ordering and processing solutions, TranscriptsPlus® and RoboRegistrar®. Paired with our industry leading automation, the largest electronic transcript sending and receiving network in the industry allows our integrated system to deliver transcripts in EDI, XML and PDF formats in five minutes or less. Couple those capabilities with our print and mail service eRoboMail® and we are able to optimize all transcript fulfillment to anywhere in the world!

**2.2.6 – Time to update the academic catalog. Now what? [Exhibitor Session] *Conestoga***  
*Shari Friedman, Account Executive, CourseLeaf from Leepfrog Technologies*

Attention Department Chairs, Registrar's, Marketing, Enrollment Management, Academic Affairs, and IT. If your catalog update process lacks transparency, efficiency, accuracy, and usefulness, please join our session to learn more about how schools are thinking differently about next generation catalogs and how CourseLeaf can help your institution improve communication and student engagement.

**11:45 AM – 1:15 PM Lunch on your own**

**SESSIONS 1:15 PM – 2:15 PM**

**2.3.1 – Shaping Student Success through Engagement: Measurement, Strategy, and Impact**  
*Bryn Mawr*

*Dr. Jason L. Meriwether, Vice Chancellor for Enrollment Management and Student Affairs, Indiana University Southeast*

An interactive session that will challenge participants to design a consistent message about leadership that is robust with substance and strategy, yet attentive to personal style. Attendees will be engaged to look introspectively at strengths and opportunities to grow, while designing a measurable student engagement strategy that will flourish in the campus community.

**2.3.3 – Scheduling 101 *Mt. Davis***

*Chester Barkan, Registrar, Nassau Community College*

Join us for this session on scheduling. One of the major components of most registrar offices is academic scheduling. We have heard from our colleagues that this topic is in demand. So, come join us and learn from your colleagues what are best practices in dealing with academic scheduling. Bring your questions about software, actual best practices in scheduling, working relations between the Scheduling Office and the academic departments. This session is made successful through your participation.

**2.3.4 – Job Descriptions and Office Restructuring: Choices and Pitfalls *Quaker***

*Sam Fugazzotto, Registrar, Teachers College, Columbia University*

Managers often confront the challenge of keeping employee job descriptions relevant for changing needs. While the possibility of change can seem exciting at the outset, it often causes consternation among both staff and managers as they confront long-standing and even ritualized ways of working. This session draws on a restructuring experience from the presenter's institution to illustrate a particular approach to changing job descriptions and ultimately, an office.

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

*Dale King, Director, Family Policy Compliance Office, U.S. 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).

### **2.3.6 - Enhance Student Scheduling: Why Finding the Perfect Schedule is a Necessity, Not A Luxury [Exhibitor Session]** *Hemlock*

*Joe Jolesch, Partnerships, College Scheduler*

With work, sports, family, a commute and up to 5 courses, students are juggling many responsibilities and creating a class schedule can be extremely challenging. See how College Scheduler replaces this frustrating process by automatically generating conflict-free schedules that maximize credit hours while accommodating life’s obligations. Discover how over 200 institutions are improving persistence and on-time degree completion by empowering students to easily find ideal schedules. Enhance registration services by leveraging rich administrative functionality that optimizes advising services, the master schedule and course fill rates.

### **2.3.7 – Expanding Boundaries with ACT [Exhibitor Session]** *Conestoga*

*MJ Malandrucchio, State Lead-Client Relations, ACT*

Update your professional skill set. The ACT continues to gain popularity among students and more students are taking the ACT. This session will interpret ACT’s new score reports and reveal the actionable information behind the data. We’ll cover ACT’s free Predicative Modeling service which can lead to more accurate and less expensive searches and also share details around the new PreACT and its impact on accessing candidates in the 10th grade. We will also discuss better use of ACT data and what ACT resources are available to improve recruitment practices and make lasting connections with your target schools and prospective and enrolled students.

**2:15 PM – 2:30 PM BREAK**

**SESSIONS 2:30 PM – 3:30 PM**

**2.4.1A – Get To Know Your Locals – DVACROA** *Mt. Laurel*

**2.4.1B – Get To Know Your Locals – CAPACRAO** *Hemlock*

**2.4.1C – Get To Know Your Locals - NJ/NY ACRAO** *Keystone*

Representatives from DVACROA, CAPACRAO, and NJ/NY ACRAO will be on hand to talk about the great work they are doing for members in their areas. Stop by to hear of upcoming events and how you can get involved!

#### **2.4.2 – A 4-D Communications Plan to Boost Enrollment Goals** *Buchanan*

*Ben Enoma, University Director of Admissions, Touro College & University System*

We shall develop in this course a cyclical 4-Dimensional communications plan: spanning the social, cultural, academic, and outcomes integration spaces with no end zone. The plan capitalizes on traditional techniques of engaging 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 offer multimedia snapshots of the social, academic, (where available) athletics and wellness transitions that a new student can look forward to experiencing on campus. We will examine some front-line applications for constructing a virtual community. We shall round up with a corpus of techniques for boosting Enrollment goals on a fitted budget.

#### **2.4.3 – I am Woman: See Me Achieve My Dream** *Ross*

*Patti Mathay, University Registrar, University of Pittsburgh*

*Bianca Thompson-Owen, Assistant Dean for Enrollment Management, School of Health Professions - Rutgers, The State University of New Jersey*

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

This interactive session features a panel of professional women in the fields of Admissions, Recruitment, Retention, and Records and Registration who will share their challenges, obstacles, and strategies for achieving personal and professional success.

#### **2.4.4 – Using Microsoft Access in the Registrar's Office** *Mt. Davis*

*Ian K. White, University Registrar & Director of the Center for Advising, Records and Enrollment Services, 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.

#### **2.4.5 – Extending the Credential; Empowering the Learner [Exhibitor Session]** *Quaker*

*Chris Hyde, Parchment*

At its core, Parchment believes that credentials matter. To senders, issuing credentials is their mission and charter. To receivers, in order to evaluate and provide entry to the next opportunity. And to students, who seek to better their life and circumstance through education. Parchment's platform empowers both administrators and learners. Come learn about the future of eTranscript and credential management including features such as mobile support, automation without IT involvement, and ordering and fulfillment for eDiplomas and other official documents.

## **2.4.6 – Student Success and Self-Service: How University at Albany Improved Registration [Exhibitor Session] *Bryn Mawr***

*Andrew DuBeau, Account Executive, College Scheduler*

*Carrie McMahon, Business Analyst for Student Records, University at Albany*

Thinking about student schedule planning? Come learn from your peers!

Please join University at Albany and College Scheduler for an overview of implementation, rollout, and outcomes. Learn about the challenges we partnered to face, how they found the best solution, and initial results of working together. We will present how enhancing registration can have a major impact on your campus by providing a solution that automatically finds the perfect schedule with benefits for the registrar, advising, and students.

**3:30 PM – 4:00 PM Refreshment Break** *Exhibit Hall*

### **SESSIONS 4:00 PM – 5:00 PM**

#### **2.5.1 – Registrar Panel Discussion *Ross***

*John Papinchak, University Registrar, Carnegie Mellon University*

*Patti Mathay, University Registrar, University of Pittsburgh*

*Adrian Cornelius, University Registrar, University of Maryland*

*Kara Saunders, University Registrar, University at Buffalo*

Join our panel and be prepared to share and discuss various points of view from newer, middle and seasoned registrars' points of views on our role as technology integrators...how one prepares, adjusts and learns new tricks with ever evolving information technology...what's new, what's leading edge, what's old and how you expand your knowledge.

#### **2.5.2 – The Redesigned SAT Suite of Assessments: Understanding Scores and Reporting *Hemlock***

*Kevin Corr, Senior Educational Manager Higher Education Services, The College Board*

Institutions are now receiving scores from the new SAT. Come learn how you can make sense of the information it provides you and your students/prospective students. Topics covered will include understanding new scores and what they mean, using concordance to compare previous scores to redesigned test scores, getting the most out of the new reporting portal, creating personalized practice through Khan Academy and understanding the impact of the SAT Suite for higher education recruitment and admissions.

#### **2.5.3 – Getting the Most of Out a System Wide Organization – Why Membership Has its Privileges *Buchanan***

*Amber Stallman, Director of Student Records, Binghamton University*

*Maureen Artale, Registrar, SUNY Oneonta*

In this presentation, learn how the State University of New York Registrars' Association has become a strong stakeholder in the SUNY system. We will discuss the role of the organization, MSACROA Annual Conference and Meeting

our positioning within the SUNY system, and our involvement within SUNY system administration on issues directly affecting the Registrars' offices. Come hear how we've leveraged the power of sixty-four individual campuses through conference offerings, listservs, small working groups and networking to create relationships with SUNY Executives in order to influence policy as well as create system wide contracts.

#### **2.5.4 – Beyond the Surface Level: Exploring a Multidisciplinary Approach to Maximizing Productive Connections and Partnerships** *Mt. Davis*

*Jeff Richmond, Assistant Director, OSAS, University of Maryland School of Nursing*

This discussion will provide an in-depth analysis and offer suggestions as to how institutions of higher education can utilize their connections to best serve their students and community partners. The University of Maryland School of Nursing's Office of Student and Academic Success facilitates the connection between our students and the various academic resources that increase their potential for success, including staff, faculty, third-party vendors, and partnering clinical sites. With several individuals and organizations involved in a student's path to graduation, both internal and external, our office has explored ways to go beyond the surface level of our daily interactions and make the most out of each and every connection.

#### **2.5.5 – Give Helicopter Parents a Place to Land! How An Effective Parent Engagement Strategy Supports Institutional Goals [Exhibitor Session]** *Quaker*

*Dave Becker, CEO, CampusESP*

CampusESP is a strategic parent and family engagement platform enabling institutions to keep the most important influencers of their students informed - parents. From impacting enrollment, to student success, to annual giving - keeping parents effectively engaged has proven to be critical for institutions looking to better support their institutional goals. An average of 33% of parents call to inquire about student academic and financial information. Reduce parent calls to the Registrar's office by providing access to the information they need 24/7 through a FERPA-compliant system your staff will love. In fact, 94% of admissions officers say engaging parents helps with recruiting efforts. Drive enrollment and decrease summer-melt by providing a news portal with targeted messages to parents of prospective students. To find out more and discuss your parent engagement strategy, visit the CampusESP booth, or online at [www.campusesp.com](http://www.campusesp.com).

#### **2.5.6 – In-House Diploma Printing and Fulfillment Services [Exhibitor Session]** *Conestoga*

*Steven Black, Regional Sales Director, SCRIP-SAFE Security Products*

Come and learn how SCRIP-SAFE can make your commencement process easier. With Diplomas on Demand, you can print diplomas in your office or have us print them for you. Whatever your commencement needs are, we have a solution for you.

**5:30 PM – 7:30 PM Dinner on your own**

**7:30 PM – 10:30 PM SPECIAL EVENT— “Lock Up the Fun @ The Vault”**



## WEDNESDAY, November 30, 2016

**8:00 AM – 8:45 AM Hot Buffet Breakfast** *76 Tavern*

**8:00 AM – 11:30 AM Registration and Hospitality Booths OPEN**

**8:00 AM – 11:30 AM Exhibit Hall OPEN**

### **SESSIONS 9:00 AM – 10:00 AM**

#### **3.1.1 – Mind Your Own Busyness: How Self-Imposed "Busy" Affects Us at Work and at Play** *Buchanan*

*Helena Minerva, Operations Manager, Fashion Institute of Technology, SUNY*

"I'm so busy!" How many of us, when asked how we're doing, have given (or been given) that seemingly canned response? Being busy has become a sickness with which we're infecting ourselves in both our personal and professional spheres. It serves as a reassurance that our lives are full – that we are important, and we are in high demand. The trend is an epidemic of self-imposed "busy" wherein we're aware of the stress we're causing ourselves, but can't break the pattern. The implication is if we are not busy doing something, we're doing nothing – that we are somehow worth less than those who are producing. This session will examine why we are so afraid to just be, and will make us more cognizant of the ways we're making ourselves "sick." We will ask ourselves how our "Busy Sickness" affects the ways we perform as employees, how we operate as managers and supervisors, and what symptoms and complications this "ailment" imposes on our personal lives. Is being too busy actually counterproductive? Is it hurting our psyche and our health? Is it making us less effective at the jobs we're so committed to doing well? Come join us to find out – and to find the anecdote.

#### **3.1.2 – Connect Your Past with the Future: How to Use Excel to Forecast Enrollment** *Mt. Davis* *James Keane, Registrar, Haverford College*

Registrars have access to a lot of data, and with this access comes the opportunity to use and analyze data in really cool ways. This session explains how Registrars (or anyone with access to data) can use Excel and data visualization techniques to produce enrollment simulations for strategic planning purposes. It may sound intimidating, but simple concepts (copy and paste!) can turn into robust, creative, and informative applications rather easily. With this power, data users can ultimately provide senior staff with enrollment forecasts like, "There is a 90% chance that student enrollment will be between x and y." Only a basic knowledge of Excel is required.

#### **3.1.3 – Registrar Round Robin, Part I** *Bryn Mawr*

*Chester Barkan, College Registrar, Nassau Community College*

*Hernan Green, Assistant Registrar, College of Staten Island*

*Darlene Benzenberg, Registrar, SUNY Orange*

*Richard Feltman, Registrar, Brooklyn College*

This session, back by popular demand, will enable you to discuss issues that most effect the Registrar's Office. The panel is made up of four seasoned professionals who have many years of experience behind them. The participants will work with each panel member to sharing ideas, problems and experiences dealing with the topic assigned to that leader. The topics for this *double session* will be outsourcing, best practices in the Registrar's Office, dealing with difficult employees, and FERPA in practice. Each group will meet for 20 minutes to discuss the each of the topics and then we will have a round up at the end of the sessions.

### **3.1.4 – One-Stop-Shop: From Top to Bottom** *Quaker*

*Ian K. White, University Registrar & Director of the Center for Advising, Records and Enrollment Services, Caldwell University*

This session will look at the stages of building a one-stop-shop on your campus. From design, to build, to staffing, to training to assessment.

### **3.1.5 – How to Rise Above? Utilize TES® and Transferology™ from CollegeSource [Exhibitor Session]** *Conestoga*

*Shelly Jackson, Transfer Solutions Specialist, CollegeSource*

Transferology™ provides a nation-wide presence for recruiting transfer students. It also provides a way for staff to view articulation information easily. TES® allows staff to quickly locate course descriptions for transfer courses, along with other needed course and institution information, to make informed transfer course decisions. Many reports in both products can be utilized to manage equivalencies and ease the burden of evaluating the multitudes of courses presented for transfer. This session will include a demo of both products and you will see how quickly your campus can “Rise Above”!

### **3.1.6 – Diplomas: Electronic and Paper, now you need both! [Exhibitor Session]** *Ross*

*Elizabeth Kunde, Executive Director, Paradigm*

Come and learn about the Certified Electronic Diploma (CeDiploma), a transactional document that provides the student with an alternative to the transcript allowing the recipient, from employers, Governments and Embassies, to independently validate the document and is already accepted by State Governments and the Federation of State Medical Boards. Join us for more information about this truly revolutionary product as well as the easiest and fastest way to order and deliver paper diplomas directly to your students.

**10:00 AM – 10:30 AM COFFEE BREAK - Sponsored by CourseLeaf from Leapfrog Technologies**

## 10:30 AM – 11:30 AM SESSIONS

### 3.2.1 – Inter-Departmental Collaboration for Maximum Recruiting *Ross*

*Vanessa Meredith, Associate Director, Thomas Edison State University*

At Thomas Edison State University (TESU), our Admissions office has begun partnering with our Communications and Marketing offices in an effort to maximize outreach to potential students. We feel this will help us evolve and create the type of recruiting that we do. Historically, TESU did not do what is considered true recruiting; because our mission is to “...provide...collegiate learning opportunities for self-directed adults,” we had those self-directed adults contact us; therefore, recruiting is something new at our University. Additionally, many “traditional” colleges and universities have an Admissions office that handles all recruiting. At TESU, we have a Strategic Partnerships office, Admissions office, and Communications and Marketing offices that work on recruiting and outreach.

### 3.2.2 – The Lived Experience of Teleworking: A Review of Current Research *Buchanan*

*Kristin Waters, Associate Director of Operations, University of Maryland, Baltimore County*

This session will review the findings from a case study that was completed in 2016 on teleworking. These findings explore the organizational, individual, technology, and task characteristics that are needed for successful teleworking. Tips for policy implementation and successful teleworking will also be shared! Participants will be encouraged to share their experience with teleworking as well!

### 3.2.3 – Registrar Round Robin, Part II *Bryn Mawr*

*Chester Barkan, College Registrar, Nassau Community College*

*Hernan Green, Assistant Registrar, College of Staten Island*

*Darlene Benzenberg, Registrar, SUNY Orange*

*Richard Feltman, Registrar, Brooklyn College*

This session, back by popular demand, will enable you to discuss issues that most affect the Registrar's Office. The panel is made up of four seasoned professionals who have many years of experience behind them. The participants will work with each panel member to sharing ideas, problems and experiences dealing with the topic assigned to that leader. The topics for this double session will be outsourcing, best practices in the Registrar's Office, dealing with difficult employees, and FERPA in practice. Each group will meet for 20 minutes to discuss the each of the topics and then we will have a round up at the end of the sessions.

### 3.2.4 – Student Connections through Enrollment Management Technologies *Mt. Davis*

*Jim Bouse, Associate Registrar, University of Oregon; President-Elect, AACRAO*

Trends, new media and cool things in Enrollment Management technology, communications, information, marketing, and recruitment. Change and expectations continue to increase and our institutions need to be aware of the opportunities and challenges they represent. Please join me as we explore ways these technologies can be used to create effective automation, communication, audience engagement and relationships. Topics will include the marketing and

communications implications of big data, online data mining tools (IBM Watson), social media, monitoring and listening, viral and personalized video, CRM, predictive analytics, mobile computing, UAVs (drones), virtual reality, online student communities, responsive digital signage, and more.

### **3.2.6 - It's About Time: Take Charge of Your Catalog & Curriculum [Exhibitor Session]**

*Conestoga*

*Wes Miller, Account Executive, DIGARC*

Feeling the pressure of yet another catalog revision cycle Flustered by a broken governance process? No more! In this fast-paced session, learn how over 450 institutions including Hofstra University, Cornell University and the Loyola University build, organize and publish interactive course information in real time, while maintaining a comprehensive audit trail of every curricular decision. Save your staff time, your institution money, and yourself aggravation. Discover a better way!

#### **11:30 AM – 1:15 PM Annual Business Meeting and Luncheon**

(This luncheon is included in your registration fee but requires a ticket you received by signing up directly on your conference registration.)

This is a great time to meet new people, current and newly-elected Executive Board members, and to recognize those that planned the conference.

#### **PLENARY 1:30 PM – 2:30 PM**

##### **3.3.1 – A View From the Top *Grand Ballroom***

*Dr. Donald Generals, President, Community College of Philadelphia*

Hear a current college President share insights on effective leadership, core values, and lessons learned from a successful career as a resourceful administrator and recognized advocate for community colleges.

Dr. Generals is currently the President of Community College of Philadelphia, and is an expert on the roots of progressive education. He has authored a book titled, Booker T. Washington: The Architect of Progressive Education and is drawn to the democratic mission of community colleges. Dr. Generals has officially been appointed to the Philadelphia Works Board for a two-year term and is a member of the Board of Directors of the Economy League of Greater Philadelphia, the Greater Philadelphia Chamber of Commerce, and the Free Public Library. He has been active in numerous professional and services organizations such as Chair of the New Jersey Academic Affairs Affinity Group, the Middle States Regional Council, and The College Board.

#### **2:15 PM – 2:30 PM BREAK**

## SESSIONS 2:30 PM – 3:30 PM

### **3.4.1 – Gainfully Employed: Reporting keeping you busy?** *Buchanan*

*Timothy Smalarz, Associate Registrar, Philadelphia University*

Federal reporting of any sort is critical to any and all institutions who receive Title IV funding. Gainful Reporting certainly falls into this category. This session will focus on two different institutions: a Community College and 4-year private non-profit, and how they handle Gainful Employment reporting while working not only with the Registrar's office but with Financial Aid and Business offices to ensure all data is correct and submitted by all set deadlines. This session will also serve as an opportunity for attendees to talk about their own experiences.

### **3.4.2 – Building A High Performance Team: Developing Great Collaboration with Admissions, Registrar and Student Financial Services** *Mt. Davis*

*Evangeline Couchey, Institutional Registrar, Nyack College*

A high performing team is one that offers excellent student service by seamlessly working together to walk the student from prospect to paid and scheduled. It sounds GREAT, but it's not easy. This session presents a case study of the steps taken to go from a silo approach to a collaborative approach that functions with shared vision, values and trust.

### **3.4.3 – Case Study Review of FERPA** *Quaker*

*Susan Hamilton, Assistant Vice Chancellor for Academic & Student Affairs, Rutgers University, Rutgers Biomedical & Health Sciences*

Join the presenter as she facilitates a discussion of recent FERPA cases in the courts to illustrate how best to respond should you receive requests for records either from individual students or from outside entities. Learn how Open Public Records requests should be handled as well.

### **3.4.4 – Going Digital – Rethinking Student Services through Technology: Pros & Cons** *Conestoga*

*Linda Bloom, Assistant Registrar, Technology, Pratt Institute*

As Registrar's offices continue to meet the challenges to maintain accurate and updated records, and collaborate with Academic/Administrative departments to successfully communicate with diverse student populations...we have to continuously rethink how to integrate technology into daily office operations to achieve their goals. This session reviews a year-long strategic/technology plan that was implemented into the Registrar's office at Pratt Institute in 2015. Discussing the pros and cons of office production, student request, academic and college support services, and Academic/Event room scheduling. Including the implementation of the Colleague Student Planning system, and the use of social media form communications in order to achieve a user-friendly environment.

## BREAK 3:30 PM - 3:45 PM

## **SESSIONS 3:45 PM – 4:45 PM**

### **3.5.1 – Federal Regulations - Understanding Your Role in Compliance** *Ross*

*Michael E. Maysilles, Director of Assessment and Compliance for Academic Support and Student Affairs; New Jersey Institute of Technology*

Compliance with Federal Regulations has become much more complex and involves many offices around campus. Whether or not there is a compliance officer on campus, the Registrar often becomes directly involved with compliance. This session will discuss the role of the Registrar in compliance and will discuss resources for Registrars to utilize regularly to stay current with regulations. Attendees should be prepared to discuss their own experiences and share solutions to common issues.

### **3.5.2 – Competency-Based Professional Development in the Office of the Registrar** *Buchanan* *Patrick Elliott, Senior Associate Registrar, University of Maryland, University College*

In 2015, AACRAO published professional competencies for Registrar and Admissions professionals (<http://www.aacrao.org/resources/professional-competencies>). In Fall 2016, University of Maryland University College's Office of the Registrar initiated a project to create a professional development program using the AACRAO competencies. This program uses a project-based approach to allow staff to grow in targeted areas and authentic assessment to evaluate the staff's growth. This will share the initial plan and designs of the program and discuss challenges and opportunities. There will be time for questions and answers from the audience.

### **3.5.3 – Finding Opportunities in Budget and Cross Department Constraints** *Keystone*

*George Davis, Vice President of Marketing & Communications, Executive Director of Enrollment Management, Evangelical Seminary*

We are often tasked with providing better customer service, increased enrollment and retention, better branding, and more effective educational experiences for our students. These tasks are often given to us in the context of budget and personnel cuts.

This presentation focuses on creating a culture and a cross department team approach that actually uses constraints to fuel creativity, encouragement, better solutions, and potential system-wide answers for higher education.

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

**Thursday, December 3, 2015**

**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 November 26th. Any last minute changes, cancellations, or additions will be posted at the Conference.

Download the conference app! 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.