Welcome to our conference in Hershey, "The Sweetest Place on Earth"!

"The Many Layers of Service"

I invite you to attend the 80th Annual Meeting of the Middle States Association of Collegiate Registrars and Officers of Admission. This year's conference will be held from November 29th through December 2, 2010 at the Hershey Lodge in Hershey, Pennsylvania.

"The Many Layers of Service" is the theme for this year's conference. Whether it is customer service; service with a smile; service to your country or service to the community, service is a critical component of higher education. Join us in Hershey as we explore the many layers of service.

The Hershey Lodge offers many exciting amenities including free parking and free wireless internet for conference attendees. The Executive Committee understands the tight budgets that all of us are dealing with and is excited to announce that conference registration fees were not increased this year. Online registration is currently available and I encourage you to register early. Please take a few minutes to look through the registration pages, complete your registration and submit it today…you will receive a confirmation email and invoice which you can use to submit payment, or you can conveniently pay with a credit card online.

I would like to thank the members of the Executive, Program and Local Arrangement Committees for all of their hard work and contributions to this year's conference. Best Wishes for a successful fall semester. I look forward to meeting you in Hershey!

Michele M. Dunn
MSACROA President-elect

Registrar
County College of Morris

MSACROA 2010 conference sessions and schedule

Monday, November 29, 2010

9:30 AM - 10:45AM   **Local Arrangements Committee (LAC)**

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

11:30 AM - 12:30 PM   **Executive Committee /LAC luncheon**

12:30 PM -5:00 PM   **Registration and Conference Activities**

1:00PM - 4:00 PM Professional Development Workshops

1-1-1 Post 9/11-Chapter 33 VA Update
Presenter: Jeff Culp, Veterans Education Advisor, PA Department of Education
This workshop will provide an overview of veterans' educational benefits currently available to veterans, eligible dependents and members of the National Guard and Reserve Components. Eligibility, entitlement, benefits, transfer of entitlement, enrollment and financial aid implications will be discussed. Discussion will also include outreach efforts which may be used to recruit veterans to attend institutions of higher learning. A question and answer period will follow the discussion.

1-1-2 Project Management
Presenter: Sam Conte, University Registrar-University of Pittsburgh
Presenter: Patricia Mathay, Associate University Registrar-University of Pittsburgh
College campuses have a multitude of projects occurring every day. Examples of typical projects include: the development of a new academic program, the renovation of space on campus, the implementation of a new student information system or the building of a new dormitory. Although the projects are vastly different, they all use the same project management principles. This workshop is designed to provide participants with an understanding of project management principles and concepts. The session will provide exposure to the essential skills necessary for the effective organization, implementation and management of projects within a Higher Education setting.

2:30 PM – 4:00 PM Professional Development Sessions

1-2-1 Ask the Experts: PeopleSoft
Presenter: Thomas Castiglione, Registrar-Long Island University
Join your colleagues as we open this forum on PeopleSoft/Oracle Campus Solutions. Is there something that you are having an issue with? Are their solutions to problems that you can share with your colleagues in other PeopleSoft Schools, then this is the session to attend. Join with us and share your ideas, thoughts, concerns, lessons learned in implementing and using the PeopleSoft Campus Solution package. We encourage seasoned PeopleSoft users to attend this session and share with us your ideas for building a better system.

1-2-2 Banner-Registration, Catalog & Schedule
Presenter: Lynne Dougherty, Registrar-Hofstra University
Presenter: Ian White, Assistant Registrar for Data Management-University of Medicine and Dentistry of New Jersey

Join your colleagues who utilize SunGard's BANNER student information system to discuss your issues over the course of three targeted sessions. The 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. Session 1 - Registration, Catalog & Schedule Session 2 - Student Records Session 3 - Open topics

1-2-3 Meeting the Challenge of Service to Students at Multi-Campus Institutions

Presenter: Josephine Hernandez, Vice President, Passaic Academic Center-Passaic County Community College
Presenter: Dr. Barbara Gaba, Provost-Elizabeth Campus-Union County College
With growing enrollment and changing demographics, many community colleges are spreading their reach beyond the main campus with the establishment of satellite and branch campuses. This session will focus on campus expansion projects at various stages and the opportunities and challenges inherent in expansion to better serve students. In providing multiple layers of service to students, the issues to be addressed include providing customer service, academic planning, staffing budgeting, marketing plans and reporting structures.

1-2-4 Delivering on the Promise

Presenter: Sheryl Sobiesiak, Senior Educational Manager, Higher Education Services-Middle States Regional Office-The College Board
With growth in various populations the higher education community is faced with new opportunities as well as challenges. What are the trends in our region and what is their potential impact on our institutions? Join us in the analysis of demographic trends and a discussion about ways in which these changes impact admissions and enrollment management.

4:00 PM - 5:00 PM	**Committee Meetings**
5:30 PM - 6:30 PM	**President's Welcome Reception**
7:00 PM	**New Members Dutch Treat Dinner (everyone welcome)**

Tuesday, November 30, 2010

8:00 AM - 4:30 PM	**Registration and Conference Activities**
8:00 AM - 4:00 PM	**Exhibit Hall Open**
8:00 AM – 9:00 AM	**First Timer's Breakfast**
7:30 AM - 9:00 AM	**Continental Breakfast**

9:15AM - 10:30AM Professional Development Sessions

2-1-2 AACRAO'S Retention of Records Guide

Presenter: Susan E. Nelson, University Registrar-University of Medicine and Dentistry of New Jersey
Presenter: Julie E. Ferguson, Assistant Dean for Student Affairs/Registrar-UMDNJ-NJ Medical School

The Guide was revised this year to incorporate changes in technology and regulatory requirements of state archive and records offices. Two editors of the Guide will discuss its basic principles, review retention and disposal schedules, and highlight updates made for the 2010 edition.

2-1-3 Student Services in the Age of Entitlement
Presenter: Kristyn Lingenfelter, Assistant Registrar for Student Services-Ithaca College
Presenter: Lorie Holmes-VanDusen, Associate Registrar-Ithaca College

We are all dealing with students who believe that for one reason or another they deserve to have an exception made for them. We also all have technology available to us that will allow us to do a number of different things for students and faculty. The question is, just because we can, should we? What is our ethical responsibility as registrars to educate the students at our institutions? Shouldn't the parents have done that? Speaking of parents … is it our responsibility to educate them as well in many cases? We don't have all the answers, but we have a few suggestions and are excited to discuss any solutions that others may have to these questions.

2-1-4 Admissions Spoof
Presenter: Steve Young, Academic Advisor-DeSales University
Welcome to Spoof University, America's Top Ranked Comedy College! Our mission is to recruit the funniest freshmen in college admissions history. Sample our sidesplitting subjects including "The Prospective Student Pocket Translator", "Mom's Homeschool Transcript", and "The 7 Habits of Highly Defective Recruiters." Take the ACAT (Admissions Counselor Aptitude Test) and gain admission to our humorous halls of not so higher learning. Or choose one of our award winning extracurricular activities such as "Criminal Acts of the College Bound," "The Rejection Letter Decoder," and "Prank College Ranks." So if you're living and have a pulse, apply to Spoof University today! Getting admitted to college has never been this much fun!

2-1-5 Customer Relations: How to Create a Winning Environment
Presenter/Convener: Clifford Marshall, City University of New York
Join Clifford L. Marshall, II as he gives his secrets on creating a "Win-Win" environment where customers get a total quality service experience and businesses and organizations get a trustworthy and loyal customer.

2-1-6 Creating and Delivering eTranscripts in Your Sleep (vendor session)
Presenter: Avow Systems
What you need to know before rolling out your electronic transcript solution. It is no longer "if" you do electronic transcripts, but "when". Come learn what your institution should demand from an electronic transcript partner. Learn in less than an hour what will affect your institution for years.

10:30 AM -11:00 AM Refreshment Break

11:00 AM - 12:15 PM Professional Development Sessions

2-2-1 A View From The Top
Presenter: Dr. William N. Ruud, President-Shippensburg University of Pennsylvania
Through a career of more than 30 years in higher education, President Ruud has been a leader at several colleges and universities throughout the nation. No stranger to the needs of enrollment management professionals, during his tenure at SHIP, the university has seen a positive increase in enrollment; a double-digit increase in applications, including an increase in applications from minority students; and has continued to have the highest graduation rate in the Pennsylvania State System of Higher Education. A

former faculty and dean at both the University of Toledo and Boise State University, he was instrumental in the university's award-winning marketing campaign that began in 2008 and focuses on words like leaderSHIP, internSHIP, championSHIP, and scholarSHIP. President Ruud will share his "view from the top" in a conversational setting that will allow time for your comments and questions.

2-2-2 What Can Your Information System Tell You About Your Students?

Presenter: Bhavesh Bambhrolia, Business Analyst-Community College of Philadelphia
Data that exists within the student information system can tell you a lot about the efficiency of your business processes. In this session, learn what lead Community College of Philadelphia to develop CourseFinder, the College's own course search engine that supports the needs of students, faculty, staff, counselors, and advisors. Community College of Philadelphia serves over 34,000 students taking credit and noncredit courses at the Main Campus, three Regional Centers and more than 20 neighborhood and corporate locations. This non-technical presentation will highlight the importance of data in designing CourseFinder from the user interface to functionality and how CourseFinder contributed to improving registration services. You will also learn how CourseFinder plays a role in retention and graduation.

2-2-3 Web Grades: A Model of High Tech Services for All

Presenter: Kent Laudeman, Vice Dean for Administration-United States Military Academy
Presenter: Jim McKelvey, Assistant Dean for Registrar Services-United States Military Academy
This program will present a locally developed Web grade application to meet the detailed needs of students, faculty, and staff in a small to medium sized institution. Over the last seven years, the current sophisticated grade application has been continually enhanced and migrated from that of FTP to client server to Web grades. The presentation will cover the development, deployment, capabilities, unique features, user roles, and reports that supports multiple layers of users.

2-2-4 Online Transcript Processing: Understanding the Alternatives (vendor session)

Presenter: Credentials, Inc.
Credentials Solutions, processor of more than 9 million transcript requests over the past 11 years, understands the impact of transcript processing on your staff and on your budget. In this session, we will present a detailed discussion of the alternatives available, the cost to deploy and maintain as well as the impact on the level of customer service provided to your students. We will also discuss how you can actually improve the level of transcript services offered to your students and alumni while reducing the demands on your staff through the use of automation and electronic transcript production.

12:15 PM - 2:15 PM   **Lunch On Your Own**

2:15 PM - 3:30 PM Professional Development Sessions

2-3-1 Doing More With Less Again

Presenter: Dr. Deborah Bowles, Associate Chancellor for College Access-Rutgers University
We find ourselves in a climate of declining government funding of higher education, public pressure to check rising tuition, skyrocketing enrollment or worrisome declines, and strong public, institutional, and government expectations for efficiency, measurable results, and accountability. What are some of the trends at colleges and universities in this environment, and what measures can we take to effectively do more with less? We will talk about what we should focus on during difficult economic times.

2-3-2 Serve and Save: Create a Homegrown Online Catalog

Presenter: Jim Duffy, Registrar-Gettysburg College

Presenter: Paul Redfern, Director of Web Communications & Electronic Media-Gettysburg College
Do you want to serve your entire institution and save a significant amount of money at the same time?
This session will explain how Gettysburg College developed an online course catalog. We will discuss the
detailed process from start to finish and provide tips and suggestions as to how you may be able to
implement a similar project at your institution.

2-3-3 Washington Update

Presenter: Barmak Nassirian, Associate Executive Director-AACRAO
The Obama administration entered office nearly two years ago with little by way of specifics on its higher
education agenda. However, it quickly demonstrated its commitment to higher education in its funding
proposals, beginning with a sizable investment through the stimulus bill and the overhaul of the student
loan system which was enacted along with legislation reforming the health care system. Along with more
support for higher education, the Administration has demanded more accountability from colleges and
universities, sometimes through data requirements that have struck some observers as excessively
intrusive. This session will provide an overview of federal higher education issues and assess the impact
of the November elections on their future direction.

2-3-4 Beginner's Guide to Waitlisting

Presenter: Jan Mellon, Associate Registrar for Registration and Scheduling-Indiana University of
Pennsylvania
The Office of the Registrar at Indiana University of Pennsylvania worked with academic departments and
deans offices to implement waitlisting on a pilot basis for Fall 2010 registration. While various academic
departments have been doing waitlisting, this effort allowed studenst to get on a waitlist using web
registration. The goal was to provide various areas with inforamtion as early as possible regarding
student demand for courses. Additionally, it was hoped that the new process would require less manual
effort from both the students and academic departments. Particular attention in this session will focus on
how the pilot was developed, implemented, and communicated. Whether you're interested specifically in
waitlisting or in the broad concept of implementing something new in course registration, this session may
be for you.

2-3-5 License for Registration

Presenter: Steve Young, Academic Advisor-DeSales University
This crash course in academic antics features a variety of "laugh out loud" lessons for restless college
registrar staffs. Topics include "Bizarre yet effective strategies for enrolling in a closed course," "The
migraine producing student transcript," "Creative course scheduling techniques," "Datahell Diary," "The
College GPA Decoder," "Tips for handling last minute registrants," and much, much more! Prerequisites
include a sense of humor, a valid college registration license, and a clean academic record. Graded F for
Funny!

2-3-6 Retention Through Better Course Access (vendor session)

Presenter: Ad Astra Information System
Innovative institutions are breaking new ground with course demand analysis to improve course
availability, student success and retention. Learn how colleges and universities have used this analysis to
make high impact changes to their roll-forward schedules, offering a schedule that better fits their student
populations.

2-3-7 Diplomas on Demand – Your Graduation Management System (vendor system)

Presenter: Scrip-Safe International
Come and see how in-house printing with Diplomas on Demand allows you to have more control over
diploma printing and graduation while saving you time and money. In-house printing does not mean you

have to sacrifice quality! We will explore how the system works and how it has been beneficial for other schools. Please come out for this discussion on graduation best practices.

3:30 AM -4:00 PM   Refreshment Break

4:00 PM - 5:00 PM   Professional Development Sessions

2-4-1 Ask the Experts: Power Campus
Presenter: Chester Barkan, Registrar-New York College of Health Professions
Are you using PowerCampus for your ERP software? Are you looking for a place to come to discuss issues related to PowerCampus? Then this is the place. Join us for this cracker-barrel session. Bring your questions, and answers and share with your colleagues using PowerCampus

2-4-2 Banner: Student Records
Presenter: Lynne Dougherty, Registrar-Hofstra University
Presenter: Ian White, Assistant Registrar for Data Management-University of Medicine and Dentistry of New Jersey
Join your colleagues who utilize SunGard's BANNER student information system to discuss your issues over the course of three targeted sessions. The 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. Session 1 - Registration, Catalog & Schedule Session 2 - Student Records Session 3 - Open topics

2-4-3 Making Flextime a Win-Win
Presenter: Tom Mantoni, Registrar-DeSales University
Organizations are beginning to turn time into a tool to attract, retain and engage high performing talent. DeSales University has initiated a pilot project to determine if a flexible work schedule will work for the Registrar's Office. Join us to discuss our findings and share your ideas.

2-4-4 Datatel: Degree Audit Implementation
Presenter: Luke Phillips, Associate Registrar for Systems-Felician College
Presenter: Barbara Romano, Associate Registrar-Felician College
This session will outline the steps taken to implement the Datatel degree audit system at Felician College. Session topics include planning, requirements definition, coding decisions, and user training. Also addressed are issues related to data conversion and transfer credit. Special problems such as complex sub-requirements, exceptions, and co-majors will also be discussed. An open discussion and sharing of ideas related to any degree audit system will be encouraged.

2-4-5 Evaluating Document Imaging, Workflow & Forms (vendor session)
Presenter: Hershey Systems
Over a thousand colleges today utilize document imaging and several hundred have implemented workflow and forms. Nearly every college has received benefits from their technology acquisition. This session will focus on methods and tools to evaluate internal needs and goals, from prioritization to implementation to review. This will be a workshop style session versus a typical vendor presentation session. We will not be demonstrating or presenting software solutions from Hershey Systems. Instead, the subjects to be covered will be: The Will, the Way, Uh-Oh the Funding – (creating reality based ROI), Project Participants & Roles – (who needs to be on-board for success), Technology Evaluation (RFP – Direct Evaluation), Measurements of Success (post project evaluations; just because you are up and

running does not mean the evaluation process is over). Each attendee will receive an electronic workbook of the session including ROI tools.

6:30 PM - 8:30 PM   Reception Hershey's Chocolate World

Wednesday, December 1, 2010

8:00 AM - 12:00 PM   Registration and Conference Activities

8:00 AM - 12:00 PM   Exhibit Hall Open

8:00 AM - 9:00 AM   Continental Breakfast

9:15 AM - 10:30 AM Professional Development Sessions

3-1-1 Engaging the Heart of Your Community
Presenter: Elease Armstrong-St. Francis Medical Center-School of Nursing
Tips on reaching the unreachable and how community service partnerships make all the difference in the world.

3-1-2 Transfer Evaluations Made Easy
Presenter: Darlene Benzenberg, Registrar-Mount Saint Mary College
Presenter: Lindsy Burt, Director of Academic Advisement/Develp Instruction
Learn how we researched and implemented Transfer Evaluation System to assist us in processing and evaluating incoming transfer students. We were given a three day turnaround timeframe to evaluate transcripts, we incorporated this system to allow prospective student to self evaluate, track division chair course approvals, and provide unofficial transcript evaluations.

3-1-3 Banner: Open Topic Discussion
Presenter: Lynne Dougherty, Registrar-Hofstra University
Presenter: Ian White, Assistant Registrar for Data Management-University of Medicine and Dentistry of New Jersey
Join your colleagues who utilize SunGard's BANNER student information system to discuss your issues over the course of three targeted sessions. The 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. Session 1 - Registration, Catalog & Schedule Session 2 - Student Records Session 3 - Open topics

3-1-4 The Nuts and Bolts of Customer Service
Presenter: Michele M. Dunn, Registrar-County College of Morris
Presenter: Peter R. Falk, Director of Special Projects and University Admissions Coordinator-University of Medicine & Dentistry of New Jersey

The paradigm has shifted and the customer's voice will be heard - so we better be listening! From making sure policies and procedures include a "value added" approach to not letting our moods take control, this workshop will offer an introduction to customer service concepts and their applications to higher education. Participants will leave feeling enthusiastic about customer service and will learn about customer service training tools to use as they implement programs on their own campuses.

3-1-5 We Do It Differently
Presenter: Eileen Polazzi, Registrar and Director of Advising-Bloomfield College
Presenter: Annette Raymond, Associate Registrar-Bloomfield College
Our office combines advising and registration and it works effectively and efficiently. How this happened, why we did it, problems and why it works for us.

3-1-6 PDF Transcripts: The Wave of the Future or a Passing Fad?
Presenter: Karen L. Schultz, University Registrar, Penn State University
Presenter: Polly Winfrey Griffin, University Registrar-Princeton University
Have you been wondering whether to get into the business of delivering transcripts electronically? Have you heard and received a lot of information about sending transcripts to recipients in PDF format? Would you like to understand more about this new service and the technology incorporated? Come to this session and hear registrars from two institutions talk about their experiences with PDF transcript delivery. Hear the pros and cons, learn about security and architecture, compare and contrast PDF delivery with other electronic delivery options and hear our perspectives abut cost (are there real savings to be had?) and adoption rates. Learn from the experiences of two institutions that have been on the "bleeding edge".

3-1-7 The Future of College Catalogs (vendor session)
Presenter: Smart Catalog

10:30 AM - 11:15 AM   Refreshment Break and Prize Drawings - Exhibit Hall

11:15 AM - 12:15 PM Professional Development Sessions

3-2-1 Hot Topics for Small College Registrars
Presenter: Chester Barkan, Registrar-New York College of Health Professions
Working in a small college as a Registrar has both its rewards as well as its challenges. Students regardless of the size of the college or university place the same demands on the Registrar's Office. We are required to adapt and make due with smaller staffs and fewer resources while insuring that our students get the same quality service as students find in large colleges and universities. Working in a small college Registrar's Office, how have you insured that your students get the same quality service as your larger counterparts? Bring your ideas, the challenges you face and ways that you have insured that the needs of your students are taken care of in a timely fashion to this open roundtable discussion.

3-2-2 Professional School Admissions Basics
Presenter: Monica Maisto, Assistant Director of Admissions-Salus University
Presenter: Nancy Griffin, Associate Director of Admissions-Salus University
This session will provide tips and tactics for professional school admissions counselors from recruitment to orientation. Focus will be within health professions admissions and experiences will be shared by the Admissions Officers at Salus University (formerly the Pennsylvania College of Optometry). Participants will have the opportunity to share their knowledge and discuss best practices.

3-2-3 Financial Aid 101 for Registrars and Others

Presenter: Brad Myers, University Registrar, Ohio State University; AACRAO VP Records and Academic Services; former Interim Director of SFA at Ohio State
Although the connection between financial aid and recruitment is well known, there are other intersections between financial aid, the registrar and other offices with enrollment services. This session will provide an opportunity to have an overview of basic financial aid information and particularly where there might be intersections with the Registrar's Office.

3-2-4 Millions of Transfer Students, One Solution: TES (vendor session)
Presenter: College Source

3-2-5 Expanding Access Through Collaboration

Presenter: Thomas Butler, Executive Director-Project GRAD Philadelphia
Admissions professionals join a conversation about commitment to college access and success so that all students, especially those under-represented in postsecondary education, can achieve their educational dreams. How do we work together to build, strengthen, and empower our relationships with schools and communities and develop strategic partnerships in order to create college access and success programs and networks? Who are the partners needed to engage to support these access programs?

3-2-6 What To Do About Diplomas and Covers? (vendor session)

Presenter: Paradigm Corporation
How can I reduce the time dedicated to diplomas while improving my service to the students? Can Ihave a vendor mail the diplomas for me? What other services are available? Is diploma production really a business I want to be in? Important things that you should know about diplomas and covers that will allow for a smooth and trouble free graduation year after year.

12:15 PM – 2:00 PM   Business Meeting and Luncheon

2:30 – 5:00   "Support Our Troops"
A community service opportunity for conference attendees to show appreciation for the men and women serving in the armed forces by signing holiday cards, writing letters and preparing gift packages which will be shipped overseas.

2:30 PM - 3:45 PM Professional Development Sessions

3-3-1 Registrar's Role in NCAA Certification
Presenter: Juli Hibbard, Manager, Student Athlete Certification-Rutgers University
Presenter: Kelley Sokolowski, Undergraduate Registrar-Rutgers University
This session will emphasize the role of the Registrar's Office in the certification process of student-athletes on your campus. We will discuss the importance of working together with the various offices on campus to ensure that correct academic eligibility decisions are made through the acquisition of updated and accurate information concerning each Student-Athlete via effective communication.

3-3-2 Adult Learner's Success Thru Student Services
Presenter: Wendy Lin-Cook, Dean of Adult and Graduate Admission-Felician College
Presenter: Kirstin Tripodi, Director of Professional Development- Fairleigh Dickinson University
Adult learners are quickly becoming the new majority in the higher education landscape. This presentation will examine who are the adult learners, what are their core characteristics, as well as how they differ from the traditional students. Finally, we will apply the knowledge to create a customized student service environment to promote academic and personal success for the adult learners.

3-3-3 Ask Them and They Will Tell You
Presenter: Karen Schultz, University Registrar, Penn State University
Presenter: Anna Griswold, Assistant Vice President for Undergraduate Education and Executive Director for Student Aid, Penn State University
What do your students think of the services you provide? How could you improve your service to students? If you really want to know, just ask them! Penn State's Office of the University Registrar, Office of the Bursar, and Office of Student Aid did just that by forming a student advisory board. Come to this session and learn how we did it. What works, what didn't, what we've learned, and how we've ensured that the board will be productive and a continuing source of input to our processes and services.

3-3-4 Electronic Transcript Processing Made Easy (vendor session)
Presenter: National Student Clearinghouse
The National Student Clearinghouse makes processing and sending electronic transcripts easier, faster, and more secure than ever with its Electronic Transcript Exchange and Transcript Ordering services. Save time and money with these powerhouse services, while ensuring the integrity of your documents through two new enhancements: digital signature and rights management.

3-3-5 Academic Catalog Management: Taking Your Catalog Online (vendor session)
Presenter: Leepfrog Technologies
It's time to update the catalog again. Is the process very labor intensive? Is it hard to tell what's changed from last time…or where everything is in the process? Come hear how CourseLeaf improves the process of updating, managing and publishing academic catalogs. The result is improved efficiency, accuracy and a catalog customized to your needs.

4:00 PM - 5:00 PM Professional Development Sessions

3-4-1 Ask The Experts: Datatel
Presenter: Alan Sims, Registrar-University of the Sciences in Philadelphia
This cracker-barrel session involves the audience as the presenter for a round table discussion. There will not be a formal presentation, but several veteran Datatel Colleague end-users will be present to join in the conversation. The session is designed for everyday users of Datatel Colleague information systems to share their own experiences and learn from the knowledge of their peers. Please come and share your success stories, your unique work arounds, and bring your questions. Feel comfortable with people who know SPRO, STAC, UI 4.1, WebAdvisor, EdPlan, etc. Whether you are a new user or an experienced veteran the group discussion will be valuable.

3-4-2 PLA-The Nuts and Bolts
Presenter: Henry van Zyl, Vice Provost-Thomas Edison State College
"PLA - the nuts and bolts" covers all aspects of a robust prior learning assessment program that enrolls more than 1,200 students per year in a college renowned for its distance learning programs. Starting with an overview of what PLA means, the presentation moves on to cover administrative aspects, student and faculty interaction, portfolio presentation and the final assessment and quality assurance that ensure academic integrity and rigor.

3-4-3 Realizing the Educational Benefits of Diversity
Presenter: Douglas Zander, Associate Provost-Millersville University
Presenter: Jose Aviles, Director of Admission-Millersville University
Presenter: Nakia Mack, Asst. Director of Admission; Coord. of Multicultural Recruitment-Millersville University
The educational benefit of diversity on college campuses is well documented. So, too, are the difficulties experienced by underrepresented students, frequently students of color, on college campuses. Too often the result is disparately low completion rates. Learn strategies they can help students prepare for a successful experience – particularly students of color who may enroll at predominantly white institutions. College personnel will learn how to support students through the transition period and foster those behaviors likely to result in post-secondary completion. Participants will share their own successes and challenges relating to this important work.

3-4-4 FERPA Open Forum (Highlights and Question Submission)
Presenter: LeRoy Rooker, Senior Fellow-AACRAO
In this session LeRoy Rooker, will present an overview of the FERPA regulations and how they impact on our day to day operation. Participants will have the opportunity to submit questions which Mr. Rooker will review and answer during the FERPA Workshop on Thursday morning.

5:30 PM – 6:30 PM   Reception

Thursday, December 2, 2010

8:00 AM – 11:00 AM   Registration and Conference Activities

8:00 AM -   9:00 AM   Continental Breakfast

9:00 AM - 12:00 PM   Professional Development Workshops

4-1-1 FERPA- Update and Answers to Attendees Questions
Presenter: LeRoy Rooker, Senior Fellow-AACRAO
In this session LeRoy Rooker will discuss the latest developments in FERPA. He will also respond to questions submitted during Wednesday afternoon's session.

4-1-2 Let's Get Real About Racism
Presenter: Lee Mun Wah, Stir Fry Seminars
*Though we may all desire an open conversation on diversity issues, often there is a permeating fear that it will become too emotional or disruptive, so we create ways in which to diminish the intensity and the directness. What we lose is the passion and the honesty, the trust and intimacy that only the truth and an open dialogue can offer. In this revolutionary workshop, Let's Get Real, we offer the kind of conversations seldom approached in most diversity experiences. We examine some of the fears and stereotypes that prevent us from having a truly open and authentic conversation with each other. We also explore what people of color can't say and whites are afraid to ask and the reasons why. And, in the process, we practice how to effectively and compassionately hear the answers to these questions and ways to expand the conversation through curiosity, reflection and action. Participants will learn: *Effective cross cultural communication & listening techniques *Meaningful, authentic ways of responding *How to create compassionate avenues for conversations to grow and develop *Ways to assess our intent and impact on others *Facilitation skills to adapt to a variety of diverse environments * 9 Healthy Ways to Communicate*

9:00 AM – 10:15 AM Professional Development Session

4-2-3 Office Retreat

Presenter: Melissa Lenhart Young, Associate Registrar-DeSales University
We know that professional development opportunities are vital for our staff members but tight budgets make it almost impossible to send everyone to conferences. DeSales University holds a retreat each summer for its entire Registrar's Office to assess, brainstorm and plan for improvement.

10:30 AM – 11:45 AM Professional Development Sessions

4-3-1 How To Make Your Small Office a Sweet Success

Presenter: Michele Diehl, Director of Undergraduate Admissions- Gwynedd-Mercy College
Presenter: Christina Cerenzia, Director of Admissions- Neumann University
Presenter: Gus DiStefano, Director of Admissions- Manor College
Presenter: Dr. Nicola DiFronzo-Heitzer, Dean of Admissions- Harcum College
Are you a decision maker at a small, private institution? Do you find yourself with limited staff and financial resources? Do you have mountains of work and countless ideas? Come to this roundtable discussion! During this session, voice your concerns, discuss your roadblocks, and share your best practices. This session will be presented at the 2010 PACAC Conference. Ideas presented at the PACAC session as well as new thoughts will be presented.

4-3-2 How To Market Financial Aid in Admissions

Presenter: Charlie Spencer, Director of Transfer and Alumni Recruitment, ISA-Cabrini College
You can find an academic match but can you find a monetary match according to your audience in your office?

12:00 PM - 1:00 PM	**MSACROA committee meeting/luncheon - Executive, Program, and LAC**
1:00 PM – 4:00 PM	**Executive Committee Meeting**

(Updated 11/24/2010)