**Middle States Association of Collegiate Registrars and Officers of Admission**



# 81st Annual Conference and Meeting

### November 28 – December 1, 2011

# MSACROA
# 2011

*-The Borgata Hotel Casino and Spa- Atlantic City New Jersey*

# Middle States Association of Collegiate Registrars and Officers of Admission
## 81st Annual Conference and Meeting
### Monday, November 28 – Thursday, December 1, 2011
### The Borgata Hotel Casino and Spa, Atlantic City, NJ

On behalf of my colleagues on the Executive, Program and Local Arrangements Committees, it is my pleasure to present the program for our 81st Annual Conference and Meeting! MSACROAns take pride in offering not only a top-notch professional development experience, but also an experience that includes a strong sense of collegiality and fellowship – I look forward to sharing that with you this year.

The Program Committee has developed a substantial and varied program with something for everyone. We'll offer helpful and insightful sessions on meeting the challenges of careers in enrollment management that can be appreciated by "newbies" and seasoned professionals alike.  Highlights include:

- We've taken Monday and "kicked it up a notch" to include a full afternoon of workshops (starting at 1:00 p.m.), and sessions (starting at 2:30 p.m.).  Plan your travel to be available Monday afternoon so you don't miss out.  There will also be a robust offering of sessions on Thursday, so plan to be with us all four days!

- Back by popular demand, we're happy to once again offer the **Franklin Covey Certificate Program** – "The 7 Habits of Highly Effective People."   An additional fee applies.

- We're bringing AACRAO professional development to our regional meeting with their **Registrar 101**.  This 6 hour training program is perfect for staff new to the Registrar profession, and is offered at a reasonable additional fee.

- MSACROA welcomes **special guests** – from **AACRAO**: **Betty Huff**, Past-President; **Barmak Nassirian**, Associate Executive Director, External Relations; **Brad Myers**, Vice President Records & Academic Services (REG 101); and, **LeRoy Rooker**, Senior Fellow; offering a "View From the Top," **Dr. Edward Yaw**, President of the County College of Morris, and past-president of the NJ President's Council; and, our opening session speaker, **Dr. W. Terrell Jones**, from The Pennsylvania State University.

- Your **registration fee** *includes* three continental **breakfasts, receptions** Monday, Tuesday and Wednesday evenings, and, when you indicate it on your registration form, *lunch* on Wednesday (paid members attending the Business Meeting).

- Lastly, our conference venue is a long-time favorite of MSACROAns – The **Borgata Hotel Casino and Spa**.  *The* A.C. hotspot, the Borgata not only offers our members top-notch conference facilities, but also resort and casino amenities second to none.  From the exceptional indoor pool and spa facilities, to award-winning restaurants, featuring such names as Bobby Flay, Wolfgang Puck and Michael Mina, there's something for everyone!

Don't gamble with your professional development – join us in A.C.!  You can find hotel information at the end of this brochure. Registration information is available on our website:  http://msacroa.org

I look forward to personally greeting you!

*Peter*

Peter R. Falk, President Elect
Director of Special Projects and University Admissions Coordinator
University of Medicine and Dentistry of New Jersey

# MONDAY, NOVEMBER 28, 2011

## 9:00 a.m. – 11:00 a.m. – Executive Committee Meeting
## 9:30 a.m. – 10:45 a.m. – Local Arrangements Committee Meeting
## 12:30 p.m. – 4:30 p.m. – Registration and Hospitality Open

## Workshops – 1:00 p.m. - 4:00 p.m.

### 1.1.1 - Veterans Education Benefits

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

An overview of the Post-9/11 GI Bill Improvements Act of 2010, current GI Bill benefits, and the impact of veterans' education benefits on financial aid and other benefit programs. Responsibilities of school officials concerning veterans' benefits. Advantages of the Yellow Ribbon program, transfer of entitlement, and dependent programs. Strategies for recruiting veterans to attend your school.

### 1.1.2 - Hiring and Interviewing Basics

*Ninette Gironella, Assistant Registrar - Graduation Services, New York University*

In this competitive job market, it is essential we take the right steps to hire the best candidate. Learn how to use the structured interview process to find the right employees (or help your own job search by finding out how the hiring process works). Topics include identifying competencies needed, preparing for interviews, using behavior-based questions, conducting legally defensible interviews, and evaluating candidates effectively. In this interactive workshop, you will practice job analysis, developing questions, and interviewing techniques.

## Sessions – 2:30 p.m. – 4:00 p.m.

### 1.2.1 - Assessment: A Road Map to Student Success

*John McLoughlin, Assistant Provost for Institutional Effectiveness/Academic & Career Planning, Long Island University, C.W. Post Campus*

This session will alleviate the anxiety surrounding the process of assessment by refocusing the conversation on improving student success and institutional effectiveness. Participants will explore the role of assessment in strategic planning, decision-making and resource allocation. Examples of student learning and program outcomes will be presented along with a brief overview of useful measurement tools.

### 1.2.2 - Hot Topics for Small College Registrars

*Chester Barkan, Registrar, DeVry College of New York*

Join us again for this popular session!  Bring your questions, issues, and topics of discussion. Small College Registrars have many interests in common and this session is a great opportunity to share your best practices with colleagues.

### 1.2.3 - Last Date of Attendance

*Joyce Farmer, Director of Financial Aid, DeSales University*

*Thomas Mantoni, Registrar, DeSales University*

This session will cover the return of the Title IV (R2TIV) process from the recording of the date of withdrawal through post-withdrawal disbursement. The session will include a review of the Return of Title IV calculation using the U.S. Department of Education's R2TIV worksheets and will emphasize how the calculation's components, such as withdrawal dates, institutional charges and the timing of disbursements, impact financial aid eligibility.

### 1.2.4 - Datatel: Technology Challenges in the Registrar's Office

*Luke Phillips, Associate Registrar, Felician College*

*June Finn, Registrar, Felician College*

This session will focus on difficult situations encountered in a Registrar's office that uses Datatel Colleague.  We will concentrate on specific transaction problems encountered in everyday operations, technical options to solve them, and possible side effects. Sharing of alternative solutions related to these topics will be encouraged.   Topics of discussion will include: registration outside standard time frames, graduation & commencement processing, students with multiple active programs, room scheduling and more.  Bring your questions and help with the answers!

### 1.2.5 - BANNER Roundtable: Open Topics

*Ian K. White, Asst. Registrar for Data Management, UMDNJ*

*Lynne Dougherty, Registrar, Hofstra University*

Join other colleagues who utilize SunGard's BANNER student information system to discuss your issues over the course of three targeted sessions. This format will be an open forum designed for information sharing between new and experienced users. It will allow the attendees the opportunity to share their own experiences, successful and

unsuccessful, while learning from the knowledge of their peers. It is also a great networking opportunity. Please bring your questions and comments so we can all benefit from this open forum.

**1.2.6 -** Staying Connected: The Use of Social Media in Admissions

*Monica Maisto, Associate Director of Admissions, Salus University*

Social media is now a part of everyday life for our prospective students. Institutions of higher education need to embrace social media in order to connect with them. This session will introduce you to some of the more popular forms of social media and their uses in admissions and recruitment practices. Tips and recommendations will be incorporated, and concerns will be addressed.

## Featured Exhibitor Session – 2:30 p.m. – 4:00 p.m.

➢ **1.2.7** – Leepfrog Technologies

*CourseLeaf: Improving Curriculum & Catalog Management from Faculty Committees through Publication to Students*

We will show two case studies of how CourseLeaf Curriculum (CIM) software streamlines the process of proposing a new program or course, how it tracks edits and workflow past faculty committee meetings, and how it can update your SIS. Then we'll talk about how the CourseLeaf Catalog (CAT) module integrates that information directly into the catalog for publication to students.

**4:00 p.m. – 5:00 p.m. – Committee Meetings** (as needed and called by the respective chair)
**5:00 p.m. – 6:30 p.m. – President's Reception** – Join President Michele Dunn and the members of the Executive Committee at this Welcome Reception – all registered conference attendees welcome!
**7:00 p.m. – New Members' Dutch Treat Dinner** – All new members, and anyone looking for dining companionship,  are welcome. The meeting place will be announced during the President's Reception.

## TUESDAY, NOVEMBER 29, 2011

**7:30 a.m. – 9:00 a.m. – Continental Breakfast**
**8:00 a.m. – 9:00 a.m. – New Members' Breakfast** (by reservation on registration form) – New Members and 1<sup>st</sup> Time Attendees are invited to join members of the Executive and New Members Committee for breakfast. Welcome to MSACROA!
**8:00 a.m. – 4:30 p.m. – Registration and Hospitality Open**
**8:00 a.m. – 4:30 p.m. – Exhibit Hall Open – see the latest and greatest product and service innovations offered by our terrific group of Exhibitor colleagues!**

### Opening Session – 9:15 a.m. – 10:30 a.m.

*MSACROA is pleased to welcome Dr. W. Terrell Jones, Vice President for Educational Equity at The Pennsylvania State University*

Dr. Jones is responsible for leading the implementation of Penn State's strategic plan to embrace and support diversity. Known in higher education for his unique agenda and knack for teaching people how to appreciate diversity, Dr. Jones has authored numerous publications on the subject of cultural diversity. He holds both a Masters and a Doctoral degree from The Pennsylvania State University, and a Bachelor's degree from Lockhaven University of Pennsylvania.

**Understanding and Communicating with
Generation Y's, Millennials or Whatever.**

This session will give the participants a new way of looking at our students. Those of us born before 1982 need to understand a new generation of students, staff and faculty - they have different sets of experiences and values that have shaped who they are as well as their expectations. Designing services to fit this new cliental is essential to organizational success. This session will provide the participants with some practical suggestions for working with this new population in and out of classroom and as part of the workforce.

### 10:30 a.m. – 11:00 a.m. – Refreshment Break

## Sessions – 11:00 a.m. – 12:15 p.m.

**2.1.1 -** A View from the Top

**MSACROA welcomes Dr. Edward Yaw**, *president of the County College of Morris and past-president of the NJ President's Council.*

Dr. Edward Yaw became the second president of the County College of Morris in 1986. Under his leadership the college has seen significant physical and programmatic expansion.  CCM is now enjoying its fifth decade of excellence, and the college continues to carry out its founders' mission to provide the community with an outstanding, affordable education. Since it opened in 1968, more than 42,000 graduates have passed through CCM's halls.

Based upon his many years of successful experience as a college president, as well as work as president of the New Jersey President's Council, Dr. Yaw will offer his unique perspective on higher education today.

**2.1.2 -** Patent Your Own Admissions Plan

*Charlie Spencer, Director of Transfer and Alumni Admissions, ISA, Cabrini College*

Today, more and more enrollment professionals wear multiple hats.  How do we determine what is a primary responsibility and what is secondary?  How do we please our young adult audience?  How do enrollment professionals personalize their priorities? Learn how to maximize your resources.

**2.1.3 -** AACRAO's Academic Record & Transcript Guide

*Susan Nelson, University Registrar, University of Medicine & Dentistry of NJ*

Join a member of the editing committee that updated this Guide on behalf of AACRAO. Hear what's new in the Guide and join in discussions about hot topic issues such as: name and gender changes, use of SSN and DOB, and full or partial transcripts to students with multiple degrees.

**2.1.4 -** Doing More with Less...TIME: Making the Most of Meetings

*Helena Minerva, Assistant Director of the Registrar, Hofstra University*

Time is always of the essence which makes it imperative our meetings with staff are meaningful, productive and clear within the timeframe allotted.   This session will explore a multi-dimensional approach to holding a successful and fruitful meeting.  We will examine methods under the assumption that effectiveness goes beyond the physical gathering itself and includes the time leading up to, and after, a meeting takes place. We will review pointers that can help maximize efficiency at your next meeting by

placing this responsibility into the hands of not only the meeting organizer, but also all attendees.  We will also delve into best practices aimed to ensure objectives are met and time is respected at each assembly. Come make the most of THIS meeting so YOUR next meeting leaves you feeling empowered instead of defeated.


**2.1.5 -** FERPA 101: Student Privacy Rights - Are We Protecting Them?

*Pinhas Friedenberg, Sr. Associate Registrar, Touro College*

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


**2.1.6 -** AACRAO's Registrar 101: An Introduction to the Profession
Additional fee: $200

*Brad A. Myers, J.D., University Registrar, Ohio State University*

This workshop is designed to provide new registrars with an overview of the profession modules, and will include: the role of the registrar, information sources for registrars, and FERPA.

***Nota Bene:  This is an "all day" session – 11:00 a.m. – 5:00 p.m.***


## Featured Exhibitor Sessions - 11:00 a.m. – 12:15 p.m.

➢ **2.1.7** - SmartCatalog

*Academic Content Management - A Comprehensive Approach*

Fantastic online catalogs are but one benefit of SmartCatalog IQ. This new technology can handle much more than just a catalog, though!  Come see how you can create online forms, manage curriculum changes and committee workflow, publish Policy Manuals, and annotate electronic transcripts. We will demonstrate integrations with student information systems and synchronizing courses in one user-friendly tool.

> ## 2.1.8 - Nolij Corporation

*Automating Your Admissions Office*

Nolij Corporation continues to be the leading innovator in the document imaging and workflow space. The latest version of its Nolij Web enterprise content management solution takes innovation to a whole new level. With its zero footprint Java framework and full support for any operating system and browser, Nolij Web has the features and functionality that colleges and universities demand. Hundreds of colleges and universities world-wide rely on Nolij solutions to improve the capture, input, availability and flow of information within and throughout their enterprise. See how they process electronic applications in a completely paperless electronic environment using Nolij Web, Nolij Transfer and Jenzabar, and how you can do it at your institution.

## 12:15 p.m. – 1:45 p.m. – Lunch on Your Own – for a quick and reasonable bite to eat, don't forget "The Cafeteria" – Borgata's Food Court – Fat Burger, Panda Express, Ben & Jerry's, etc…

## Sessions –1:45 p.m. – 3:00 p.m.

**Note: Session 2.1.5 –**"FERPA 101: Student Privacy Rights - Are We Protecting Them?" continues in this time slot.

## 2.2.1 - BANNER Roundtable: Registration, Catalog & Schedule

*Ian K. White, Asst. Registrar for Data Management, UMDNJ*

*Lynne Dougherty, Registrar, Hofstra University*

Join other colleagues who utilize SunGard's BANNER student information system to discuss your issues over the course of three targeted sessions. This format will be an open forum designed for information sharing between new and experienced users. It will allow the attendees the opportunity to share their own experiences, successful and unsuccessful, while learning from the knowledge of their peers. It is also a great networking opportunity. Please bring your questions and comments so we can all benefit from this open forum.

## 2.2.2 - Datatel Users Crackerbarrel

*Alan J. Sims, Registrar, University of the Sciences*

This crackerbarrel will not be a formal presentation, but several veteran Datatel Colleague end-users will be present to guide our discussion. 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 4.2, WebAdvisor, EdPlan, etc. Whether you are a new user or an experienced veteran, this group discussion will be valuable.

### 2.2.3 - Let's Go To Market

*Ms. Sheryl Sobiesiak, Senior Educational Manager, Higher Education Services, The College Board, Middle States Regional Office*

Admission and enrollment management professionals are often engaged in analysis of territories and markets from which they intend to recruit students. Join a discussion led by The College Board concerning the various characteristics you may wish to identify and consider when you recruit students from markets or individual high schools.  Learn ways data can help you manage your markets and schools to help refine your recruitment strategies.

### 2.2.4 - Debunking Myths Concerning Young Professionals in the Higher Education Workplace

*Sarah Beiter, Assistant Registrar/IT, Holy Family University*

*Timothy Smalarz, Assistant Registrar/Scheduler, Holy Family University*

*Gidget Montelibano, Graduate Admission Counselor, Holy Family University*

Members of Generation Y are now abundant in the workplace. With seemingly different world views, morals, and values than previous generations, perhaps it is easy for young professionals to be misunderstood and seen in a stereotypically negative way by their colleagues.  We will examine some of these generational stereotypes and suggest techniques that will help professionals of all ages to create a more harmonious and dynamic workplace.

### 2.2.5 - Recognizing Students in Distress and Worrisome Student Behaviors

*Mindy Anthony Spolski, Coordinator of Counseling and Disability Services, Penn State University, Schuylkill Campus*

Become familiar with signs and symptoms of students in distress.  Identify strategies to promote essential referral of students exhibiting worrisome behaviors to mental health professionals.  Video clips will be utilized to facilitate discussion of appropriate interventions.

**2.2.6 -** Commencement Ceremony Crackerbarrel

*Susan E. Nelson, University Registrar, University of Medicine & Dentistry of New Jersey*

*Peter R. Falk, Director of Special Projects/University Admissions Coordinator, University of Medicine & Dentistry of New Jersey*

While we may think Commencement ceremonies are fairly standard and we just conduct business as usual each year, it may be time to consider something new. Gather with other registrars to discuss what works, what doesn't, and what's new in meeting the challenges of a large-scale ceremony.

## Featured Exhibitor Sessions - 1:45 p.m. – 3:00 p.m.

➢ **2.2.7** - Paradigm, Inc

*Diplomas Made Easy*

Find out how Paradigm, Inc can make the diploma process seamless from ordering to delivery. Do you need more people, space and time in the Registrar's office?  Learn about our easy online ordering system, direct mailing of diplomas to your students, 10 day turnaround times and more.

## 3:00 p.m. – 3:30 p.m. – Refreshment Break

## Sessions – 3:30 p.m. – 4:45 p.m.

**2.3.1 -** Jenzabar Crackerbarrel

*Janet Baker, Registrar, Cedar Crest College*

Get together with fellow Jenzabar users to discuss issues and ideas related to registration, admissions, or advising modules.

### 2.3.2 - An Assessment of Private International Evaluations Agencies

*Mario Caruso, Director of Graduate Admissions, Queens College, City University of New York*

*Patrick O'Connell, Director of International Student Services and Scholars, Queens College, City University of New York*

The first part of this presentation deals with the international and the private for profit and/or "not for profit"" evaluation agencies and their philosophical approaches to educational evaluations. We will deal with the "dos"& "don'ts" of accepting evaluations from outside agencies at face value and focus on informing individuals why a sense of healthy skepticism is welcomed.   The second portion will deal with an overview of the required educational documentation for possible admission to graduate schools:     a. how to obtain official documentation;  b. what is generally accepted as equivalent to a US bachelor's degree;  c. accepting and/or rejecting outside agencies evaluations;  d. why a public institution should evaluate international educational credentials in-house. Attendees will be issued a brief bibliography and website they can freely consult as well as information they can obtain through the U.S. Dept. of Education.    Those attending this workshop are encouraged to bring copies of any original educational documents and copies of the reports issued by the individual private international evaluation services to be addressed in the question and answer period.

### 2.3.3 - Delegating Effectively and Coaching Staff for Improved Performance

*Julie Ferguson, Asst. Dean for Student Affairs and Director, Registrar's Office, UMDNJ-New Jersey Medical School*

*Heidi Schwalb, Registrar, UMDNJ-New Jersey Medical School*

*Ian White, Asst. Registrar for Data Management, UMDNJ*

Coaching and delegating are two critical skills a manager must master in order to be successful in the workplace.  Through an interactive format, this session will provide you with practical techniques you can use to delegate responsibilities and increase employee involvement in office projects. If you want to learn new management techniques, or simply refresh your management perspective, this session is for you!

### 2.3.4- Financial Aid 101

*Dr. Deborah Bowles, President, Raymond A. Brown Center for Education and Public Policy, and former Associate Chancellor for College Access, Rutgers University*

*Ms. Francine L. Andrea, Chief Operating Officer, NJ Higher Education Student Assistance Authority*

This session will address student financial aid and affordability issues in an increasingly demanding environment and challenging economy. Join a conversation about the financial aid process, issues of legislation and compliance, and the need for ongoing advocacy for students and families

### 2.3.5 - Planning for a Portal Migration

*Michele Handler, Associate University Registrar for Information Technology, American University*

*Laura Ballou, Assistant Registrar/Business Analyst, American University*

Migrating to a new institutional portal is a major event and never easy. Working with the IT office to iron out the governance and design aspects of a portal rollout are vital elements of the project implementation plan. Academic administration needs to be a leader in the planning and implementation phases. Learn how AU's Registrar's Office helped lead the way to a user-friendly information layout and contributed to the university's governance model around portal messaging to students & faculty. We'll explore how a strong governance structure will set you up for success, easy wins of assigning and document ownership of content early on, training, usability testing, demos, portal annoyances, and keeping the momentum. Our insights can help pave the way to a great working relationship with IT and smooth/successful portal migration. (Our office has tech-savvy users: let us help you!)

## Featured Exhibitor Sessions - 3:30 p.m. – 4:45 p.m.

➢ **2.3.6** - CollegeSource, Inc.

*Attract, Retain, and Graduate: Tools for Promoting Success*

CollegeSource provides powerful tools for Degree Audit, Student Planning, and Transfer Articulation. Learn about how our products, in use at thousands of institutions, are making transfer and degree attainment easy, transparent, and personal for students nationwide.

➢ **2.3.7** - Credentials Solutions

*Online Transcript Processing*

Credentials Solutions, in conjunction with their MSACROA clients, 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 from two recently implemented MSACROA institutions.  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.

> ➢ **2.3.8** - National Student Clearinghouse

*Transcript Services*

The National Student Clearinghouse makes processing and sending electronic transcripts easier, faster, and more secure than ever with our Transcript Services, including Electronic Transcript Exchange (SM) and Transcript Ordering (SM). Save time and money with these powerhouse services, while ensuring the integrity of your documents with state-of-the-art digital signature and rights management.

**5:30 p.m. – 6:30 p.m. – MSACROA Reception – all registered conference attendees welcome – join us for a drink and Hors d'oeuvre!**

## WEDNESDAY, NOVEMBER 30, 2011

**8:00 a.m. – 9:15 a.m. – Continental Breakfast**
**8:00 a.m. – Noon – Registration and Hospitality Open**
**8:00 a.m. – Noon – Exhibit Hall Open: See the latest and greatest product and service innovations offered by our terrific group of Exhibitor colleagues!**

### Sessions – 9:15 a.m. – 10:30 a.m.

**3.1.1-** Franklin Covey Certificate Program – The 7 Habits of Highly Effective People (Additional Fee – includes course materials) - **_\*\*Only this session BEGINS AT 8:30 A.M.\*\*_**

_James Caldwell, Associate Vice President of Academic Affairs/ Director of Admissions, Salus University_

A Workshop based on the best-selling book by Dr. Stephen R. Covey.  "Real character development begins with the humble recognition that we are not in charge; that principles ultimately govern." —Stephen R. Covey.   Gain control with _The 7 Habits_ Fundamentals Workshop.  This is a course specifically designed for those who want a fast-paced synopsis of the timeless principles of effectiveness. Those who attend will learn the basic personal and interpersonal skills from the world-renowned _7 Habits_ and how to apply them to daily challenges. The workshop can help you gain more control of your life, get more organized, and build meaningful relationships.

•Make things happen and increase efficiency
•Discover balance—and greater satisfaction—in all aspects of life
•Understand others' needs and how to meet them
•Increase accountability and innovation
•Accomplish significant change by doing the right things—instead of just doing things right
•Communicate in ways that lead to fair and positive outcomes
•Achieve your full potential no matter your role

**_Nota Bene_**_: The_ **_Franklin Covey Certificate Program_** _is being given in_ **_three parts._**_  It continues on Wednesday 11/30, from 2:15 p.m. until 5:15 p.m.; and Thursday, 12/1 from 9:00 a.m. until noon._

**3.1.2-** Livin' on the Edge…of Enrollment!  (Managing class enrollment, waitlists)

_Torrey Jacobs, Registrar/Associate Director of Student Services, Cornell University, CALS_

*Shawna Lockwood, Associate Registrar, Cornell University, CALS*

Budgets are tight, classroom space is limited, tuition costs are increasing and student enrollment is up. How do you get the right students into the service learning courses they need? In this workshop, we will review the varying techniques used in managing pre-enrollment, new student enrollment and the inevitable waitlists for the popular service learning courses. At a time when students' and their parents' stress levels seem to be increasing, how do we reduce anxiety surrounding course enrollment?  With an interactive team building component you will work with your peers and facilitators on best practices by sharing inventive solutions for a win-win outcome.

### 3.1.3 - Developing a Strategic Enrollment Management Plan for a Rolling Enrollment School

*Beth Storinge, Dean of Admissions, Long Island University Brooklyn Campus*

*Michelle Relyea, Dean, Office of Student Development and Retention, Long Island University Brooklyn Campus*

The Brooklyn Campus of Long Island University is an urban institution with over 5,000 undergraduate students.  Located in the "hottest" borough of New York City, the campus is a diverse, non-traditional, predominantly commuter campus, with only 800 students living on-campus.  Historically, with our mission, Access and Excellence, LIU-Brooklyn has been a liberally-admitting, rolling admission, and rolling enrollment institution.  Due to the unique non-traditional population, a traditional SEM model did not exist on the Brooklyn Campus.   In 2007, the Brooklyn Campus of Long Island University underwent a major technology change from a limited Student Information System (SIS) to an ERP system forced the integration of enrollment offices that historically worked in silos.  Moreover, it began an integration process that became more student-centered and helped the offices to develop new strategies, policies and procedures that met students at their phase in the enrollment process.    This presentation will take you through the steps the LIU-Brooklyn campus enrollment offices took to achieve a dynamic, student-centered SEM process.  Using SEM best practices, we designed our own SEM plan to achieve our enrollment goals and develop a strategic retention plan.  Beginning with the on-line application for admission to the creation of Sophomore Year Programs, we will detail our creation of new materials, re-designed enrollment strategies and programs, a 4-step Orientation program focusing on social and academic integration, registration, access to support services, skill building, financial literacy and professional development. Finally, we will share future enrollment and retention plans for an urban, commuter campus in downtown Brooklyn, NY.

### 3.1.4 - Social Media

*Jeremy Beeler, Assistant Dean for Academics and Student Services, Warren County Community College*

An increasing number of students are using social media in their everyday lives. What better way to interact with them than by meeting them where they're most comfortable? This session will examine the ways in which Warren County Community College used Facebook, Twitter, FourSquare, Skype and other social media to recruit, inform, engage an empower students. This session is designed not only for those who have used social media personally and need some help applying it professionally, but also for beginners who aren't entirely sure what social media is.

### 3.1.5- Leadership 101: An Introduction to Leadership Concepts

*Peter R. Falk, Director of Special Projects and University Admissions Coordinator, University of Medicine and Dentistry of New Jersey*

*Michele M. Dunn, Registrar, County College of Morris*

Do you identify yourself as a Manager? A Leader? Does your work and/or personal life require elements of both? Clearly, there is a difference between being a manager and a leader. Leaders are not necessarily born; leadership can be consciously learned and carefully developed. Discussion will include the differences between managers and leaders, the qualities of effective leaders, the creation of a shared vision, and the critical issue of people skills in leadership. This session is for anyone interested in developing their own leadership capabilities and/or encouraging leadership in others.

### 3.1.6 – The "Image" of a Paperless Registrar's Office

*Karen Schultz, University Registrar, The Pennsylvania State University*

*Paula Hamaty, Assistant Registrar, Academic Records, The Pennsylvania State University*

*Dona Oberheim, Assistant Registrar, Transcripts and Verifications, The Pennsylvania State University*

Penn State, with close to 90,000 students system-wide, has a huge number of academic records to maintain. Permanent records like transcripts date back to the University's founding in 1855. While newer records are electronic, we have over a century's worth of paper records that must be retained permanently. The Penn State Registrar's Office launched its first effort to scan and index these records in 1999 and has initiated several additional imaging projects since then. And we're not done yet! But we are making progress and would like to share with you why we did it, how we did it, what it cost, and when we think we might finally be finished!

## Featured Exhibitor Sessions – 9:15 a.m. – 10:30 a.m.

 ➢ **3.1.7** - SCRIP-SAFE International

*Signed, Sealed and Delivered – Delivering Electronic Transcripts*

"Signed, sealed and delivered" is an expression that we have all heard many times and one that we often equate with the days when important documents were manually prepared and delivered through the post office.  The expression portrays finality and trust:  signed - the author has been identified and the document is genuine; sealed - the document has not been altered and its contents can be trusted; delivered - from somewhere or someone to you.  While the expression may be old, the message is actually very timely and contemporary.  Come to a session where Mindy and Jim will talk about online ordering, electronic transcript delivery and how you can be assured that your documents are delivered securely and safely to their intended destination.  They will also share some exciting new pricing options available on all of our electronic products!

 ➢ **3.1.8 - Infosilem**

*Campus Scheduling Efficiencies*

Innovative institutions achieve campus scheduling efficiencies with Infosilem EnCampus™ - Enterprise.  Attend this session and learn how setting up a campus-wide reservation system can enhance your scheduling operations and deliver better services to your entire community.

 ➢ **3.1.9 – Avow Systems**

*Secure Document Solutions at Cornell University*

Come and learn how Cornell University has implemented Avow's industry leading +ADDS™ service to automate requests for  both paper and PDF™ transcript requests.  In this session, we will discuss the process Cornell University utilized in selecting Avow Systems, the deployment of +ADDS™ and the benefits that have been realized for students and alumni, as well as for the Registrar's staff, as their demands are reduced through the automated process.

**10:30 a.m. – 11:00 a.m. – Break and Prize Drawing – join our Exhibitor colleagues as we draw chances for exciting and valuable prizes!**

## Plenary Session – 11:15 a.m. – 12:15 p.m.

MSACROA is pleased to welcome **Mr. Barmak Nassirian**, Associate Executive Director, External Relations, American Association of Collegiate Registrars and Admissions Officers (AACRAO)

Washington Update

With our growing dependence on financing from Washington and the states, American higher education is increasingly dominated by political mandates issued from afar in the name of accountability. While administrative micromanagement has long been a hallmark of public funding, it is reaching new levels of intricacy and complexity. Even more ominously, in a striking departure from the historical American tradition of non-interference with institutional autonomy, politicians are openly experimenting with legislating academic policy.  At the same time, efforts at reducing the federal budget deficit are putting increased pressure on funding for higher education programs. This session will provide an overview of recent developments on the federal front and update members on AACRAO's federal relations activities.

**12:15 p.m. – 2:00 p.m. - <u>Conference Luncheon and Business Meeting</u> – join your colleagues for lunch (included in each conference registration fee when indicated on your registration form), fellowship, and our Annual Business Meeting, which will include the induction of this year's Honorary Members.**

**2:00 p.m. – 5:00 p.m. - Registration and Hospitality Open**

## Sessions – 2:15 p.m. – 3:30 p.m.

**3.2.1 -** So We Have to Do Assessment, Now What?

*Dr. Gladys Palma de Schrynemakers, Associate Provost, Long Island University Brooklyn Campus*

Outcomes Assessment has become a crucial component of institutional effectiveness, requiring all campus units to produce assessment data that will result in improvements, particularly in student learning. How can areas that are already immersed in data collection and records map out manageable and meaningful assessments? This double session will assist participants in reviewing their area processes and how they can create an assessment cycle that will lead to useful results for reporting and improving

overall effectiveness. This working session will have participants actively involved in developing an outcomes assessment template, using their campus mission, the development of goals, and objectives.  Templates will include specific information from participants' institutions as well as best practices in the field.

### 3.2.2 - Ask the Experts: PeopleSoft

*Thomas Castiglione, Registrar, Long Island University, Brooklyn Campus*

Join your colleagues as we open this forum on PeopleSoft/Oracle Campus Solutions. Is there something that you are having an issue with? Are there solutions to problems you can share with your colleagues in other PeopleSoft institutions?  Then this is the session to attend. Join us and share your ideas, thoughts, concerns, and lessons learned while implementing and using the PeopleSoft Campus Solution package. We encourage seasoned PeopleSoft users to attend this session and share their ideas for building a better system.

### 3.2.3 - SEM:  The Difference between Knowledge and Wisdom

*Betty Huff, Vice Provost Enrollment Services, University of Memphis; Past President, AACRAO*

Often in our profession we obtain operational knowledge but not always the wisdom to use that knowledge.  The presenter will provide an overview of the basics of SEM knowledge and then, through interaction with the participants, talk about wisdom issues including campus politics, issues of ethics, and public or private policy mandates.

### 3.2.4 - Making Diversity Count

*Rosemary Spetka, Director of Records and Registration/Registrar, Mohawk Valley Community College*

Promoting students' awareness of cultural diversity by establishing learning outcomes from experiences in the classroom, on-line and in the community.

### 3.2.6 - Retention Begins with Yield

*Jamie Shahin, Assistant Director, Retention Services, Bloomfield College*

*Nicole Cibelli, Interim Director of Admission, Bloomfield College*

Learn how retention starts, from the view of a small private institution, with yield events to attract and effectively keep students on campus during hard economic times when tuition continuously increases.

### 3.2.7 - Serving the Growing Population of Aspergers Disorder Students on Campus

*Rita Gordon, Director, Douglas Outreach, Rutgers - the State University of New Jersey*

*Pamela Lubbers, Coordinator of Aspergers Disorder Program, Rutgers - the State University of New Jersey*

There are a growing number of students with Asperger's Disorder attending college and many universities are not prepared to support their special needs. This session will give a brief overview of the disorder and describe the many challenges faced by both college staff and students. A description of The Asperger's Disorder College Program at Rutgers the State University of New Jersey, New Brunswick Campus, will be presented as well as the history of the program, how relationships with other departments within a large university system were established, the outcome of supporting these students for the last 3 years and future directions for serving increasing numbers of students.

### 3.2.8 - Increasing Success in the Military and Veteran Student Market

*Dr. Mark Sifford, Project Director, ConAP, Servicemembers Opportunity Colleges*

*Cpt. Benjamin Stoner, State Education Benefits Manager, NJ Army National Guard*

The session will focus on "promising practices" in the higher education community (including schools within MSACROA's region) that can lead schools to attract and retain military and veteran students by creating a more "military friendly" institutional environment. Additional attention will be paid to how these practices relate to accommodating combat veteran students in transition, as well as how to work more closely with the Army National Guard's (ARNG's) Education Services Officer (ESO) within the states to attract and educate increasing numbers of ARNG Soldiers through their use of state and federal education benefits. Many successful practices highlighted in the session have led institutions to attract vital internal and external resources that allow their programs to grow and become more effective.

### 3.2.9 – Franklin Covey Certificate Program – continued – until 5:00 p.m.

## Sessions – 3:45 p.m. – 5:00 p.m.

**3.3.1 -** Admissions Policy Change = Community Outrage

*Jessica Chambers, Director of Admissions, County College of Morris*

One New Jersey community college changed its admissions policy to allow undocumented aliens to attend at the in-county tuition rate.  Learn about the decision, the backlash from the community, and how the new policy had a ripple effect on other community colleges in the state.

**3.3.2 -** What Can WE do to Help Students Prepare for College?

*Deborah Bowles, President, Raymond A. Brown Center for Education and Public Policy, and former Associate Chancellor for College Access, Rutgers University*

*Terri White, Higher Education Advisor, Mayor's Office of Education, Philadelphia*

*Thom Butler, Director, Project Grad, Philadelphia*

Legislation such as No Child Left Behind was introduced to produce greater accountability, produce better student outcomes, and to close racial achievement gaps in performance in the public school system. What can those of us in higher education do to make things better knowing that the results have been mixed?

**3.3.3 -** Assessing Collaboration Between Offices: Is technology really bridging the gap between advising and the registrar?

*Michelle Relyea, Dean, Office of Student Development and Retention, Long Island University, Brooklyn Campus*

*Shaun McGuire, Assistant Dean, First Year Programs, Long Island University, Brooklyn Campus*

Since 2007, Long Island University's Office of Student Development and Retention has embraced a number of technologies aimed at streamlining the registration process for all level of students. This session will focus on how technology has helped to create a more efficient approach to advising and registration activities for incoming and continuing students. Additionally, it will examine how to meaningfully assess the impact of collaborations between the Advisement and Registrar's Office, and how to use assessment to influence future programming.

### 3.3.4 - Course & Facilities Scheduling -You can't support your students without it!

*Joseph Thompson, University Registrar, New Jersey Institute of Technology*

*Monica O'Donnell, Associate Registrar, New Jersey Institute of Technology*

The New Jersey Institute of Technology has consolidated course scheduling, faculty assignments and space utilization (class rooms, labs, studios) into an integrated process managed within the registrar's office.  The master schedule of courses is designed to support NJIT's academic programs and help students complete their degree requirements in a timely fashion.     This session will review the NJIT course scheduling process and timelines along with the software tools developed by Infosilem which support our procedures.  We will discuss scheduling strategies along with faculty and student interactions with our systems.

### 3.3.5 - FERPA Overview

*LeRoy Rooker, Senior Fellow, AACRAO*

*Pinhas Friedenberg, Sr. Associate Registrar, Touro College*

LeRoy Rooker, AACRAO's Senior Fellow, will present an overview of the FERPA regulations and how to deal with them.

### 3.3.6 - AACRAO's 2010 Retention of Records Guide:  An Overview

*Julie Ferguson, Asst. Dean for Student Affairs/Director, Registrar's Office, UMDNJ-New Jersey Medical School*

*Heidi Schwalb, Registrar, UMDNJ-New Jersey Medical School*

*Susan Nelson, University Registrar, UMDNJ*

In this interactive session, members of the committee who updated the 2010 Guide will present an overview of the publication and entertain questions.

**5:30 p.m. – 6:30 p.m. – Wine and Cheese Reception – All registered attendees welcome!  Wind down from a long day of professional development with some collegial fun, a glass of Chardonnay, and crudités!  Hosted by The Borgata Hotel Casino and Spa.**

# THURSDAY, DECEMBER 1, 2011

## 8:00 a.m. – 9:00 a.m. – Continental Breakfast
## 8:00 a.m. – 11:00 a.m. – Registration and Hospitality Open

### Sessions – 9:00 a.m. – 10:15 a.m.

**4.1.1 -** Ask the Experts: PeopleSoft

*Thomas Castiglione, Registrar, Long Island University/Brooklyn Campus*

Join your colleagues as we open this forum on PeopleSoft/Oracle Campus Solutions. Is there something that you are having an issue with? Are there solutions to problems you can share with your colleagues in other PeopleSoft Institutions?  Then this is the session to attend. Join with us and share your ideas, thoughts, concerns, and lessons learned while implementing and using the PeopleSoft Campus Solution package. We encourage seasoned PeopleSoft users to attend this session and share their ideas for building a better system.

**4.1.2 -** BANNER Roundtable: Student Records

*Ian K. White, Asst. Registrar for Data Management, UMDNJ*

*Lynne Dougherty, Registrar, Hofstra University*

Join other colleagues who utilize SunGard's BANNER student information system to discuss your issues. This format will be an open forum designed for information sharing between new and experienced users. It will allow the attendees the opportunity to share their own experiences, successful and unsuccessful, while learning from the knowledge of their peers. It is also a great networking opportunity. Please bring your questions and comments so we can all benefit from this open forum.

**4.1.3 -** Paperless Transition - An Ongoing Process

*Jim Dalton, Associate Dean for Operations and Registrar, United States Military Academy*

*Andy Hudson, IT Manager, Operations and Registrar Division, United States Military Academy*

This program will discuss some of the challenges and obstacles when transitioning to the future of paperless student records. As a mid-sized institution, we will review how the roles of our team have changed and continue to change through a cooperative team effort. Additional discussion will focus on the challenge of bringing older files/records

into a digital format in order to complete the digital transition.

### 4.1.4 - The Parent Module

*Lisle Henderson, Registrar, Pratt Institute*

Parents often want to know the status of their child's grades and finances. Are you tired of telling parents "I am sorry but I am unable to give out that information over the phone?"  This presentation will explain Pratt Institute's solution to this issue. See how the Parent Module works and how it has allowed us to keep our parents informed.

### 4.1.5 - Allowing Advisors Make Changes to Students' Degree Audit Reports

*Michele Handlir, Associate University Registrar for Information Technology, American University*

*Merry Mendelson, Associate University Registrar for Academic Services, American University*

*Jillian Quick, Sr. Student Application Specialist, American University*

Data structure/entry and the ability of advisors to make hands-on changes to the Degree Audit report were major factors in the success of our new DA implementation. The Degree Audit team programmed nearly 1,000 degree program requirements to be used in the new DA system and also entered over 1,000 pre-clearance and hundreds of legacy exceptions and overrides into the new system. This data flow was accomplished with the cooperation of others for whom the Degree Audit Implementation team had no direct supervisory responsibility. Thousands of hours were spent learning the new system, brainstorming creative workarounds (in light of system limitations), and creating new and vibrant business processes to complement the new Degree Audit system. This session will focus on sharing best practices and lessons learned (re: business processes, policies, procedures, and institutional culture) that could be adopted or adapted at other institutions. Find out ways to give value (better educational services, cost-savings, improved morale, more satisfied stakeholders, etc.) to your institution through this innovative approach.

### 4.1.6 - Making the Internet and Your Database Work for You

*Ray O. Grant, Assistant Registrar, New York Law School*

Registrar's Offices all across the country are under pressure to perform with high levels of efficiency while trying to meet the growing expectations of students. One way of working more efficiently is utilizing the tools at your disposal, such as the internet and

student databases in order to execute various processes rather than performing them manually. Because of the unique characteristics of today's students and their close association with technology, Registrars are in position to successfully meet the demands of their students.    This presentation will illustrate practical opportunities in which Registrar professionals at graduate and undergraduate institutions can utilize the internet and databases to get the job done more efficiently in areas such as web forms, diploma processing, commencement application and file imaging, while simultaneously saving both time and resources (costs) and meeting student's expectations.    You will also receive tips on how to effectively collaborate with one of the most important group of people…….your IT Department. After all, a strong relationship with your IT department will ultimately give you the opportunity to make the internet and your database successfully work for you.

**4.1.7 -** Franklin Covey Certificate Program – continued – until Noon

## Sessions – 10:30 a.m. – 11:45 a.m.

**4.2.1-** Comprehensive Strategic International Enrollment Management: Recruitment, Retention, and Re-entry (the 3Rs)!

*Evelyn Levinson, Director, International Admissions, American University, Washington, DC*

Strategic International Enrollment Management (IEM) goes beyond the recruitment focus to encompass the experience of current international students (retention), as well as international alumni's successful transition back home (re-entry). Presentation will discuss best practices and specific strategies for effective collaboration across campuses, the community, and outside the US. NAFSA and other resources will be provided.

**4.2.2 -** Assessment: Where Do You Begin? A Registrar Case Study

*Neila Green, Registrar, The College Of Staten Island/CUNY*

*Veronica DiMeglio, Curriculum Coordinator, The College of Staten Island/CUNY*

*Wandy Tse, Assistant Registrar, The College of Staten Island/CUNY*

This Session presents the challenges of designing an assessment plan for the Registrar's office. While most service offices change procedures, adjust staffing and implement new systems on an ongoing basis they rarely have time to document or assess those changes. Assessment is now a mandatory requirement of doing business and this explores one approach to developing a plan.

### 4.2.3 - Introduction to Supervision

*Wendy Kutchner, University Registrar, Temple University*

Managers often deal with great deal of paperwork and people. Although paperwork is usually the most tedious, it's often the most predictable. People aren't predictable. They have moods, illnesses, career expectations, crises in their family lives, etc. This session will cover the basics that every supervisor faces in day-to-day office operations and will use case studies to provide strategies to work through those challenges in both the union and non-union environment.

### 4.2.4 - Ask the Expert and FERPA Updates

*LeRoy Rooker, Senior Fellow, AACRAO*

*Pinhas Friedenberg, Sr. Associate Registrar, Touro College*

LeRoy Rooker, AACRAO's Senior Fellow, will discuss the newest and latest developments in FERPA including revised regulations that may have been issued in the past year.  Following this discussion, the floor will be open for you to raise any questions and concerns with which you have been confronted.

### 4.2.5 - NJ TRANSFER – Beyond Equivalencies and RTPs

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

*Linda Tromp, Associate Director, NJ Statewide Transfer Initiative, Burlington County College*

This March marks NJ TRANSFER'S 10th year as the State's primary provider of transfer and articulation information for students transferring from a community college to a four-year public or private institution in New Jersey.  Users are most familiar with the course equivalencies and Recommended Transfer Programs, yet the system also provides services and tools that can assist colleges in efforts to recruit, admit and enroll students. This session will highlight these additional tools and services and discuss ways two and four year colleges can utilize them.

### 4.2.6 - The Local Connection…Admissions Recruitment and College Awareness.

*Emilie Cherry,   College Recruiter, The Community College of Baltimore County*

This session will discuss college recruitment based on general college readiness and awareness. CCBC offers a variety of venues to help engage local students in the college exploration and planning process throughout the year. From middle school

students to seniors, you can get some ideas on how to connect to your students with services and resources that will help them make smart decisions about their futures.  The workshop will end with an open round table discussion on new recruitment methods, what's hot, what's working.

**12:15 p.m. – 1:15 p.m. – 2010/11 & 2011/12 Executive, LAC and Program Committees Lunch**

**1:15 p.m. – 4:00 p.m. – Executive Committee Meeting**

**LAC Committee Meeting as scheduled by chair**

**Door Prizes** – There's a long standing MSACROA tradition of a daily drawing of Door Prizes at the Hospitality table, so, don't forget a donation from your institution – shirts, portfolios, beach towels, lunch cooler bags, coffee mugs, sweatshirts, etc. All donations are welcomed at the Hospitality Table!

Interested in volunteering your time at the Hospitality Table?  Contact **Hospitality Chair, Elyce Lykins** at: eml10@psu.edu

**This detailed program will not be available at the conference – a pocket guide will be provided to every participant – if you want the detailed descriptions while you're at the conference, print this and bring it with you.  This program is subject to change without notice.  Updates will be made to this program until November 11; after that, changes will be noted in addenda distributed at the conference, as necessary.   Thank you!**

### *Conference Registration information is available on our website:*

# *http://msacroa.org*

*Hotel Information:*  To get the special MSACROA room rate of $139.00 per night, contact the Borgata Hotel Casino & Spa directly at:
**866-MYBORGATA (866-692-6742)**
*Reservation deadline at the conference rate: October 31, 2011*