



92nd Annual MSACROA Conference and Meeting

November 28th – November 30th
Atlantic City Resorts Casino & Hotel



2022 Conference Sessions

MSACROA is pleased to announce the following guest speakers for our 2022 Annual Conference and Meeting. We are thankful to have the participation and support of such talented, dynamic, individuals and are excited for them to share their knowledge with us.

Day 1: Monday, November 28th

School Spirit Day - Wear your swag and represent your institution!!

First Timers Reception (Ticketed Event)

11:00am - 12:15pm

Keynote Address: Playing Nice in the Sandbox: Collaborating with Campus Stakeholders

Room: Atlantic Ballroom Pre-Function

Rhonda Kitch, Ph.D. University Registrar, Cornell University,

2021-2022 AACRAO President-Elect

12:30pm – 1:30pm

Sessions

1:45pm - 2:45pm

1.1.1 The Obstacle is the (Registrar's) Way

Room: Atlantic A

Doug McKenna, Registrar, George Mason University

Ryan Holiday's book *The Obstacle is the Way* has become a bestseller due to the applicability of his reflections on the Stoic philosophy. These principles are equally relevant for registrars who encounter challenges in the course of their work. We will explore approaches to turning challenges into opportunities through a refined perception, right action, and a resilient will. In Marcus Aurelius' words, "the impediment to action advances action. What stands in the way becomes the way."

1.1.2 Making Your Case: Developing a Comprehensive Staffing Plan

Room: Atlantic B

Rhonda Kitch, Registrar, Cornell University

In collaboration with Cornell University's Office of Human Resources' Department of Organizational Development and Effectiveness, the Office of the University Registrar worked through modeling and planning to determine "buckets of work" for current staff. We were mindful of cross-training and continuity planning considerations, as well as identifying gaps within our current structure. We have used the structure to determine staffing needs to develop a comprehensive, phased staffing proposal, which is based on the foundation of compliance-driven requirements and the implementation of new and effective academic operations technology. We had many goals, including reducing risks. Using a "thinking outside the box" approach, we are achieving success and strategically adding new positions. In addition, we have navigated staff retirement, short-term disability leaves, and more. Come prepared to get started on your own staffing plan

1.1.3 Show Students How Their Transfer Credit Chips Will Fall by CollegeSource - EXHIBITOR SESSION

Room: Atlantic C

Kelly Ertel, Regional Account Executive, CollegeSource

Are you tired of telling students how courses will transfer? Reduce your email and call volume by giving students the ability to easily enter coursework (as well as exams, military credit, and other learning experiences) to see how their courses will transfer back to, or away from, your institution. Transferology® was created by the same company that makes TES® and gives institutions a nationwide presence for recruiting students and publicizing transfer information. With staff-facing tools like the Popular Courses and Unknown Equivalency reports, schools can proactively build transfer rules and use real data to make decisions instead of guessing what courses need to be evaluated and wasting precious time. Advisors, recruiters, and transfer specialists can all use this web-based application to improve their daily workflows. With over 400 institutions, 29 million equivalencies, and millions of student users, come see what Transferology can do for you!

1.1.4 Adapting Innovation and New Tools to Non - Traditional Students Needs During COVID-19

Room: Atlantic D

Stella Moshoniotis, Asst. Director Graduate Practicum & Project Placements, University of Maryland - School of Nursing

Most colleges and universities are concerned about students' completion rates and falling enrollments. A recent study claimed that only 45% of students earn a degree or certificate within six years of starting college, while 31% drop out entirely (Cooper, 2017). Seventy-two percent of U.S. students in higher education do not fit the traditional profile, while the nontraditional student is the majority (Baker, 2016). Many universities have begun to offer online

programs to keep up with these trends while preserving both professional and organizational needs; collaborating with external education providers, and partnerships providing lectures while focusing on current needs.

Experts claim that educators' attention must be refocused on the present need and customized learning experiences such as technological trends with new teaching models, and educational cost with inexpensive materials. Non-traditional students are parents, professionals or full-time employees, but describe themselves as academically successful, motivated, and optimistic (Achieving Success, 2018). With the rise in non-traditional students, institutions should invest in flexible and accessible programs, tailored to support service growth. Understanding the needs of students is the number one value for educators to consider in shifting to this new era of higher education and overcoming the challenges of the industry's most problematic issue: matriculated students. Adapting to the needs of partners in this evolving space is also crucial. In an increasingly competitive environment for securing placements, a host of diffuse outreach strategies must be employed. Understanding how a sales-based approach has been critical to our recent outreach will pay dividends in this continued campaign. Considering sites to be customers, recent UMSON outreach has prioritized principles of modern selling—Customer Retention, Database and Customer Relationship Management, Marketing the Product, Problem Solving (Jobber and Lancaster, 2015). The careful managing of Exxat (placement database) provides us with a reliable database for sites, contributing to our strong record of customer retention and relationship management. The support of the database tools, along with our communication skills through surveys to alumni, cold calling of local practices, and site visits has been proven to be essential to our office successful placement processes. The ORSP team has remained elastic in its approach—demonstrating “Problem Solving” in the face of challenges caused by the COVID-19 Pandemic.

Likewise, problem solving is essential to meet students' needs. During COVID-19, practicum students were placed at sites to complete their required semester hours without taking an incomplete or utilizing the simulation labs. Through live information sessions with students and faculty the practicum placements process was successful even during these challenging times. Leadership collaboration, innovation, strategic planning, and flexibility aided in the success of practicum placement. Through the practicum process students gain meaningful learning experiences while our site partners are supported by students' work. Flexibility has been critical to adapting to the current needs of the sites and the students, and this makes the placements' process successful.

1.1.5 Clearinghouse Updates: Data Driven Decision-making and Expanded Student Services by National Student Clearinghouse - EXHIBITOR SESSION Room: Atlantic 4

Sue Ledwell, Regional Relationship Manager, Northeast - National Student Clearinghouse

Come and discuss the ways we have pivoted to serve institutions during one of the most dramatic times in higher education history. This session will introduce new services as well as provide an update on product enhancements to current programs. You will gain insight into how NSC is dedicated to serving your institution across multiple departments and initiatives. This includes data services to support your student success initiatives and comprehensive credentials access support services for your students and alumni.

Refreshment Break in Ocean Ballroom B

3:00pm – 3:30pm

Roundtable Sessions

3:30pm – 5:00pm

1.2.1 Pull up a chair: Small College Roundtable Room: Atlantic A

Maribeth Widelo, Assistant Registrar, U.S. Merchant Marine Academy

Pull up a chair and join us at this roundtable! It's a great chance to problem solve, trade ideas, and share successes with your fellow small college registrars

1.2.2 PeopleSoft Roundtable **Room: Atlantic B**

Jonathan Helm, University Registrar, University of Pittsburgh

Christopher Coat, Associate University Registrar, University of Pittsburgh

Come join your PeopleSoft colleagues to discuss and share your experiences. This will be an open discussion about all things PeopleSoft – best practices, issues, tips and tricks. Please bring your questions to pull from a wide knowledge base of other users.

1.2.3 Banner Roundtable **Room: Atlantic C**

Chester Barkan, Director of Special Programs / Registrar, SUNY Nassau

Liz Iglesias, Associate Registrar, SUNY Nassau

This session will allow participants to discuss best practices in using, implementing, and maintaining Ellucian's Banner Enterprise-wide information system. Join us for this popular session and be prepared to share your thoughts, ideas and best practices.

1.2.4 IT-Related Roundtable **Room: Atlantic D**

Todd Clouser, Associate Registrar/IT Manager, Penn State University

Discussion of any/all IT related issues being dealt with. Learn from your colleagues' successes ~ and maybe failures. Offer up some of your own advice, wisdom and/or experience to the group.

1.2.5 Admissions CRM Roundtable **Room: Atlantic 4**

Sheena Jackson, Director of Admissions and Student Scholarships, University of Maryland School of Nursing

Jaslynn Hutley-Pierre, Assistant Director, Admissions Operations, Student Services, University of Maryland-School of Nursing

President's Reception sponsored by Motimatic in the Horizon Ballroom

6:00pm – 7:00pm

Dinner on your own

7:00pm

Day 2: Tuesday, November 29th

Tropical Island Day!!

Hot Breakfast Buffet sponsored by Island Photography in the Ocean Ballroom B

8:00am – 8:45am

Plenary Session: Applying FERPA in Real Life Settings

Room: Atlantic Ballroom Pre-function

9:00am – 10:30am

LeRoy Rooker, Senior Fellow, AACRAO

Jonathan Helm, University Registrar, University of Pittsburgh

This highly interactive session allows participants to consider how best to interpret and apply the Family Educational Rights and Privacy Act (FERPA) with real scenarios encountered by our peers.

Refreshment Break sponsored by Stellic Room: Ocean Ballroom B

10:45am – 11:15am

Sessions

11:30am – 12:30pm

2.1.1 API? CRM? XML? WTF? A Technical Primer for Non-Technical People

Room: Atlantic A

Doug McKenna, Registrar, George Mason University

The work of the Registrar increasingly involves the application of technology to administrative tasks, which would be fine if technology would stop changing all of the time. This session will provide an overview of current technological trends in layperson's terms in an effort to demystify and unshroud the acronyms and terminology. The goal is to be more comfortable communicating with your technical team and why that's important for the success of your office's initiatives.

2.1.2 Developing and Implementing a Strategic, Student-Friendly Compliance Initiative

Room: Atlantic B

Lisa Clark, Deputy University Registrar, Cornell University

Gena Boling, Director, Office of Enrollment Compliance & Design, Cornell University;

Becky Maxson, Deputy Director of Compliance and Policy, Office of Financial Aid & Student Employment, Cornell University

Compliance - you can't do it alone! Join us for this session as we discuss how the Office of the University Registrar, the Office of Financial Aid, and the Office of Enrollment Compliance & Design joined forces to conquer compliance! We'll touch on successful initiatives involving collaboration, communication, and cohesion. We'll review lessons learned, share how we secured resources for compliance development, and discuss our move to a culture of compliance.

2.1.3 Paradigm Diplomas, Done Right: A Comprehensive Credentialing Solution by Paradigm, Inc. - EXHIBITOR SESSION Room: Atlantic C

Elizabeth Kunde, Director of Public Relations, Paradigm, Inc.

Paradigm – The Complete Online Platform: 30+ Years' Experience. Diplomas, Certificates, Covers, Digital & More. Speed (up to 24-hour turnaround). Accuracy. Quality. DirectShip™. MyReOrder™. MyHold™. *Phenomenal* Customer Service! Scalable CLR.

When integrity matters, make the Paradigm shift.

2.1.4 How to leverage the TES (Transfer Evaluation System) to help marketing and recruit students to your institution Room: Atlantic D

Maynard Schmidt, Director of Admissions and Recruitment, SUNY Orange

Join us for a round table discussion regarding how institutions are using TES to help recruit and retain students. Come ready to learn and share best practices!

Lunch on your own

12:30pm – 2:00pm

Sessions

2:00pm – 3:00pm

2.2.3 How Digital Diplomas Pave the Way for Micro-Credentialing by Parchment - EXHIBITOR SESSION Room: Atlantic C

Dan Gajos, Senior Account Executive, Parchment

Kate Rudick, Regional Manager NY & PA, Parchment

As Higher Education evolves to serve the needs of modern-day and non-traditional students, the administrative burden on the Registrar's office has increased. As institutions approach 2023 with ambitious goals for expanding micro-credentialing programs, there is an increasing necessity and demand for efficient tools to track, manage, and issue credentials. Join Parchment as we discuss how a digital credentialing platform can pave the way for an excellent administrative and student experience, both now and in the future.

2.2.4 Analyzing Your Recruitment Cycle for a Competitive Advantage

Room: Atlantic D

Justin O'Pella, Assistant Dean for Academic Administration, Thomas Jefferson University

Look back on the recruitment cycle to see what worked and did not work for your institution. This presentation walks you through a process to analyze new student applications and deposits on a week-by-week basis. You'll learn how to remove typical and expected trends to uncover the points in time when your institution saw an influx in applications or deposits and be able to combine this objective analysis with institutional knowledge and context to determine what marketing and recruitment events give your institution a competitive advantage. Attendees will leave the presentation with the ability to carry out this analysis on their own.

2.2.5 Integrate Your Academic Operations for Student Success by Courserdog - EXHIBITOR SESSION Room: Atlantic 4

Patrick Manchester, Regional Sales Director, Courserdog

Colleges and universities looking to meet the evolving demands of students and thrive, even survive, in this new postsecondary education landscape must examine the back-office processes that facilitate education delivery to students, known as academic operations. Integrating these often-siloed processes allows your institution to sustainably operate and support on-time completions for students.

Sessions

3:15pm – 4:15pm

2.3.1 Mindfulness -Take a Breath Room: Atlantic A

Amy Patton, Associate Director, Transfer Admissions at Wilkes University

Higher education today can be stressful. Many of our offices are understaffed, requiring us to do more work in less time. With no time available, it can be helpful to take the time to practice mindfulness. Returning to our duties, students and staff with a renewed mind will improve not only productivity but also morale. Stop by this session to learn about mindfulness and to try a few mindfulness practices yourself.

2.3.2 Telecommuting in a Post-Covid Environment with the Merging of Offices and Sharing of Spaces Room: Atlantic B

Steven Smith, University Registrar, Adelphi University

While we all wondered what the post-Covid "new normal" would be, many of us went back to business-as-usual when we returned to campus. The Registrar's Office at Adelphi University fully embraced a new model where some staff members work in-person, some remotely, and some do a little of both. Now, the University has developed a plan for an enrollment center that includes the offices of the registrar, student accounts, and financial aid and will use this new model to fit 50 employees into 30 spaces.

2.3.3 Pivot to a Successful Production Calendar Room: Atlantic C

Traci Rees, Business Analyst for Operations & Continuity, George Mason University

The global pandemic has required each of our institutions to adapt and innovate at a record pace and it sometimes felt like we were flying by the seat of our pants. With some semblances of normalcy on the horizon, NOW is the time to revisit your production calendar to make sure that it's the foundation of your office's success. The session will

focus on recent efforts by the Registrar's Office at George Mason University to develop a unified, digital production calendar using existing technology already available to the office.

By the conclusion of this presentation, participants will be able to articulate the purpose of a production calendar, identify the types of tasks to include, understand how to engage staff to create agency and encourage adoption, and learn tips and tricks for creating their very own production calendar using common web-based tools.

2.3.4 Nontraditional Students - The Future of Higher Ed Enrollment and How to Prepare by Mutara (EXHIBITOR SESSION) Room: Atlantic D

Larry Grey, Founder and CEO, Mutara Inc

Current trends have shown a dramatic decline in new student enrollment over the past two years at many colleges and universities. As the number of traditional college-bound students also decreases, many institutions are turning to nontraditional students as the next wave of innovation and growth in the industry. In this demo-intensive session, Larry Grey, founder and CEO of Mutara Inc. will show techniques for increasing nontraditional student enrollment and yield at community colleges. Topics will include: - An overview of challenges currently faced by two-year institutions - Strategies /techniques for more effectively engaging with candidates and increasing yield.

Special Event: Painting With A Twist! (Ticketed Event)

Room: Horizon Ballroom

5:00pm – 6:30pm

Special Event: Tropical Island Celebration (Ticketed Event)

Room: Pool Deck

7:00pm – 11:00pm

Wear your best tropical attire and join us for food, drinks, and entertainment on the pool deck!

Day 3: Wednesday, November 30th

Hot Breakfast Buffet in the Ocean Ballroom B

8:00am – 8:45am

Sessions

9:00am – 10:00am

3.1.1 The Struggle Is Real - Small Campuses Room: Atlantic A

Jennifer Adamski, Campus Registrar, Penn State University - Wilkes-Barre

Stephanie Andaloro, Assistant Registrar, Penn State University – Wilkes Barre

This will be an Edcamp-type session with an open discussion and idea exchange addressing challenges specifically faced by small campuses.

Discussion topics will be entirely participant-driven, but may include things such as how to successfully navigate limited classroom space, scheduling challenges, limited degree options, and limited financial resources.

Come with your challenges, tips, and best practices. Leave with new ideas!

3.1.2 Supporting a Flex/Hybrid/Remote Work Environment

Room: Atlantic B

Amanda Steele-Middleton, University Registrar, University of Delaware

Many employees were highly successful during the transition to remote work...and they do not want to go back to an office five days a week. In this session you will hear how the Office of the University Registrar at the University of Delaware remained remote for 18 months without sacrificing service and how team members now enjoy working

remotely 3-4 days EACH WEEK! The University's Registrar will discuss how the transition back to "normal" has shaped their strategies into the future, and how that is paying off in employee satisfaction and retention.

3.1.3 How Montclair State University is leveraging their catalog, curriculum, and scheduling solutions to drive success for everyone on campus by CourseLeaf - EXHIBITOR SESSION **Room: Atlantic C**

Jeff Schonfeld, Associate Registrar, Montclair State University

Amanda Staebler, Account Executive, CourseLeaf

The right curricular management solutions can not only drive efficiency within your department and accuracy across multiple systems, but they can also impact student enrollment, engagement, and timely completion. Join us to learn more about the advanced features and functionality within CourseLeaf that support over 500 colleges and universities and their campus-wide goals. Jeff Schonfeld, Associate Registrar at Montclair State University, will share some insights on the impact these solutions are having on MSU's admins, faculty, and students.

3.1.4 VA Reporting in a Virtual World: Solutions for VA Compliance

Room: Atlantic D

Justin Chandler, Assistant University Registrar for Compliance and Records, Cornell University

On March 13, 2020, Cornell University shifted to remote/virtual work for many employees and services, including the School Certifying Official. Although work locations and modes shifted, remaining compliant with VA reporting did not change. In addition, Cornell was updating their institutional VA reporting processes. This session will focus on the challenges presented by COVID-19 and the solutions Cornell developed to address those challenges.

Refreshment Break and Prize Drawings in Ocean Ballroom B

10:15am – 11:00am

Sessions

11:15am – 12:15pm

3.2.1 Workplace Bullying in Higher Ed Room: Atlantic A

Elyce Kaplan, College Registrar, Penn State University - Berks

Instances of workplace bullying in higher ed are an issue for many employers and employees. At some point, especially if not managed correctly, it can be very costly. However, a lot of the advice and suggestions for dealing with workplace bullying while well-meaning simply do not work. Let's talk about actual useful suggestions in an educational setting that should work.

3.2.2 DEI - How helping students with pronunciations & pronouns makes good sense

Room: Atlantic B

John Papinchak, University Registrar, Carnegie Mellon University

We will be sharing our use of NameCoach and how we are collecting and sharing student pronunciations & pronouns across our campus.

3.2.3 How Are You Addressing Student Success? by Infosilem | Berger-Levrault - EXHIBITOR SESSION **Room: Atlantic C**

Paul Rodrigues, Sales Director, Infosilem | Berger-Levrault

An interactive presentation to help you re-evaluate how student success is being addressed at your institution. Student success can mean many things including student experience, student retention, increased enrollment, fast graduation time... Our scheduling expert will present the new parameters that we've put in place across our software solutions to optimize your operations.

3.2.4 Big Changes in Financial Aid and How the Aid Office Fits into the Administrative Puzzle Room: Atlantic D

Jamie Kosh, Senior Manager, Penn State University

The news is abuzz with loan debt cancellation; however, BIG changes are coming in 2024-2025 with FAFSA Simplification! We will discuss these updates and the major changes you can expect. We will also cover what responsibilities financial aid offices have and how we fit into the administrative puzzle. Bring your questions about the financial aid office. Do you think you know all of the administrative duties of a financial aid office? Federally mandated duties? Other duties as assigned? You won't want to miss this interactive and vibrant discussion on the topic of financial aid!

Business Meeting and Luncheon in Horizon Ballroom

12:30pm – 1:30pm

Sessions

1:45pm – 2:45pm

3.3.1 Leading Change in Your Office Room: Atlantic A

Robert Kubat, Assistant Vice President for Enrollment Management and University Registrar, Penn State University

Using John Kotter's Leading Change book, this session will discuss the eight steps for change. We will examine the change an office conducted due to new technology being introduced. Examples of each step, specific actions, and the reasons for each will be reviewed and discussed. This eight step approach can be applied to many other change efforts.

3.3.2 Mentoring Young Professionals Room: Atlantic B

Susan Hamilton, Assistant Vice Chancellor for Academic & Student Affairs, Rutgers, State University of N.J.

Darlene Benzenberg, Registrar, SUNY-Orange

Join two senior higher education professionals for a discussion on how to mentor young professionals. We will address generational differences, technology proficiency, office culture, and more. We hope you share your challenges and discovered solutions as we share some tried and true options.

3.3.3 Effectively Finding & Engaging Your Under-Served Populations by Encoura (EXHIBITOR SESSION) Room: Atlantic C

Jason Stevens, Vice President of Digital Strategy, Encoura

Which student population could your institution better reach and support through the recruitment cycle? What is holding you back from that outreach? Join us for an interactive discussion on how you can make better use of the data already available to you to engage with the students who are most interested in hearing from you. We'll also share the latest technology to help make that outreach more efficient and effective. This session will cover which prospective student populations have been the most under-served since the pandemic, new and innovative ways you can connect with students and their families, and how you can deliver the right messages on the right channels to speak directly to their specific motivations and preferences.

Farewell Refreshment Break in Atlantic Ballroom Pre-Function

3:00pm – 3:45pm