

Middle States Association of Collegiate Registrars and Officers of Admission



82nd Annual Conference and Meeting

November 26 – 29, 2012

MSACROA 2012

The Hershey Lodge and Convention Center
Hershey, PA

Middle States Association of Collegiate Registrars and Officers of Admission
82nd Annual Conference and Meeting
Monday, November 26th – Thursday, November 29th, 2012
The Hershey Lodge and Convention Center, Hershey, PA

On behalf of the Executive, Program, and Local Arrangements Committees, it is my sincere pleasure to present the program for our 82nd Annual Conference and Meeting. The Program Committee has worked hard to offer a top-notch program of workshops and sessions addressing timely issues of interest to higher education professionals. You will find many highlights including:

- Our Keynote Speaker, former PA Governor Ed Rendell, will speak on the challenges facing higher education
- SEM 101: AACRAO Professional Development comes to MSACROA! Dr. Wayne Sigler, VP Enrollment Management at George Mason University, is one of the most respected enrollment professionals in the nation. He will bring a real world SEM practitioner's perspective to this workshop. (Additional Fee)
- Dale King, Director of the US Department of Education's Family Policy Compliance Office, will discuss how the new FERPA regulations may impact colleges and universities
- Mike Reilly, Executive Director of AACRAO , will present a Plenary Session "AACRAO Update", and will present an additional session
- LeRoy Rooker, AACRAO Senior Fellow, will present two FERPA update sessions
- Dr. William Ruud, President, Shippensburg University of Pennsylvania, will present a "View from the Top"

Your registration fee includes three continental breakfasts, receptions Monday and Wednesday evenings, and lunch on Wednesday for members attending the Business Meeting (if you confirm your attendance on the registration form).

The MSACROA conference is one of the best bargains in professional staff development training and networking opportunities. Register now to attend the conference at: www.msacroa.org

I look forward to seeing you in Hershey!

Tom

Tom Mantoni, President-Elect
Registrar, DeSales University

MONDAY, NOVEMBER 26, 2012

9:00am – 11:00am Executive Committee Meeting
9:30am – 10:45am Local Arrangements Committee Meeting
12:30pm – 4:30pm REGISTRATION and HOSPITALITY OPEN

WORKSHOPS - 1:00pm – 4:00pm

1.1.1 – Veterans Education Benefits

Jeff Culp, Veterans Education Advisor, PA Department of Education
Judy Schwartz, Veterans Affairs Certifying Official, DeSales University

An overview of the Post 9/11 GI Bill Improvements Act of 2010, current GI Bill benefits and updates, and the impact of veterans' education benefits on Financial Aid and other benefit programs. Overview of the responsibilities of the School Certifying Official and the advantages of the Yellow Ribbon program.

1.1.2 – FERPA 101: Student Privacy Rights – Are We Protecting Them?

Pinhas Friedenber, Sr. Associate Registrar, Touro College

In this workshop 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?

1.1.3 – Hiring and Interviewing Basics

Ninette Gironella, Assistant Registrar, 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. You will then work in small groups to practice job analysis, developing questions, and interviewing techniques.

1.1.4 – SEM 101 (\$200 fee applies, runs from 1:00 – 5:00pm)

Dr. Wayne Sigler, VP for Enrollment Management, George Mason University

Whether you are new to SEM or seeking a refresher course, this introductory workshop will provide a valuable overview of the core concepts and strategies that define successful SEM organizations. The workshop will include very practical and useful information on the SEM tools you need to be successful. Our presenter is one of the most consistently successful and respected enrollment professionals in the nation. He will bring a very successful, “real world” SEM practitioner’s perspective to the workshop.

SESSIONS - 2:30pm – 4:00pm

1.2.1 - What Time Can I Schedule a Class? Creating a Course Time Schedule

Debbie Tamte-Horan, Registrar, Muhlenberg College

One of the basic building blocks when creating a term class schedule is the course time schedule. Everyone seems to have particular needs for when a class should be taught, but those needs don’t always mesh. At Muhlenberg we have created a new course time schedule (that includes the option for a Common Hour). In this session I will describe the process we went through to develop the new schedule, get support from the faculty, and implement it. I will also share some of what I learned that I would do differently the second time around.

1.2.2 - I’m not the boss anymore. Now what do I do?

Mary Sinibaldi, Senior Associate Registrar, Northampton Community College

After many years in admissions and then a position overseeing a number of student services areas followed by a return to admissions, this 25+ year professional faced accompanying challenges and changes. The focus of the session will be on defining your new role among the staff and how to best utilize opportunities to contribute within the office and across the campus community. Those attending are invited to share similar professional experiences.

1.2.3 - Paratrooper Parents or Partnering with Parents? If you can't beat them, partner with them!

Lisle Henderson, Registrar, Pratt Institute

We all deal with 'Helicopter Parents' or as some call them 'Paratrooper Parents'. Learn how Pratt Institute's Registrar's Office has changed its view of parents and is now partnering with them. They assisted the Institute in developing a 'Parent Philosophy' for the school, created a 'Parent Friendly' Academic Guide, and changed the way they communicate with parents. Come hear how and why they made this change.

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| 4:00pm – 5:00pm | Committee Meetings (as needed and called by the respective chair) |
| 5:00pm – 6:30pm | President's Reception – Join President Peter Falk and the members of the Executive Committee at this Welcome Reception – all registered conference attendees welcome! |
| 7:00pm | 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 27, 2012

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| 7:30am – 9:00am | Continental Breakfast |
| 8:00am – 9:00am | New Members' Breakfast (by reservation on registration form). New Members and 1 st Time Attendees are invited to join Members of the Executive and New Members Committee for breakfast. Welcome to MSACROA! |
| 8:00am – 4:30pm | Registration and Hospitality Open |

8:00am – 4:30pm Exhibit Hall Open – visit our Exhibitors to learn about cutting-edge products and services for higher education!

9:15am – 10:30am KEYNOTE SPEAKER: GOVERNOR ED RENDELL (PA) – 'Education: What We Can (And Must) Do To Get Back On Track'



10:30am – 11:00am Refreshment Break in Exhibit Hall

SESSIONS – 11:00am – 12:15pm

2.1.1 A View from the Top

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, and 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.

2.1.2 Social Media and Sandy: Lessons Learned, Tips for the Future

Linda Romano, Director of Social Media, Adelphi University

This workshop will focus on exploring the ways that social media is impacting all aspects of higher education, including recruitment, marketing, retention, and overall communications. It will also cover the ways in which social media highlights the unique communication style and multimedia habits of 'Generation Y', the digital natives, and the opportunities and challenges they present as students, staff members, and colleagues.

2.1.3 eTranscript Solution at Cornell University

Cassie Dembosky, University Registrar, Cornell University

Cornell University implemented an electronic transcript in May, 2011. This session will cover the process Cornell followed to select a vendor, implement the solution, and will examine some of the post-implementation successes, challenges, and lessons learned. There will also be a demonstration of the transcript ordering process.

2.1.4 Last Date of Attendance

Joyce Farmer, Director of Financial Aid, DeSales University

This session will cover the return of the Title IV (R2TIV) process from the recording of the date of withdrawal through the post-withdrawal

disbursement. The session will include a review of the Return of Title IV calculation using the US Dept. 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.

2.1.5 Degree Audit Remodel

Sue Fortman, Registrar, Molloy College

Degree audits built years ago may have limitations from old concepts using early software versions. New thinking that capitalizes on new software potential and the web interface may be required. Time to 'demo' and rebuild! Share some new ideas to solve some old problems. Discussion invited from attendees for how they have adapted their set-ups.

2.1.6 Can you please help me? Customer Service in Higher Education Within a technological revolution

Terri Breitenstine, Program Manager Office of the Registrar, Drexel University

This session will review the concept of customer service within Higher Education and what it means to provide customer service to students within an ever-changing world of technology, millennial generations and helicopter parents.

2.1.7 Featured Exhibitor Session: **SmartCatalog**

Beyond the Catalog – Rethinking Academic Content

Do you update your catalog only to find that information is inaccurate on other parts of the website? Academic Content Management can do more than just create online catalogs. SmartCatalog IQ maintains consistent information across the enterprise, from websites to Student

Information Systems, not to mention syllabi, online forms, and curriculum management. Come learn about the future of Academic Content Management.

2.1.8 Featured Exhibitor Session: **CollegeSource**

“Will my classes transfer?” Maybe, but...

We all know this is not an easy answer! On most campuses this is a time consuming task for staff and can take weeks or months for students to receive results. Learn how you can dramatically improve this process to reduce turnaround time and provide students with results on-demand.

12:15 – 1:45pm Lunch on Your Own

SESSIONS: 1:45 – 3:00pm

2.2.1 Making a Difference at the State Level: How you can have an impact on your state legislature

Mike Reilly, Executive Director, AACRAO

Prior to coming to AACRAO, Mike represented Washington state’s public baccalaureate presidents and worked with the legislature in the public policy arena. We’ll discuss how enrollment professionals can contribute to better outcomes with your legislature and look at some of the state-level issues facing our institutions.

2.2.2 Benefits from Nurturing Guidance Personnel in the College Admission Process

Bruce Marich, Director of Recruitment Services, Brookdale Community College

Lisa Castellano, Enrollment Specialist, Bergen Community College

Working with guidance personnel in different professional settings and nurturing those relationships has opened a virtual treasure chest for

community colleges that includes access to demographic data, opening of doors to guidance offices and classrooms, elevating the status of community colleges, and strengthening partnerships between college personnel and their counterparts at the middle and high school levels.

2.2.3 The Changing Landscape of Gender Identity and Higher Education

Nicole Hammel, Director, Institutional Research & Records, Muhlenberg College

More and more we are seeing the fluidity of gender. This has led to many interesting and challenging questions for officers of institutions. Should there be a gender neutral policy? What about housing? What happens in the case of gender reassignment? How is a change going to affect past data and future reporting? When should a gender change be made to records? What about national surveys that are not gender neutral? These issues will be discussed. Input and discussion time will also be encouraged.

2.2.4 Making Assessment Count: How to Develop a Useful and Practical Assessment Effort (Double Session 1:45-3:00 and 3:30-4:45pm)

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.

2.2.5 Developing Sustainable Initiatives through the Fundamentals of Marketing

Patrick Mulvihill, Technology Integration Manager/Registrar's Office,
Point Park University

As the environment within higher education continues to evolve, the capacity to manage change will further distinguish operational excellence amongst academic institutions. Despite knowing resistance to change inevitably exists within this culture, many colleges and universities allow promising initiatives to fail solely as a result of an inability to garner the required change in behavior within the organization. This session will explore the concept of approaching change management as if it were a marketing problem. More specifically, allowing the core components of an effective marketing mix to serve as the framework for initiating change. In doing so, the subsequent launch and diffusion of a change initiative will not only align more closely with the culture of the organization, it will more likely attain the required change in behavior to make the initiative sustainable.

2.2.6 Campus Scheduling – Creative strategies on building collaboration

Kristin Waters, Assistant Registrar, University of Maryland, Baltimore County

The success of campus scheduling is largely based on the teamwork of the constituents that are involved. But what do you do when campus turn-over is constant, there is lack of buy-in, and campus constituents aren't being collaborative? This session will review strategies that can be used on your campus to create a collaborative campus scheduling process and is recommended for those who share scheduling with other areas of campus.

2.2.7 Featured Exhibitor Session: **Infosilem**

91% Room Utilization + Successful Student Schedules: Be A Leader

Be a leader like many of our customers. Join this session to learn how Colleges and Universities are achieving phenomenal results with powerful scheduling software.

- Leverage powerful algorithms to maximize room utilization
- Provide a clear path to graduation to increase student retention & graduation
- Collect departmental data at the source to increase operational efficiency

This session we'll take you through a live example showing how the Infosilem scheduling software can work for your institution and improve your space utilization while driving students to a successful path to graduation.

2.2.8 Featured Exhibitor Session: **UniversityTickets**

Getting Started with Online Commencement Ticketing

Still using paper, pencil and a printed student list to distribute commencement tickets? With the internet, that's old school. With NYU's recent move to online commencement ticket reservation and distribution as a case study, this session will discuss topics including student authentication and commencement eligibility verification, ticket validation and fraud management, allocation limits, reserved seating, handicapped accessibility, ticket fulfillment and more.

3:00pm – 3:30pm: Refreshment Break in Exhibit Hall

SESSIONS 3:30 – 4:45pm

2.3.1 FERPA and Data Sharing for Postsecondary Institutions

Dale King, Director, Family Policy Compliance Office, US Department of Education

This session will provide an overview of the Family Educational Rights and Privacy Act (FERPA). Mr. King will discuss the changes included in the FERPA regulations released in December 2011 and how these regulations may impact colleges and universities. Mr. King will also discuss the future direction of the Family Policy Compliance Office and any news regarding upcoming guidance or new initiatives.

2.3.2 Call Center Solution and Technology – From Idea to Implementation

Nilsa Lam, Interim Director of Enrollment Management Services, John Jay College of Criminal Justice

Marisol Marrero, Interim Director of Admissions, John Jay College of Criminal Justice

John Jay College's Enrollment Management Call Center represents how a high-yield, low-tech model evolved to include a state-of-the-art reporting system. The evolution of data tracking and how it's been used to establish key performance indicators is demonstrated, as well as how it improves the quality of customer service provided. We will also discuss the importance of tracking workflow and keeping and reporting the latest data as a way to validate the need for additional funding and resources.

2.3.3 Graduating Students in Datatel Colleague through a batch process

John Matheus, Associate Registrar, Pratt Institute

This session will be a cracker barrel discussion about how to graduate students through a batch process. Group participation will control the discussion. Examples will be shared with how this is accomplished at Pratt. This session will specifically focus on the computer processes that are used in Datatel Colleague to accomplish this.

2.3.4 Addressing Student Satisfaction: Data Driven Decisions for Small Colleges

Michael Maysilles, Registrar and Director of Institutional Research,
Caldwell College

Joseph Posillico, Vice President for Enrollment Management, Caldwell
College

Changing the culture toward data driven, strategic decision making has led to record undergraduate enrollments and waiting lists in the dormitories as well as better utilization of limited resources. During the past three years, data driven reviews of salary and methodologies, academic program prioritization, strategic budgeting, new program offerings, and student retention have occurred. The latest project addresses student satisfaction which will be the focus of the presenters as they discuss the process of analyzing historical enrollment data and completion data, surveying current students, analyzing and reporting results and actions taken to increase satisfaction in an effort to improve graduation and retention rates. Presenters will also discuss how many assumptions were dispelled by data and how new paradigms were introduced across campus.

2.3.5 Distance Ed Authorization: A Game of Red Light...Green Light

Ian K. White, Director of Compliance for Academic Auditing, University
of Medicine & Dentistry of New Jersey

With all the recent activity surrounding the DoE's Program Integrity Rules outlining requirements for Distance Education Authorization, come share in one schools journey through a beloved game 'Red Light...Green Light' as it pertains to the requirements, implications and cans of worms no one saw coming. This session will explore one schools methodology, research and application of state-by-state rules to both traditional credit driven distance education as well as clinical and practicum educational experiences.

2.3.6 Making Assessment Count: How to Develop a Useful and Practical Assessment Effort – Part II. (Continuation of Session 2.2.4)

Gladys Palma de Schrynemakers, Associate Provost, Long Island
University/Brooklyn Campus

2.3.7 Featured Exhibitor Session: **Credentials Solutions**

Transcript Processing Redefined

Credentials Solutions introduces our new service offering, Transcript ExchangePlus. In this session, we will provide an overview of our comprehensive solution for optimizing transcript fulfillment, as well as the application of advanced automation for inbound transcript processing. The service is designed to maximize your electronic transcript "reach" by supporting EDI, XML and PDF formats, while integrating a highly automated process for printing and mailing paper transcripts. Our turnkey system sends the transcript in the preferred format of the receiving institution. The use of Credentials for online transcript ordering is not required to utilize this service. Transcript ExchangePlus is the single source to deliver all your transcripts. Any time. Any place. Any format. Another groundbreaking solution from Credentials Solutions.

2.3.8 Featured Exhibitor Session: **CollegeSource**

Supporting Graduation and Retention Initiatives: Creating a personalized path to graduation

Interested in engaging students in the planning process and promoting Student/Advisor collaboration? CollegeSource offers academic planning and schedule building tools designed to reduce institutional barriers to academic success. Learn how you can enable students to create a personalized path to graduation and provide your institution with data for course demand analysis.

7:30pm – MSACROA SPECIAL EVENT: A Night at the Museum

Join us for a specialty dessert and international coffee reception at the Hershey Antique Auto Museum! Trolleys depart from the Hershey Lodge at 7:30pm and return at 9:30pm. \$10 Fee. **You must register and pay for this event when submitting your conference registration**

WEDNESDAY, NOVEMBER 28, 2012

8:00am – 9:15am Continental Breakfast
8:00am – Noon Registration and Hospitality Open
8:00am – Noon Exhibit Hall Open: Visit our Exhibitors to learn
 about cutting-edge products and services for
 higher education!

SESSIONS - 9:15 – 10:30am

3.1.1 iHELP! Making life in the Registrar's Office easier one app at a time

Sarah Beiter, Assistant Registrar, Holy Family University

Timothy Smalarz, Assistant Registrar, Holy Family University

You received an iPad. Now what? As Universities have begun initiatives to introduce the iPad into the classroom, they are also using them to better connect with offices on campus. Find ways to use the iPad to help you do your job more efficiently and effectively rather than just carrying it around to meetings without ever pulling it out of the case except to play Words With Friends. This session will provide insight on how to better utilize the iPad in your office and allow for more mobility on campus. We will also explore the endless options of applications that are geared towards Higher Education professionals and recommend the ones we have found most useful.

3.1.2 International Enrollment Management and Campus Collaboration

Mardi Klein, Director of International Admissions, Long Island University Brooklyn Campus

Campus collaboration is key to any successful enrollment strategy or internationalization efforts. This session provides an overview of international enrollment management and how various stakeholders on campus are involved in the recruitment, retention, and re-entry of international students.

3.1.3 Increasing Success in the Military and Veteran Student Market

Mark Sifford, Project Director – Concurrent Admissions Program,
Servicemembers Opportunity Colleges

This session briefly discusses the uniqueness of the military market and its components and provides basic ideas on understanding and working with service members, veterans, and family members. The session offers numerous examples of best practices for working with the military market and how post-secondary institutions can attract this important non-traditional segment of the population. There is ample opportunity for interaction so participants may gain greater insight into this important segment of potential college students.

3.1.4 Resumania! Fine tuning your Resume and Cover Letter

Helena Minerva, Assistant Registrar, Hofstra University

Does your Resume pass the 10 second test? It will by the time you leave this session! This hybrid meeting (half informational session, half workshop) will review current trends and guidelines in Resume and Cover Letter writing, and apply them to the field of Higher Education. Bring your own resume and/or cover letter along for the peer editing portion where we'll utilize the skills learned and assist one another to maximize the potential of these important documents.

3.1.5 AACRAO's Professional Development for Registrars: A Self-Assessment

Susan Nelson, University Registrar, University of Medicine and Dentistry of New Jersey

Julie Ferguson, Assistant Dean for Student Affairs, University of Medicine and Dentistry of New Jersey

Are you ready to assess the preparedness and compliance of your Registrar's Office with the latest best practices? This update of AACRAO's Self-Assessment Guide can provide a cost-effective and simple way to evaluate your office operations. The Assessment is arranged into chapters that address topical issues and contains: Basic Principles to provide foundation, Questions to get you thinking, Action

Plan items to expand your expertise and a Further Reading section to direct the reader to useful resources. Join the co-chair of AACRAO's editing committee for an interactive walk through the Guide's benefits and get the ball rolling on your own self-assessment.

3.1.6 Transfer Evaluation Roundtable

Andy Steinitz, Assistant Registrar, Pratt Institute

The transfer credit evaluation is both a science that demands systematic processes and consistency, as well as an art in communicating to both the applicant and department the web of factors that places a person into a program. To make things more difficult, the transfer evaluator in most schools is a position born out of necessity. Most learning is on the job. Best practices beyond state laws and accreditation mandates are few and far between. Tumbleweeds roll across the AACRAO Transfer Listserv. How much time have we spent 'recreating the wheel', making custom solutions to problems that we all share? Do you make evaluations manually or with the help of automated tools? Are they formatted to an 8 x 11 page or strictly digital? How do you get course reviews to departments? To test or not to test? Come meet your fellow transfer credit evaluators. Bring questions, advice, and your tools of the trade.

3.1.7 Featured Exhibitor Session: **Perceptive Software**

Automating your Admissions Office

Perceptive Software solutions integrate seamlessly with your business applications to close information gaps across your campus, all with a single click. Our powerful enterprise content management and business process management solutions will deliver a complete view of the whole picture, to identify bottlenecks, speed performance, and fuel greater operational efficiency in your everyday business processes.

3.1.8 Featured Exhibitor Session: **Parchment**

The Untapped Potential of Transcript Exchange Data

Next-generation transcript exchange networks are putting valuable untapped data to work: applicant volume versus peer institution (incycle), true peer groups and win/loss rates, candidate-level probability of applying and matriculating, and more. Join to discuss best practices of mining intelligence from transcript exchange networks.

10:30am – 11:00am Refreshment Break and Prize Drawing in Exhibit Hall. Join our Exhibitor colleagues as we draw chances for exciting prizes. Must be present to win!

PLENARY SESSION: 11:15am – 12:15pm

MSACROA is pleased to welcome **Mr. Mike Reilly**, Executive Director, American Association of Collegiate Registrars and Admissions Officers (AACRAO)

AACRAO Federal Relations Update

Mr. Reilly will address current issues facing higher education coming out of Washington DC and the US Department of Education.

12:15pm–2:00pm Conference Luncheon and Business Meeting
Join your colleagues for lunch (included in your registration fee when indicated on your registration form), fellowship, and our Annual Business Meeting, which will include the introduction of this year's Honorary Members.

2:00pm – 5:00pm Registration and Hospitality Open

SESSIONS - 2:15pm – 3:30pm

3.2.1 Student Marketing for Admissions: Beyond Paper Mailings

Monica Maisto, Associate Director of Admissions, Salus University

Ryan Hollister, Assistant Director of Admissions, Salus University
Maria Zod, Assistant Director of Admissions, Salus University

This session will share admissions marketing and recruitment ideas – beyond the traditional paper mailings – that will utilize web technologies and various media sources to recruit prospective students. Participants will have the opportunity to also share their knowledge and discuss best practices.

3.2.2 Peer Assessment

Wendy Kutchner, University Registrar, Temple University

Whether you are new to the profession or a seasoned professional that needs confirmation of a pre-existing plan, external consultants can help maximize and reinforce new initiatives. This presentation will discuss case studies on how peer consulting was used to improve office operations and implement new processes to improve student services, while conserving resources and costs.

3.2.3 Humoritis Laughingytis: How to funnify your Admissions or Registrar's Office in 100,000 easy steps!

Steve Young, Academic Advisor – University of Maryland – College Park

How do you effectively motivate staff, creatively solve problems, and build a 'fun at work' culture? The answer is through humor. Think you can't afford to have fun in the workplace? You can't afford NOT TO! Learn how to use humor to increase office proficiency, build staff morale, connect with students, and get out of speeding tickets! This session is ideal for Admission Directors and head managers of Registrar's Offices but all earthly beings are welcome!

3.2.4 Finding a Way: The Impact of Family on Black Men in an Educational Opportunity Fund Program at a Community College

LaVon Williams, Enrollment Specialist, Union County College

This session presents recent research that investigates the impact on families of Black men enrolled in a support program at a community college. By attending this session, participants will learn about the recent qualitative study on Black men in a support program and their experience at a community college. This program will also discuss how current practices impact this population and their graduation rate.

3.2.5 Implementing Electronic Transcripts A-Z

Naomi Nash, Associate Registrar, University of Delaware

The University of Delaware is working toward producing electronic transcripts. Though it sounded easy in concept, we've discovered implementation is more complex than anticipated. This process has required us to examine some current practices, determine future procedures and collaborate with IT and our transcript service vendor. This session is designed to explore some of the challenges we encountered, and decisions we had to contemplate, as well as to share lessons learned.

3.2.6 A Front Row Seat: Insights from Mentoring with a Vice President

Karen Duncan, Senior Associate Registrar, Penn State University

On a roller coaster, a front row seat can be exciting. At a performance, a front row seat can be awe inspiring. When the action at a sporting event rushes out of bounds, a front row seat can be frightening. However, a front row seat always has a good view of the action. A year-long Administrative Fellowship program at a large institution provided a front row view of high level administrators. This session will reveal some of the insights learned and suggest ways to improve how registrar and admissions professionals communicate with others in the administration. These tips will also be applicable to communicating with a variety of colleagues.

3.2.7 Featured Exhibitor Session: **College Scheduler LLC**

Schedule Planner for use by Students

College Scheduler provides a web-based schedule planner that allows students to easily search for their classes, enter breaks for lunch, athletics, etc. and promptly generate multiple pre-made schedules that the student may choose from each semester. Our clients experience increased enrollment credit hours, increased on-time graduation rate, and time savings in Academic Advising! Real time course demand reports available to Registrar's Office.

Clients on Banner, Datatel, PeopleSoft & Homegrown.

Used by Bloomsburg University, Salem State University, Pennsylvania State University, New York Institute of Technology, Fairleigh Dickinson University and many other schools all over the country big and small.

3.2.8 Featured Exhibitor Session: **SCRIP-SAFE International**

SCRIP-SAFE International's Electronic Services from a User's Perspective

Join several of your colleagues as they candidly discuss their experiences with SCRIP-SAFE's Transcripts on Demand (transcript ordering) and eSCRIP-SAFE (electronic transcript delivery). The session will be moderated by Mindy Starcher, National Sales Director, and will provide ample time for questions and audience discussion.

Moderator – Mindy Starcher, National Sales Director – eSCRIP-SAFE and Transcripts on Demand

Participants – Lori Cass, Registrar at Mansfield University PA

Dennis Hopple, Associate Registrar at Bucknell University

SESSIONS 3:45 – 5:00pm

3.3.1 FERPA Case Studies

LeRoy Rooker, Senior Fellow, AACRAO

Pinhas Friedenber, Senior Associate Registrar, Touro College

In this session we will discuss student privacy issues that have been raised by colleagues. The cases/concerns will be discussed as well as the best approach to dealing with the situations. Participants are encouraged to bring their own questions or submit them to Pinhas prior to the meeting.

3.3.2 Creating an Automated Change-of-Grade Process

Wendy Kutchner, University Registrar, Temple University

Temple University processes over 10,000 grade changes per year. This session will cover the steps Temple utilized to change this from a paper process to an electronic, workflow process.

3.3.3 BANNER Roundtable – Student Records

Ian White, Academic Programs Manager, UMDNJ

Join your colleagues who utilize Ellucian's BANNER student information system to discuss 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 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.

3.3.4 DATATEL Crackerbarrel

Melissa Lenhart Young, Associate Registrar, DeSales University

This 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.

3.3.5 JENZABAR Crackerbarrel

Janet Baker, Registrar, Cedar Crest College

Bring your ideas, your issues, and your opinion to this crackerbarrel session for Jenzabar users. Share your ideas or learn tips and tricks from others on how they deal with exceptions to the norm.

3.3.6 PEOPLESOFT Crackerbarrel – Configuration-How-To (Student Records and Advisement)

Thomas Castiglione, Registrar, Long Island University/Brooklyn Campus

Join your colleagues as we open this forum on PeopleSoft/Oracle Campus Solutions. Bring your ideas, thoughts, concerns, and lessons learned while implementing and using PeopleSoft student records and advisement.

3.3.7 Featured Exhibitor Session: **Digital Architecture**

Simplify the Catalog. Manage the Curriculum Process

Digital Architecture can evolve the way your campus manages curriculum from inception, through the approval process and publication. Curriculumlog transforms a cumbersome and complex curriculum path into an intuitive, automated process. Acalog creates, organizes, and publishes the e-catalog to your institution's website and for mobile devices. Discover why your peers rave about our efficient implementation process, refined change management, effective training and responsive customer service.

3.3.8 Featured Exhibitor Session: **Jolesch Photography**

Graduation 101

Great photography of your graduates coupled with friendly service at no cost to your institution. Jolesch Photography has been a leader in commencement photography for over 30 years. We will visit your site to ensure we work seamlessly with your graduation team. We also provide complimentary PR images to your school.

5:30 – 6:30pm 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 Hershey Lodge & Convention Center.

THURSDAY, NOVEMBER 29, 2012

8:00am– 9:00am Continental Breakfast
8:00am – 11:00am Registration and Hospitality Open

SESSIONS 9:00am – 10:15am

4.1.1 FERPA Update

LeRoy Rooker, Senior Fellow, AACRAO

This session will focus on recent changes and developments that surfaced regarding FERPA. Your questions are welcome.

4.1.2 Transfer Articulation, Dual Enrollment and Gap Year Students Crackerbarrel

Becky Schultz, Associate Registrar, Lehigh University

Designed for schools who have or are working on Transfer Articulation Agreements. Does it have to be cumbersome?? Come share ideas of how we can all make it easier to accomplish. We will also discuss Dual Enrollment and Gap Year Students for incoming freshmen. We will share our policies and discuss what other schools have in place.

4.1.3 PeopleSoft Crackerbarrel – “To Modify or Not to Modify, That is the Question!”

Thomas Castiglione, Registrar, Long Island University/Brooklyn Campus

Join your PeopleSoft colleagues in this crackerbarrel to discuss the wisdom of modifying student records and other topics of interest. Share your expertise and learn from the experts!

4.1.4 Responding to Disasters – A Roundtable Discussion

Patti Mathay, Interim University Registrar, University of Pittsburgh

The University of Pittsburgh recently dealt with a series of bomb threats and widespread flooding. This session will explore lessons learned from these disasters and suggestions other institutions may wish to implement. The impact of Hurricane Sandy on local institutions will also be discussed.

4.1.5 Commencement from Start to Finish

Lisle Henderson, Registrar, Pratt Institute
Emma Legge, Director of Student Involvement, Pratt Institute

Commencement: It is the day we live for in the Registrar’s Office! Hear how we created a successful Commencement Ceremony for our students, parents, and faculty. We will walk you through the Application Process, the Commencement Committee, planning, publication – including programs and invitations to the students and parents, a Graduation Fair, Marshals, Locations and all of the insanity that surrounds a successful ceremony.

SESSIONS 10:30am – 11:45am

4.2.1 Flextime – Two Approaches

Melissa Lenhart Young, Associate Registrar, DeSales University
Nicole Hammel, Director of Institutional Research & Records,
Muhlenberg College

This session will show how two different institutions use flex-time. Muhlenberg College and DeSales University have instituted successful flex-time arrangements for some staff. Come learn what worked and the challenges we faced in getting approval to institute flex-time arrangements.

4.2.2 Datatel Crackerbarrel – Degree Audit, etc.

Luke Phillips, Associate Registrar for Systems, Felician College

Join us for a crackerbarrel discussion of Datatel Colleague technical issues. Bring your questions relating to degree audit, registration, course scheduling, graduation and other topics. This will be a collaborative forum where current issues can be discussed and solutions shared.

4.2.3 Tips for Presenting at an Annual Meeting

Fran Harkness, Assistant Registrar, Cabrini College

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

4.2.4 BANNER Roundtable – Open Topics

Ian K. White, Academic Programs Manager, UMDNJ

Join your colleagues who utilize Ellucian's BANNER student information system to discuss 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 not-so-successful, while gaining from the knowledge of their peers. It is also a great networking opportunity!

4.2.5 Time Management: No Time to Manage My Time!

Debbie Tamte-Horan, Registrar, Muhlenberg College

Time. There never seems to be enough of it to go around. How can we make the most of the time we have available to us? In this session we will discuss both overall planning strategies and specific techniques designed to help us manage and use our time to the fullest.

4.2.6 Customer Service from the Front Lines Perspective

Matt Townsend, Records Management Assistant, Pratt Institute
Rachel Brown, Records Management Assistant, Pratt Institute

The Office of the Registrar takes pride in the level of academic customer service that we provide our students. We will share with attendees some of the tips for academic customer service that deliver consistent, positive experiences for students, faculty and staff.

12:00pm – 1:00pm	Executive, LAC and Program Committees Lunch
1:00pm – 4:00pm	Executive Committee Meeting

LAC Committee Meeting as schedule by Chair

DOOR PRIZES --- There is a long standing MSACROA tradition of daily drawings for door prizes at the Hospitality Table, so don't forget a donation from your institution: sweatshirts, coffee mugs, T-shirts, 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

The detailed program will not be available at the conference, however a pocket guide will be provided to every participant. If you want the detailed descriptions while you are at the conference, please print this program book and bring it with you. This program is subject to change without notice. Updates will be made to this program until November 9; after that, changes will be noted in the agenda distributed at the conference as necessary.

REFUND POLICY: Conference Fees are refundable through October 31, 2012. Beginning November 1, all conference fees are non-refundable but are transferrable.

Conference Registration is available on our website:
www.msacroa.org

HOTEL INFORMATION: To get the special MSACROA room rate of \$129 per night, call the Hershey Lodge directly at **1-800-533-3131** and identify yourself as attending the MSACROA conference.
Reservation deadline to get the conference rate is November 5, 2012

SPECIAL THANKS TO:

- The Program Committee, for putting together a top-notch program: Deb Bowles, Rutgers University (retired); Lisle Henderson, Pratt Institute; Wendy Kutchner, Temple University; Luke Phillips, Felician College; Richard Sunday, Long Island University; Debbie Tamte-Horan, Muhlenberg College; Ian White, UMDNJ.
- The Local Arrangements Committee (LAC) for making the conference run smoothly: Terry Thompson, Cornell University; Marilyn Alberter, University of Pittsburgh (retired); Elyce Lykins, Penn State University; Kelly Hart, National Defense University; Melissa Lenhart Young, DeSales University.
- The Executive Committee for your support, encouragement and friendship
- Helena Minerva from Hofstra University for editing this program book
- All workshop and session presenters for your commitment to professional development and making MSACROA 2012 a success.

Sincerely,
Tom

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