

MSACROA 2007 conference sessions and schedule

New This Year

~ NPTsessions (New Professionals Track) – designed for those who are new to the profession; everyone is welcome to attend.

~Tuesday luncheon

~ Optional dinner theater trip on Wednesday

Monday, November 26, 2007

9:30 AM - 10:45AM	Local Arrangements Committee (LAC)
9:00 AM – 11:00 AM	Executive Committee Meeting
12:00 PM - 1:00 PM	Executive Committee /LAC luncheon
12:30 PM -5:00 PM	Registration and Conference Activities

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

M1.1 Courageous Conversations for Shifting Times: Restorative Dialogue

Presenter: Larry S. Friedman, Registrar , Neumann College

Presenter: Judith A. Stang, Assistant Dean for Operations, Springfield College

Presenter: Laura McGinity, Vice President of Professional Development, Genesis Health Care Corporation

What are the courageous conversations we must have in order to ensure that our actions and processes support student success? What are the crucial conversations we must have with faculty and staff to ensure that our actions and processes support student success? How do we engage staff & faculty in crucial conversations about critical processes that require strategic actions using the college/universities core values? Technology, increasing regulation and oversight, legal challenges and more sophisticated learners are forcing ever higher levels of distraction and accountability. There is a pressing need to adapt systems, processes and strategies more quickly than ever before in the history of academia. How can we stop the madness and restore sanity in the midst of such maelstroms? Core values must be translated to guidelines for strategic direction, policies, procedures, processes, actions, compliance, discipline, faculty preparation, and student success. How do we structure conversations with faculty about strategic action and key processes in a way that connects faculty to the core values of the institution? What are the courageous conversations we must have in order to ensure that our actions and processes support student success? How can we create cultures within our organizations that help the people rapidly innovate, while doing the right things right, and produce successful students who are well-tooled to meet the challenges of tomorrow? Please join Larry Friedman, Laura McGinty and Dr. Judy Stang to hear a discussion about courageous conversations and restorative dialogues that really work to easily align faculty and staff with the

behaviors and processes required to support student success.

M1.2 Powerpoint for College Administrators

Presenter: Chester Barkan, Registrar, Long Island University - C W Post Campus

Effective Presentations are made even better with effective and dazzling materials. Using Microsoft Powerpoint 2007 we will provide you an introduction that will enable you to create and effective presentation. This 2-hour workshop will introduce you to presentation graphics. Topics include: Creating an Effective Presentation, Using Templates, Designing your slides, Enhancing your presentation with graphics; Creating visual effectives including transitions and animation. Each participant will receive a collection of useful graphics.

M1.3 (NPT) Hiring and Interviewing

Presenter: Ninette Gironella, Assistant Registrar - Graduation Services, NYU

How can you make certain that you hire the right employee? Although no process can guarantee the "perfect hire" for any particular job, you can increase the likelihood of good hires and minimize bad hires by knowing what to look for. In this workshop, you'll learn how to prepare for the interview, practice effective interviewing techniques, become aware of employment laws, and consider factors that determine the best candidate.

M1.4 Ipedes Training

Presenter: Ira Tyszler, Dean of Enrollment Management and Institutional Research, Touro College

The Integrated Postsecondary Education Data System (IPEDS) is a system of surveys to collect institution-level data in such areas as enrollments, program completions, faculty, staff, and finances. This workshop will demonstrate the NCES/IPEDS data system and the tools developed to access query and retrieve the data, for example the Peer Analysis System (PAS), the Dataset Cutting Tool (DCT), the Executive Peer Tool (ExPT), and College Opportunities Online (COOL). The latest changes introduced by NCES/IPEDS will also be briefly covered.

It is suggested that participants bring their own laptops to the session if they wish to use the hotel's wireless internet connection and follow the exercises on their own. It is also highly recommended that attendees contact the presenter, Ira Tyszler, at least two weeks before the beginning of the session so that he can more precisely tailor the presentation and materials to their individual level of experience and needs. He can be reached at tysz@touro.edu. Please include a phone number in case he has any questions.

M1.5 Courage and Commitment: What Are our Responsibilities to our Students and our Institutions?

Presenter: Raymond M. Brown, Attorney, lecturer, host of NJN TV Show Due Process

Presenter: John Brady, Executive Director of Higher Education Relations, The College Board

Convener: Dr. Deborah Bowles, Associate Provost for Enrollment Management, Rutgers University, Camden

Come and participate in a courageous conversation about our roles in higher education. We will discuss issues of equity/economics/demographics/social justice in both a personal and professional context. What is our commitment to our students, our institutions, and ourselves? What is the advocacy role we can/should play to promote access and equity?

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

M2.1 Time Management: No Time to Manage My Time!

Presenter: Deborah Tamte-Horan, Registrar, Muhlenberg College

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.

M2.2 Reinventing a Student Service Center: The Columbia University Student Services Transformation Initiative

Presenter: Michelle H. Brown-Nevers, Ed.D., Associate Vice President, Student Administrative Services & University Registrar, Columbia University

Reinventing the Columbia University Student Service Center while it was up and running, serving over 24,000 students and 3,300 faculty, with nearly 100 FTE of which 40% are unionized staff, in facilities that have not been renovated for 13 years is an overwhelming challenge. By recognizing that the needs of students as a group are different today from previous generations, we transformed our services to address these ever-changing needs. We developed, implemented and constantly refined a living strategic plan; retrained our staff and provided them with the essential skills and knowledge necessary to provide excellent customer service; and re-shaped our technology to assist us in meeting these over-arching goals.

M2.3v Introducing the Banner Enrollment Management Suite (vendor session)

Presenter: Patrick Packard, Senior Solutions Consultant, SunGard Higher Education

Join SunGard Higher Education to hear about our latest solution to help you build strong relationships with your constituents. Learn how the new Banner Enrollment Management Suite will help you effectively manage relationships with prospects, students, parents, alumni, and other constituents to meet your enrollment and institutional goals and build a strong foundation for your institutions future.

4:00 PM - 5:00 PM

Committee Meetings

5:00 PM - 6:30 PM

President's Welcome Reception

6:30 PM

**New Members Dutch Treat Dinner
(everyone welcome)**

Tuesday, November 27, 2007

8:00 AM - 4:30 PM Registration and Conference Activities

8:00 AM - 4:00 PM Exhibit Hall Open

8:00 AM - 9:15 AM Continental Breakfast - Exhibit Hall

8:00 AM - 9:00 AM Graduate and Professional Schools Network

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

T3.1 (NPT) Commitment and Courage - Getting Involved in Your Profession

Presenter: Chester Barkan, Registrar, Long Island University CW Post Campus and other members of the New Members Committee

Are you new to Middle States; does our Profession excite you? Have you finally made the commitment to go to a conference? If you answered Yes to any of these questions; then you have taken the COURAGEOUS first step to getting involved in professional organizations. In this two hour session, new members will be introduced to the many events planned for them; how to make the most out of your first time at a conference. We will share our experiences of getting involved in the organization and help you to find your niche in MSACRAO. Finally we will use part of this session to get to know each other and other members of the organization

T3.2 Implementing Banner Admissions

Presenter: Charles Connolly, Director of Enrollment Services, Suffolk Community College

Presenter: Louise Johnston, Admissions Counselor, Suffolk Community College

Presenter/Convener: Karen Pepe, Admissions Counselor, Suffolk Community College

This is an open discussion focusing on the admissions module of Banner. Topics include: Day to Day Processing Communications Plan Self Service (Website) Document Imaging

T3.3 Challenge, Commitment, Leadership, and Tiger Teams

Presenter: Jim Dalton, Associate Dean and Registrar, United States Military Academy

Presenter/Convener: Kent Laudeman, Vice Dean for Administration, United States Military Academy

A new university, college president, or other senior leader has the potential to introduce a multitude of changes/modifications for the registrar and other student services offices. The presenters will describe the process of the new leader using "Tiger Teams" (brain storming groups) to introduce his/her ideas and the subsequent reviewing, sharing, and implementing of the recommendations that could impact the institution's curriculum, course offerings, standards, grading, software development (advising and graduation check), and other services provided by the Office of the Registrar.

T3.4 (NPT) Uncomfortable Mingling? Join the Crowd

Presenter: Ninette Gironella, Assistant Registrar - Graduation Services, NYU

Are you uncomfortable in a crowd? Get nervous about mingling with strangers at social functions? Feel ill at ease making small talk? You're not alone. Find out why we feel that way and what we do in those situations. We will also discuss methods to help us cope with being in a crowd and feel more comfortable mingling.

T3.5 Financial Aid Update

Presenter: Richard Woodland, Director of Financial Aid and Student Development, Curtis Institute of Music

Changes in financial aid and state and federal legislation have a major impact on students' ability to afford the cost of higher education. These changes have a direct impact on student access and on institution strategies for the recruitment and admission of students. This is an update on financial aid legislation.

T3.6v Online Petition for Residency (vendor session)

Presenter: Sue DeRose, President, Lexnet Consulting

In the session we will describe the benefits and demonstrate the Online Petition for Residency. Hear how online applications are faster and easier than paper-based processes. The submission of electronic documents, online back-end processing, and a full audit trail have been incorporated. This application was jointly developed with the University of Colorado at Boulder. Materials are available at:

www.securetoner.com

T3.7v CampusDocs – Complete Document Management for Higher Ed: A Product Overview (vendor session)

Presenter: Vince Marti, Eastern Region Sales Director, CampusDocs

CampusDocs is a web-based, fully-hosted document management solution built specifically to meet the challenges of the higher education market. With CampusDocs, numerous departments, offices, personnel, and students can share, submit, process, and archive content seamlessly, without having to purchase expensive software or licenses. Come see how CampusDocs can help you streamline your Admissions files and processing.

T3.8v Understanding Enterprise System Implementations (vendor session)

Presenter: Randy Nichols, Manager, SMART

Presenter: Meghann Tharp, Senior Consultant, SMART

Smart's Enterprise Implementation Services deploy the Smart Way, a methodology that drives implementations to success. The approach is holistic in its focus on people and process, as well as technology. Many other services providers also deploy an implementation methodology, but their focus and experience is on the specific product represented -- an ERP system, portal, learning system, imaging/document management solution, for example. The Smart Way, and Smart's services team's experience cross these system boundaries and support the implementation from an Enterprise perspective. This perspective is applied whether the engagement is for an entire Enterprise technology transformation or of a more limited scope. This presentation will tell you how Smart support services such as:

- Enterprise technology initiatives
- Data conversions from/to any system or file structure

- Portal implementations
- E-commerce implementations
- Learning systems implementations
- Data Warehouse and Reporting Solutions
- Imaging and document management solutions

10:45 AM -11:45 AM Keynote address

Our Tuesday morning speaker is Chris Novak of the Summit Team – Leaders Consulting with Leaders. Chris’ talk is titled Conquering Adversity, and represents an inspiring reminder that we are stronger than any of the challenges we face. Against a backdrop of extreme adversity, Chris offers personal and professional learning points to maximize our ability to deal with the challenges we face. This experience includes insights on dealing with change, building relationships, communicating for impact, taking initiative, balancing priorities and more. Unique in its message, impact, and interactive format, this presentation offers participants a combination of true-life inspiration and real-world information to navigate the inevitable storms in our professional and personal lives. This is a one-of-a-kind experience that offers meaningful tools and tangible takeaways for overcoming change, challenge, or adversity and celebrating the hero inside each of us.

Book signing following keynote address

**12:00 PM - 1:00 PM Luncheon
(advance registration required)**

1:15PM - 2:30PM Professional Development Sessions

T4.1 (NPT) Enrollment Management 101 - part 1

Presenter: Amanda Yale, Associate Provost for Enrollment Services, Slippery Rock University

This two part session will cover the fundamental building blocks of enrollment management that every institution needs to consider in order to be effective. The presentation will focus on the structures, theories, concepts, and implementations of enrollment management in colleges and universities.

T4.2 (NPT) The ABC's of Grading Practices

Presenter: Sonia Saladuchin, Registrar, CUNY Kingsborough Community College

Presenter/Convener: Alan J. Sims, Registrar, University of the Sciences in Philadelphia

This session is open to all who wish to discuss grades and grading practices. The AACRAO publication, Current Trends in Grades & Grading Practices in Higher Education (2005,) will

provide some data to begin the group discussion of grading practices at member institutions. Participants will be encouraged to ask questions and discuss issues they have faced on their own campuses.

T4.3 Higher Education for Non-Citizens: Changes and Challenges

Presenter: Stephen Eck, Director of Admissions, New Jersey Institute of Technology
Presenter/Convener: Kathryn Kelly, Associate Vice President for Enrollment Services, New Jersey Institute of Technology

An increasing number of applicants to college are foreign nationals: children of non-immigrant visa holders, permanent residents, refugees or asylees. Some want to apply for F-1 (student) visas. What documents do these students need to include in a college application? What about undocumented students? The presenters will cover topics pertinent to the application, admission and enrollment of non-US citizens in colleges and universities.

T4.4 Capture Those Stealth Web Visitors! Rutgers' Answer to Phantom Prospects

Presenter: Julie Barad, Associate Director, Marketing and Communications University Undergraduate Admissions, Rutgers University

Perplexed about capturing those stealth visitors to your website? At Rutgers we capture the names, email addresses, and interests of our prospects and provide an incentive for visitors to return to their website through our new online application, "Create Your Info Packet."

Rutgers University, together with Digital Wave Technologies, Inc., has raised the college search experience to the next level by creating an online application which allows prospective students to create their own information packets from home, via the Internet. Eliminating huge printing and shipping costs for the University, this process empowers students to create their own graphically rich PDF about Rutgers' offerings, fully customized to their specific academic and extracurricular interests. In a matter of minutes, students can view their brochures online or print and share with parents and peers.

T4.5 JumpStart Your Implementation or Upgrade Using an Open House Concept

Presenter: Patti Mathay, Assistant University Registrar, University of Pittsburgh

Have you recently started a project to replace or upgrade your Student Information System? How are you going to communicate all of the changes to the software and/or business processes to the user community? User training is a necessity but what else can you do to eliminate the stress that comes with change? When the University of Pittsburgh implemented the PeopleSoft Student Information System we utilized a combination of training classes and Open House sessions to prepare the campus for a new way to process everything from Admissions and Registration to Faculty Online Grading. As we prepared for our first upgrade we utilized the same concepts. This session will provide an indepth look at how our Open House was structured and the lessons learned from the process.

T4.6 MSACRAO Video Library Preview

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

The MSACROA Video Library has recently expanded! Be one of the first to preview the new additions to the collection. Bring a friend (and some popcorn)and relax for an hour of "educational entertainment".

T4.7v Desktop Diploma Printing: Bringing Control Back to Your Office (vendor session)

Presenter: Elizabeth K. Wright, Regional Sales Director, SCRIP-SAFE International

T4.8v Records Management (vendor session)

Presenter: Canon Technology Solutions

2:30 PM - 3:15 PM

Ice Cream Social

3:15PM - 4:30PM Professional Development Sessions

T5.1 (NPT) Enrollment Management 101 - part 2

Presenter: Amanda Yale, Associate Provost for Enrollment Services, Slippery Rock University

This two part session will cover the fundamental building blocks of enrollment management that every institution needs to consider in order to be effective. The presentation will focus on the structures, theories, concepts, and implementations of enrollment management in colleges and universities.

T5.2 (NPT) Training, Mentoring and E-Mailing: A Potpourri of Tips for Advancement and Effective Communication

Presenter: Erwin Wong, Dean of Academic Programs and Instruction, Borough of Manhattan Community College

Presenter: Marva Craig, Associate Dean of Student Affairs, Borough of Manhattan Community College

Presenter/Convener: Gregory J. Wist, Senior Registrar, Borough of Manhattan Community College

Registrar and Admissions professionals are some of the most informed individuals on different aspects of college policies and practices. This background and knowledge, supported with training, mentoring and effective e-mail communication techniques can lead to advancement in your institution. In this session, we will use concrete job related strategies from different perspectives to demonstrate how this potpourri of tips can help you and your staff improve communication in your institution and move up the ladder in your office and beyond.

T5.3 Processing and Maintaining Student Records in an Electronic Environment

Presenter: Laura Papa Babbin, Director of Registration and Records, Monmouth University

Presenter: Lynn Karen Reynolds, Associate Registrar, Monmouth University

Student records management in the 21st Century requires interface between all academic areas. We have developed a system which the student can execute online requests which are then routed to the appropriate university official. The student's request is filed in the electronic folder which is accessible by the campus community.

T5.4 Partners in Articulation: A Strategic Collaboration Between Community Colleges and Four Year Colleges and Universities in NJ

Presenter: Mr. John Scott, Director, NJ Transfer

Presenter: Ms. Linda Tromp, Associate Director, NJ Transfer

This session will highlight current articulation and transfer topics, as well as new initiatives designed to support and enhance the transfer experience. What impact does the New Statewide Transfer Agreement and recent legislation have on transfer from a community college to a four-year college in the State? What is NJ Transfer's role in light of the new agreement and legislation?

Which features of NJ Transfer are being under utilized and how can we improve their utilization?

NJ TRANSFER is a joint initiative of the New Jersey Commission on Higher Education and the New Jersey Presidents Council, and is a web-based information and electronic transcript system for students transferring from a community college to a four-year public or private institution in New Jersey.

T5.5 AACRAO Government Update

Presenter: Jerry Sullivan, AACRAO Executive Director

This session provides an update on important legislation, including policy which affects student access and college costs. This session also provides the audience with an opportunity to discuss AACRAO advocacy efforts.

T5.6 The Posse Scholar Program: A Partnership Between A Foundation and Colleges and Universities to Identify, Recruit, and Train Student Leaders from Public High Schools for College Success

Presenter: Jenny Rickard, Dean of Admissions & Financial Aid, Bryn Mawr College

Presenter: Elena Bernal, Special Assistant to the President for Diversity and Achievement at Grinnell College, Grinnell, IA

Convener: Dr. Deborah Bowles, Associate Provost for Enrollment Management, Rutgers University, Camden

The Posse Foundation identifies, recruits and trains student leaders from public high schools to form multicultural teams called "Posses." These teams are then prepared, through an intensive Pre-Collegiate Training Program, for enrollment at top-tier universities. The session will include the discussion of results of an assessment of the Posse Program at Bryn Mawr as well as information about Grinnell's experience.

T5.7v Scheduling Solutions: A Beginner's Guide to Producing a Conflict Free Academic Schedule (vendor session)

Presenter: Charles Smith, President, ComQuip, Inc.

Presenter: Mark Mason, National Sales Manager, ComQuip, Inc.

Producing conflict free schedules using a decision support system that is interfaced with your *administrative* system will be demonstrated. The demonstration will include data import, data review and set-up, schedule generation, audit, and export. One thousand course sections will be scheduled into one-hundred rooms, first using pre-specified day rollups and times, then releasing this constraint to allow full scheduling. The speaker is the President of ComQuip, Inc, the makers of IQ.Session(r), used by over 130 schools nationwide to streamline their scheduling process.

T5.8v Document Management Expressway: Driving a Better Admissions Process (vendor session)

Presenter: Lori Kruse, Account Executive - Higher Education, ImageNow by Perceptive Software

When it comes to the student admissions process, the road often is lined with document potholes and collaboration roadblocks. Learn how ImageNow document management, imaging and workflow can help smooth the process from start to finish creating a direct and effortless connection between you, your colleagues and the documents you need.

4:30 PM - 5:30 PM New Members Espresso/Java Break

5:30 PM - 7:00 PM MSACROA Reception -Sponsored by Josten's

Wednesday, November 28, 2007

8:00 AM - 11:15 AM Registration and Conference Activities

8:00 AM - 11:15 AM Exhibit Hall Open

8:00 AM - 9:30 AM Continental Breakfast - Exhibit Hall

9:00AM - 10:15 AM Professional Development Sessions

W6.1 (NPT) Leadership 101: An Introduction to Leadership Concepts

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

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. While this session is listed as a New Professionals Track session, anyone with an interest in this topic is welcome to attend!

W6.2 Transfer Credit Evaluation Roundtable

Presenter: Nanci Beier, Assistant Registrar for Transfer of Credit, Anne Arundel Community College

Presenter: Jeremy Beeler, Registrar, Warren County Community College

Presenter: Idania Perez, Transcript Analyst, Hudson County Community College

This session will provide the opportunity for transfer credit evaluators to share best practices, discuss policies and procedures, and address questions and concerns related to transfer credit. With federal legislation regarding transfer credit still a possibility, there is an increasing need to

establish a network of colleagues that can share and discuss issues. Bring your own questions for discussion.

W6.3 True Colors: Let's Talk About Personalities for Enhanced Teambuilding and Communication - part 1

Presenter: Bil Leipold, Management Education Center, Rutgers Business School- Newark and New Brunswick

The True Colors program is designed to improve workplace culture by training employees to recognize their greatest strengths and create a more collaborative work environment. True Colors training has been used successfully for many years in business organizations. The program fosters positive, healthy, productive personal development which leads to improved communication, teambuilding, leadership, morale, and conflict resolution skills both at work and at home. Through participation in a True Colors training session, you will discover ways in which workplace and personal stress can be reduced, improved morale and levels of communication achieved, and a more harmonious work environment created. Both sessions need to be attended.

W6.4 Degree Audit - It's More Than Just Set up

Presenter: Kathy Hein, Associate Registrar, West Chester University

Presenter/Convener: Larry S. Friedman, Registrar, Neumann College

Before any degree audit system can be utilized as an advisement and certification tool, careful consideration must be given to the ways in which the product will be set-up. This session will review some of the major issues that must be considered before any degree audit system can be implemented. Whatever system vendor you might be using, the fundamentals of degree audit are the same, and this session will acquaint with those items.

W6.5 Mindfully Resolving Conflicts: Facilitation for Diversity Issues CANCELLED

W6.6 The Registrar's Office: The Fun Place To Be

Presenter: Deborah Tamte-Horan, Registrar, Muhlenberg College

Presenter: Karen Schall, Assistant Registrar, Muhlenberg College

Have you ever tried to fill a position in the Registrar's Office from within your campus only to be told that no one will want to apply because they know they will have to work too hard or that the job is too stressful? Well, Registrar's Office personnel do work hard, and the job is frequently stressful, but can the Registrar's Office be a place where individuals will want to work? Can it be the "Fun Place To Be"? Although hard work and stress are not normally equated with "fun", it is possible to create an environment where "the team" can enjoy their work together. This session will describe the methods the presenters have used to create an effective team that has enjoyable office experiences.

W 6.7 The Academic Transcript is Now Digital - Improving Student Services and Work Flow

Presenter: Elliott G. Baker, Executive Director of Academic Records, Summer School & Graduate Studies, Slippery Rock University

In almost every aspect of higher education administration processes have been transformed to take advantage of digital information services. The power of information technology is present in Web admission applications, online registration, degree audits, tuition payment, and numerous related areas impacting students, staff, and administrators. In the past two years the adoption of digital transcripts has seen explosive growth. This session will examine the shift from paper to electronic media and the associated advantages of reduced cost, improved efficiency, and document authenticity. Various digital alternatives including EDI, XML, and PDF will be discussed. Comparisons will be presented that examine the cost/benefits of proprietary solutions and alternatives that promote inter-operability.

10:15 AM - 11:15 AM Refreshment Break by Herff Jones and Prize Drawings - Exhibit Hall

11:30 AM - 1:15 PM Business Meeting and Luncheon

1:30PM - 2:45PM Professional Development Sessions

W7.1 (NPT) Admissions Application Review 101

Presenter: William Larrousse, Director of Admissions, Rider University

Most colleges and universities seek to attract a student body which meets the institution's academic requirements, demonstrates strength in the areas of academic achievement and talent, and which represents a diversity of cultural, racial, geographic, and socio-economic backgrounds. Key to the wholistic and effective review of these applications are policies and procedures which guide the selection process. This session will focus on strategies and policies designed to enhance that process.

W7.2 Students Who Don't Embrace School Culture: Why Don't "They" Get "It?" - part 1

Presenter: Dr. Howard Stevenson, Associate Professor & Chair, Applied Psychology and Human Development, University of Pennsylvania Graduate School of Education
Convener: Dr. Deborah Bowles, Associate Provost for Enrollment Management, Rutgers University, Camden

Dr. Stevenson has 20 years of experience as a clinical supervisor and therapist in family and child psychotherapy. His research and consultation work has focused on the identification of cultural strengths that exist within families as he has sought to integrate those strengths in interventions to improve the psychological adjustment of children and adolescents and families. Dr. Stevenson served on a 12-member academic panel commissioned to consult on the development of a National Strategic Action Plan for African-American Males, sponsored by the National Drug Control Policy Office in the Office of the President. Dr. Stevenson will focus on the need for institutions to understand the role of racial identity and racial socialization processes in the development of emotional coping strategies for African-American students and families.

W7.3 True Colors: Let's Talk About Personalities for Enhanced Teambuilding and Communication - part 2

Presenter: Bil Leipold, Management Education Center, Rutgers Business School- Newark and New Brunswick

The True Colors program is designed to improve workplace culture by training employees to recognize their greatest strengths and create a more collaborative work environment. True Colors training has been used successfully for many years in business organizations. The program fosters positive, healthy, productive personal development which leads to improved communication, teambuilding, leadership, morale, and conflict resolution skills both at work and at home. Through participation in a True Colors training session, you will discover ways in which workplace and personal stress can be reduced, improved morale and levels of communication achieved, and a more harmonious work environment created. Both sessions need to be attended.

W7.4 Policies and Procedures: The Why's and Why Not's

Presenter: Betty Cifrodella, Assistant Registrar, New Jersey Institute of Technology
Presenter: Joseph F. Thompson, University Registrar, New Jersey Institute of Technology

This session will be based on discussion of such topics as online registration and its effects on early registration, in-state/out-of-state tuition rates and practices, and academic forgiveness. Bring your topic and we will discuss it.

W7.5 The Higher Education Act: An Overview

Presenter: Ninette Gironella, Assistant Registrar - Graduation Services, NYU
Presenter: Alan J. Sims, Registrar, University of the Sciences in Philadelphia

The Higher Education Act (HEA) is the most significant federal legislation governing postsecondary education. The HEA covers financial aid, establishes programs for student support services and institutional development, and sets regulations that may be imposed on colleges and universities. This session provides an overview of the main programs of the HEA and some of the major amendments made during each of its reauthorizations.

W7.6v The National Student Clearinghouse is Expanding Services; Is your institution growing with us (vendor session)

Presenter: Paul Taylor, Director, Mid-East Region
National Student Clearinghouse
Presenter: Pam Gilligan, Northeast Regional Director
National Student Clearinghouse

The National Student Clearinghouse has been your trusted partner for years. But new opportunities abound. Are you utilizing NSC to its fullest capacity? This session will focus on new services, issues and opportunities. It will explain the new data elements that can be used for research, using Student Tracker to be more successful with enrollment management and a new transcript exchange model that can be used by colleges to share transcripts electronically—FREE

W7.7v Automating and Improving Enrollment Management Processes: Admissions / Transcript Processing / Transfer Credit Evaluation / Student Self-Service Articulation (vendor session)

Presenter: Mike Knaeble, Vice President of Sales, Hershey Systems, Inc.

Hershey is a leading provider of web based document management, workflow, forms and student servicing software solutions developed exclusively for higher education. With over 200 colleges and universities serving over 500 locations worldwide, Hershey provides solutions designed to enhance student experiences and the productivity of Higher Education administrators.

This session will present 4 different college scenarios: The automation of the admissions process at the largest university in California resulted in significant cost savings and enhanced services to students and staff alike. Singularity Transcripts has allowed more than 100 colleges and universities to significantly reduce the time to process both hard copy and electronic transcripts, see how one college reduced processing time by more than 66%. Automating the TCE process can significantly enhance the process for staff and allow better servicing of students – see the latest integration with DARS. SSAS – A breakthrough web based solution providing prospective transfer students a “real-time” unofficial degree audit.

W7.8v What have you done for me lately? Embracing Student-Driven Scheduling! (vendor session)

Presenter: Pierre Guay, Director of Sales, Infosilem Inc.

Do you always have to deal with a large number of frustrated students who are unable to get the courses they need at registration time? Join this session to learn how student-driven scheduling can help your institution streamline its registration process and even increase its retention rate while maximizing resource utilization.

3:00PM - 4:15PM Professional Development Sessions

W8.1 (NPT) The Nuts and Bolts of Customer Service

Presenter: Peter R. Falk

Director of Special Projects and University Admissions Coordinator University of Medicine and Dentistry of New Jersey

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

W8.2 Students Who Don't Embrace School Culture: Why Don't "They" Get "It?" - part 2

Presenter: Dr. Howard Stevenson, Associate Professor & Chair, Applied Psychology and Human Development, University of Pennsylvania Graduate School of Education

Convener: Dr. Deborah Bowles, Associate Provost for Enrollment Management, Rutgers University, Camden

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interventions to improve the psychological adjustment of children and adolescents and families. Dr. Stevenson served on a 12-member academic panel commissioned to consult on the development of a National Strategic Action Plan for African-American Males, sponsored by the National Drug Control Policy Office in the Office of the President. Dr. Stevenson will focus on the need for institutions to understand the role of racial identity and racial socialization processes in the development of emotional coping strategies for African-American students and families.

W8.3 FERPA Case Studies

Presenter: Pinhas Friedenber, Deputy Registrar, Touro College

Presenter: LeRoy Rooker, Director, Family Policy Compliance Office, U.S. Department of Education

Convener: Patrick R. Forte, Director of Admissions and Registration for Corporate Education, University of Medicine & Dentistry of New Jersey

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 proper approach to dealing with the situations. Participants are encouraged to bring their own questions.

W8.4 Online Application Review

Presenter: Frances S. Burman, Senior Department Academic Coordinator, Bloomberg School of Public Health, Johns Hopkins University

A decade ago, our profession was attempting to move to a paperless office. I think we've done it now. We implemented an online review of applications for the individual and group review of applications and communication of decisions to the students and storage of advising files. We'll review the ApplyYourself application system as well as the Sharepoint intranet service used at the Johns Hopkins School of Public Health.

W8.5 Self-Empowerment

Presenter: Mr. Carey R. Trevisan, Dean of Special Services, Ocean County College

Self-image is the belief we have about our own self-worth. We arrive at this by judging how well we are measuring up to our own images of how we SHOULD BE. What you tell yourself about yourself is called SELF-ESTEEM. Human beings have the unique capacity and ability to think and reason. Learn to view life as a process of continual growth and learn to try new experiences by overcoming the past and concentrating on the present.

W8.6v Newest Development in Online Services: Case Studies from Coast to Coast (vendor session)

Presenter: Tom McKechney, CEO, Credentials Inc.

Presenter: Jack Weber, Executive Vice President Sales and Marketing, Credentials Inc.

In this session we will discuss several case studies where new technologies have been deployed to improve customer service, enhance regulatory compliance and reduce operating expenses. These highlighted examples will provide a detailed discussion on the objectives of each project, the steps required for the implementation and the measured results of the deployment. We'll also provide a sneak peek at new projects and services that Credentials will be launching in 2007.

4:30 PM - 5:30 PM

Crackerbarrel Sessions

W9.1 Implementing Peoplesoft Campus Solution

*Presenter: Thomas Castiglione, Registrar, Long Island University Brooklyn Campus
Presenter: Chester Barkan, Registrar, Long Island University - C W Post Campus*

Long Island University has just completed the major part of their implementation of Peoplesoft Campus Solution. From the earliest stages of requirements definitions to the final days before go-live, join with us and share your ideas, thoughts, concerns, experiences in implementing the Peoplesoft Campus Solution. We encourage seasoned peoplesoft users to attend this session and share with us 'newbees' your ideas for building a better system. With the theme of this conference courage and commitment, this session should be ideal for those who have go through an ERP implementation

W9.2 Datatel Crackerbarrel

Presenter/Convener: Alan J. Sims, Registrar, University of the Sciences in Philadelphia

This Crackerbarrel session will provide an opportunity to discuss issues important to everyday users of Datatel Colleague. Bring a specific topic and share your own experiences and knowledge. The audience is the presenter - come share your stories of success, your wisdom, and bring your questions. Whether you're new or experienced, the group discussions will add to your knowledge. A Datatel Business Advisor has been invited to join us.

W9.3 BANNER Crackerbarrel

Presenter/Convener: Ian White, Assistant Registrar, Data Management, University of Medicine and Dentistry of New Jersey

Join your colleagues who utilize SunGard's BANNER student information system to discuss your issues from SAAADMS to SHADEGR. Share insights from your successful and not-so-successful experiences. Whether you're a long-time user or beginning an implementation, come with your questions and comments and learn from your colleagues.

W9.4 Diversity Issues Crackerbarrel

Presenter/Convener: Deborah Bowles, Associate Provost for Enrollment Management Rutgers University, Camden

Join us to discuss our roles in providing leadership in helping our institutions and our colleagues see the connections between diversity issues on campus and the nation's unfinished work of building a successful and inclusive democracy. What role can we in MSACROA play in that effort? Come and discuss what we can do to help our association and our campuses attain a greater understanding, appreciation, and value for issues related to diversity.

W9.5 PASSHE Crackerbarrel

Presenter/Convener: Bob Simon, Indiana University of Pennsylvania

PASSHE's mission is to prepare students in Pennsylvania at all levels for personal and professional success in their lives, and to contribute to the economic, social, and cultural development of Pennsylvania's communities, the Commonwealth, and the nation.

5:30 PM – 6:30 PM

Wine and Cheese Reception

6:15 PM – 11:00 PM Elaine’s Famous Dinner Theater

**Elaine’s Famous Dinner – Theater and Themed Restaurant
Cape May, New Jersey (\$50 for dinner, show, and transportation)**

“Scrooge the Musical” 7:30PM Show

Nobody celebrates the holiday season with more flair than Elaine’s. Critics have hailed their Christmas presentation, “Scrooge, The Musical” as one of the most entertaining holiday shows ever. They have transformed their theater into a winter wonderland, complete with snow-covered shops and rosy-cheeked carolers. They have captured all the charm of Charles Dickens’ Classic Christmas story and added some of your favorite yuletide tunes, plus a dash of wit and wonder. “Scrooge, The Musical” is guaranteed to have you laughing, crying, and fill you with the holiday spirit.

Because of the transportation being provided, you must pre-register and pre-pay using the Conference Registration form. If we do not reach the minimum of 30 participants, you will be notified by November 1st and you will be fully refunded.

Thursday, November 29, 2007

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

8:00 AM - 9:30 AM Continental Breakfast

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

R10.1 (NPT) The Paradigm Shifts: The New Admissions Office

Presenter: Dr. Deborah Bowles, Associate Provost for Enrollment Management, Rutgers University, Camden

The paradigm has shifted! From the new model of the funnel to development and implementation of policies and procedures which include a student service approach, this session will offer the opportunity to discuss admissions/enrollment management concepts. How have accountability, marketing, and the internet changed our profession? Bring your own issues/concerns.

R10.2 CANCELLED

R10.3 FERPA Update

Presenter: LeRoy Rooker, Director, Family Policy Compliance Office, U.S. Department of Education

Convener: Pinhas Friedenber, Deputy Registrar, Touro College

In order to assist postsecondary institutions to better understand and comply with FERPA, the Director of the Family Policy Compliance Office of the U.S. Department of Education will review the latest developments relating to FERPA.

10:45AM - 12:00PM Professional Development Sessions

R11.1 Graduation Online

CANCELLED

R11.2 Unraveling The Mystery of Education Tax Incentives

CANCELLED

R11.3 Awarding Credit for Experiential Learning

Presenter: Judith Longo, Registrar, Tompkins Cortland Community College

A presentation and discussion of what it means to award experiential learning credit; why it is beneficial to both the student and the college; and when should it be awarded. The methods of converting experiential learning to college credit, i.e. the direct conversion, proficiency examinations, standardized examinations and portfolio evaluation will be presented, will be presented.

R11.4 Tools of the Trade

Presenter: Gail Okun, Associate Vice President, Advisement, Berkeley College

Presenter: Tia DeLouise, Vice President, Advisement and Registrar, Berkeley College

The presenters of this workshop will focus on the electronic tools which Berkeley College has developed and currently utilizes to better serve its student body. For Advisors, it enables them to perform their tasks more efficiently; for students, it empowers them to be more responsible and in control of their choices. This flow of information makes for a more successful college experience. These are a few of the areas that will be discussed and demonstrated through a combination of Peoplesoft and Blackboard: System wide Advisement site; Degree Progress Reports, Self-service, Progress Reports, and Enrollment verification. Join in for the discussion and demonstration and discover how you can create a seamless flow of information between the advisors and students at your college.

R11.5 Can you Top This? Things that Drive Admissions Counselors Crazy

Presenter: William Larrousse, Director of Admissions, Rider University

Presenter: Patricia Krahnke, Senior Admissions Officer, Rutgers University

This session will include be a discussion of topics with anecdotal examples and audience participation. Among the issues are hysteria, parents, roles of admissions counselors, university politics, etc

R11.6v What have you done for me lately? Embracing Student-Driven Scheduling! (vendor session)

Presenter: Pierre Guay, Director of Sales, Infosilem Inc.

Do you always have to deal with a large number of frustrated students who are unable to get the courses they need at registration time? Join this session to learn how student-driven scheduling can help your institution streamline its registration process and even increase its retention rate while maximizing resource utilization.

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

1:00 PM – 4:00 PM Executive Committee Meeting

Special Conference Rates

To make your hotel reservations, call 1-866-MY BORGATA or go to www.theborgata.com

The Borgata Hotel Casino and Spa
One Borgata Way
Atlantic City, New Jersey 08401

Please make your hotel reservations early! Mention that you are with the Middle States Association of Collegiate Registrars and Officers of Admission (MSACROA) to receive the special rate of \$98 per room, single or double occupancy. All rates are subject to 13% room tax and a \$5 per night tourism fee, along with a parking fee of \$5.00 per visit. Please note that the conference rate is available until November 7, 2007. After November 7th reservations will be accepted based on availability and may be subject to different room rates.

Checking In

Check-in time is 4:00 PM (Sundays at 5:00 PM) and check-out for all guests is 11:00 AM. Message and mail services are available, and baggage storage is available before check-in and after check-out. The hotel will accommodate will do its best to accommodate early check-ins as they become available.

Travel Directions to the Borgata

From New York...

Take the Garden State Parkway South to Exit #38/Atlantic City Expressway and continue East. Take Exit #1 towards Convention Center/Marina/Brigantine.

Proceed through the Atlantic City/Brigantine Connector. Turn left at the Renaissance Pointe/Borgata Exit.

From Philadelphia...

Take I-76 East to the Walt Whitman Bridge. I-76 East becomes NJ-42 South. NJ-42 South becomes Atlantic City Expressway East. Continue East on the Atlantic City Expressway for approximately 45 minute (depending on traffic.)

Take Exit #1 towards Convention Center/Marina/Brigantine. Proceed through the Atlantic City/Brigantine Connector. Turn left at the Renaissance Pointe/Borgata Exit.

From the South....

Take the Garden State Parkway North to Exit #38. Take the Atlantic City Expressway into Atlantic City. Take Exit #1 towards Convention Center/Marina/Brigantine. Proceed through the Atlantic City/Brigantine Connector. Turn left at the Renaissance Pointe/Borgata Exit.

From Baltimore/Washington D.C....

Take I-95 North to the Walt Whitman Bridge. After you cross the bridge I-76 East becomes NJ-42 South. NJ-42 South becomes Atlantic City Expressway East. Continue East on the Atlantic City Expressway for approximately 45 minutes (depending on traffic.) Take Exit #1 towards Convention Center/Marina/Brigantine. Proceed through the Atlantic City/Brigantine Connector. Turn left at the Renaissance Pointe/Borgata Exit.

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