

# 75th Annual Meeting

Honoring Our History, Forging Our Future



2005 Annual meeting  
Loews Philadelphia Hotel  
Philadelphia, PA



November 28-December 1, 2005

# The Conference Venue: Then and Now

The venue for MSACROA 2005 is several cuts above your standard big-city chain hotel. Halfway between Independence Park and the Walnut Street shopping district, and just a few blocks from City Hall and the Philadelphia Convention Center, The Loews Philadelphia Hotel is smack-dab in the middle of everything. Step outside and you're in the most historic square mile in America. Along with over 300 years of history, architecture, and great museums, Philadelphia has Walnut Street's Restaurant Row, nightlife along the Delaware River, shopping on South Street, Fairmount Park, and much more. Spend some time either before or after the conference to explore the sights and sounds of the city. Take advantage of the tours arranged especially for MSACROA 2005



attendees. And plan to spend some time walking around the historic district and sampling the local food and brews. For additional information and brochures: [www.pcvb.org](http://www.pcvb.org), or [www.gophila.com](http://www.gophila.com).

The Loews Philadelphia Hotel occupies the PSFS (Philadelphia Savings Fund Society) Building. Listed on the National Register of Historic Places, the building is an architectural landmark — the first International Style skyscraper built in America. The PSFS building was at the height of modernity in 1932 and the innovative design went far beyond the exterior. Design elements were controlled down to the smallest detail, from the use of varied marble panels, bathroom fixtures, graphics used for signs, elegant woodwork, to the Cartier clocks. Furniture, designed by the architects, completed the architectural statement. In 1998, the Loews Corporation turned the building into the hotel we have today. While scrupulously maintaining the Art Deco look and feel of the original design, the tradition of providing state-of-the-art technology continues. In the guestrooms it means high speed Internet access, electronic safes, printer/fax machines and 2-line phones.

If you're traveling with family, Loews has special programs for children and is pet friendly. Need pampering? Check the full service luxury spa. The Loews Philadelphia Hotel provides a perfect venue for both conference activities and unwinding. For a virtual tour and additional information: [www.loewshotels.com/hotels/philadelphia](http://www.loewshotels.com/hotels/philadelphia).

# Celebrate Our Diamond Jubilee!

You are cordially invited to the 75th Annual Meeting and Conference of the Middle States Association of Collegiate Registrars and Officers of Admissions.

On significant anniversaries, it is human nature to reflect on what has come before. By looking backward, we can consider the fundamentals that are our foundation, trace the trends that have shaped us, and envisage what will emerge next. In celebration of our Diamond Jubilee, our theme for the 2005 Annual Meeting and Conference is:

## Honoring our History, Forging our Future

MSACROA is the oldest of the regional groups of the American Association of Collegiate Registrars and Admissions Officers (AACRAO). In 1922, twelve visionary Registrars met in Maryland to discuss matters of common concern and the Association was formalized in 1930. Since these beginnings, MSACROA has continued to promote mutual helpfulness and friendship among our members.

Embracing our theme, our presenters will share a range of experiences — from broad management and strategic issues that underpin our profession, to policies and procedures that impact us on a daily basis.

The sessions cover:

- ◆ trends and patterns that have emerged in our profession
- ◆ leadership and management skills
- ◆ legal and social frameworks
- ◆ technology strategies and applications in student services
- ◆ organizational change
- ◆ communication, teamwork and human resource development
- ◆ collaborative efforts with other offices and institutions
- ◆ strategic planning, outcomes assessment, and research

Networking with colleagues throughout the region will give you valuable contacts when issues arise throughout the year. The receptions and special events allow you to meet other MSACROA members on a casual basis. Many friendships have begun at our conferences!

It is fitting that our conference site is Philadelphia, a city that reflects both a deep history and a modern setting. Take some time to visit the sites that tell us of the founding of our nation. Enjoy the diversity of the “city of brotherly love” and consider the evolution of our country.

Please join us in celebrating our Diamond Jubilee! I look forward to greeting you in Philadelphia!

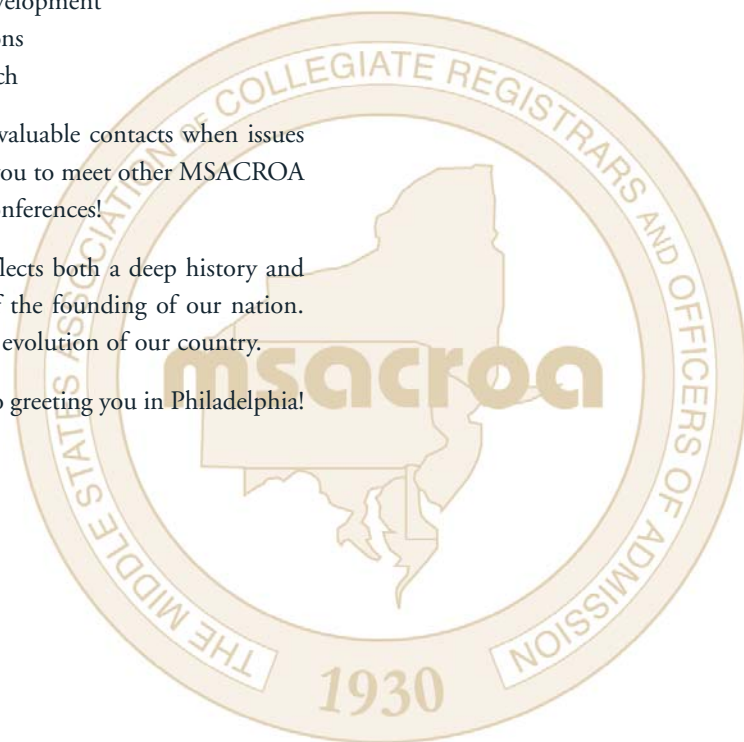
Ninette Gironella  
President-Elect

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*“Learn from yesterday, live for today, hope for tomorrow. The important thing is not to stop questioning.”*

— Albert Einstein

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# Top Reasons to Attend!

## Some comments from last year's attendees:

*"Most impressed with the quality of the presentations and the "*

*"cutting edge" of the information that was given at the conference. . . I greatly enjoyed the conference and plan to attend next year."*

*"Great Conference, Wonderful Friends, Always a lot of Fun and very informative."*

*"Kudos on an outstanding conference!"*

*"Great workshops — learned alot!"*

*"Great conference — great location. Hope Philadelphia is just as informative."*

### ● **Best Practices**

Many of the presentations demonstrate practices that have been successfully implemented. You will benefit from information sure to generate ideas you can use right away.

### ● **Peer-to-Peer Learning**

Sessions at MSACROA are developed and presented by your peers — professionals who are passionate about the roles we have in the management of higher education. Question periods and crackerbarrels give you the opportunity to discuss how your colleagues handle issues you have in common.

### ● **High Level Presenters**

Award winning leadership consultant & best selling author. College president. Senior administrators. They're sure to provide you with provocative and challenging insights.

### ● **Trends**

What's next and why? Presentations and panels give you a chance to interact with and gain insight from experienced practitioners and leaders in our field. You'll get the future perspective you need to act wisely.

### ● **Networking**

You are not alone! MSACROA is an active, vibrant community with members from large universities to small community colleges throughout New York, New Jersey, Pennsylvania, Maryland, Delaware, and the District of Columbia. It's your chance to add new contacts to your collegial network.

### ● **Hands-On Solutions**

The Exhibit Hall is a valuable complement to the conference program. Our exhibitors work closely with higher education institutions and are eager to help you find the best practical solutions to your administrative challenges.

### ● **Collegial Environment**

The MSACROA conference is unlike other events where the pace is hectic without time between sessions for interpersonal opportunities. That's why so many of our attendees return year after year. They enjoy the collegial atmosphere and appreciate the easy access to presenters and exhibitor representatives.

### ● **Great Value**

The low MSACROA conference fee and special room rate at The Loews Hotel are exceptional values. In addition to the conference sessions, keynote and exhibit hall, the fee includes continental breakfasts, nightly receptions, conference luncheon, and refreshment breaks. The schedule makes it possible to travel on Monday morning and Thursday afternoon, so you don't have to factor in extra travel days.

### ● **Exciting Location**

Located in the center of Philadelphia, the 2005 Conference offers attendees and their families the opportunity to visit this historic city. Take advantage of professional development at the conference and experience a great travel destination.

# Meeting at a Glance

Monday, November 28	
Registration/Hospitality	12:30 PM - 5:00 PM
* Historic Philadelphia Tour	8:30 AM - 12:30PM
Meetings/Luncheon For Executive & Local Arrangements Committee	9:30 AM - 12:30 PM
Professional Development Workshops	1:00 PM - 4:00 PM
Committee Meetings	4:00 PM - 5:00 PM
President's Welcome Reception	5:00 PM - 6:30 PM
New Members Dutch Treat Dinner <i>(everyone welcome)</i>	6:30 PM

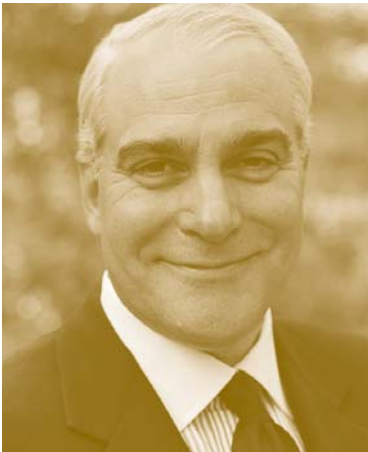
Tuesday, November 29	
Registration/Hospitality	8:00 AM - 4:00 PM
Exhibit Hall Open	8:00 AM - 4:00 PM
Breakfast – Exhibit Hall	8:00 AM - 9:30 AM
Graduate & Professional Schools Networking	8:00 AM - 9:00 AM
Professional Development Sessions	9:00 AM - 10:15 AM
Refreshment Break – Exhibit Hall	10:15 AM - 10:45 AM
Professional Development Sessions	10:45 AM - 12:00 PM
Luncheon for First-Time Attendees	12:00 PM - 1:00 PM
Professional Development Sessions	1:15 PM - 2:30 PM
Ice Cream Social – Exhibit Hall	2:30 PM - 3:00 PM
Professional Development Sessions	3:00 PM - 4:15 PM
Committee Meetings	4:15 PM - 5:15 PM
Reception	5:30 PM - 7:00 PM
* Historic Philadelphia & Society Hill Tour	7:30 PM - 10:30 PM

\* Ticket at extra cost required

Wednesday, November 30	
Registration/Hospitality	8:00 AM – 11:45 PM 2:00 PM - 4:00 PM
Exhibit Hall Open	8:00 AM – 11:45 PM 2:00 PM - 4:00 PM
Breakfast– Exhibit Hall	8:00 AM - 9:30 AM
Professional Development Sessions	8:30 AM - 9:45 AM
Refreshment Break – Exhibit Hall	9:45 AM - 10:15 AM
Professional Development Sessions	10:15 AM - 11:30 AM
Keynote Address	11:45 AM - 12:30 PM
Conference Luncheon & Business Meeting	12:30 PM - 2:00 PM
Professional Development Sessions	2:15 PM - 3:30 PM
Refreshment Break – Exhibit Hall	3:30 PM - 4:00 PM
Prize Drawings by Exhibitors	3:30 PM - 4:00 PM
Professional Development Crackerbarrels	4:00 PM - 5:00 PM
A Taste of Philadelphia: Reception & Special Event	8:00 PM - 11:00 PM

Thursday, December 1	
Registration/Hospitality Open	8:30 AM - 11:00 AM
Breakfast	8:30 AM - 9:30 AM
Professional Development Sessions	9:15 AM - 10:30 AM
Professional Development Sessions	10:45 AM - 12:00 PM
Meetings/Luncheon for 2006 Program & Local Arrangement Committees	12:00 PM - 1:30 PM
Executive Committee Meeting	1:30 PM - 4:30 PM

# Featured Speakers



## *Keynote Speaker*

### **Stuart R. Levine**

Stuart R. Levine is Chairman and CEO of Stuart Levine & Associates LLC, an international consulting and leadership training company that is dedicated to helping some of the world's most important companies and influential leaders succeed by practicing the fundamentals every day. The company focuses on adding value and delivering results for clients as they partner with them on engagements that include strategic business planning and implementation, organizational and process transformation and leadership development including succession planning and mentoring programs.

Addressing audiences of all sizes with his powerful keynote speeches on leadership topics, Stuart has spoken to hundreds of corporations and associations, including Microsoft, Citigroup, The Federal Reserve Bank, U.S. Chamber of Commerce and The Society for Human Resource Management. Stuart's expertise across industries, including healthcare, telecommunication, retail, real estate, financial services, provides a depth of practical and current knowledge that transmits into valuable lessons for audiences today.

Stuart R. Levine is the author of *The Six Fundamentals of Success: The Rules for Getting It Right for Yourself and Your Organization* (Doubleday, 2004). The book, a national best seller, was released as Doubleday's lead business book, has been profiled on *The Today Show*, and is currently published in ten languages. He is co-author of the international bestseller, *The Leader in You*, published in 22 languages with over one million copies sold. In January 2007, Doubleday plans to release Stuart R. Levine's next book.

As former CEO of Dale Carnegie & Associates, Inc., Mr. Levine received the 1995 Entrepreneur of the Year Award in the category of Leadership by Ernst & Young and Inc. Magazine.

Mr. Levine has appeared nationally on all three major networks, CNBC, and PBS, as well as hundreds of local television and radio shows throughout the country. Mr. Levine has been profiled extensively throughout the world in leading publications such as *The New York Times*, *USA Today*, *Nation's Business*, *Investor's Business Daily*, *Los Angeles Times*, and many others.

Stuart is Lead Director for Gentiva Health Services (GTIV), Lead Director for J. D'Addario & Company, Inc. and serves on the boards of North Shore-Long Island Jewish Health System and The Nature Conservancy. He is former Chairman of Dowling College as well as a former Member of the New York State Assembly. His prior directorships include European American Bank, The Olsten Corporation, The American College of Physicians Foundation Board and the New York State Excelsior Quality Board.

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## *Diversity Speaker*

### **Dan Garcia**

Dan David García serves as the Assistant Chancellor for Student Affairs at the University of Washington, Tacoma. Mr. García is responsible for providing executive leadership, definition and organization to student services and programs; he directs the university's enrollment management initiatives and assists with publications, advertising, and campus relations. Mr. García oversees such instrumental campus departments as the Office of Admissions, the Office of the Registrar, the Student Counseling Center, and the Office of Financial Aid.

Within the American Association of Collegiate Registrars and Admissions Officers (AACRAO), Mr. García has served as a member and the chair/facilitator of the Latino/Latina Caucus; and as a member and the chair of the Student Access and Equity Committee. He currently serves on the Board of Directors and as the Association's Vice President for Access and Equity. He is a regular presenter at national and regional conferences on the subjects of marketing, data management, recruitment and retention, particularly of underrepresented student populations.

Mr. García received his Bachelor's degree from the University of Arizona, his Master's degree from the University of Houston-Clear Lake (TX), and is pursuing a Doctorate in the Educational Leadership and Policy Studies program at the University of Washington, Seattle.



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## *View from the Top: Presidential Perspective*

### **Rosalie Miranda**

Dr. Rosalie Miranda has served as the President of Neumann College in Aston, Pennsylvania, since 1996. During that time, the number of full-time students has doubled, and annual and capital giving has increased by more than thirty percent.

As an educator, administrator, and author, Dr. Miranda is committed to higher education as the venue for instilling values and skills for scholarship as well as to the concept of leadership as service. To this end, she consults with colleges and health-care and community organizations, speaking on such topics as leadership, values-based lifelong learning, and working or volunteering as a ministry of service to others.

She received a Bachelor of Science in Nursing from Villanova University in 1959, a Master's from the University of Pennsylvania in 1978, and a Doctorate from Widener University in 1995. She has received numerous honors and awards including being named the Delaware County Woman's Commission, Woman of the Year in 2002, March of Dimes Woman of the Year in 2000, and Pontifical Honor of the Cross, Pro Ecclesia et Pontifice in 2003.

# Session and Tour Descriptions

## Monday, November 28

### Tour 8:30a.m.-12:30p.m.

#### Historic Philadelphia

No trip to Philadelphia is complete without a visit to the “most historic square mile in the country.” You will see the Liberty Bell, the hallowed symbol of our nation’s freedom; see where the Declaration of Independence was adopted; Congress Hall where Congress sat while Philadelphia was the capitol of the United States from

1790 to 1800; Franklin Court, the site of the house and print shop of one of Philadelphia’s most prominent citizen-Ben Franklin; visit Christ Church, the place of worship for many of the “founding fathers” and more. Includes pick-up at the hotel, guide, and admissions. Note: extra cost of \$34.

### Workshops 1:00-4:00p.m.

#### M.1 Microsoft PowerPoint for Higher Education Professionals

Presentation Graphics is one of the most popular applications of most software suites, whether we are talking about PowerPoint, Keynote or Freelance Graphics. This workshop will provide an introduction to the concepts of presentation graphics and will include a demonstration that will review the basic features of PowerPoint. Discussion will include a look at presentation graphics as an effective tool for communicating your ideas. Several handouts will be available to session participants that will enable you to get started with presentation graphics. Note: this is not hands-on training.

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

#### M.2 Public Speaking: How to Speak in Public without getting Sweaty Palms, Shaky Knees and Dry Mouth

Join Clifford L. Marshall, II, a Certified Toastmaster, President-Elect of the Harlem Toastmasters Club for 2004-2005 and author of the book with the same title as he gives you intimate details on how to do what others FEAR more than DEATH! Speaking in Public.

**Presenter:** *Clifford L. Marshall, II, Customer Service Manager,  
City College - CUNY*

#### M.3 Developing a Procedures Manual

Whether from a small, medium, or large institution, procedures manuals are a necessary tool for successful management. Participants will be introduced to several techniques that have been used to develop different types of procedures manuals. Although the workshop is not designed to guarantee a finished product at the end of the session, participants will have time to begin developing their own procedures manual that will need their needs.

**Presenter:** *Larry S. Friedman, Registrar, Neumann College*

#### M.4 Theological Schools Workshop

Take an opportunity to network with colleagues from theological schools at this extended roundtable session. We will discuss current topics for admissions and registration professionals in theological education.

**Presenter:** *Mitchell Bond, Registrar,  
Wesley Theological Seminary*

#### M.5 IPEDS Training

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 NCES/IPEDS data and the tools developed to access the data through the Peer Analysis System (PAS), the Dataset Cutting Tool (DCT), the Executive Peer Tool (ExPT), and the College Opportunities Online (COOL). The latest changes introduced by NCES/IPEDS will also be covered and participants will have the opportunity to practice hands-on exercises. Note: we encourage participants to bring notebook computers if possible.

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

## Tuesday, November 29

### Sessions 9:00-10:15a.m.

#### T1.1 The Solomon Amendment - Are You Following Orders?

In light of the Supreme Court’s decision to review the constitutionality of the Solomon Amendment, this session will review the law’s provisions as well as the current legal challenges.

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

#### T1.2 Web Resources for Higher Education Professionals

This session will provide valuable & pertinent information that is available on the World Wide Web to New Registrars, Admissions Officers and Institutional Research people. We will look at many professional organizations’ websites (including AACRAO), government resources at both state and federal levels, as well as many professional organizations that provide valuable information to all of us in our daily responsibilities. We will also review procedures necessary for subscribing to professional listservs such as REGIST-L.

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

#### T1.3 Minority Student Recruitment Issues for the Next 75 Years

Over the last 75 years, there have been many advances for access of minority students into Higher Education. Today, laws enable minorities to attend college, yet most are academically under qualified and those who are qualified are heavily courted by highly selective institutions. Colleges not belonging to this elite group are still struggling to enroll minority students and to retain them up to graduation. Neither public nor private schools are doing well with this endeavor. There are innumerable benefits to diversifying the college cohort in addition to the importance of providing opportunity for all. This session will focus upon initiatives colleges need to undertake to enroll more racial minorities and the economically disadvantaged. Topics will include an overview of our regional poor/minority student body; access and persistence rates; best practices for admissions and retention. The goal is to change the face of the student body over the next 75 years.

**Presenter:** *Luke D. Schultheis, Director of Admissions,  
Monroe College*

## Tuesday, November 29

### Sessions 9:00-10:15a.m. (continued)

#### T1.4 Ethics Case Studies for the Registrar and Staff

Two veteran registrars will guide a group discussion of case studies reflecting various situations from the past that challenge professional ethics. Learn what others have been asked to do and how they responded. Join in the discussion and plan for how you will handle such situations in the future.

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

**Presenter:** Carol Gubernat, Assistant Vice President for Enrollment Services,  
Kean University

#### T1.5 The Elements of Strategic Planning

Strategic planning helps an organization define what it is, what it does and why it does it. While not a substitute for strategic thinking and acting, strategic planning is effectively used by leaders and managers to strengthen their organizations and set a course for the future. This session will review essential elements of the strategic planning process including mission clarification, mandate review and strategy formulation.

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

**Presenter/Convener:** Michele M. Dunn, Analyst, Student Information Systems Support,  
University of Medicine and Dentistry of New Jersey

#### T1.a SCRIP-SAFE Security Products, Inc: Desktop Diploma Printing: Taking Charge and Saving Money

Printing diplomas is a lot less complicated when you can fire up your computer and hit the print button. Then, just stand back and admire the appearance and immediate delivery of high quality diplomas. No more misspelled names, no missing diplomas, and best of all, no complaints that can not be quickly resolved on the spot. With desktop publishing software and high quality diploma stock, you are ready to face the new economic realities of "doing more with less". A number of institutions have already begun printing their diplomas using desktop software. This session will review the techniques used by our colleagues to save time, save money, and to improve customer service without sacrificing diploma quality.

**Presenter:** Kristen Owens, Regional Sales Director,  
Scrip-Safe

**Presenter:** Joseph Santivasci, University Registrar,  
West Chester University of PA

EXHIBITOR  
SESSION

### Sessions 10:45 a.m.-noon

#### T2.1 Featured Session on Access & Equity with Dan Garcia

Join Dan Garcia, AACRAO's Vice-President for Access and Equity, in a discussion on underrepresented student populations and the related issues that affect enrollment and student services.

**Presenter:** Dan Garcia, Assistant Chancellor for Student Affairs,  
University of Washington, Tacoma

#### T2.2 Self-Empowerment

Self-image is the belief we have about our own self-worth. We arrive at it by judging how well we are measuring up to our own images of how we SHOULD BE. What you tell yourself about YOU is called self-esteem. Humans have the unique capacity and ability to think and reason. We need to 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. Only then will we work to our potential and "leave the past, live the present for a healthier future."

**Presenter:** Mr. Carey R. Trevisan, Director of Admissions/Records,  
Ocean County College

#### T2.3 Smart Speaking: 10 Easy Tips Toward Public Speaking

Public speaking is a common stress for everyone. Whether you work alone or with large numbers of people, eventually you will need to speak in public to get certain tasks accomplished. These ten helpful tips can help you be a better public speaker.

**Presenter:** Tiffany Greig, Assistant Registrar,  
Ross University School of Medicine

#### T2.4 Processing and Maintaining Student Records in an Electronic Environment

Student records management in the 21st Century requires interface between all academic areas. We are developing a system in which the student executes online requests, the requests are systematically routed to the appropriate university officials for review and approval, and upon completion of the request, electronically filed. The student electronic file replaces the traditional paper folder and is accessible by the

campus community (with proper security clearance). The automated filing system addressed student and departmental input (filing traditional forms) and traditional output (automatic filing of grade reports, copies of schedules, degree audits, etc.).

**Presenter:** Laura Babbitt, Director Registration and Records,  
Monmouth University

**Presenter/Convener:** Sue O'Keefe, Registrar,  
Monmouth University

**Convener:** Lynn Reynolds, Assistant Director Registration and Records,  
Monmouth University

#### T2.5 ID Theft and Record Fraud

If you think that "It cannot happen to me", you are mistaken. We will discuss how ID theft is more common than you can possibly imagine. Learn how to deal with ID theft and its impact on yourself, our students and records. What is the cost of this form of fraud to our society, and how can we reduce or minimize the extent of the damage?

**Presenter:** Pinhas Friedenber, Registrar,  
Hudson County Community College

#### T2.a CollegeNET, Inc.: X25 - Next Generation Facilities Analysis Tools

Is your institution asking the following questions? Are there opportunities to improve the usage of our existing space and resources, or do we need more? Do we have the data to back up requests for capital funds? When is our space being used most heavily and by whom?

Does our room inventory meet faculty needs? Are too many classes occurring in prime time? Is our room inventory a good match for our class load? Are space scheduling policies and procedures being followed as often as we would like? X25 will provide you with the analysis data to answer these questions and more.

**Presenter:** Julia Noonan, Associate VP, Series 25 Sales,  
CollegeNET, Inc

EXHIBITOR  
SESSION

# Session and Tour Descriptions

Tuesday, November 29

Sessions 1:15p.m.-2:30p.m.

## T3.1 The Future of Higher Education: A View from the Top

Nobody knows what directions higher education will take over the next few years and beyond. Dr. Rosalie Miranda, President of Neumann College and featured speaker at last year's Annual Meeting, will share her thoughts about higher education's future directions, with a particular focus on admissions and records managements. Dr. Miranda's discussion will include her personal observations about how strategic institutional and office planning is essential to meet the challenges [both legislative and demographic] which await us all. In this session, participants will have the opportunity to share their thoughts, concerns, ideas, and questions with Dr. Miranda.

**Presenter:** *Dr. Rosalie M. Miranda, President,  
Neumann College*

**Convener:** *Larry S. Friedman, Registrar,  
Neumann College*

## T3.2 Be Prepared - Are You Ready For Disaster?

Disasters occur, and college administrators should be prepared for them, whether they are floods, fires, hurricanes or terrorists acts. Using the experiences of 9/11, the presenters will show how student services play an integral part in the disaster recovery and will move from the particulars of 9/11 to the general to show how you may prepare for the unforeseen disaster that may occur on your campus. Participants will learn effective strategies and techniques for disaster recovery as well as suggestions on assessing a successful recovery plan.

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

**Presenter:** *Dr. Erwin Wong, Dean for Academic Programs and Instruction,  
Borough of Manhattan Community College*

**Presenter:** *Dr. Marva Craig, Associate Dean of Students,  
Borough of Manhattan Community College*

## T3.3 Organizational Change Enhances Customer Service

This presentation will discuss our journey to build a different kind of "One Stop Shopping" center for our institution. Learn about the unique history of our school, our affiliation with AACRAO and MSACROA and how we use our systems to promote accountability. We will share our experiences with growth from 50,000 registrations to 150,000 registrations, development of a nationwide presence and what it feels like to undergo a revolutionary restructuring of the institution. We have moved from a product based organization to a function based organization which has expanded the role of the Registrar's Office and increased the services that we provide.

**Presenter/Convener:** *Carolyn B. Nelson, Registrar and Director of the  
Customer Service Center, Graduate School,  
USDA*

## T3.4 We All Have Online Student Services . . . Now How Do We Get People To Use Them?

Put away your papers and pencils and join us to explore how one commuter institution expanded online services to increase access for a diverse population of students, faculty and staff (including multiple campus and distance learning populations.) We will discuss the growing pains of implementing online services, of training students, faculty and staff, and of rallying excitement for their use. Discussion and suggestions from session participants will be encouraged!

**Presenter:** *Kara Howe, Assistant Director, Enrollment Services,  
Northampton Community College*

**Presenter:** *Mary Sinibaldi, Director, Monroe Student Services,  
Northampton Community College - Monroe Campus*

## T3.5 How To Recruit International Students

This session will focus on initiatives to further recruitment, retention and graduation of international students. We will examine proven methods used by K.C.C. and other educational institutions in the area to help international students' transition and ability to cope with living in a major metropolitan area. Topics covered will include personalized recruiting, advertisements, creating partnerships, marketing your services, involvement with campus life, funding and transition to the next level.

**Presenter:** *Rosalie A. Fayad, Director of Admissions/  
Coordinator of International Students Affairs,  
Kingsborough Community College*

**Presenter:** *Wayne Harewood, Director Of Financial Aid,  
Kingsborough Community College*

EXHIBITOR  
SESSION

## T3.a SmartCatalog: The Content Game - Winners, Losers and Technology Gurus

This session will examine the content management trend on college campuses and its application in publishing catalogs and curriculum information across platforms. Participants will be engaged in discussion using a fun game-show format to foster sharing knowledge between institutions. We will use "Jeopardy" Style Q & A and fun prizes during the session to loosen people up and start talking about their goals, frustrations and stumbling blocks. In addition, prizes will be awarded for: the most creative strategy in gathering revisions from tardy faculty, the most incomprehensible revision to a course description (bring sample), and the best "my dog ate the manuscript" story for a faculty member or staffer. (Participants will be given prior notice of the event so that they may prepare their anecdotes. Prizes will be substantial.) We will discuss current approaches to curriculum publishing used by registrars and how those processes can be managed through content management (CMS) technology. Participants will learn what to look for in a CMS, as well as the challenges to implementing such systems, from the political to enterprise integration and publishing. Most importantly, we will discuss what staff can do now to facilitate a data-migration in the future.

**Presenter:** *Anne Valentine, President, SmartCatalog*

## T3.b CCM Software Services: Facility CMIS - A Uniquely Integrated Scheduling and Timetabling Solution

How do you meet the challenge of offering your instructors and students optimal schedules while optimizing the use of your resources? Come and find out why organizations with complex scheduling requirements are increasingly relying on Facility CMIS to manage their scheduling and timetabling process and optimize the use of their resources.

**Presenter:** *Pierre Guay, Business Development Manager,  
CCM Software Services*

EXHIBITOR  
SESSION

## Sessions 3:00p.m.-4:15p.m.

### T4.1 Current Admission Trends in the Health Professions

Learn about the different admission practices and current enrollment trends for the most competitive health profession programs. This session will benefit health profession advisors, transfer counselors, educators and admission/enrollment professionals in counseling candidates for admission to the health professions.

**Presenter:** *Louis L. Hegyes, Director of Admission,  
University of the Sciences in Philadelphia*

**Presenter:** *Don Sharples, Sr. Associate Director of Admission,  
Jefferson College of Health Professions*

**Presenter:** *Heather Halterman, Assistant Director of Admission,  
Delaware County Community College*

### T4.2 Project Management On A Large Scale: Implementing a Degree Audit for a Major University

This session will focus on how the City University of New York has used project management techniques to begin implementing a degree audit software package across the University. Presenters will share their experiences using project management techniques and will include a panel representing a college that did the implementation on their own, a college that was part of the University initiative, and the University's project manager for the implementation of DegreeWorks.

**Presenter:** *Olga Vega, CUNY Project Manager, DegreeWorks,  
City University of New York*

**Presenter:** *Mohammad Alam, Assistant Registrar,  
Kingsborough Community College*

**Convener:** *Sonia Saladuchin, Registrar,  
Kingsborough Community College*

### T4.3 The Registrar's Role in the Retention of the First Student Attending a Small Campus or University

Retention of First Year Students on any campus is a common issue. The calculation of the retention rates is not where the Registrar's role stops. This presentation will assist you in developing a program that helps with the retention of first year students through the eyes of a campus registrar. The implementation process is cost free but the rewards are priceless.

**Presenter:** *Elyce Lykins, Assistant Campus Registrar,  
The Pennsylvania State University*

### T4.4 Transfer Evaluation Roundtable

Calling all transfer credit evaluators! This session will provide transcript evaluators the opportunity to get together with colleagues from different institutions to compare procedures and practices, talk about transfer credit issues, and address questions and concerns regarding the evaluation of transfer credit. Come prepared to discuss topics of interest and concern to you and to share your expertise with others. With your participation, this session can be a lively discussion and can provide helpful information for all of us.

**Convener:** *Sharon Greenberg, Assistant Registrar for Transfer Evaluation,  
Frederick Community College*

**Convener:** *Jeremy Beeler, Coordinator of Student Development & Registration,  
Warren County Community College*

**Convener:** *Idania Perez, Transcript Analyst,  
Hudson County Community College*

### T4.5 Strategic Leadership vs. Office Management: Where Would You Place Yourself?

Where do you work? Does your job description really define what you do in your office? Would you consider yourself a manager or a strategic leader? These questions are central to defining how we are perceived by others in our institutions. In today's ever-changing world of higher education, managers need to be leaders, and leaders must think strategically. So... instead of asking ourselves what we do, we need to think of how we are leading our workplace through change. What real-time questions do we need to ask if we are to have real-time solutions? These are the questions that distinguish managers from strategic leaders. This session discusses how strategic leadership: (1) creates a proactive workplace that moves agendas beyond points of discussion; (2) enhances positive work environments that bring real-time solutions to today's unique challenges; and (3) increases advocacy through effective customer-service to students, faculty, and staff. Ample time will be allotted for discussion, questions, and a review of best practices.

**Presenter:** *Judith Stang, Director, Strategic Leadership Program,  
Neumann College*

**Convener:** *Larry S. Friedman, Registrar,  
Neumann College*

### T4.a Credentials Inc.: Newest Developments in Online Services: Case Studies from Coast to Coast

In this session we will discuss several case studies where new technologies have been deployed to achieve customer service objectives, enhance regulatory compliance and reduce operating expenses. Special attention will be given to the recent Family Policy Compliance Office guidance relating to use of Social Security Number for Degree Verifications. Case examples will illustrate the necessity of supporting institutions according to their individual requirements and policies. The session will include a panel discussion with several institutional client representatives. We will also provide a sneak peek at new projects and services that Credentials is developing.

**Presenter:** *Jack Weber, Executive Vice President,  
Credentials Inc.*

**Presenter:** *Laura Jacobs Anderson, Associate Director of Marketing,  
Credentials Inc.*

**Presenters:** *Tom Castiglione, Chester Barkan, Barry Fischler,  
Greg Wist, Bill DeWolf*



## Tour 7:30p.m.-10:30p.m.

### Historic Philadelphia & Society Hill - Evening Tour

See Philadelphia at night. Tour the "most historic square mile in the country" and see the building where our forefathers wrote the words and signed the documents which made America. Pass by their homes, places of worship and final resting place. The tour will then enter Society Hill, the historic district's most charming and evocative neighborhood. Includes pick-up at the hotel and guide. Note: extra cost of \$29.

# Session and Tour Descriptions

Wednesday, November 30

Sessions 8:30a.m.-9:45a.m.

## W5.1 Legal Resources for Beginners

Numerous laws at both the federal and state level affect higher education. Administrators need resources to help stay in compliance. This session will review selected legal resources, their services and costs.

**Presenter:** *Elliott Baker, Executive Director, Academic Records, Summer School and Grad Studies, Slippery Rock University*

## W5.2 Customer Relations: How to Create a “Win-Win” Environment

Join Clifford L. Marshall, II, communications expert and author of the book with the same title as he gives the secrets to creating a “Win-Win” environment where customers get a total quality service experience and businesses get a trustworthy and loyal customer.

**Presenter:** *Clifford L. Marshall, II, Customer Service Manager, City College - CUNY*

## W5.3 Certified Transcript Services

The normative approach for the distribution of official transcripts is to print the documents on safety paper. While some schools send and receive official transcripts using EDI technology, this method of transmission is not prevalent in the northeast region. This session will describe developmental efforts currently in progress to send official transcripts electronically using secure, signed, PDF documents. This approach is being developed to reduce institutional cost, improve student service, and to eliminate the production of fraudulent documents.

**Presenter:** *J. James Wager, Assistant Vice Provost for Enrollment Management and University Registrar, Pennsylvania State University*

## W5.4 Relationships and Technology: A Model for Course Scheduling

This session will offer effective strategies for managing a strong de-centralized scheduling process. We will discuss strategies for creating strong academic/administrative relationships and ways that technology can be utilized to help increase communications between academic schools and departments in the scheduling process.

**Presenter:** *Mike Marchetti, Managing Assistant Director of Records and Registration, The College of New Jersey*

**Presenter:** *Dr. Paula Maas, Associate Director for Scheduling, Records and Registration, The College of New Jersey*

Sessions 10:15 a.m.-11:30 a.m.

## W6.1 Forging Ahead into the Admissions Profession

The college admissions profession has become more competitive. New recruiters, officers, managers, directors need to spend less time experimenting “in the field” and with the “trial by fire” methods we so often use. We need to keep in mind that education is a higher calling and that each ill-informed decision or action we take will affect someone’s future. Imagine your child, sibling or even self having been denied access to college or having been strong-armed into an inappropriate program thereby harming this person’s financial aid and economic situation, opportunity for gainful employment; outlook on life. This session will outline the norms of our industry. It will highlight professional demeanor at fairs, in classroom presentations, on phones and in letters, and in counseling applicants and motivating staff/co-workers and self. It will also outline how to place appropriate perspective upon this line of work so that it never becomes a ‘numbers game’, but remains the service for one of a person’s most important decisions of their lives. This program is a must for people new to the industry at all levels and for those who feel they would benefit from a refresher as to what this higher calling is really all about.

**Presenter/Convener:** *Luke D. Schulteis, Director of Admissions, Monroe College*

## W5.5 Trends & Tactics in Higher Education Marketing

Our research and experience has shown that families are searching earlier than ever and that their first contact with a school is usually through their web site. We talk about what this means for the admissions and communications staff and how they can deal with this sea change. The implications from a budget perspective and a communications-flow perspective are discussed. Our belief is this change is universal, irreversible and profound. In just a short time, our traditional communications flow will be outmoded and the question becomes whether we are in front of, or behind this wave. Bob & Steve will talk about their experience in front of the wave.

**Presenter:** *Bob McBride, Associate Vice President Enrollment Services, Holy Family University*

**Presenter:** *Steve Bell, Executive Director of Marketing/Communications, Neumann College*

**Presenter/Convener:** *John Stapleton*

## W5.a Paradigm, Inc.: What To Do About Diplomas and Covers?

Questions everyone asks: How can I ensure greater accuracy, a better turnaround time, and a better quality product? How can I reduce the time dedicated to diplomas? Can I have a vendor mail the diplomas for me? What other services are available? Is diploma production a business I really want to be in? Important things you should know about diplomas and covers that will allow for a smooth and trouble free graduation year after year.

**Presenter:** *Christopher Jackson, President, Paradigm, Inc.*

EXHIBITOR SESSION

## W5.b IntelliResponse: A “Natural Language Solution” to Reduce Email & Call Volumes

In this session you will learn how schools such as The Ohio State University, Temple University, University of British Columbia and others are using IntelliResponse, an award-winning solution that provides immediate answers to questions. Students, parents, teachers and staff can ask questions in “natural language” via your website, and IntelliResponse provides the correct answers automatically in real time 24 hours a day. IntelliResponse is being deployed by schools throughout North America as a key tool in Enrollment Management. Mick Chaney, Education Account Executive with IntelliResponse will demonstrate how your department can utilize IntelliResponse to enhance the service you provide to students, reduce incoming emails by up to 90%, while at the same time improve marketing initiatives that will allow you to attract more students.

**Presenter:** *Mick Chaney, Education Account Executive, IntelliResponse*

EXHIBITOR SESSION

## 6.2 Looking Back and Looking Forward-A Career Path as Registrar

A panel of senior registrars with background experiences from a number of institutions will share their roles, career history and words of wisdom as they look back at major decision points and as they look forward in their current positions. Elements covered will include individual role(s) in the organizational structure, skills/experiences, career vision and advice. Time will be allowed for audience participation and questions.

**Presenter/Convener:** *Kent A. Laudeman, Associate Dean and Registrar, United States Military Academy-West Point*

**Presenter:** *June Finn, Registrar, Felician College*

**Presenter:** *Betty Cifrodella, Assistant Registrar for On-Course and Graduation Management, New Jersey Institute of Technology*

## Sessions 10:15 a.m.-11:30 a.m. (continued)

### W6.3 A Roadmap to Understanding Financial Aid

This session is geared towards the non-financial aid professional who needs to have a little more knowledge. We will review the FAFSA, talk about grants and scholarships, as well as, efforts to create more access to financial aid and college. Come with your questions and we'll answer them. If time permits, we'll even play a financial aid game.

**Presenter/Convener:** *Bernard L. McCree, Director of Financial Aid and Registrar, Thaddeus Stevens College of Technology*

### W6.4 Getting Through a Conversion to 'Seeing the Light'

A data conversion can transform the Registrar's Office in many ways, especially in services to students and faculty. Topics covered for the process of implementing new software will include: configuring the database for coding (such as grade scales, majors and degree codes, mapping your data with IT, and training). Things to watch out for during data validations, process validations and passes will be discussed. 'Seeing the light' on your 'Go Live' date and on-going concerns during the first year on new software will also be discussed.

**Presenter/Convener:** *Sue Fortman, Registrar, Molloy College*

**Presenter/Convener:** *Mary Zink, Senior Associate Registrar, Molloy College*

### W6.a Optical Image Technology, Inc.: Electronic Document Management Makes the Grade

Electronic document management and workflow technologies have had an astounding effect on institutions of Higher Education. In this session, hear some of the benefits of document management technologies, gain a working understanding of how they can operate within Enrollment Services, and learn how they can improve business processes, system efficiency, and reduce costs.

**Presenter:** *Gina Rendina, Director of Education Solutions, Optical Image Technology, Inc.*

### W6.b iStrategy Solutions: Bringing Business Intelligence to Higher Education

Most institutions are challenged by the lack of information and the inability to get information out of their legacy or ERP systems. Most student administration systems provide basic transaction reporting capabilities, but they fall short when it comes to historical reporting, management information, analysis and census cut-off data management. As such, many schools are dependent upon IT programs every time they want some new information. This session will discuss how to provide a self service reporting and analysis capabilities using iStrategy HigherEd Analytics solution. HigherEd Analytics goes beyond basic reporting — we enables guided analysis for key information issues such as admissions effectiveness, retention analysis, enrollment trends, student performance and risk analysis and class utilization. Best of all, with our pre-built integration to leading PeopleSoft and other ERP vendors you can have a full data warehouse, 200+ reports and dashboards in less than a week! Information is available at [istrategysolutions.com](http://istrategysolutions.com)

**Presenter:** *Mark Max, CEO, iStrategy Solutions*

EXHIBITOR SESSION

## Keynote Presentation 11:45a.m.-12:30p.m.

### Stuart R. Levine

During his thirty years of working with managers and leaders, Stuart R. Levine learned that there are half a dozen fundamentals that make up the foundation of all business success. He shares his wisdom and advice on **Getting It Right™** and transforming your organization into one that lives by **The Six Fundamentals of Success™**.

## Sessions 2:15p.m.-3:30p.m.

### W7.1 Using MS Access to Produce & Track Student Verification Letters

In the past, the Registrar's office at Rider University used Word templates to produce student verification letters. This session demonstrates how we now use a networked MS Access database to produce and track this correspondence. This system has automated the verification process, reduced the need to keep paper records, and allows anyone in the office to quickly answer questions about letters that have been sent.

**Presenter:** *Joanne Ceres, Associate Registrar, Rider University*

### W7.2 Orientation - The Key to Employee Success

As an institution with nationwide offices and products and services, new employees in our Registrar's Office Customer Service Center need to understand the scope of our organization quickly. This session will discuss our approach to familiarizing them to our products, services, policies, procedures, and customer service standards. We will also cover evaluation criteria and performance measurements.

**Presenter/Convener:** *Carolyn B. Nelson, Registrar and Director of Customer Service Center, Graduate School, USDA*

### W7.3 FERPA Case Studies

A review of student privacy issues through questions that have been raised over time. In this session we will review actual cases in light of FERPA regulations.

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

**Presenter:** *Pinhas Friedenberg, Registrar, Hudson County Community College*

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

### W7.4 Government Update

Congress has been involved in the overhaul of the Higher Education Act for the past four years. Important provisions, such as expanded accountability measures, Student-Right-to-Know and campus crime reporting, new federal transfer of credit requirements, voter registration, and amendments to FERPA were examined by Congress for possible legislative action during the legislative process. This session provides an update on the reauthorization bill and how some of the policy proposals before Congress might affect them. In addition, a brief update of homeland security developments, visa issuance policies, and new immigration regulations will also be provided. This session also provides attendees with an opportunity to discuss their views on AACRAO's Public Policy Agenda and related advocacy efforts.

**Presenter:** *Barmak Nassirian, Associate Executive Director, AACRAO*

# Session and Tour Descriptions

Wednesday, November 30

Sessions 2:15p.m.-3:30p.m. (continued)

## W7.5 Branding Strategies for Higher Education

Corporations and businesses have understood and implemented the concept of branding for several decades. It is only recently that the idea has entered the educational arena (and with some hesitation). From its historical beginnings of marking cattle to today's brand driven marketplace; this session will help to explain - in simple practical terms what branding is and how to best understand and implement strategies to brand your institution. More than theory, this seminar includes advice and insights from day-to-day practitioners working with educational institutions around the country. This seminar will also include a roundtable discussion for attendees to address and have answered their specific marketing, branding and recruitment questions. Topics will include: Brand promise, Brand equity, Brand awareness, Brand management, Brand readiness, Integrated communications, Implementing a strategic marketing & communications plan.

**Convener:** Amy K. Campbell,  
Recruitment and Outreach Coordinator,  
Drexel University

**Presenter:** Richard S. Vallaster III

**Presenter:** Joseph Cliber

## W7.a Ad Astra: Grow your Campus with Existing Resources

The State of the Art in higher education space management and scheduling has done little to solve real space problems. Good reporting can measure average utilization during a scheduling week. Good scheduling software can allocate rooms efficiently. Neither solves the core space problem that prevents growth. We call this problem a space bottleneck. A space bottleneck is a popular type of room that is completely booked during popular times. Usually, a bottleneck is confined to 1-2 room "types" during 10-15 hours per week. There is only one way to relieve the bottleneck and allow your institution to grow without construction or significant renovation. Learn how to use Astra Schedule and its bundled reports to help your institution solve problems like this.

**Presenter:** David Pritchett,  
Vice President of Sales,  
Ad Astra

EXHIBITOR  
SESSION

## R7.b National Student Clearinghouse: Tools of the Trade: Using the Clearinghouse to Automate your Services

The National Student Clearinghouse offers value-added services, free of charge, to its member institutions. See how utilizing out-sourced verification and transcript services can reduce your telephone, fax and counter traffic, free up your staff to be less paper driven and allow you to redeploy your resources better and more efficiently. Implementing on-line student self-service and student tracking options add to your toolbox. Making time for this session can mean making time back in the office! Come visit with the Clearinghouse and your own colleagues to see how you can successfully implement these services at your own shop.

**Presenter:** Pam Gilligan, Director,  
Northeast Region,  
National Student Clearinghouse

**Presenter:** Michael Mooney,  
Associate Registrar for Systems & Registration,  
Stony Brook University

EXHIBITOR  
SESSION

## Crackerbarrel Sessions 4:00p.m.-5:00p.m.

Crackerbarrel sessions provide opportunities to discuss 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 knowledge.

### W8.1 BANNER Crackerbarrel

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

### W8.2 Peoplesoft

**Convener:** Terry Thompson,  
Senior Business Analyst,  
Cornell University

### W8.3 Jenzabar

**Convener:** Judith A. Schmonsky,  
Registrar,  
Albany College of Pharmacy

### W8.4 Datatel

**Convener:** Carol Gubernat,  
Assistant Vice President for Enrollment Services,  
Kean University

### W8.5 Resource 25

**Convener:** Adam Stone,  
Registrar,  
St. Francis College

### W8.6 PASSHE

**Convener:** Bernadette Krenzer,  
Registrar,  
Clarion University of Pennsylvania

## Thursday, December 1

Sessions 9:15 a.m.-10:30 a.m.

### R9.1 International Educational Degrees Requirements to Graduate School

Learn about international educational documentation needed to be considered for admissions to US graduate schools. Highlighted will be Asia, Europe, the Middle East, and Latin America. This session will identify the degrees and their nomenclature of each country, their grading scale, and will provide the audience with an introductory bibliography. Attendees are asked to bring additional educational documentation that they would like to discuss at the workshop.

**Presenter:** Mario Caruso, Director of Graduate Admissions,  
Queens College, CUNY

**Convener:** Phyllis Proctor, Director of International Students  
Services & Scholars Office,  
Queens College, CUNY

### R9.2 Using Technology as a Transformational Tool

Traditional-age first-year freshmen entering college in the fall of 2005 were most likely born in 1987 when the information age was well underway. These students, known as the Net Generation, have grown-up in an environment significantly different from the one most higher education faculty, staff, and administrators experienced during their developmental years. This session will examine current technologies available to enrollment management professionals, focusing on how these technologies can support the transformation of student services.

**Presenter:** J. James Wager, Assistant Vice Provost for Enrollment  
Management and University Registrar,  
Pennsylvania State University

### R9.3 Time Management: No Time to Manage My Time!

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.

**Presenter:** Deborah Tamte-Horan, Registrar,  
Muhlenberg College

## Sessions 10:45 a.m.-noon

### R10.1 Using Office Links to Analyze and Present Information

One of the best kept secrets of the Microsoft Office package is the Office Links utility. That along with the ease of sharing data in the Microsoft Office environment has empowered many professionals, enabling them to create professional looking documents and perform elaborate analysis on large volumes of data. During this session we will discuss a variety of ways that data may be linked in the different applications of the software suite. Of course, we will spend a significant amount of time demonstrating the Office Links utilities of MS Office.

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

### R9.4 FERPA - Update

In this session, the Director of the Family Policy Compliance office of the US Department of Education will review the latest developments relating to FERPA

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

**Convener:** Pinhas Friedenberg, Register,  
Hudson County Community College

### R9.5 NJ TRANSFER - An Integrated Enrollment Management Web Resource

Learn how NJ TRANSFER is being incorporated in enrollment management planning and systems for two- and four year colleges and universities. In its fifth year, The New Jersey Statewide Transfer Initiative partners with 45 two- and four-year higher education institutions to offer a Web based data information and electronic transcript system, NJ TRANSFER. The site serves as a comprehensive college-planning tool providing students, parents, high school and admission, transfer and academic counselors and advisors with current course equivalencies and recommended transfer programs on the Internet. In addition, NJ TRANSFER offers resources to assist students in the college planning, admission and enrollment process, and higher education leaders in the development of innovative enrollment management systems. This session will highlight NJ TRANSFER's easy-to-access enrollment management resources. Attendees will discover how NJ TRANSFER is being used to recruit and retain students interested in beginning their college career at a community college before transferring to a four-year institution to complete the Baccalaureate degree.

**Presenter:** James O'Hara, Vice President  
Enrollment Management,  
Rider University

**Presenter:** Sue Christian, Dean of Enrollment,  
Rider University

**Presenter:** Ann Tickner-Jankowski, Director Transfer  
Resources/Articulation,  
Brookdale Community College

**Presenter:** Nancy Hazelgrove, Manager  
Educational Relations and Public Information,  
New Jersey Statewide Transfer Initiative

### R10.2 Degree Audit - Extreme Makeover

This session is an overview on how to 'makeover' catalog requirements and express requirements in the logic needed to setup degree audit software. The 'makeover' of a major into a tree will be shown. Some ideas will be presented on designing the flow of priority and reuse rules for liberal arts and sciences, general education, major, and minor roots. Tips on common problems and pitfalls, as well as ideas on getting the campus to utilize the new 'features' will be discussed.

**Presenter/Convener:** Sue Fortman, Registrar,  
Molloy College

**Presenter/Convener:** Bethel Angau, Assistant Registrar,  
Molloy College

# Session and Tour Descriptions

Thursday, December 1

Sessions 10:45 a.m.-noon (continued)

## **R10.3 Meeting the Challenges of the New Access Student to Overcome Risk Factors and Succeed in Post Secondary Education**

The Characteristics of the New Access student, entering post secondary education today, are compared to the identified risk factors that decrease a student's ability to succeed. These risk factors include speaking English as a second language; work and family responsibilities; and length of time between schooling. Strategies to assist students in overcoming these risk factors include determining the student's ability with the English language; collaborating with financial services to help student finance their education thus decreasing their need to work and providing more time for both school and family responsibilities; and reviewing prior course work during advisement. Implications for the comparison of characteristics of New Access students in relation to risk factors for success in post secondary education will increase access of students to post secondary education as strategies are employed to increase their retention and graduation success.

**Presenter:** *Diane M. Breckenridge, Ph.D., R.N.,  
Director of Undergraduate Students and Research,  
Abington Memorial Hospital Dixon School of Nursing*

## **R10.4 The 21st Century Registrar and Personal/Student Sleep Patterns**

This program will provide an informative overview of a contemporary issue impacting both professionals and students in higher education. Those who are involved with grades, grade fluctuations, and graduate checks or degree audit are will be interested in student sleep patterns that contribute to or distract from student success. This program will highlight the beginnings of a longitudinal study over the first year of college work at the Academy and set the stage to assess the effectiveness of follow-on interventions that rectify inadequacies in sleep patterns.

**Presenter/Convener:** *Dr. Kent A. Laudeman,  
Associate Dean and Registrar,  
United States Military Academy-West Point*

**Presenter:** *Dr. Lawrence Shattuck,  
Professor Engineering Psychology,  
United States Military Academy/  
Naval Post Graduate School*

# Featured Events

## Receptions

President's Welcome Reception	Monday, 5:00pm
Reception	Tuesday, 5:30pm
A Taste of Philadelphia	Wednesday, 8:00pm

## A Taste of Philadelphia

Join your colleagues Wednesday night at 8:00 pm for our special event, A Taste of Philadelphia.

- At our reception, you'll be greeted by colonial characters that reflect the origins of America.
- Celebrate New Year's a little early with Mummers, entertainers that have strutted every New Year's Day in the oldest folk parade in the United States. They're famous for their elaborate costumes and the Mummers Strut, a cakewalk that is unique to them.
- And end the evening with American Bandstand. What began as a local Philadelphia show became the most popular rock-n-roll dance show of all time. Dance away the evening with our DJ!

## Tours

These popular tours are expected to sell out. Reserve your space when you register for the conference.

### Tour 1

**Monday, November 28th ● Historic Philadelphia**  
8:30 am - 12:30pm ● \$34

No trip to Philadelphia is complete without a visit to the "most historic square mile in the country." You will see the Liberty Bell, the hallowed symbol of our nation's freedom; see where the Declaration of Independence was adopted; Congress Hall where Congress sat while Philadelphia was the capitol of the United States from 1790 to 1800; Franklin Court, the site of the house and print shop of one of Philadelphia's most prominent citizen-Ben Franklin; visit Christ Church, the place of worship for many of the "founding fathers" and more. Includes pick-up at the hotel, guide, and admissions.

### Tour 2

**Tuesday, November 29th ● Historic Philadelphia & Society Hill Evening Tour ● 7:30pm - 10:30pm ● \$29**

See Philadelphia at night. Tour the "most historic square mile in the country" and see the building where our forefathers wrote the words and signed the documents which made America. Pass by their homes, places of worship and final resting place. The tour will then enter Society Hill, the historic district's most charming and evocative neighborhood. Includes pick-up at the hotel and guide.

## Monday Dutch Treat Dinner

Are you a first-time attendee? Or travelling alone? Or want to meet colleagues in a casual setting? The New Members Committee invites you to join them for dinner Monday night. We'll meet after the President's Welcome Reception and head to a local restaurant. Don't eat alone in your room; come join us and make new friends! Each person pays own expenses.

## Graduate and Professional Schools Networking

Attendees from graduate and professional schools are invited to network over breakfast on Tuesday.

## A Tradition of Sharing

### Covenant House

Each year, MSACROA contributes to a local organization in our host city. We are seeking donations to help support the cause of Covenant House, which assists homeless youth with housing, career and education training, health issues, etc. They are in need of hygiene items (shampoo, toothpaste, toothbrush, deodorant, etc.), stadium jackets/coats (L, XL, XXL) and gloves to assist these youth through the upcoming winter months. Monetary donations are also accepted. Look for the donation box by the registration & hospitality table! MSACROA will match donations up to a total of \$500. Additional information on Covenant House is at [www.covenant-house.org/about\\_loc\\_philadelphia.html](http://www.covenant-house.org/about_loc_philadelphia.html)

## Door Prizes

Share your school spirit! Bring items with your College/University logo to the hospitality table to donate as door prizes! Check with your bookstore, public affairs, or alumni office for items. And don't forget to enter yourself for door prizes your colleagues have donated!



# Conference Hotel

**Loews Philadelphia Hotel**  
**1200 Market Street (at 12th Street)**  
**Philadelphia, PA 19107**

**Conference rate:** \$99/night single or double occupancy. The conference rate is available until October 31, 2005. After October 31st, reservations are based on availability and subject to different rates. Additional costs: city tax 7%, bed tax 7%, parking \$30/day.

To receive the special conference rate, reserve by October 31, 2005. Use promotional code MID26N or MSACROA conference when making

reservations by phone at 215-627-1200 or on the web at [www.loewshotels.com/hotels/philadelphia](http://www.loewshotels.com/hotels/philadelphia)

**Check-in time:** 3PM. Check-out time: 12 noon. Baggage storage can be arranged before check-in and after check-out. If possible, the hotel will accommodate early check-ins as rooms become available.

## Directions

### *I-95 from the North (Trenton, Betsy Ross Bridge)*

- Follow 95 South to Exit 22 (Central Philadelphia).
- Follow signs for 676 West.
- Continue on 676 to the Broad Street Exit.
- Make first left onto Vine Street.
- Follow Vine to third light (12th Street) and make a Right.
- Pass the Convention Center.
- Cross Market Street.
- Entrance and Valet Parking on right-hand side.

### *I-95 from the South (Delaware, Maryland, Philadelphia International Airport):*

- Follow 95 North to Exit 22 (Central Philadelphia).
- Follow signs for 676 West.
- Continue on 676 to the Broad Street Exit.
- Continue onto 15th Street.
- Follow 15th Street through seven traffic lights (City Hall on left).
- Continue around City Hall.
- Make right onto Market Street.
- Drive to 12th Street (Loews Hotel is on the right).
- Make right onto 12th Street.
- Entrance and Valet Parking on right-hand side.

### *From the NJ Turnpike (New York) and Ben Franklin Bridge (Cherry Hill, NJ):*

- Follow New Jersey Turnpike South to Exit 4 (Camden/Philadelphia).
- Follow 73 North to 38 West to 30 West.
- Follow signs for Ben Franklin Bridge.
- Staying in center lane, follow signs for Vine Street/Local Traffic.
- Follow Vine Street to 12th Street.
- Turn Left onto 12th Street.
- Continue approximately four blocks.
- Pass Convention Center.
- Cross Market Street.
- Entrance and Valet Parking on right-hand side.

### *From 76 East:*

- Follow 76 East to Exit 38 (676 East).
- Continue on 676 to the Broad Street Exit.
- Follow signs for Vine Street/Local Traffic.
- Continue on Vine to the third light (12th Street).
- Turn Right onto 12th Street.
- Pass Convention Center.
- Cross Market Street.
- Entrance and Valet Parking on right-hand side.

### *Rail Transportation*

Take Amtrak to Philadelphia's historic 30th Street Station, one of America's finest transportation hubs. Noted for its neoclassical structure, intricately-patterned high ceilings, travertine walls, and Tennessee marble floors, this magnificent building will grandly welcome attendees. Amtrak information: [www.amtrak.com](http://www.amtrak.com)

Then take SEPTA Regional Rail train at the 30th Street Station to 13th Street/Market Station for no extra charge by showing the conductor your Amtrak ticket stub (which should be saved for your return trip, too!). SEPTA information: [www.septa.com](http://www.septa.com)

PATCO High-Speed Trains run 24 hours a day from New Jersey to Philadelphia. Exit at 8th Street & Market Streets. PATCO information: [www.drpa.org/patco](http://www.drpa.org/patco)

### *By Plane*

Philadelphia International Airport, eight miles from Center City, is served by all major domestic carriers. Taxi fare to Loews Hotel is \$25.00. Shuttle service on Lady Liberty is \$8.00/person; dial #27 on the ground transportation courtesy phones. Transportation from the airport is available on SEPTA R1 for \$5.50/person to Market East station.

*Transportation schedules & fares are subject to change; check with the providing agency.*

# General Information

Please bring this brochure with you to the conference.

Updates to conference information will be posted at [www.msacroa.org](http://www.msacroa.org). Tips on attending conferences are available on the website.

## Registration

Conference registration fee includes professional development sessions, Exhibit Hall, President's Welcome reception, Tuesday reception, Wednesday reception & special event, keynote presentation, Wednesday luncheon, continental breakfasts and refreshment breaks. First-time conference attendees may also attend the New Members luncheon on Tuesday.

To qualify for the member registration rate, the registrant must be a 2005 member in good standing.

Registrants may register at the One Day rate once. If attending more than one day, please register at the applicable rate for the full conference.

Registrants may bring guests for an additional fee. Registered guests may visit the Exhibit Hall, attend the receptions, special event, continental breakfasts and refreshment breaks (excludes professional development sessions, keynote address and luncheons). Registrants who wish to bring guests to the keynote presentation and Wednesday luncheon may obtain additional tickets for a fee.

MSACROA Registration Desk is located on the second floor of the Loews Hotel. Please pick up your registration packet and name badge upon arrival. Also check throughout the conference for any changes to the schedules.

## Payment

Registrations MUST be accompanied by a check or money order made payable to MSACROA. Forms received without payment will not be processed. We are unable to accept payment by voucher, purchase order or credit card. All registration fees are due by October 31, 2005 (postmarked).

The MSACROA Tax ID Number is 23-6401-646. MSACROA is a 501(c) not-for-profit professional association.

A confirmation of your registration will be sent as your receipt.

Substitutions and cancellations must be made in writing. Substitutions may be made without penalty; email to [\[ca.edu\]\(mailto:ca.edu\). Requests for a refund of the registration fee will be considered if received in writing by the Treasurer, Tom Mantoni, University Registrar, DeSales University, 2755 Station Avenue, Center Valley, PA, 18034 no later than October 31, 2005. No-shows will not receive refunds of any fees paid.](mailto:cknauer@itha-</a></p></div><div data-bbox=)

## Badges & Tickets

Name badges are required for admissions to all events, sessions, and the Exhibit Hall. Some events require tickets that will be distributed along with your badge.

## Special Needs

If you have special needs and require accommodation to fully participate, please include a description of your requirements with your registration form. To guarantee appropriate arrangements, we must be notified of your needs by October 31, 2005.

Should you require special hotel accommodations, please notify the hotel when making your reservation.

## Tours

All buses for tours will depart from the Loews Hotel Lobby. Please be in the lobby at least 15 minutes prior to scheduled departure. Prepaid tickets may be picked up at the MSACROA Hospitality Desk on the 2nd floor of Loews Hotel.

Reservations are on a space available basis. Should tours be booked to capacity at the time we receive your registration form, you will be refunded. Tour reservations may not be cancelled.

Tours are conducted by private operators. The tour operators reserve the right to cancel any tour if minimum numbers are not met. Should a tour be cancelled, you will receive a full refund or the option to join another tour.

## Exhibitor Registrations

Companies wishing to exhibit can find information and registration at [www.msacroa.org/conference/exhibitors/](http://www.msacroa.org/conference/exhibitors/). Sponsorship opportunities are available.

## 2006 Membership

You may opt to join or renew your MSACROA membership for 2006 on the conference registration form. Membership entitles you to year round benefits and the membership rate for the 2006 conference in Atlantic City.

# Notes & Reminders

*Record here the sessions that you plan to attend; and bring this booklet with you. Don't forget an item with your school's logo for the raffle!*

*See you at The Philadelphia Loews!*

Monday, November 29:

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Tuesday, November 30

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Wednesday, December 1

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Thursday, December 2

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# Registration Form

(Please complete one form per registrant. Please print or type.)

**PLEASE CHECK IF:**  YOU ARE A FIRST-TIME ATTENDEE OR  YOUR INFORMATION HAS CHANGED (see reverse side)

Last Name \_\_\_\_\_ First Name \_\_\_\_\_ Title \_\_\_\_\_

Institution \_\_\_\_\_ First Name for Badge \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**ATTENDEE/INSTITUTION TYPE [PLEASE CHECK APPROPRIATE BOXES]:**

- |   |  |  |   |  |
|---|--|--|---|--|
| <input type="checkbox"/> Past President | <input type="checkbox"/> First-Time Attendee     | <input type="checkbox"/> Public              | <input type="checkbox"/> Association Officer      | <input type="checkbox"/> Senior College/University |
| <input type="checkbox"/> Private        | <input type="checkbox"/> Current Committee Chair | <input type="checkbox"/> Non-Member          | <input type="checkbox"/> Committee Member         | <input type="checkbox"/> Honorary Member (no fee)  |
| <input type="checkbox"/> Member         | <input type="checkbox"/> Convener/Presenter      | <input type="checkbox"/> Professional School | <input type="checkbox"/> Junior/Community College |  |

**PRIMARY AREA OF RESPONSIBILITY [PLEASE CHECK ONE AREA ONLY]:**

- |  |  |   |   |   |
|--|--|---|---|---|
| <input type="checkbox"/> Academic Advising | <input type="checkbox"/> Enrollment Management   | <input type="checkbox"/> Institutional Research | <input type="checkbox"/> Records and Registration | <input type="checkbox"/> Academic Affairs |
| <input type="checkbox"/> Financial Aid     | <input type="checkbox"/> International Education | <input type="checkbox"/> Admissions/Recruitment | <input type="checkbox"/> Information Systems      | <input type="checkbox"/> Administration   |

**SESSION NUMBERS YOU ANTICIPATE ATTENDING:**

Monday: \_\_\_\_\_ Tuesday: \_\_\_\_\_ Wednesday: \_\_\_\_\_ Thursday: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**PLEASE CHECK IF PLANNING TO ATTEND:**

- |  |   |
|--|---|
| <input type="checkbox"/> President's Reception | <input type="checkbox"/> Conference Luncheon  |
| <input type="checkbox"/> Tuesday Reception     | <input type="checkbox"/> Wednesday Reception/ |
| <input type="checkbox"/> New Member Luncheon   | Special Event                                 |

PLEASE CHECK ONLY ONE REGISTRATION CATEGORY		Postmarked	By 10/31	After 10/31	
<input type="checkbox"/> Registration (Full Conference)		<input type="checkbox"/> Member	\$195.00	\$245.00	\$ _____
		<input type="checkbox"/> Non-Member	\$250.00	\$295.00	\$ _____
<input type="checkbox"/> Registration (One Day)		<input type="checkbox"/> Member	\$ 95.00	\$110.00	\$ _____
Day: _____		<input type="checkbox"/> Non-Member	\$115.00	\$130.00	\$ _____
<input type="checkbox"/> Guest Fee	Name(s) of guests: _____		(per guest) \$100.00		\$ _____
	_____				
	_____				
	_____				
<input type="checkbox"/> Additional Keynote/Luncheon	Number of tickets _____		(per guest) \$ 45.00		\$ _____
<input type="checkbox"/> 2006 MSACROA Membership Fee			\$ 25.00	\$ 25.00	\$ _____
<input type="checkbox"/> Tours (see reverse side)					\$ _____
					<b>Total Enclosed</b>
					\$ _____

**Special Accommodations Needed:**  ASL Interpreter  Other (Please attach description of requirements)

Kosher Meal  Vegetarian Meal

(To ensure arrangements, requests must be received by 10/31/2005)

Please send Registration Form and payment by October 31, 2005 to:

Christopher Knauer  
Registrar  
Ithaca College  
220 Job Hall  
Ithaca, New York  
14850-7001

Please make check or money order payable to MSACROA (Tax ID #23-6401-646).

**PLEASE PROVIDE THE FOLLOWING INFORMATION FOR STATISTICAL PURPOSES: (Optional)**

Male  Female

African American/Non-Hispanic  Hispanic/Latino(a)

American Indian/Alaskan Native  White/Non-Hispanic

Asian/Pacific Islander  Other

# Tour Registration Form

Register now to reserve your place on these popular tours! Space is limited and they are expected to sell out.

Tour	Price/person	Number of People	Total Price
Historic Philadelphia Monday, November 28th 8:30 am - 12:30pm	\$34.00		\$
Historic Philadelphia & Society Hill Tuesday, November 29th Evening Tour 7:30pm - 10:30pm	\$29.00		\$
		Total Tour Amount	\$

Last Name \_\_\_\_\_ First Name \_\_\_\_\_

Business Phone \_\_\_\_\_ E-Mail Address \_\_\_\_\_

## Tour 1 Monday, November 28th Historic Philadelphia - 8:30 am - 12:30pm \$34

No trip to Philadelphia is complete without a visit to the "most historic square mile in the country." You will see the Liberty Bell, the hallowed symbol of our nation's freedom; see where the Declaration of Independence was adopted; Congress Hall where Congress sat while Philadelphia was the capitol of the United States from 1790 to 1800; Franklin Court, the site of the house and print shop of one of Philadelphia's most prominent citizen-Ben Franklin; visit Christ Church, the place of worship for many of the "founding fathers" and more. Includes pick-up at the hotel, guide, and admissions.

## Tour 2 Tuesday, November 29th Historic Philadelphia & Society Hill - Evening Tour 7:30pm - 10:30pm \$29

See Philadelphia at night. Tour the "most historic square mile in the country" and see the building where our forefathers wrote the words and signed the documents which made America. Pass by their homes, places of worship and final resting place. The tour will then enter Society Hill, the historic district's most charming and evocative neighborhood. Includes pick-up at the hotel and guide.

All buses for tours will depart from the Loews Hotel Lobby. Please be in the lobby at least 15 minutes prior to scheduled departure.

Prepaid tickets may be picked up at the MSACROA Hospitality Desk on the 2nd floor of Loews Hotel.

The tour operators reserve the right to cancel any tour if minimum numbers are not met. Should a tour be cancelled, you will receive a full refund or the option to join another tour. Should tours be booked to capacity at the time we receive your registration form, you will receive your refund at the conference Registration Desk.

**For office use only:**

Conf  Tour \$ \_\_\_\_\_

Conf  Tour \$ \_\_\_\_\_

Conf  Tour \$ \_\_\_\_\_

## Our Thanks

This conference is the work of many volunteers. It could not happen without them. A special thanks to:

- Our presenters and conveners who have freely shared their knowledge
- Committee members who work throughout the year to organize MSACROA activities
- Our exhibitors for their support, especially our sponsors of conference activities

MSACROA is the result of teamwork and collaboration. My sincere THANKS for your contributions.

**Ninette Gironella**

*President-Elect*

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## 2005 Executive Committee

### **President**

**Larry Friedman**

Registrar  
Neumann College

### **President-Elect**

**Ninette Gironella**

Assistant Registrar - Student Services  
Office of the University Registrar  
New York University

### **Immediate Past President**

**Josephine Figueras**

VP Enrollment Management  
Passaic County Community College

### **VP Registration and Records Management**

**Sonia Saladuchin**

Registrar  
CUNY Kingsborough Community College

### **VP Admissions and Enrollment Services**

**Deborah Bowles**

Director of Admissions & Associate Provost  
for Enrollment Management  
Rutgers University - Camden  
Office of Graduate & Undergraduate  
Admissions

### **VP Professional Development**

**Pinhas Friedenberg**

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### **VP Communications**

**Joseph DiMartile**

University Registrar  
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### **VP Information Technology**

**Tracey Thompson**

Registrar, College of Human Ecology

### **Secretary**

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

### **Treasurer**

**Thomas Mantoni**

Registrar  
DeSales University

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## Committee Chairs

Auditing: Barbara Boris, Ursinus College

Communications: Joseph DiMartile,  
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Conference Activities: June Finn, Felician  
College; Michelle Dunn, University of  
Medicine & Dentistry of New Jersey

Constitution: Elliott Baker, Slippery Rock  
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Diversity: Horace Tate, Drew University

Exhibits: Joseph Santivaschi, Westchester  
University

Facilities: Bernadette Krenzer, Clarion  
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Westchester University

Newsletter Editor: Jeremy Maisto, Drew  
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Repasi, University of Pittsburgh

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Professional Activities: Pinhas Friedenberg,  
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Cornell University

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