

MSACROA Newsletter



Fall 2010

Message from the President

Greetings!

I hope this newsletter finds you well and that your Fall term is progressing smoothly! It will soon be my pleasure to welcome many of you to the 2010 Annual Meeting, November 29th – December 2nd, at the beautiful Hershey Lodge in Hershey, PA...the Sweetest Place on Earth! Michele Dunn and the Program Committee have been working hard to create a program filled with sessions, workshops, and activities that will engage attendees. This year's theme: "The Many layers of Service".

The [Hershey Lodge](#) has 665 guest rooms and suites with chocolate-themed décor and artwork. Each guest room has complimentary wireless internet for those of you who want to stay in touch with your office, families, or friends.



I am excited about the sessions, workshops, speakers, and activities that Michele and the Program Committee have developed around the conference theme. If you haven't already done so, please take a few minutes to review the program and all that has been planned for our annual meeting. Registration is quick and easy, we also accept payments online using a major credit card.

As I mentioned in a previous email to the membership, the Executive Committee has decided to form a Strategic Planning sub-committee to begin the important task of reviewing and recommending changes to our annual meeting, association structure, and other items as the committee feels is necessary. This process is important in many ways and we need to hear from our members, those that attend and those that don't attend the annual meeting to understand what you want from your as-

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Greetings from the President-elect

It has been a busy and productive year for your regional professional development organization. The Program and Local Arrangement Committees have once again pulled through and prepared a fun-filled, information-packed Annual Conference for you. My thanks to them and those among you who will be presenting at the 80th Annual MSACROA Conference in Hershey, PA. The conference is scheduled for November 29th thru December 2nd at the [Hershey Lodge](#) in Hershey, Pennsylvania – "The Sweetest Place on Earth".



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Message from the President

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sociation. I have asked Joe Santivaschi to chair this committee which was created over the summer. I would ask each of you to look for communications/requests for information from the group and that you take time out of your busy schedules to respond to their requests for information, their surveys, and their updates as appropriate. Together we will prepare a strategic plan that will take the association into the next 80 years of service to its membership.

As I set here I keep asking myself where the last 11 months ha gone since our last Annual Meeting, I am amazed but not shocked at how quickly time has gone by. This year will be MSACROA's 80th Annual Meeting, —what an amazing organization we are involved in to have been around this long! Each year the Executive Committee, Local Arrangement, and Program Committees works very hard to secure a conference location, find speakers, presenters, and arrange activities that provide members with an opportunity to network, learn, and rejuvenate our minds. I have been involved in planning MSACROA conferences for 10 years in one way or another, either as a committee volunteer, committee chair, executive committee member, and now as President of this great association. In 1999 when I joined the registration committee in Pittsburgh, I was given the opportunity to assist with processing on-sight registrations and began meeting people and learning from many individuals that were active in the association at that time. Many of these individuals are still active, some have retired, and some have moved on to other careers. My professional development in a large part was as a direct result of MSACROA, the annual meetings and its members with whom I asked questions and learned from. In a time when budgets are tight and travel is limited, I encourage you to consider attending the MSACROA conference; it is well worth the expense. I would also encourage you to get involved in the association; it is your association and without the many individuals that volunteer their time it would certainly not have survived 80 years. If you would like to volunteer for a committee, please send me an email.

annual meeting, and many, many more items.

The executive committee is working with Mike to further consolidate these holdings. We thank him for his time and efforts in performing a task that has not always been given a high priority but is nevertheless invaluable to MSACROA's identity and mission.

On a separate note, we'd like to acknowledge Mike's upcoming marriage to a fellow MSACROA member, **Alison Armstrong** (from New Jersey City University) on November 13. Mike and Ali first met at our conference in Atlantic City in 2007, showing us once more the value and potential benefits of attending our annual meeting!

After 30 years in the Registrar's realm, our good friend and former MSACROA President, **Betty Cifrodella**, has retired due to health complications. As Betty awaits a donor for a Kidney transplant, we send our best wishes her way. Anyone who would like to contact Betty can reach her at bcifrodella@comcast.net

You also may contact any member of the executive committee if you have questions about your association.

Best wishes to each of you, your families, and friends as we begin another academic year! I look forward to seeing you at the annual meeting. If you have questions, concerns, or recommendations, feel free to contact me by e-mail at: tl3@cornell.edu or phone: 607-255-3150.

Tracey Thompson

MSACROA President

Registrar, College of Human Ecology

Cornell University

Member Spotlight

Last year, **Michael Maysilles**, Registrar at Caldwell College, graciously took on the position of Association Archivist. He soon found himself having to store and organize 80 years' worth of materials, many of which were not in order nor even necessarily associated with MSACROA. (This is not a reflection of James Wagner—the previous archivist and Registrar Emeritus of Lehigh University—who did a commendable job for many years gathering and maintaining our association's archives, but rather on the archives' transition over multiple years and locations during which the position was vacant.)

Mike spent a good part of this year poring through archives piece by piece and reorganizing them down to *just* 12 boxes! He also outlined a detailed inventory, which included many annual meeting proceedings, executive committee documents, newsletters, a MSACROA handbook produced in 1955, VHS videos from the 1992 conference, a MSACROA bag commemorating the 50th an-



annual meeting, and many, many more items.

Membership Renewal

MSACROA used an online system to manage the Membership renewal process for 2010 Membership year. Early in the year e-mails were sent out inviting members and lapsed members to renew their 2010 Membership online. Reminders were sent out throughout the spring and on May 1st, in compliance with our Bylaws, the renewal process was closed. Since that time we have had many inquiries from both old and new members regarding the Membership process. Prior to this year the organization had not consistently adhered to the bylaws and the membership renewal process continued well beyond the May 1st deadline. It also appears that some members were not aware that the membership ran on a calendar year and not a fiscal year. To ensure that all constituents are aware of how the renewal process works a brief description is included here.

Early in the year all constituents in the database will receive an e-mail inviting them to renew their membership online. When a constituent processes the renewal they will have the opportunity to pay with a credit card or offline with a check. Reminders will be sent to all non-renewed constituents with the final reminder being sent in April. On May 1st the renewal period will end and one final reminder will be sent to those who renewed but have not processed a payment.

Since the renewal process was new this year the Executive Committee agreed to be flexible when dealing with members who did not understand the timing of the process. Members renewing and paying in full by August 31st will be eligible for the discounted rate at this year's annual conference.

If you have any questions regarding membership please contact membership@msacroa.org.

Greetings from the President-elect

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The Hershey Lodge offers many exciting amenities including free parking and free wireless internet for conference attendees. The Executive Committee understands the tight budgets that all of us are dealing with and is excited to announce that conference registration fees were not increased this year!

Registration is currently available online via the MSACROA website and the Hershey Lodge is currently accepting room reservations (717-533-3311).

The theme for this year's conference is "The Many Layers of Service". Whether it is customer service; service with a smile; service to your country or service to the community, service is a critical component of higher education. On Wednesday afternoon, I invite you to "Support

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Middle States Association of Collegiate Registrars and Officers of Admissions

2010 Executive Committee

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Tracey Thompson
Cornell University

President-Elect

Michele M. Dunn
County College of Morris

Immediate Past President

Deborah E. Bowles
Rutgers University — Camden

Secretary

June Finn
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Jeremy Maisto
Lebanon Valley College

Vice President for Information Technology

Luke Phillips
Felician College

Vice President for Professional Development

Wendy M. Kutchner
Temple University

Vice President for Registration and Records Management

Thomas Manton
DeSales University

Comments and news items may be sent to:

Jeremy Maisto
email: maisto@lvc.edu
717- 867- 6215

Local Arrangements Committee 2010

Welcome to the sweetest place on earth! We're looking forward to mixing business with pleasure in the land of chocolate. What can you do in Hershey? Meet new people – network and volunteer to help us organize the conference. We'll be doing an afternoon of service (instead of taking monetary donations for a local group). The service men and women of the region will greatly appreciate gifts in kind. Wednesday afternoon we will be packaging whatever we all bring and will be addressing letters and cards to greet and thank them for their service to our country. We are planning events to visit Chocolate World, the local casino (if you want), Christmas in Hershey, the Pennsylvania Christmas and Gift Show, or the Roads to Rails Model Train Display at the Antique Auto Museum. Highlights at the Hershey Hotel include a massage or a full-body dip in chocolate at the Hershey Spa. For those who don't feel like leaving the Lodge, join us for drinks or munchies by the giant fireplace.

For those who come in on Sunday, please join us for an outing to the Hershey Bears vs. the Charlotte Checkers hockey game (tickets need to be purchased in advance). And of course, there is always shopping at the Hershey outlets.

We have some new faces and old coming to show us their 2010-11 product line and invite you to visit the Exhibit Hall whenever you have a minute. We will have a "milk and cookies" break with the Exhibitors on Tuesday. It's a great time to add signatures to your vendor bingo card and drop your business cards for door-prize drawings on Wednesday (must be present to win).

Speaking of things to bring, it is always great to see who wins the great freebies from their rival schools! Bring something from your gift shop/bookstore with your school's logo to share. New-members and/or First-time Attendees: Additional highlights we offer will be a Dutch-treat dinner Monday evening and a wonderful breakfast in the coolest hunting lodge room ever! Follow the signs to Crystal A (first floor conference center) for an early buffet breakfast on Tuesday morning (reservations required). Online registration is amazingly easy and for the second year in a row, we are accepting credit card payments. We hope this makes everything sweeter.

To bring: business cards, gifts for the service men and women, and school logo items to share and your sweet tooth. The Lodge hands out Hershey bars on check-in. We hope to see you soon!

Weblinks:

Chocolate World: www.hersheyschocolateworld.com

The Hershey Story: www.HersheyStory.org

Hollywood Casino @ Penn National Race Course: www.hcpn.com

Christmas in Hershey / Hershey Sweet Lights:

www.christmasinhershey.com

PA Gift Show: www.pachristmasshow.com

RR: www.aacamuseum.org

Hershey Bears: www.hersheybears.com

Outlets at Hershey: www.theoutletsathershey.com



Hugs and kisses from your LAC crew:

Marilyn Alberter, Elyce Lykins, Kelly Hart, Babs Winocur, and Fran Burman

Strategic Planning Committee

MSACROA has formed a strategic planning that is charged with forming a strategic plan and recommendations for the future. The committee is comprised of 3 past presidents, 4 current executive committee members, and 3 members-at-large. The names of the committee members are listed below. The first task for this committee will be to review the length of the conference, session formats, overall conference format, and time of year. The committee will be looking for feedback from the membership to help guide the recommendations for the future. Work has already started, so be on the lookout for a survey to complete in the near future. Remember, the association can only be as good as the participation of its membership.

4 Current Executive Committee Members

Deborah Bowles, Immediate Past President
Jeremy Maisto, VP for Communication
Thomas Mantoni, VP for Records and Registration
Luke Phillips, VP for Information Technology

3 Past Presidents

Sam Conte, University Registrar, University of Pittsburgh
Joe Santivaschi, University Registrar, West Chester University of PA, Strategic Planning Committee Chair
Joe Thompson, University Registrar, New Jersey's Science & Technology University

3 Members-at-Large

Mary Ellen Flaherty, Registrar, Johns Hopkins University, Homewood Campus
Lisle Henderson, Registrar, Pratt Institute
Jeff Palmer, University Registrar, University of Delaware

Joseph Santivaschi

Chair, MSACROA Strategic Planning Committee

Video Library

The Video Library has a variety of video and audio tapes and DVDs that can be used for training in your office—go to the [MSACROA](#) web site for details.

These media are loaned to current MSACROA members for a nominal fee of \$20 per item to cover the cost of handling, shipping and insurance. Many of these tapes and DVDs retail for hundreds of dollars. However, by borrowing them through the MSACROA Video Library, you can use these tapes with minimal expense.



Greetings from the President-elect

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Our Troops". MSACROA will host a community service opportunity for conference attendees to show appreciation for the men and women serving in the armed forces by signing holiday cards, writing letters and preparing gift packages which will be shipped overseas. Additional information and a list of items being collected will be sent to registrants prior to the conference.

Please join us in Hershey as we explore the many layers of service. I look forward to meeting you at the Hershey Lodge!

Michele M. Dunn

MSACROA President-elect
Registrar
County College of Morris, NJ

See you at the Hershey Lodge!