

# MSACROA

## Newsletter



Fall 2011

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Peter R. Falk, President-Elect

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## Greetings from the President-Elect

Atlantic City, here we come!

As I write this, we've put the finishing touches on the program for our Annual Conference, and all members have received registration information. My thanks to the Program Committee for developing a substantial and varied program. From "newbies" to seasoned professionals, these insightful sessions will help you meet the challenges of careers in the enrollment management fields. As you review the [program](#), returning members will notice that we've "kicked it up a notch" and are offering a full afternoon of workshops and sessions on Monday, and a robust offering of sessions on Thursday, so plan to be with us all four days!

In addition to an exceptional offering of professional development sessions, MSACROA conferences are known for engendering a spirit of true collegiality among attendees, and frankly, I looking forward to sharing that with you as much as the sessions themselves! Certainly, there's always a great deal to be learned from the sessions, but I find I learn even more from the time spent chatting with you one-on-one. It's refreshing to spend time with folks who really understand what it is I do for a living!

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## **2011 Executive Committee**

### **President**

Michele M. Dunn  
*County College of Morris*

### **President-Elect**

Peter R. Falk  
*University of Medicine and Dentistry  
of New Jersey*

### **Immediate Past President**

Tracey Thompson  
*Cornell University*

### **Secretary**

June Finn  
*Felician College*

### **Treasurer**

Patricia Mathay  
*University of Pittsburgh*

### **Vice President for Admissions and Enrollment Services**

Richard Sunday  
*Long Island University*

### **Vice President for Communications**

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 Mantoni  
*DeSales University*

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Our conference venue is a long-time favorite of MSACROAnS – The Borgata Hotel Casino and Spa. The A.C. hotspot, the Borgata not only offers our members top-notch conference facilities, but also resort and casino amenities second to none. From the exceptional indoor pool and spa facilities, to award-winning restaurants, featuring such names as Bobby Flay, Wolfgang Puck and Michael Mina, there's something for everyone.

I look forward to spending time with you in A.C. For those who aren't fortunate enough to join us, see you in 2012 in Hershey!

Best,

*Peter*

### **Peter R. Falk, President-Elect**

Dir. of Special Projects and University Admissions Coordinator  
University of Medicine and Dentistry of New Jersey

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## **Conference 2011: Featured Speakers**

### **Dr. W. Terrell Jones**

**Vice President for Educational Equity at The  
Pennsylvania State University**

Dr. Jones is responsible for leading the implementation of Penn State's strategic plan to embrace and support diversity. Known in higher education for his unique agenda and knack for teaching people how to appreciate diversity, Dr. Jones has authored numerous publications on the subject of cultural diversity. He holds both a Masters and a Doctoral degree from The Pennsylvania State University, and a Bachelor's degree from Lockhaven University of Pennsylvania.

His session, "Understanding and Communicating with Generation Y's, Millennials or Whatever," will give the participants a new way of looking at our students. Those of us born before 1982 need to understand a new generation of students, staff and faculty - they have different sets of experiences and values that have shaped who they are as well

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# Conference Activities

Why take a gamble on your professional career? Instead, you can meet new people – network and volunteer to help us at the Hospitality Table. Feel free to contact me (Elyce Lykins, [EM-L10@psu.edu](mailto:EM-L10@psu.edu)) if you would like to volunteer during the conference.

Our location for this year offers many great experiences in dining, entertainment and relaxation. The Borgata website ([www.theborgata.com](http://www.theborgata.com)) can assist you in all of your conference amenities but some highlights are:

**Entertainment:** Murmur Night Club, Gypsy Bar with live music, Comedy Club, and the newly opened “Long Bar” (a sports enthusiast bar).

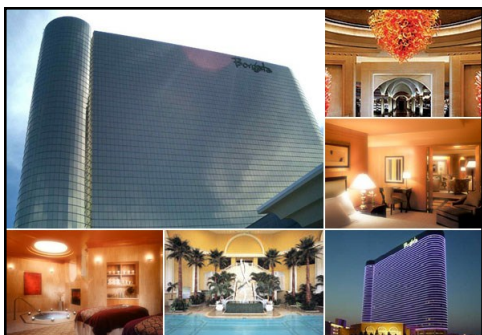
**Relaxation:** the Spa Toccare and Immersion Spa, the Pool and Gardens, and the Pump Room

**Shopping:** Borgata Shops including brands Murina, Vera Bradley, Antica, Sony, and more.

**Fine dining:** Wolfgang Puck’s American Grille, Bobby Flay’s Steak, and Izakaya’s Japanese Cuisine.

**Casual dining:** Bread and Butter with grilled sandwiches, N.O.W. with feasts from the Far East, or the good food fast at the cafeteria.

We have some new faces and old coming to show us their 2011-12 product line and invite you to visit the Exhibit Hall whenever you have a minute. 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. Remember your business cards too!



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as their expectations. Designing services to fit this new cliental is essential to organizational success. This session will provide the participants with some practical suggestions for working with this new population in and out of classroom and as part of the workforce.

**Mr. Barmak Nassirian**  
**Associate Executive Director, External Relations, American Association of Collegiate Registrars and Admissions Officers (AACRAO)**

Washington Update - With our growing dependence on financing from Washington and the states, American higher education is increasingly dominated by political mandates issued from afar in the name of accountability. While administrative micromanagement has long been a hallmark of public funding, it is reaching new levels of intricacy and complexity. Even more ominously, in a striking departure from the historical American tradition of non-interference with institutional autonomy, politicians are openly experimenting with legislating academic policy. At the same time, efforts at reducing the federal budget deficit are putting increased pressure on funding for higher education programs. This session will provide an overview of recent developments on the federal front and update members on AACRAO's federal relations activities.

**Dr. Edward Yaw**  
**President, County College of Morris**

Dr. Edward Yaw became the second president of the County College of Morris in 1986. Under his leadership the college has seen significant physical and programmatic expansion. CCM is now enjoying its fifth decade of excellence, and the college continues to carry out its founders’ mission to provide the community with an outstanding, affordable education. Since it opened in 1968, more than 42,000 graduates have passed through CCM’s halls.

Based upon his many years of successful experience as a college president, as well as work as president of the New Jersey President’s Council, Dr. Yaw will offer his unique perspective on higher education today.

# Local Arrangements Committee

This year, MSACROA will be hosting its 81<sup>st</sup> annual conference themed **Enrollment Management Professionals – Leading the Way**. We will be returning this year to the beautiful Borgata Hotel, Casino and Spa in Atlantic City. The Borgata is a 2000 room stylish casino-hotel located at Renaissance Pointe which opened in 2003. Most recently the Borgata completed its renovation project labeled The Water Club at Borgata, Atlantic City's first boutique-lifestyle hotel; combining elements of the Borgata, while delivering a unique personality of its own.

**Elyce Lykins**, Campus Registrar at Pennsylvania State University, is returning this year for a second term as the Conference Activities Chair. Elyce and her committee will be available at the Registration/Hospitality **Booth** to answer any of your questions about restaurants and other events in the Atlantic City area.

**Kelly Hart**, Assistant University Registrar at National Defense University, is returning this year as the Facilities Chair. Kelly and her committee will be responsible for all of the conference signage, audio/visual equipment, and room assignments.

**Marilyn Alberter**, Registrar at University of Pittsburgh at Johnstown, is returning this year of a second term as the Registration Chair. Marilyn and her committee will be responsible for processing all of the Registrations and assisting each of you when you check in for the conference.

**Melissa Lenhart Young**, Associate Registrar at DeSales University, will be joining us this year for her first term as the Exhibits Chair. Melissa is responsible for recruiting Exhibitors for our conference and will be helping them get settled in the Exhibit Area.

**Terry Thompson**, Assistant University Registrar at Cornell University, leads this wonderful group of hard working individuals as the Local Arrangement Committee Chair. Each of these Chairs can use all the help they can receive. We encourage those of you that are interested in volunteering to do so. Your assistance is always appreciated!

The Local Arrangements Committee looks forward to seeing you at the 81<sup>st</sup> Annual MSACROA Conference.

# 2011 MSACROA Committee Chairs and Volunteers

## **Executive Committee**

Michele Dunn, County College of Morris

## **Auditing Committee**

Larry Friedman, Newman University

## **Professional Activities Committee**

Wendy Kutchner, Temple University

## **Nominations and Elections**

Tracey Thompson, Cornell University

## **Membership and Orientation**

Sue Fortman, Molloy College

## **Conference Program Committee**

Peter R. Falk

University of Medicine and Dentistry of New Jersey

## **Local Arrangements Committee**

Terry Thompson, Cornell University

## **Facilities Committee**

Kelly Hart, National Defense University

## **Registration Committee**

Marilyn Alberter

University of Pittsburgh at Johnstown

## **Exhibits Committee**

Melissa Lenhart Young, DeSales University

## **Conference Activities**

Elyce Lykins

Pennsylvania State University – Schuylkill Campus

## **Webmaster**

Lisle Henderson, Pratt Institute

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# **MSACROA is proud to host AACRAO 2012 in Philadelphia!**

## **AACRAO's 98th Annual Meeting: Investing in the Future of Higher Education**

**When:** April 1 – 4, 2012      **Where:** Philadelphia, PA

AACRAO's Annual Meeting will help you tackle current issues and prepare for future challenges. Attend the meeting and develop insights and ideas for promoting institutional & student success.

### ***Call for volunteers!***

Volunteers are needed to:

- Staff the information and hospitality booth
- Staff on-site registration
- Post pictures of award pictures and past presidents near hospitality booth
- Collect meal and international reception tickets
- Collect workshop tickets
- Create and print sign inserts for revised sessions and meetings/events
- Create last minute sign inserts
- Distribute and collect signs in conjunction with Meeting Management Company
- Produce, copy and distribute daily flyer with session and room changes

Please visit the AACRAO booth in Exhibit Hall at our MSACROA Conference this year to discuss volunteer opportunities with our Co-Chairs of Annual Meeting Volunteers, Tom Mantoni and Larry Friedman.

# NJ-NY AACRAO

Each year, the New Jersey – New York Association of Collegiate Registrars and Admissions Officers holds two one-day conferences. The Fall 2011 conference falls on Tuesday, October 25, 2011 at Adelphi University in Garden City, NY. The conferences usually attract over 100 registrar and admissions professionals. Colleges throughout the New Jersey and New York region are represented with a handful of attendees from Pennsylvania and Connecticut colleges.

Approximate 13 to 15 sessions are offered throughout the day on topics ranging from customer service techniques and best practices of the professions to transitioning between positions and technology advances. Many sessions are offered for the first time by the presenters and serve as a wonderful opportunity to 'rehearse' for larger audiences at the regional and national conferences.

The conference also includes a keynote speech, presented by a leader in higher education: either from a national association like AACRAO or from the host institution. Adelphi staff requested that their president, Dr. Robert A. Scott, present a talk on his 'view from the top' of a higher education institution. Dr. Scott is a well-respected leader who has served as president at both private and public institutions and has served as state higher education coordinator in New Jersey and Indiana.

The NJ-NY ACRAO annual Spring 2012 conference will be held at Caldwell College in Caldwell, New Jersey in March, 2012. We invite MSACROA members to consider our conferences and welcome their sessions as part of our program. More information is available at [www.njnyacrao.org](http://www.njnyacrao.org).