

Welcome to our Conference in Philadelphia - "The Times They Are 'A-changin'!"

Please plan to attend the 78<sup>th</sup> Annual Meeting of the Middle States Association of Collegiate Registrar's and Officers of Admission. This year's conference will be held from December 1 through December 4, 2008 at the Loews Hotel in Philadelphia, Pennsylvania.

The theme for this year's conference is based upon Bob Dylan's 1964 album titled, ***The Times They Are a-Changin.'*** For those unfamiliar with his work, this album consisted of songs written by Dylan concerning social issues and change in the 60's. The title track is one of Dylan's most famous songs, and reflects his thinking about the spirit of social and political upheaval that characterized that time.

While much of Dylan's most celebrated work dates from the 1960s, we are currently experiencing significant change in our professional lives. Over the past two decades those of us who work in higher education have experienced fundamental changes in the ways in which we work, and in the ways in which we communicate with and deliver services to students. The expectations of students (many of whom have grown up in a digital age) and their parents have resulted in new and different demands placed upon us and our offices including the increased use of electronic, interactive, and multimedia enhancements, as well as our ability to change with the times.

So, as Bob Dylan said in his lyrics, "**Gather 'round people wherever you roam, and admit that the waters around you have grown...As the present now will later be past, For the times they are a-changin.'**"

I would like to give special thanks and recognition to the committees whose hard work and dedication have made this conference possible. The committee chairs and members of the Executive Committee, Local Arrangements Committee, and Program Committee, have ensured that our conference will be productive and enjoyable.

Please remember to bring with you an item with your school logo for our raffle. As we have in the past, MSACROA seeks donations to help support Covenant House - this time for Covenant House in Philadelphia. You may recall that this is an organization which assists homeless youth with housing and health issues, and educational training. A donation box will be available at the Conference Registration Desk for items such as shampoo, toothpaste, clothing items, and monetary donations. MSACROA will match total cash donations collected up to a total of \$500. Please give to this worthwhile cause.

I hope that you have a great start to the new semester, and I look forward to seeing you in Philadelphia in December.

Debbie Bowles  
President

## **MSACROA 2008 conference sessions and schedule**

*New This Year*

*~Wednesday evening Philadelphia Theater trip*

*~Thursday morning admissions/enrollment management forum*

*~Sessions marked with\*\*\* have been changed to a different date/time*

### **Monday, December 1, 2008**

**9:30 AM - 10:45AM**                      **Local Arrangements Committee (LAC)**

**9:00 AM – 11:00 AM**                      **Executive Committee Meeting**

**11:30 AM - 12:30 PM**                      **Executive Committee /LAC luncheon**

**12:30 PM -5:00 PM**                      **Registration and Conference Activities**

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

#### **M1.1 Courageous Conversations for Shifting Times: Restorative Dialogue**

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

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

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

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

## **M1.2 (NP) Student Privacy Rights - Are We Protecting Them?**

*Presenter: Pinhas Friedenber, Deputy Registrar, Touro College*

*Convener: Luke Phillips, Associate Registrar for Systems Management, Felician College  
(New Professionals welcome)*

Student Privacy Rights - Are We Protecting Them? (NPS) What are our responsibilities in protecting student privacy rights? In this workshop we will attempt to cover a cross section of the regulations governing the many aspects of student privacy. The discussion will include case studies that have surfaced over the years. During the course of the presentation participants' questions are welcome and encouraged. If you have specific questions that you would like to see addressed, please take the opportunity to email Pinhas your detailed questions in advance (if possible.) [ferpadoc@yahoo.com](mailto:ferpadoc@yahoo.com)

## **M1.3 Effective Presentations using Microsoft Powerpoint 2007**

*Presenter: Chester Barkan, Director, Student Information Center, Long Island University - C W Post Campus*

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

## **M1.4 Ipededs Training**

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

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

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

## **M1.5 The Technology Era - From Paper to Web: R U (we) there yet?**

*Presenter: Dr. Deborah Bowles, Associate Chancellor for Enrollment Management, Rutgers University, Camden Campus*

Today's students are using technology more than ever through wireless connections, "smart phones," all-in-one communications media, and personal data assistants. Most students have grown up immersed in technology in some form, but they aren't necessarily ready to cast off other forms of communication and human interaction - and their parents aren't either.

This session will focus on the discussion of various technologies (and paper media) used in student recruitment, as well as research about the use of these tools, and challenges and opportunities in using them. We will also discuss the development of recruitment/admissions/enrollment solutions for analytical and marketing communication needs - electronic and traditional.

**4:00 PM - 5:00 PM**

**Committee Meetings**

**5:00 PM - 6:30 PM**

**President's Welcome Reception**

*Music by West Chester University Quartet - College of Visual & Performing Arts*

**6:30 PM**

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

## **Tuesday, December 2, 2008**

**8:00 AM - 4:30 PM**

**Registration and Conference Activities**

**8:00 AM - 4:00 PM**

**Exhibit Hall Open**

**8:00 AM - 9:15 AM**

**Continental Breakfast - Exhibit Hall**

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

#### **T3.1 (NP) Getting Involved in Your Profession**

*Presenter: Chester Barkan, Director, Student Information Center, Long Island University CW Post Campus and other members of the New Members Committee  
(New Professionals Welcome)*

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

#### **\*\*\*T3.2 Registrar's Office Visiting Team (moved to Thursday 9:15-10:30 AM – session R1 )**

*Presenter: Thomas Mantoni, Registrar, DeSales University*

*Presenter: Melissa Lenhart Young, Associate Registrar, DeSales University*

*Presenter: Daniel Cebrick, Registrar, King's College*

*Presenter: Ann Boland-Chase, Registrar, Marywood University*

DeSales University has implemented the use of a Visiting Team as part of its ongoing evaluation of academic administrative offices. Each academic administrative area is formally evaluated by a Visiting Team every five years. The team is composed of three carefully selected and highly qualified professionals. The Registrar's Office Visiting Team is a valuable tool to provide the incentive for a self study - to reaffirm strengths and acknowledge weaknesses, to evaluate direction, and to make constructive recommendations for improvement where needed.

### **T3.3 Change Management in the Office of the Registrar: A Case Study in Transcript Fees**

*Presenter: Steve Robinson, University Registrar, University of Maryland, Baltimore County*

*Presenter: Alicia Arkell-Kleis, Associate University Registrar, University of Maryland, Baltimore County*

This past summer, the Office of the Registrar at the University of Maryland, Baltimore County initiated new fees for transcripts and document services. These fees were a new concept for our campus. As we implemented these fees, we encountered several obstacles to success in our community and our own office. Through change management, we identified many of these issues early and developed strategies accordingly. This presentation will focus on our process of change management including milestones such as the decision to implement fees, selection of a vendor, campus communication and staff development.

### **T3.4 The SAT – what does it predict?**

*Presenter: John Brady, Executive Director, Higher Education Relationship Development, College Board*

What does the SAT actually predict? Are colleges and universities using the writing section for admission or placement? What do the scores tell us, and are they the “best predictor” of success? What does the research tell us about differences in performance among students from different family and cultural environments?

### **T3.5 Mentoring Your Student Staff**

*Presenter: Debra Walling, Senior Associate Director of Admissions, St. Joseph's College*

*Presenter: Kathleen Magistro, Assistant Director of Admissions, St. Joseph's College*

*Presenter: Andrea Volk, Assistant Director of Admissions for Data Operations, St. Joseph's College*

Were you hoping to increase your office productivity by utilizing student workers? Are you having difficulties retaining “good” student help? Are you wondering whether it is even worth it to employ students in your office? This workshop is designed to provide you with an approach to the student work-study program through which this partnership can result in benefits for the daily operations of your office, and the students working for you. Help them grow from the experience, while making the student work-study program work for you.

### **T3.6 Leadership**

*Presenter: John A. Diamond Jr., Admissions Project Manager, Kutztown University*

Take a walk in our shoes. A seasoned admissions professional will explain the never ending demands, shifts in priorities, and policies involved with working in higher education.

### **T3.7v (vendor session) The National Student Clearinghouse is Expanding Services; Is your institution growing with us?**

*Presenter Paul Taylor, Mid-East Regional Director, National Student Clearinghouse*

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

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

### **T3.8v (vendor session) The Integrated Catalog**

*Presenter: Nicole Arseneault, SmartCatalog*

Getting more out of your catalog data - We all know that catalogs can integrate with your web site and marketing materials, but how can course and curriculum data fit in with your campus information structure?

In this session we will look at methods for integrating the college catalog with student information systems and other databases. Did you know that catalog systems can support electronic transcripts and transfer credit evaluation as well as Degree Audit programs and the creation of A+ admissions leads? This session will take you step by step through the features and toolsets necessary for a great catalog management system. Finally, we will touch on the work being done today to create national standard for XML in catalog course descriptions and how standardization is changing the face of the e.transcript as well as catalogs.

### **T3.9v (vendor session) Hershey Systems**

*Presenter: Mike Knaeble, Hershey Systems*

This session will focus on the use of document and process management technologies in Admissions, Graduate Admissions and Registrar organizations which have gone beyond archive / retrieval and the ability to retrieve from within your student system applications. The session will present on specific methodologies, implementations and results. **BASELINE SUCCESS:** Achieving baseline success with document management is critical before moving beyond into process management and sophisticated system integrations. What are some of the keys to achieving fast and more importantly, lasting success in the implementation of document management (imaging). **STREAMLINING ADMISSIONS PROCESSES:** Admissions practices and policies vary dramatically from institution to institution. Two examples, one undergraduate and one graduate will be presented showing how these schools improved their processes to better serve students and staff. **CHALLENGES OF TRANSFER CREDIT:** The Spelling Report names improvement in the management of transfer credit a top 5 priority for the DOE. Hershey has long been known for our initiatives in the improvements in transcript processing and transfer credit. The section of the presentation will present on current success and discuss new initiatives and partnerships between Community Colleges and Universities to further enhance the ability of students to successfully transfer and matriculate towards their goal degree.

Hershey Systems is the global leader in providing Web Based Document and Process Management Solutions to Higher Education. Founded in 1966, Hershey formed their Higher Education practice in 1994 and in 2003 delivered the industries first document management software platform developed specifically to meet the unique requirements within Higher Education under the collective name, Singularity. Hershey is a member of several Higher Education organizations chartered with improvements in technology to serve Higher Education to help move technology to adopt "interoperability standards" to ease integrations and reduce long terms costs. Your presenter of this session has been engaged with document management technology since the 1980's, working with Cancer Registries in the early 90's and later the administrative side of Higher Education in the mid-90's.

**10:45 AM -11:45 AM**

**Keynote Address - Dr. James T. Harris, III, President Widener University**

**Our Tuesday morning speaker is Dr. James T. Harris III, the ninth president of Widener University in Chester, Pennsylvania. Under Dr. Harris' leadership, Widener aspires to be a national model for how a university uses its resources to develop a robust learning environment for its students while simultaneously addressing the most pressing needs of the metropolitan area that it serves.**

**Dr. Harris has served in local, state and national leadership roles including membership on the board of directors of several professional associations. Earlier in his career he served on a national commission for the advancement of service-learning established by President Clinton, and since 2002 he has been a member of the faculty of the Management Development Program at Harvard University.**

**Dr. Harris earned degrees from the University of Toledo, Edinboro University of Pennsylvania, and The Pennsylvania State University. All three of his alma maters have recognized him as a distinguished alumnus, and Penn State bestowed upon him the lifetime title of Alumni Fellow. Dr. Harris has published widely and is frequently asked to speak about the importance of civic engagement. He has received many awards and honors given in recognition of his considerable contributions to education and the communities he has served.**

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

**T4.1 Degree Audit - It's More Than Just Set up**

*Presenter: Kathy Hein, Associate Registrar, West Chester University*

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

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

**T4.2 (NP) FUNDamentals of Leadership – part 1**

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

*Presenter: Michele Dunn, Registrar, County College of Morris  
(New Professionals Welcome)*

Yes, leadership can be fun and we'll show you how! Part One of this double session will review the qualities of effective leaders, the creation of a shared vision and the critical issue of people skills in leadership. Part Two will include some hands-on exercises that you can bring back to campus. Mixed in will be some leadership videos from the MSACROA Video Library. This session is for anyone interested in developing his/her leadership capabilities and/or encouraging leadership in others.

### **T4.3 Adapting to Effectively Educate Millennials in a Law School Environment**

*Presenter: Ray Grant, Assistant Registrar, New York Law School*

Today, student population characteristics are changing across the country reflecting the advent of a new generation entering graduate programs. Almost all campuses across the US have seen an influx of younger students who have been termed "Millennials". Administrators in higher education institutions have had to re-evaluate and find new ways of doing business in order to meet the demands and expectations of the new breed of pupils. New York Law School had been very proactive in responding the needs of its Millennial students in many areas of concern by creating a stimulating learning environment, providing updated technology in the classroom, offering flexibility in studies, delivering quality customer services, providing leadership, and offering opportunities for both classroom and hands-on experiences. This presentation will illustrate practical opportunities for undergraduate and graduate institutions to more effectively adapt to the unique set of expectations held by the growing Millennial generation of students.

### **T4.4 Business Process Analysis (BPA): Why do we do this?**

*Presenter: Lorie Holmes-VanDusen, Associate Registrar, Ithaca College*

Because that's the way it has always been. For those of us who have implemented student information systems, we understand that it's necessary to look at our processes and re-vamp how things are done in order to get the most bang for our buck in a new environment. However, implementation of new systems is not the only reason for examining our processes and figuring out why we are doing things a certain way. Changes in institutional leadership and evolution of practices and policies over time can be good reasons for doing a business process analysis. De-personalization of processes can make it easier to see how they can be improved. After all, we all want our offices to run more efficiently and effectively. Running a good business process analysis can help.

### **T4.5 Cyberbully: What is it and how at the College Level can we help stop it?**

*Presenter: Elyce M. Lykins, Campus Registrar and Adjunct Faculty, The Pennsylvania State University*

Every Campus position has changed due to technology - some for the good and some for the not so good. Cyberbullying is growing epidemically in the K-12 schools and is flowing over into the college life also. One in every two students has been bullied before they arrive on our campuses. This affects their past schoolwork and their current. Cyberbullying needs to be addressed on every campus. It is not just our students that are being cyberbullied; some of our faculty and staff are being bullied also. More students check their facebook and myspace accounts then their campus email. Can you use this to your advantage? Come learn about cyberbullying and preventions, and how campuses can respond to this problem.

### **T4.6 Students Going to College? How do we address the gap between the Budget of the Family vs. the Appropriation for the Quadrangle?"**

*Presenter: John Brady, Executive Director, Higher Education Relationship Development, College Board*

Many colleges and universities will see budget cutbacks and tuition increases this fall, What are the effects of the economy and rising tuition increases on college enrollment/recruitment? What are schools doing to weather the storm, boost enrollment and deal with fewer resources students and families have for college.

### **T4.7v (vendor session) X25 Analytics, Decision Support & Master Planning Tools**

*Presenter: Julia Noonan, Associate VP of Sales, CollegeNet Inc.*

X25® is an ASP delivered graphical reporting and analysis service provided by CollegeNET – the premier provider of scheduling solutions to the higher education marketplace. X25 provides the hard data you need for supporting scheduling effectiveness, inventory fitness and space management decisions. A wide

array of X25 filters lets you focus on the metrics that matter most in managing your institution's course offering & space. X25's clear, colorful graphs let you immediately spot patterns, discover anomalies, and see where your real problems lie. Here are some questions X25 will help you answer: •How well is our space being utilized? •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? •When can we add additional classes? •How can we prevent bottlenecking issues? •Is our room inventory a good match for our class load? •Is the technology in our rooms well utilized? •Are scheduling policies being followed as often as we'd like? •Are there opportunities to improve the usage of our existing space and resources, or do we need more? Examples of policy changes you can analyze with X25: •Improving utilization by scheduling more classes in off-peak hours •Addressing course demand versus faculty and student availability •Striking a better balance between departmental and central scheduling •Reconfiguring existing space •Modeling capabilities to determine if a new building or campus is warranted

#### **T4.8v (vendor session) Security-Protecting Student Records**

*Presenter: Chuck Bauer, COO, DataBank IMX*

This session is about protecting Confidential Data contained in Admissions, Financial Aid, and Registrar Documents by creating a paperless environment through the use of electronic document management solutions and service. What are the considerations in selecting an on-premise or outsourced solution while protecting the confidential information entrusted to Admissions, Financial Aid, and Registrar Officer and ensuring compliance to FERPA, Gramm-Leach- Bailey, and HIPPA regulations.

#### **T4.9v (vendor session) Budget Conscious Recruiting (Recruiting Effectively using Multimedia)**

*Presenter: Olof Wadehn, Executive Vice President, Software Reproduction Technologies, Inc.*

In a tough economy it's more important than ever to get the most bang for your buck. The objective of this presentation is to educate recruiters and admissions professionals to the features advantages and benefits of using digital media to recruit new students and their families. This session will explore how the blending of existing technologies, coupled with innovative and targeted messaging can provide not only effective results, but save you money as well. The intended audience is recruiters and admissions officers looking for innovative and cost effective alternatives to traditional print or internet solutions.

**2:45 PM - 3:30 PM**

**Ice Cream Social**

**3:30PM - 4:45PM Professional Development Sessions**

#### **\*\*T5.0 Introduction to FERPA**

*Presenter: LeRoy Rooker, Director, Family Policy Compliance Office, U.S. Department of Education  
Convener: Pinhas Friedenber, Deputy Registrar, Touro College*

In this session the Director of the Family Policy Compliance Office of the U.S. Department of Education will review the guidelines that we need to follow on a daily basis in protecting student privacy rights.

#### **T5.1 Self-Empowerment - CANCELLED**

*Presenter: Carey R. Trevesian, Dean of Special Services, Ocean County College*

Self image is the belief we have about our own self-worth. We arrive at this by judging how well we are measuring up to our own images of how we SHOULD BE. What you tell yourself about yourself is called Self-Esteem. Human beings have the unique capacity and ability to think and reason. Learn to view life as

a process of continual growth and learn to try new experiences by overcoming the past and concentrating on the present.

## **T5.2 (NP) FUNDamentals of Leadership - part 2**

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

*Presenter: Michele Dunn, Registrar, County College of Morris  
(New Professionals Welcome)*

Yes, leadership can be fun and we'll show you how! Part One of this double session will review the qualities of effective leaders, the creation of a shared vision and the critical issue of people skills in leadership. Part Two will include some hands-on exercises that you can bring back to campus. Mixed in will be some leadership videos from the MSACROA Video Library. This session is for anyone interested in developing his/her leadership capabilities and/or encouraging leadership in others.

## **T5.3 Grades, Faculty, Academic Freedom, and the Registrar**

*Presenter: Kent A. Laudeman, Vice Dean for Administration United States Military Academy*

*Presenter: Lawrence White, Legal Consultant to Colleges and Universities Consultant*

At MSACROA, 2007, Ms. Sonia Saladuchin and Mr. Alan Sims shared information from the AACRAO Publication (Current Trends in Grades & Grading Practices in Higher Education, 2005) and presented a session entitled "The ABC's of Grading Practices." In the April issue of the Chronicle of Higher Education, Mr. Lawrence White wrote an article entitled "Does Academic Freedom Give a Professor the Final Say on Grades?" Mr. White, a Philadelphia-based legal consultant to colleges and universities, will discuss the ramifications of the college's/university's position of changing a letter grade submitted by a faculty member. For Registrars, the issue is to understand the legal issue as well as institutional grading policies.

## **T5.4 Advisor Enhancements for Degree Audit**

*Presenter: Krishna Dunston, Assistant Dean, College of Performing Arts, University of the Arts*

So you've built the degree audit - now how do you get your advisors to use it? Once you have requirements and sub-requirements certifying degrees correctly, go back and edit through the eyes of an advisor. Developing custom paragraphs, creating rules, and utilizing header and footer text, were some of the tools used to enhance the degree audit at the University of the Arts. Come learn these simple, effective techniques and share your own strategies for creating an effective advising document.

## **\*\*\*\*T5.5 AACRAO Government Update - CANCELLED**

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

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

## **\* \*\*T5.6v (vendor session) The Integrated Catalog (moved to Tuesday 9:15 – 10:30 AM – session T3.8v)**

*Presenter: Nicole Arsenault, SmartCatalog*

Getting more out of your catalog data - We all know that catalogs can integrate with your web site and marketing materials, but how can course and curriculum data fit in with your campus information structure?

In this session we will look at methods for integrating the college catalog with student information systems and other databases. Did you know that catalog systems can support electronic transcripts and transfer

credit evaluation as well as Degree Audit programs and the creation of A+ admissions leads? This session will take you step by step through the features and toolsets necessary for a great catalog management system. Finally, we will touch on the work being done today to create national standard for XML in catalog course descriptions and how standardization is changing the face of the e.transcript as well as catalogs.

### **T5.7v (vendor session) The Next Generation of Campus Scheduling**

*Presenter: Cindy Sullivan, Regional Account Manager, Ad Astra Information Systems*

Efficient use of resources and processes are necessities in higher education operations. Ad Astra recognizes the importance of effectively managing space across multiple campuses and growing enrollments by blending an effective scheduling policy with a scheduling solution to manage rooms and resources. In addition, we know the importance of unifying the entire campus (both academics and events) on one highly visible system.

Join us to learn how best practices in scheduling are evolving and how innovative institutions have reevaluated internal processes and implemented a scheduling tool to create the smartest course schedule possible

### **T5.8v (vendor session) Hitting the Bullseye with Your Recruitment Efforts: The Power of Recruitment in Multimedia High School Assemblies**

*Presenter: John Largent, President, Connecting Campuses*

How would you like to have the undivided attention of thousands of high school students so you can deliver your college or university's recruitment message? This presentation highlights a lively and interactive discussion on maximizing recruitment efforts through outreach to high schools via a multimedia entertainment platform endorsed and welcomed by high schools throughout the country.

**5:00 PM – 6:00 PM            First Timer's Reception**

**6:00 PM - 7:00 PM            MSACROA Reception**

## **Wednesday, December 3, 2008**

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

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

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

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

### **W6.0 FERPA update and latest developments**

*Presenter: LeRoy Rooker, Director, Family Policy Compliance Office, U.S. Department of Education  
Convener: Patrick R. Forte, Director of Admissions and Registration for Corporate Education, University of Medicine and Dentistry of New Jersey*

In this session the latest developments in FERPA are expected to be shared with the audience. Participants will have the opportunity to ask questions that have risen in their institutions.

### **W6.1 Project Management**

*Presenter: Samuel D. Conte, University Registrar, University of Pittsburgh*

In this workshop, you will gain a fundamental understanding of project planning, project scheduling techniques and essential aspects of project control as well as the role of the project leader.

### **W6.2 Enrollment Reporting: How do we remain compliant? - CANCELLED**

*Presenter: Christine Yerkes, College Registrar and Associate Director of Institutional Research, Franklin & Marshall College*

Many of us have struggled recently with closer looks by our auditors at our enrollment, graduation, and status change reporting to NSLDS. What exactly are the laws that govern enrollment reporting, what resources are available to us, and what strategies can we employ to remain compliant? We'll walk through an overview of the legislation. Please come and share your ideas and strategies.

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

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

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

### **W6.4 Emergency Management 101 – part 1**

*Presenter: Brendan McCluskey, Executive Director, Office of Emergency Management & Occupational Health and Safety, University of Medicine and Dentistry of New Jersey*

Emergency preparedness\*disaster plans\*crisis communications\*hazardous weather\*active shooter. These and many more terms are becoming commonplace on college and university campuses, especially after the events at Virginia Tech, Union University, and the University of Iowa. Just what is "Emergency Management" anyway? This session will provide attendees with the basic concepts of the all-hazards approach of emergency management, from prevention and planning, to response and recovery. The disaster life cycle, partnerships and relationships, and emergency exercises will be discussed, along with the thought that everyone - staff, faculty, students - has a role before, during, and after a disaster. The interface with other campus organizations, in addition to external agencies, will be highlighted as well. With the practice of emergency management as a discipline, alongside public safety and environmental health and safety, on college and university campuses on the rise nationwide, attending this session will give you the knowledge and some insight on the various roles and responsibilities of people around the campus - including you!

### **W6.5 Preliminary Findings of the College Board's Commission on Access and Admissions and the Task Force on Admissions in the 21st Century**

*Presenter: Bradley J. Quin, Executive Director, Higher Education Advocacy & Special Initiatives,*

*The College Board*

A report on the work of both these College Board groups has been far reaching and comprehensive with respect to the problems facing higher education in the country today, on a strategic or global level, and those facing the admissions, counseling and financial aid communities on a more 'local' level.

**\*\*\*W6.6 Self Service - Giving Support to the Students (moved to Thursday 9:15-10:30 AM – session)**

*Presenter: Chester Barkan Director, Student Information Center, Long Island University - C W Post Campus*

In his new role at CW Post, the presenter is charged with developing a student information center for self service support. He would like to engage people in a discussion about different ways by which we support our students including websites, brochures, and online tutorials. Come and share your ideas and perhaps learn some new ways of providing for your student self service modules. While the presenter's campus is moving forward with Implementation of Self Service in the Peoplesoft Campus Solutions software this session is not limited to those who are at Peoplesoft Institutions; all are welcome.

**W 6.7The Solomon Amendment: Are You Still Following Orders?**

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

The Solomon Amendment marks its 10<sup>th</sup> anniversary this year. Most registrars are aware of its provisions, but many are still not clear on some of the finer details of this law. This session will address the “nut and bolts” of the regulations as well as review the legal challenges and recent revisions to the law. New records professionals are highly encouraged to attend, and seasoned professionals in need of a refresher will also find the session of interest.

**T6.8v (vendor session) Breaking Cost Barriers with On-Demand Document Imaging & Document Management**

*Presenter: Anthony Morris, Account Executive, Campus Docs/Complete Document Management for Higher Ed*

Too often document imaging and management solutions get pushed out to next year or get purchased only to sit on a shelf unused because of the financial and human resources required to acquire, implement, support and maintain the system. In this session we'll provide a comparison of the on-demand model with traditional on-premise solutions and show how on-demand document imaging and management solutions can slash costs and complement resource constrained IT staffs.

**10:15 AM - 11:15 AM      Refreshment Break and Prize Drawings - Exhibit Hall**

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

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

**W7.1 (NP) Take me to Your Leader**

*Presenter: Bill Larrousse, Director of Undergraduate Admissions, Rider University  
(New Professionals Welcome)*

How do you take the next steps to becoming a leader or manage regardless of your "official title?" What process or steps should you take such as additional education, taking the initiative, being a good team member?

## **W7.2 Business Continuity Concepts – part 2 of Emergency Management**

*Presenter: Brendan McCluskey, Executive Director, Office of Emergency Management & Occupational Health and Safety, University of Medicine and Dentistry of New Jersey*

*Presenter: Mary Mickelsen, Continuity of Operations Planner, Office of Emergency Management & Occupational Health and Safety, University of Medicine and Dentistry of New Jersey*

So what happens after a disaster strikes? Everything just returns to normal, right? Depending on the emergency, "normal" might take days, or weeks, or months to return. A sound business continuity plan (also known as a continuity of operations plan) can dramatically help cut the time it takes to recover from a disaster, by putting systems, procedures, and resources in place before the disaster strikes. For mission-critical operations, which for a college or university can include new and continuing enrollments, an effective plan can be the difference between survival and demise. Learn about the concepts of business continuity, such as the business impact analysis, recovery time objectives, and exactly what constitutes an "essential function" in this session. Risk evaluation, training and exercising, and communication are critical parts of the business continuity framework, and will be discussed. In addition, while continuity of operations plans are generally implemented after the disaster strikes, they work hand-in-hand with emergency management plans (so don't miss the other half, Emergency Management 101, of this double session!)

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

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

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

## **W7.4 Fun Registrars Unite! - CANCELLED**

*Presenter/Convener: Kathy Frawley, Associate Vice President, Registrar, Frederick Community College*

*Presenter: Dan Shockley, Assistant Registrar, Bridgewater State College*

All work and no play can make registration dull. This session will make you smile and feel great about the work of the Registrar's Office. Topics will include establishing an effective work environment, creating a fun team to get the work done, story sharing as students say the darndest things, and specific fun activities you might want to try on your campus. We welcome the audience to share their stories too!

## **W7.5 The New Post-9/11 GI Bill Education Benefits, Effective Aug 1, 2009**

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

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

President Bush has signed the Post-9/11 Veterans Educational Assistance Act of 2008. The new GI Bill will provide benefits beginning 1 August 2009. This program will highlight the benefits for admissions, financial aid, marketing, and registrar personnel. The highlights will include eligibility, application procedures, information sources, benefits for tuition, housing, books/supplies, and will provide time to respond to questions.

Materials are or will be available at: <http://www.gibill.va.gov>

### **W7.6v (vendor session) Constituent Relationship Management (CRM) in Higher Education - Foundations & Results**

*Presenter: Patrick Oakes, National Director - CRM Solutions, Hobsons*

In the past five years, institutions have begun to recognize the process improvements and potential rewards of implementing a CRM (Constituent Relationship Management) solution on campus, particularly in the area of enrollment and admissions. However, actually proving the return on investment (ROI) from purchasing or licensing these solutions has been the more difficult task. At one point, analysts suggested that eight out of 10 projects failed to deliver on ROI promises, and with limited budgets, convincing your campus that this is the right way to go may seem like an impossible challenge. Join us for this session where we will explain the different types of CRM solutions available today and what they are used for. We will also discuss how you how to build a compelling case for CRM on your campus, using ROI prediction methods that show how CRM can actually create PROFIT for your campus - not just cost. We will show you how to evaluate and quantify both tangible and intangible benefits of CRM. We will also discuss the ways in which CRM can help institutions generate additional cost savings and revenue by increasing applications or enrollment, and allowing inefficient resources to be shifted or eliminated altogether.

### **W7.7v (vendor session) The Evolution of Academic Scheduling in Higher Education**

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

Institutions of higher education have the constant challenge of generating a course schedule that will meet high quality standards and institutional objectives. Students will look for a course schedule that will allow them to register in the right courses at the right times in their academic progression; instructors will look for a schedule that affords them sufficient research and prep time, that's located within a certain area of campus, and in a room that meets certain characteristics; management will look for a course schedule that maximizes room utilization while meeting their student's needs. How an institution chooses to manage the production of its course schedule will have a significant impact on the resulting schedule and in its ability to meet quality standards and stated objectives. This presentation shows different approaches in use within higher education and the benefits of migrating from one approach to another and eventually towards a student-oriented scheduling process.

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

### **W8.1 Financial Aid Update**

*Presenter: Linda Taylor Burch, Financial Aid Director, Rutgers University, Camden Campus*

This session will include a discussion of legislative news including issues related to Reauthorization of the Higher Education Act and federal program updates.

### **\*\*\* W8.2 Introduction to FERPA (moved to Tuesday 3:30 – 4:45 pm)**

*Presenter: LeRoy Rooker, Director, Family Policy Compliance Office, U.S. Department of Education*  
*Convener: Pinhas Friedenber, Deputy Registrar, Touro College*

In this session the Director of the Family Policy Compliance Office of the U.S. Department of Education will review the guidelines that we need to follow on a daily basis in protecting student privacy rights.

### **W8.3 (NP) Elements of Strategic Planning**

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

*Presenter: Michele Dunn, Registrar, County College of Morris*

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.

### **W8.4 Battlefield to the Classroom: Unexpected Returns for Colleges that Reach Out to Servicemembers and Veterans**

*Presenter: Daniel T. Riggle, Program Manager, Servicemembers Opportunity Colleges*

This session will identify and explore the student recruitment and retention, as well as the resource development potential, for projects at higher education institutions that reach out to and accommodate military students and veterans. Presenters will provide print and Web-based examples of such projects, as well as testimony from participants, as to the academic and institutional resource advancement benefits of working with military students and veterans.

Of particular interest are projects involving students currently serving in the military or veterans, who have returned from duty in Iraq or Afghanistan. Attendees will be expected to participate in the session as they discuss projects on their campuses that involve military students and veterans and that have growth or replication potential.

The session will investigate strategies by which administrators whose responsibilities focus on student recruitment and retention can engage with staff members who conduct business with the military education community, as well as with other participants across campus, to develop programs and projects that can advance their entire academic community.

### **W8.5 Give the Power to the End User! How to create documents that work**

*Presenter: Joseph Salomone, University Registrar, Drexel University*

Creating End User documentation can be a scary process. Where do I begin? What should I document? Have you found yourself asking these questions? So much so that you find yourself putting off the documentation process? Well, fret no more. Learn the secrets for creating end user documentation that will not leave your users in a quandary. Give the end user the resources that he/she needs by learning how to create effective documentation that works. Documentation of all that we do can help not only with training but with process automation and redesign. Let's lead by example!

### **W8.6 America's Next Top Model? Spending \$\$ on the class you want.**

*Presenter: Sarah Keating, Interim Vice President for Enrollment, Keystone College*

*Presenter: Melanie Mickelson, Director of Admissions, Wilkes University*

If you've heard about predictive modeling, but are unsure of the practical applications of it, this session is for you. Two professionals will discuss implementing predictive modeling to maximize search buy efficiency, trim budgets, pinpoint travel and target-market to the students you want (and forget the ones you don't.)

### **W8.7v (vendor session) The SCRIP-SAFE Advantage: Cost effective strategies for records and admissions**

*Presenter: Jim Wager, Vice President of Technology, SCRIP-SAFE*

*Presenter: Liz Wright, Regional Sales Director, SCRIP-SAFE*

SCRIP-SAFE has introduced several products that will allow your office to operate in a more efficient and cost effective manner. Diplomas on Demand is a comprehensive program comprised of a software and paper system that allows colleges and universities of all sizes to gain control of their graduation services by printing diplomas and certificates in house while maintaining budget constraints. eSCRIP-SAFE™ is an electronic transcript exchange service that enables secure, reliable, inexpensive and instantaneous delivery of PDF formatted transcripts between secondary and post-secondary schools. Come and learn how the SCRIP-SAFE team can make your office run more efficiently and come in under budget.

Materials are available at: [www.scrip-safe.com](http://www.scrip-safe.com)

### **W8.8v (vendor session) Are you ready for Document Imaging?**

*Presenter: Rose Ann Jubinski, Manager, SMART*

*Presenter: Sarah Zulueta, Manager, SMART*

Document imaging has significant potential to help institutions reduce costs, improve operations and processes, and more effectively integrate services. Document Imaging can also provide staff with real-time access to information. The challenge at many institutions is knowing where to begin to implement the best solution. This session will help you in this planning process and discuss topics such as: Evaluating your document management goals and objectives, choosing a document management application, conducting a needs assessment, developing an implementation plan, discovering the difference between document management and records management, and identifying an information capture and indexing method, and establishing a records security policy.

### **W8.9v (vendor session) Beyond Digital Transcripts: Total Transcript Automation**

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

Credentials Inc., the largest handler of online transcript requests, will demonstrate the industry's only truly comprehensive solution for transcript automation: Online ordering, electronic authentication, fully automated processing including hold checking, integrated student communications, electronic delivery: EDI, XML and Secure PDF, and supported by 12 hour per day toll-free customer service.

## **4:30 PM - 5:30 PM                      Crackerbarrel Sessions**

### **W9.1 Implementing Peoplesoft Campus Solution**

*Presenter: Thomas Castiglione, Registrar, Long Island University Brooklyn Campus*

*Presenter: Chester Barkan Director, Student Information Center, Long Island University - C W Post Campus*

Long Island University continues the process to full implementation of Peoplesoft Campus Solution. Now we are moving toward the next stage of our implementation: Self Service Features for Students. Join with us and share your ideas, thoughts, concerns, experiences in implementing the Peoplesoft Campus Solution. We encourage seasoned peoplesoft users to attend this session and share with us your ideas for building a better system

### **W9.2 Datatel Crackerbarrel**

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

This Crackerbarrel session will provide an opportunity to discuss issues important to everyday users of Datatel Colleague. Bring a specific topic and share your own experiences and knowledge. The audience

is the presenter - come share your stories of success, your wisdom, and bring your questions. Enjoy the comfort of being in a room where everyone speaks the same language: Release 18; GUI; SPRO; WebAdvisor; EdPlan ... Whether you're new or experienced, the group discussions will add to your knowledge.

### **W9.3 BANNER Crackerbarrel**

*Presenter/Convener: TBA*

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

### **W9.4 PASSHE Crackerbarrel**

*Presenter/Convener: Bob Simon, Indiana University of Pennsylvania*

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

### **W9.5 New Jersey Community College Registrar Crackerbarrel**

*Presenter/Convener: Michele Dunn, Registrar, County College of Morris*

Calling all NJ Community College Registrars! You asked for it, you got it...our regularly scheduled meeting has been moved to Philadelphia. This is a crackerbarrel session to continue our discussions from previous meetings.

### **W9.6 Delaware Valley (DVACROA) Region Meeting**

*Presenter/Convener: Wendy Kutchner, University Registrar, Philadelphia University*

Calling all Delaware Valley Registrars and Admissions Officers! This is an informal session to introduce the Delaware Valley Region Association of Collegiate Registrar's and Admissions Officers (DVACROA.) The purpose of DVACROA is to contribute to the professional development of Registrars, Admissions Officers, Enrollment Management, and other professionals associated with collegiate institutions. To fulfill this purpose, the Association shall sponsor conferences, activities, and resources for the exchange of ideas on issues of common concern. Please come and introduce yourself to members of the newly formed committees and see how you can get involved!

### **W9.7 AACRAO's Task Force on Ethics**

*Presenter/Convener: Elliott G. Baker, Executive Director, Academic Records, Summer School & Graduate Studies, Slippery Rock University, PA*

*Presenter/ Convener: Polly Winfrey Griffin, Registrar, Princeton University, NJ:*

Over the past year AACRAO's Task Force on Ethics has been reviewing the association's current statement of *Professional Practices and Ethical Standards*. In light of recent investigations into the student loan industry, AACRAO felt it was time to assess the current ethical issues confronting its membership in hopes of producing a document that would support and guide them as they make the difficult decisions required by their jobs. The facilitators of this Roundtable serve on AACRAO's Taskforce and will be presenting a draft of this document for the participants review, comment and feedback. All interested MSACROA members are invited to attend.

**5:30 PM – 6:30 PM          Wine and Cheese Reception**

### **Wednesday Evening**

#### **Optional Evening of Entertainment**

Walnut Street Theater, Walnut Street, Philadelphia  
Hairspray 7:30PM

Please join us for a spectacular performance of *Hairspray* at the Walnut Street Theatre. Founded in 1809, the Walnut Street Theatre is America's oldest theatre and a National Historic Landmark. The Broadway smash, *Hairspray*, is coming to the Walnut Street Theatre as a brand new production full of big songs, big hair and big dreams!  
Running Time: Approx. 2 hours and 40 minutes with one 15-minute intermission

If you wish to join us, please include the special event fee in your registration. (This fee is non-refundable.) The cost to our MSACROA participants is \$54; the regular ticket price is \$60 per person.

### **Thursday, December 4, 2008**

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

**8:00 AM - 9:30 AM          Continental Breakfast**

#### **9:15AM – 10:30AM Professional Development Session**

**\*\*\*FERPA UPDATE SESSION MOVED TO WEDNESDAY, 9:00 – 10:15 AM, Session W6.0**

#### **R1 Registrar's Office Visiting Team**

*Presenter: Thomas Mantoni, Registrar, DeSales University*  
*Presenter: Melissa Lenhart Young, Associate Registrar, DeSales University*  
*Presenter: Daniel Cebrick, Registrar, King's College*  
*Presenter: Ann Boland-Chase, Registrar, Marywood University*

DeSales University has implemented the use of a Visiting Team as part of its ongoing evaluation of academic administrative offices. Each academic administrative area is formally evaluated by a Visiting Team every five years. The team is composed of three carefully selected and highly qualified professionals. The Registrar's Office Visiting Team is a valuable tool to provide the incentive for a self study - to reaffirm strengths and acknowledge weaknesses, to evaluate direction, and to make constructive recommendations for improvement where needed.

#### **R2 Self Service - Giving Support to the Students**

*Presenter: Chester Barkan Director, Student Information Center, Long Island University - C W Post Campus*

In his new role at CW Post, the presenter is charged with developing a student information center for self service support. He would like to engage people in a discussion about different ways by which we support our students including websites, brochures, and online tutorials. Come and share your ideas and

perhaps learn some new ways of providing for your student self service modules. While the presenter's campus is moving forward with Implementation of Self Service in the Peoplesoft Campus Solutions software this session is not limited to those who are at Peoplesoft Institutions; all are welcome.

### **R3 Admissions/Enrollment Management Forum**

The Admissions/Enrollment Management Forum will provide an opportunity for members to discuss issues related to policies, practices, and trends in admissions and enrollment management. Audience participation and reaction will guide this unscripted discussion of issues important to the attendees.

### **R4 (NP)"So Now I'm, (check one:)" \_\_\_Asst. Registrar, \_\_\_Admissions Counselor, \_\_\_Records Coordinator, \_\_\_Enrollment Management Specialist What's Next???"**

*Presenter: Michele Dunn, Registrar, County College of Morris*

*Presenter: Anne Daly Eimer, Director, Admissions and Registration, Cumberland County College*

*Presenter: Peter Falk, Director of Special Projects and University Admissions Coordinator, University Office of Academic Affairs University of Medicine and Dentistry of New Jersey*

*Presenter: Joseph H. Santivasci, University Registrar, West Chester University*

Join in a discussion with your colleagues on navigating your career path in higher education. This session includes presenters with backgrounds in admissions, records & registration, enrollment management, institutional research and academic affairs with a combined experience of 60+ years in public and private higher education. They'll describe their own varied paths to careers in higher ed., including lessons learned, skill sets that have helped them succeed and the speed bumps they have experienced. The panel will share their stories and answer questions. Come armed with your questions and success stories and/or pitfalls to share with the group.

## **10:45AM – 1200PM Professional Development Sessions**

### **R10.1 Student Insurance - Is Everyone Covered?**

*Presenter: Keith A. Paylo, Senior Director, Student Services, Point Park University*

In today's higher education environment student health insurance is becoming an important issue for colleges and universities across the nation. The question must be asked, "Is everyone covered"? This session will discuss the student insurance issue that is falling on many student services and enrollment services areas. Topics such as adequate coverage, RFP and RFI's, liability to the university, waivers, etc. will be discussed. Audience interaction will be encouraged to share experiences on this "hot" topic that is making colleges and universities question their responsibilities to their students and to themselves.

### **\*\*\*R10.2 (NP)"So Now I'm, (check one:)" \_\_\_Asst. Registrar, \_\_\_Admissions Counselor, \_\_\_Records Coordinator, \_\_\_Enrollment Management Specialist What's Next???" (moved to earlier session on Thursday from 9:15 – 10:30 am)**

*Presenter: Michele Dunn, Registrar, County College of Morris*

*Presenter: Anne Daly Eimer, Director, Admissions and Registration, Cumberland County College*

*Presenter: Peter Falk, Director of Special Projects and University Admissions Coordinator, University Office of Academic Affairs University of Medicine and Dentistry of New Jersey*

*Presenter: Joseph H. Santivasci, University Registrar, West Chester University*

Join in a discussion with your colleagues on navigating your career path in higher education. This session includes presenters with backgrounds in admissions, records & registration, enrollment management, institutional research and academic affairs with a combined experience of 60+ years in public and private higher education. They'll describe their own varied paths to careers in higher ed., including lessons learned, skill sets that have helped them succeed and the speed bumps they have experienced. The panel will share their stories and answer questions. Come armed with your questions and success stories and/or pitfalls to share with the group.

### **R10.3 “DO WE MATTER?”**

*Presenter: John A. Diamond Jr., Admissions Project Manager, Kutztown University*

*Presenter: Dr. Deborah Bowles, Associate Chancellor, Rutgers University, Camden Campus*

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

Have we made a difference in the way our institutions operate? Have we affected the lives of individuals? Our jobs provide us with a salary and we in turn provide professional service. But are most of us solving the problem of the day without time, institutional support, or real interest in improving society? Does our social activism need to be done after work, on the weekends, and through outside agencies? Do we need to wait for retirement to have enough time to do the things we think are right?

### **R10.4 Generic Success: How to Use Existing Technologies for First-Year Online Registration**

*Presenter: Frank Benginia, Lafayette College*

*Presenter: Courtney Bentley, Instructional Technology Program Coordinator, Lafayette College*

*Presenter: Karen Clemence, Senior Association Dean of the College, Lafayette College*

We leveraged campus technologies we already had (and that are readily available) to create a comprehensive first-year course selection and registration program. Making the move from a face-to-face to an online process didn't require new applications, just a new way of using existing tools and a collaborative approach.

### **R10.5 A New Experience with Office Self Assessment**

*Presenter: Jan A. Mellon, Interim Associate Registrar for Registration and Scheduling, Indiana University of Pennsylvania*

The Office of the Registrar at Indiana University of Pennsylvania underwent a unit review this past year and a half, which constituted the first formal self assessment of the office within the past fifteen years. This session will outline the process, from beginning to end. It will identify what went right, what went wrong, and what could have been done differently. Items covered include creating an office mission statement, distributing surveys and analyzing data, and establishing an office plan based on gathered data.

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

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

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