

## Welcome to our conference in Philadelphia!

### “Technology: Friend or Foe?”

I invite you to attend the 79<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 November 30<sup>th</sup> through December 3, 2009 at the Loews Hotel in Philadelphia, Pennsylvania.

Technology: Friend or Foe? is the theme of this year’s conference. Technology affects us in unpredictable ways introducing new forms of tension, distraction, and posing new threats to the cohesion of our campus communities. How many of us have recently implemented new student systems touted as systems that will improve functionality, reduce time, and improve efficiencies only to find out that in other ways the systems have made things more complex, increased the need for resources to manage processes, and created issues that previously were not encountered? This year’s conference is packed with sessions and topics that will get you thinking and give you ideas that you can take back to your institution.

This year for the first time MSACROA is making available to our attendees the Franklin Covey Certificate Program: The 7 Habits of Highly Effective People. This consists of 2 half day workshops taught by James Caldwell, O.D., Ed.M., a Franklin Covey certified presenter, upon completion of both sessions the participant will be awarded a certificate of completion. This program typically costs participants several hundred dollars and is being provided to conference attendee’s for the low cost of \$65 (fee non-refundable) which covers the workshop workbook. See the workshop description below for additional information. Sign up early to reserve your space.

We also have your FERPA needs covered again this year, Paul Gammill the new head of the US Department of Education’s Family Policy Compliance Office will be in attendance presenting on Tuesday afternoon and will discuss regulatory changes to the Family Rights and Privacy Act (FERPA). In addition LeRoy Rooker, Senior Fellow from AACRAO, will present on Wednesday afternoon, and again on Thursday morning. Paul, LeRoy, Alan Sims, and Pinhas Friedenbergl will also team up to answer your FERPA questions at a FERPA Doc booth in our exhibit space on Wednesday morning.

In addition to the above opportunities to educate yourself there is a wealth of other sessions that is sure to interest you. The MSACROA website ([www.msacroa.org](http://www.msacroa.org)) is a great source of information and can answer questions you may have about our organization and the conference. This year we implemented a new association database. This database is hosted through Cvent and provides full web functionality in a secure manner with which to manage our association data. Our new system allows for conference attendees to register online directly in the registration system this allows the Executive Committee and Local Arrangement Committee to have real-time accurate information concerning our upcoming conference. Conference registration can be done by going to: [www.msacroa.org/conference.html](http://www.msacroa.org/conference.html). Full session descriptions are available online. Take a few minutes to look through the registration pages, complete your registration, and submit it today.....you will receive a confirmation email and invoice with which you can submit payment or pay conveniently by credit card securely online.

I want to thank and recognize the Executive Committee, Program Committee, and Local Arrangements Committee, and those that have participated and assisted in organizing this year’s conference. Your help and assistance is truly appreciated. I look forward to seeing all of you at the Loews in November!

Tracey Thompson  
President-Elect

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## **MSACROA 2009 conference sessions and schedule**

### **Monday, November 30, 2009**

**9:00 AM - 11:00 AM                      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**

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

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

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

*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 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 Hiring & Interviewing (NP)**

*Presenter: Ninette Gironella, Assistant Registrar, Graduation Services, New York University*

In this competitive job market, it is essential we take the right steps to hire the best candidate. If you want to learn how to use the structured interview process to find the right applicants (or help your job search by finding out how the hiring process works), join us in this interactive workshop. This covers identifying competencies and skills needed, preparing for interviews, effective behavior based questions, legally defensible interviews, and assessing candidates effectively. You will practice job analysis, developing questions, and interviewing techniques.

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### **M1.3 Introduction to Microsoft Excel 2007**

*Presenter: Chester Barkan, Registrar, New York College of Health Professions*

Microsoft Excel 2007 is one of the most user-friendly spreadsheet programs available. The 2007 version of Microsoft Office offers added functionality that enables increased productivity to those that take advantage of the software. Join us for this 3-hour workshop which will be conducted as a hands-on program (Bring your laptops). Participants who have laptops available with Excel 2007 installed will be able to be active participants in this program which will include: an overview of Microsoft Excel 2007, basic spreadsheet development, formulas and functions, enhancements of spreadsheets, and using charts to communicate numeric information. Data files will be provided to assist with your hands-on tasks.

### **M1.4 Franklin Covey Certificate Program – The 7 Habits of Highly Effective People**

*Presenter: Jim Caldwell, Salus University, Associate VP of Academic Affairs and Director of Admissions  
Additional Fee Required: \$65.00 (non-refundable)*

#### **A Workshop based on the best-selling book by Dr. Stephen R. Covey**



**“Real character development begins with the humble recognition that we are not in charge, that principles ultimately govern.”**

**—Stephen R. Covey**

#### ***Gain control with the 7 Habits***

The 7 Habits Fundamentals Workshop is a one-day course specifically designed for those who want a fast-paced synopsis of the timeless principles of effectiveness. Those who attend will learn the basic personal and interpersonal skills from the world-renowned 7 Habits and how to apply them to daily challenges. The workshop helps you gain more control of your life, get more organized, and build meaningful relationships.

- Make things happen and increase efficiency
- Discover balance—and greater satisfaction—in all aspects of life
- Understand others' needs and how to meet them
- Increase accountability and innovation
- Accomplish significant change by doing the right things—instead of just doing things right
- Communicate in ways that lead to fair and positive outcomes
- Achieve your full potential no matter your role

For more information about the *7 Habits of Highly Effective People Fundamentals Workshop*, visit:  
<http://www.franklincovey.com>

**This certificate program consists of 2 half day workshops starting at 1:00 PM ending at 5:00 PM, includes breaks) both Monday and Tuesday afternoon. Attendance at all sessions is required. Additional workshop book fee of \$65.00 (non-refundable) is due with your registration.**

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- 4:00 PM - 5:00 PM**                    **Committee Meetings**
- 5:00 PM - 6:30 PM**                    **President's Welcome Reception – Hors d'oeuvre Reception**  
*Music by West Chester University Ensemble - College of Visual & Performing Arts*
- 6:30 PM**                                    **New Members Dutch Treat Dinner (everyone welcome)**

**Tuesday, December 1, 2009**

- 8:00 AM - 4:30 PM**                    **Registration and Conference Activities**
- 8:00 AM - 4:00 PM**                    **Exhibit Hall Open**
- 8:00 AM - 9:15 AM**                    **Continental Breakfast - Exhibit Hall**
- 8:00 AM - 9:00 AM**                    **First Timers Breakfast (first time attendees only)**

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

**T3.1 New Member/First Timer Orientation (NP)**

*Presenter: Chester Barkan, Registrar, New York College of Health Professions*

Are you new to the profession? Are you attending a MSACROA conference for the first time? Have you thought about getting involved in the organization? Have you thought about presenting? If the answer to all these questions is yes, then this is the session for you. Join Us and meet the members of the New Members Committee, come listen to them as they share their experiences in getting involved in Professional Development. Find an answer to the question "Why Should I Get Involved"? In this fast paced technological world of ERP, Online Services; being in the know with the most current trends in the profession is absolute necessity to be successful. Come, Join Us and Get Involved.

**T3.2 NJ STARS and NJ Transfer - Perfect Twogether**

*Presenter: Bruce Marich, Director of Recruitment Services, Brookdale Community College*

*Presenter: Lisa Castellano, Admissions Specialist, Bergren Community College*

This presentation demonstrates how technology can facilitate the transition process from high school to community college and from community college to a senior institution. Targeting New Jersey juniors/seniors in the top 15% of their graduating class (potential NJ Stars), NJ Transfer can map out the almost seamless transition process from the computer of a parent, high school junior/senior, junior college student, high school and/or college admission and/or transfer counselor.

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### **T3.3 True Colors: Let's Talk About Personalities for Enhanced Teambuilding and Communication – Part 1**

*Presenter: Bill Leipold, Associate Vice President for Continuous Education and Outreach, Rutgers University*

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.

### **T3.4 The Importance of Providing a High Quality of Customer Service by the Registrar's Office**

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

Today, the Registrar's Office at many institutions is viewed by administrators as the foundation upon which colleges and universities rest. A high quality of customer service provided by the Registrar's Office is critical for a number of reasons. To begin, students, staff, faculty and others have come to expect such delivery. Students and their parents especially have high expectations of the quality of service they receive in general given the fact that they have been faced with skyrocketing tuition rates over the past several years. Faculty, staff, graduates, and others interact with the Registrar's Office throughout each semester and have also come to expect quality service. They expect efficient handling of their inquiries and most importantly a positive experience. Providing high quality customer service by the Registrar's Office is paramount to meeting the expectations of its constituents and also for the successful functioning of the department. This presentation will illustrate importance of customer service and outcomes that have resulted from the performance of a high quality of customer service by the Registrar's Office at New York Law School. The Assistant Dean & Registrar introduced a customer service initiative that encompassed staff training and development, attention to detail when handling each customer, collaboration with other departments to enhance student experiences, and a comprehensive review of Registrar's Office procedures and policies in order to improve the efficient delivery of services. This initiative transformed customer service in the Registrar's Office at New York Law School while simultaneously establishing itself as a model for which other offices within the institution can emulate. We will share with you some of the results the success of the customer service initiative presented, including opportunities for leadership by the Registrar's Office. This session will also highlight how the department was able to make a difference within the institution through the use of technology and was proactive in responding to the need by students for certain additional services.

### **T3.5 Ethics Case Studies for Registrar's**

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

*Presenter/Convener: Sonia P. Saladuchin, Registrar, CUNY Kingsborough Community College*

The presenters will provide a number of case studies and scenarios of ethically challenging situations for discussion purposes. There are no right or wrong answers. In a non-threatening environment session participants will have the opportunity to share their experiences, discuss various options, and note those things they may want to include in policies on their campus. Audience participation and reactions to the cases are expected in an informal session.

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### **T3.7v (vendor session) Go Paperless**

*Presenter: Charlie Bauer, Mid-Atlantic Regional Market Specialist-Education, Databank IMX*

*Presenter: Jeff Malone, Account Executive, Databank IMX*

Go paperless Address the challenges of a paper-intensive environment Move toward a paperless Admissions, Registrar's Office and campus-wide with Digital Mailroom services.

### **T3.8 Integrated Marketing and Branding: Why is everyone talking about them?**

*Presenter: Jeffrey Papa, Ph.D., President, Simpson Scarborough*

Integrated marketing and branding are two of the most popular concepts in higher education today. Why are these concepts so important and why should your institution think about them? In this interactive session, we will discuss the research activities needed to inform and strengthen your brand as well as the benefits and barriers in developing your brand strategy and integrated marketing campaign.

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

### **Keynote Address - Jay Gubrud**

You don't have to totally overhaul yourself or your business to make big improvements. Studies and experience show that incremental improvements can lead to major gains. In Jay's sessions you will gain simple and practical ideas to improve your performance that you can put into action the moment you walk out the door. Plus, they are easy to share with peers or people you lead when you get back to the office.

Because of his experience in a variety of industries, Jay Gubrud brings a fresh and diverse perspective. For over 13 years, Jay has helped people enhance their performance and improve their businesses. His theme of cars and driving are something everybody can relate to.

Join us for exciting new ideas in this interactive program! You will walk away energized, educated and entertained. Don't settle for the same old ideas that are being used in your industry.

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

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#### **T4.1 So Now I'm, (check one :) \_\_\_ Asst. Registrar, \_\_\_ Admissions Counselor, \_\_\_ Records Coordinator, \_\_\_ Enrollment Management Specialist What's Next???**

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

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

*Presenter: Joseph H. Santivaschi, University Registrar, West Chester University of Pennsylvania*

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

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.

#### **T4.2 Building Your Team Through Effective Selection Interviewing (NP)**

*Presenter: Kara M. Howe, Associate Registrar, Northampton Community College*

Clearly develop expectations through your position description, craft interview questions based on requirements outlined in that description, and effectively ask interview questions to assess your candidates' skills and experiences.

#### **T4.3 True Colors: Let's Talk about Personalities for Enhanced Teambuilding and Communication – Part 2**

*Presenter: Bill Leipold, Associate Vice President for Continuous Education and Outreach, Rutgers University*

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.

#### **T4.4 Project Management – The Basics (NP)**

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

In this session, participants 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.

#### **T4.5 The Role of General Counsel in Higher Education**

*Presenter: Mr. Jonathan Peri, Esq., Vice President/General Counsel, Neumann University*

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

Have you ever wondered what are the most pressing legal issues that confront colleges and universities in today's world? Aside from FERPA, what other legislative regulations and recent court decisions most directly impact our roles as enrollment management professionals? This session, presented by Jonathan Peri, Esq., Neumann University's Vice President and General Counsel, will address and discuss these and other legal issues as well as relevant case law. Time will also be allotted to a Q&A.

#### **T4.6v (vendor session) X25 Analytics, Decision Support & Master Planning Tools**

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

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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.

#### **T4.7v (vendor session) Top 5 Strategies to Grow Enrollment Through Transfer of the Adult Learner & Automate Those Manual Form Processes**

*Presenter: Mike Knaeble, Territory Executive, Hershey Systems, Inc.*

The fastest growing student demographic in higher education is the adult learner, age 22 and older and this trend will continue for the next 8 years or longer. To be competitive in attracting and retaining the adult learner, colleges must improve their ability to serve this demographic. In this session presented by Hershey Systems, we will discuss strategies successfully implemented by a number of colleges and universities, including elements employing document and process management technologies from Hershey such as transcript processes and automating the transfer credit evaluation process. We will also demonstrate how easily the many cumbersome forms based processes which are the bane of many Registrar and Admissions departments can be automated to capture the data directly from the student through secure-fillable PDF forms which can then enter workflow processes and feed data to your ERP system.

Hershey Systems is the largest provider of web based document and process management solutions for higher education supporting more than 800 campus locations on 3 continents. Hershey is a leader in developing "outcome based solutions" for higher education such as automating transfer credit evaluation processes, financial aid verification processes, graduate admissions processes, adjunct faculty on-boarding processes and more to "Go Beyond Imaging" to provide solutions with tangible ROI and unrivaled "real-time" integrations into ERP systems such as PeopleSoft, Banner, Datatel, Jenzabar and others.

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

**Ice Cream Social**

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

**T5.1 FERPA - A New Look**

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

Paul Gammill, Director of the Family Policy Compliance Office (FPCO) and will discuss regulatory changes to the Family Educational Rights and Privacy Act (FERPA).

This session is designed to give attendees an enhanced understanding of FERPA, and answer questions related to the most recent changes regarding the requirements and to provide advice and guidance.

## **T5.2 Send me in, Coach: Building your dream team through coaching**

*Presenter: Deborah Ebbert, Registrar, Chestnut Hill College*

We have all been part of a team that "clicks" at some point in our lives; it can be a rewarding, productive and enjoyable experience for everyone involved. Spirits are up and productivity responds in kind. So how do you create a climate that fosters high morale and high performance? It can sometimes be as simple being "The Coach" and not "The Boss." In this session I'll demonstrate how you can apply coaching techniques to create a team everyone will want to be part of. Come see how adopting a coaching management style may be just what your team needs to move off the Org Chart and really "click."

## **T5.3 The Top 10 Things Admissions Folks Need to Know about Financial Aid**

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

Each financial aid cycle presents new challenges, institutional deadlines, priorities and processes. Despite changes, however, there are key concepts and practices that remain effective through each cycle, and "musts" that are consistent from year to year. In this session, attendees will learn the top 10 "musts" as well as how to translate them into strategies for guiding students and their families through the financial aid process.

## **T5.4 But We've Always Done it that Way**

*Presenter: Wendy Kutchner, University Registrar, Temple University  
Presenter: Camilo Garcia, Registrar, Rutgers Camden Campus*

Tired of finding no rational reason for keeping a procedure in place or maybe you're new to the profession or the institution and looking for some detail? This session will review case studies of how to assess your office, institution, and campus culture so that you can influence positive change.

## **T5.5 The Adjustment of Transfer Students in Four-year Colleges**

*Presenter: Dr. Maureen Linton, Temple University*

Dr. Maureen Linton, author of the book: *The Adjustment of Transfer Students in Four-year College*, presents transfer students' perceptions of the adjustment interventions used to prepare transfers to complete the Bachelor's degree. In the US over 50% of community college students transfer annually; however, less than 20% actually graduate and receive the bachelor's degree. Higher Education administrators and policy makers should pay attention to the adjustment interventions identified by students as most helpful to their success, when planning access and opportunities for a multicultural student population. Transfer students also identified mitigating factors that hinder success. Materials are or will be available at: <http://www.amazon.com>

## **T5.6v (vendor session) Millions of Transfer Students, One Solution: The Transfer Evaluation System (TESÂ®) from CollegeSource** *Presenter: Dr. Troy Holaday, President, CollegeSource, Inc.*

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TESA® is an innovative service for researching, evaluating, tracking, managing, and reporting transfer course equivalencies online. Desktop access to over 40 million course descriptions and a suite of powerful tools means tremendous time savings for transfer credit evaluators and fast, accurate service to transfer students.

### **T5.7v (vendor session) What to do about Diplomas?**

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

*Presenter: Elizabeth Kunde, Client Relations Manager, Paradigm, Inc.*

A presentation and open discussion on diplomas and the options available concerning their production. Points of consideration include: How to reduce the time dedicated to diplomas while improving the service to students. Can a vendor mail the diplomas for me? What other services are available? Is diploma production really a business that I want to be in? Important things to know about diplomas and covers that will allow for a smooth and trouble free graduation year after year.

**5:30 PM - 6:30 PM                      MSACROA Reception - Hors d'oeuvre Reception**

**8:00 PM Curtain Time                "Oliver" - Walnut Street Theatre – Philadelphia**

Please join your colleagues for a trip to Walnut Street Theatre to see one of Broadway's most beloved classical musicals, "Oliver!"

Walnut Street Theatre, founded in 1809, is a gem of Philadelphia located just blocks from the Loew's Hotel. Based on the novel *Oliver Twist*, by Charles Dickens, you're sure to enjoy the timeless characters and the fabulous score including such classics as, "Food, Glorious Food" and "Consider Yourself."

The show begins promptly at 8 pm and there are many restaurants nearby. We have secured a group rate for tickets of \$54 each (the fee is non-refundable.) We have a limited number of tickets reserved, so be sure to note your interest on the registration page and include the special event fee in your registration. We will be gathering in the lobby by the elevators and leaving the hotel at 7:30 PM to walk to the theatre.

### **Wednesday, December 2, 2009**

**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**

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

#### **W6.1 Using Technology to Transform Recruitment and Marketing**

*Presenter: Teresa Carr, Dean of Enrollment Management, The Community College of Baltimore County*

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*Presenter: Jodi Ceglia, Director of Publications, The Community College of Baltimore County*  
*Presenter: Jenni Dagostin, Coordinator of Admissions, The Community College of Baltimore County*  
*Convener: Marcia Amaimo, Coordinator of Outreach Communications, The Community College of Baltimore County*

Build it, and they will come, and for some community colleges in years past, operating in an open enrollment environment sustained growth at all ability levels. We know now that college-bound students have become more college search savvy which has fostered enhanced competition among community colleges, four-year, and for-profit institutions. To stay ahead of the curve in the marketing environment, the Community College of Baltimore County has taken new and creative approaches to old marketing practices. CCBC delivers a multi-channel communication mix to its new prospects and current student constituents. Join CCBC's enrollment management and marketing teams for a visual overview of how we moved from unit generated communications to a comprehensive landscape of communication strategies using podcasts, vehicle wraps, web advertising, networking, kiosks, on-line info sessions, targeted electronic outreach, college and program marketing using streaming video, and event management.

### **W6.2 Like Charity, Marketing Begins at Home**

*Presenter: Bruce Marich, Director of Recruitment Services, Brookdale Community College*  
*Presenter: Angel Marie Howe, Admissions Representative, Brookdale Community College*

A successful marketing campaign must secure the buy-in by all members of the institution. This presentation will focus on information sharing sessions initiated by the Office of Recruitment services and held each February with academic and support areas. These sessions are a two-way street in which information is exchanged between the recruitment staff and academic and support areas targeting items such as new staff, programs, courses, services, career choices and salaries, and transfer preferences. The session will conclude with a review of the benefits to all involved in the in-house marketing campaign.

### **W6.3 The Nuts and Bolts of Customer Service (NP)**

*Presenter: Michele M. Dunn, Registrar, County College of Morris*  
*Presenter: Peter R. Falk, Director of Special Projects and University Admissions Coordinator, University of Medicine & Dentistry of New Jersey*

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

### **W6.4 Millennials, Technology, and the Academic Environment**

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

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Today, student population characteristics are changing across the country reflecting the advent of a new generation entering undergraduate and graduate programs. Almost all campuses across the US have seen an influx of younger students who have been termed “Millennials”. Like other generations preceding them, “Millennials” were influenced by unique characteristics that were a part of their environment during their upbringing. These formative characteristics are expressed as these students interact with academic environment, and as a result institutions must recognize these differences and adapt to remain effective educators. This group of students grew up with CDs, cell phones, DVDs, GPS, I-Pods, laptops, and other gadgets around them. For this generation, the use of technology in their day to day lives is a necessity. 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 service, 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.

### **W6.5 Former Students Need Services Too (NP)**

*Presenter: Karen Schultz, University Registrar, Penn State*

*Presenter: Carol Findley, Director, Information Technology, Office of the University Registrar, Penn State*

Even after students leave our institutions, they need services from us. Former students need transcripts. Graduates need degree verifications. But at many institutions, former students lose their logon ids and passwords after they leave the institution. Is paper the only way to deliver these services to former students? Is there a way to allow former students to access online services securely? Come to this session to learn about Penn State's solution.

### **W6.6 An Evaluator's Primer: Awarding Credit for Military Training and Experience Part I**

*Presenter: Cynthia Bruce, Director Military Evaluations, American Council on Education*

This workshop is a primer on the topic of the evaluation of military courses and occupations. Emphasis is on current practices and changes. The workshop will cover what is involved in a military course and occupation visit; how military transcripts are created; and how to breakdown the credit recommendation and other areas of the transcript.

### **W6.7v (vendor session) Send and Receive Transcripts Electronically Using the National Student Clearinghouse Free**

*Presenter: Paul Taylor, Mid-East 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 the two newest services: Transcript Ordering and Electronic Transcript Exchange. ETX will allow you to send and/or receive from high schools and other colleges and allow you to send to third parties. And these services can be free to your institution.

### **W6.8v (vendor session) Optimizing your catalog for the Internet**

*Presenter: Nicole Arsenault, Sales Director, Smart Catalog*

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Online catalogs are coming into their own. No longer just an electronic version of a print document, web catalogs have evolved beyond their origins. Most importantly, they are not read chronologically. Rather, your catalog is often served up as small objects in search results.

This session will look at how online viewing affects your catalog from the way it's written to its organization and graphics. We'll also discuss what you can add to an online catalog that may not be in print and the increasing value of standardization.

**10:15 AM - 11:15 AM Prize Drawings - Exhibit Hall**

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

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

### **W7.1 Technology and Effective Presentations**

*Presenter: Chester Barkan, Registrar, New York College of Health Professions*

MSACROA is a wonderful opportunity to share your ideas, thoughts and best practices with a population consisting of your colleagues in the field of higher education. This session will provide a basic introduction to PowerPoint 2007 for effective presentations. You will learn how to set up a basic presentation, incorporate sound, video files, and other multimedia objects. New Members are encouraged to attend this session and consider making presentations at future conferences.

### **W7.2 Changing Demographics, Changing Markets**

*Presenter: Sheryl Sobiesiak, Senior Educational Manager, Higher Education Services, The College Board*

The United States is in the midst of a major demographic shift. The numbers of high school graduates in various parts of the country are changing, as are the characteristics of those graduates. The college-bound population is more diverse and includes more first-generation and high need students. Using College Board and WICHE data, this workshop will include an overview of the changing demographic landscape throughout the United States. Come prepared for an interactive discussion around how those changes will impact all aspects of enrollment management, from admissions and financial aid to student services and retention. An analysis of the Middle States market will be shared along with tools and strategies for identifying and communicating with students.

### **W7.3 How On-Line Student Attendance Systems Are Used at 3 Different Locations (NP)**

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

*Presenter: Dwayne F. Samuels, Registrar, DeVry College of New York*

*Presenter: Cheuk Lee, Associate Registrar, John Jay College of Criminal Justice*

Three registrars from different institutions will share their institution's attendance policy, their role in on-line/web attendance systems, and the development of the system that focus on faculty responsibility in attendance taking at their respective institution. Presenters also will share how attendance data can be used relative to any intervention or student success efforts at their institution.

### **W7.4 Degree Audit: It's More Than Just Set-up**

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

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

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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.

### **W7.5 The Higher Education Opportunity Act and Campus Safety**

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

The Higher Education Opportunity Act of 2008 requires institutions of higher education to do some new things in the area of campus safety. Regulations on Hate Crime Reporting, Missing Persons (Students) Procedures, Fire Safety Reporting, and Emergency Response and Evacuation Procedures were recently developed through the U.S. Department of Education's negotiated rulemaking process. This presentation will provide information on the law, the regulations, and insight on how to comply. Ample time will be reserved for questions and answers. The presenter was a member of the negotiated rulemaking committee.

### **W7.6 Best Practices for Creating and Maintaining a Military-Friendly Institution**

*Presenter: Marcy Shapiro, SOCGuard Project Director, Servicemembers Opportunity Colleges (SOC)*

Is your institution military-friendly? Military students have unique characteristics and needs that require colleges and universities to implement flexible policies and programs. This session will discuss principles and criteria that institutional members of the Servicemembers Opportunity Colleges (SOC) Consortium follow to ensure that military students and veterans receive the same educational opportunities as their civilian counterparts. It will also present the "Military Students' Bill of Rights" and explore best practices in marketing and student services. Specific topics include establishing a military-friendly college Web page, offering support and safety nets for veterans returning from deployments, campus resources for military students. Examples of military-friendly practices will be drawn from the over 1800, public and private, 2- and 4-year institutions participating in the SOC Consortium.

### **W7.7v (vendor session) SCRIP-SAFE International---A Total Transcript Solution**

*Presenter: Mindy Starcher, Sales Director, SCRIP-SAFE International*

SCRIP-SAFE International has served the higher education community since 1989 and is recognized as the world's leading manufacturer of security transcript paper and the single most trusted authority in combating fraudulent academic misrepresentation. In our continuing role to provide world-class solutions to the higher education community, we have created eSCRIP-SAFE, a global electronic transcript delivery network that enables the secure delivery of PDF formatted transcripts and Transcripts on Demand, our brand new transcript ordering system that allows students and alumni to order transcripts online, at no cost to the institution. Join Mindy as she demonstrates these two products and shows how the technology available from SCRIP-SAFE International can give you the tools to help reduce operating expenses and improve service to your students.

### **W7.8v (vendor session) Solving staffing Woes Through Transcript Automation**

*Presenter: Jack Weber, Credentials Solutions*

Credentials Solutions, celebrating 10 years of processing online transcript requests, understands the impact of transcript processing on your staff and on your budget. In this session, we will present a

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detailed analysis of transcript production and the associated burden on your resources. We will discuss how you can actually improve the level of transcript services offered to your students and alumni while reducing the impact on your staff through the use of automation.

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

#### **W8.1 Usability Testing of Online Student Services**

*Presenter: Karen Schultz, University Registrar, Penn State*

*Presenter: Carol Findley, Director, Information Technology, Office of the University Registrar, Penn State*

As we move more and more services online, how do we make sure that these services are easy to use? Penn State has adopted a model that incorporates usability testing into our design and deployment of new and enhanced student systems. Attend this session to learn about how this model works and the successes we've had in re-designing our online student services to be more user friendly.

#### **W8.2 FERPA (NP)**

*Presenter: LeRoy Rooker, Senior Fellow, AACRAO*

*Convener: Pinhas Friedenber, Deputy Registrar, Touro College.*

The focus of this session will be discussion of the new FERPA regulations (the first major changes since 1988) which became effective in January, 2009.

#### **W8.4 Technology Transformation, Closing the Digital Divide**

*Presenter: Paul Kleschick, Assistant Registrar, Temple University*

Technology has advanced in recent years from a novelty to convenience. Today, technology is a business necessity and way of life. This session seeks to demonstrate simple technological solutions to reduce paper and make business processes smoother in the Office of the Registrar and beyond. We'll discuss how the transcript process can be rendered more technologically dependent, how to increase inter-office communication utilizing instant message and e-forms, how to leverage email software into a productivity tool and finally, how to examine current practices and identify software that can alleviate burdens.

#### **W8.5 Using Technology to Transform the Graduation Certification Process at your Institution**

*Presenter: Wendy Kutchner, University Registrar, Temple University*

*Presenter: Kim Buckwalter, Associate Registrar, Temple University*

This presentation will demonstrate how Temple University created an online program to communicate student's intent to graduate, paying graduation fees, indicating name spelling for commencement program - diploma ordering, and final clearance from program. The concept, training, and continuous enhancement explores how technology can streamline decentralized processing into one central point.

#### **W8.6 An Evaluator's Primer: Awarding Credit for Military Training and Experience Part 2**

*Presenter: Cynthia Bruce, Director Military Evaluations, American Council on Education*

This workshop is a primer on the topic of the evaluation of military courses and occupations. Emphasis is on current practices and changes. The workshop will cover what is involved in a military course and

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occupation visit; how military transcripts are created; and how to breakdown the credit recommendation and other areas of the transcript.

### **W8.7 Developing a Procedures Manual (NP)**

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

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

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

### **Thursday, December 3, 2009**

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

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

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

#### **R9.1 FERPA UPDATE (NP)**

*Presenter: LeRoy Rooker, Senior Fellow, AACRAO*

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

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

In this session we will discuss student privacy issues that have been raised by colleagues. The cases/concerns will be discussed as well as the proper approach to dealing with the situations. Participants are encouraged to bring their own questions.

#### **R9.2 Grade Changes: Trends and Legal Implications (NP)**

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

*Presenter: Sean Burke, Associate General Counsel, University of Pennsylvania*

At MSACROA, 2008, Kent Laudeman provided information concerning AACRAO's publication titled: Current Trends in Grades and Grading Practices in Higher Education and Sean Burke followed with a discussion of Does Academic Freedom Give a Professor the Final Say on Grades? This is a repeat and up-date of the 2008 presentation with Sean Burke's comments from a legal perspective. Presenters 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.

#### **R9.3 Veterans: An Unexpected Means of Boosting Enrollment**

*Presenter: Steven Woodson, Associate Registrar, Temple University*

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At a time of fiscal budget constraints and the battle to increase enrollments the veteran of military service is an overlooked and underutilized means of boosting enrollment. Recruitment and retention of veterans boosts enrollment and brings guaranteed funds and long term benefits to an institution.

## **R9.4 Attention One-Stop Shoppers: Implementing a One-Stop Student Service Center**

*Presenter: Elizabeth Amundson, University Registrar, The George Washington University*

*Presenter: Brooke Andersen, Assistant Registrar, The George Washington University*

Providing excellence in student services can be a struggle for every institution of higher education, but implementing a one-stop shop on your college campus can change and improve the administrative experience of your students. While the basic premise of the one-stop service model is the same across institutions, actual implementation can vary widely. With so many possible approaches, it can be challenging to determine which one is right for your college or university. If your institution is considering a one-stop model, come learn about the key components of the planning and implementation process. This session will provide an overview of how The George Washington University implemented a cutting-edge, innovative one-stop shop service model. In addition to learning how the Registrar's Office can integrate seamlessly with various other financial and enrollment-dependent departments, we will discuss some of the background of the planning process, explain the current logistics and day-to-day business practices, share some of the results of the transition, and offer suggestions to other institutions for implementing a one-stop-shop service center.

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

**Cracker-barrel Sessions** - cracker-barrel sessions are an open forum format designed for everyday users of the systems or topics listed in the title. These will allow the attendees the opportunity to share their own experiences while gaining from the knowledge of their peers.

### **R10.1 Implementing Peoplesoft Campus Solution Cracker-barrel**

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

Join your colleagues as we open this forum on Peoplesoft/Oracle Campus Solutions. Is there something that you are having an issue with? Are there solutions to problems that you can share with your colleagues in other Peoplesoft Schools, then this is the session to attend. Join with us and share your ideas, thoughts, concerns, lessons learned in implementing and using the Peoplesoft Campus Solution package. We encourage seasoned Peoplesoft users to attend this session and share with us your ideas for building a better system.

### **R10.2 Datatel Cracker-barrel**

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

This cracker-barrel session involves the audience as the presenter. The open forum format is designed for everyday users of Datatel Colleague information systems to share their own experiences and learn from the knowledge of their peers. Please come and share your success stories, your unique work arounds, and bring your questions. Whether you are a new user or an experienced veteran the group discussion will be valuable.

### **R10.3 BANNER Cracker-barrel**

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

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This cracker-barrel session is an open forum format designed for everyday users of the SunGard Banner information system. It will allow the attendees the opportunity to share their own experiences while gaining from the knowledge of their peers. Please come and share your success stories and irreplaceable work arounds and, most importantly, bring your questions. Whether you are a new user or an experienced veteran, the discussion will be beneficial.

### **R10.4 Delaware Valley (DVACROA) Region Meeting**

*Presenter/Convener: Camilo Garcia, DVACROA President & Registrar, Rutgers Camden Campus*

**12:00 PM - 1:00 PM                    MSACROA committee meeting/luncheon - Executive, Program, and Local Arrangement Committees only.**

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

### **SPECIAL HOTEL CONFERENCE RATES:**

To make your hotel reservations call (215-231-7333)  
The Philadelphia Loews Hotel  
1200 Market Street  
Philadelphia, PA 19107

Reservations must be made by October 31<sup>st</sup>, 2009 to secure the group rate of \$129.00 per night.

Please make your hotel reservations early! The conference rate is applicable for 3 days before and 3 days after the dates of the conference. When making hotel reservations they should tell the hotel that they are attending the MSACROA conference in order to receive the special rate of \$129 per night. All rates are subject to 15.2% sales and room tax. Parking fees at a flat rate of \$25 per day.

Internet access in guest rooms is \$10.95 per day. Health Club charges will be 50% off the prevailing rate. This year the hotel is offering free wireless internet connections on the conference levels for conference attendees throughout the conference, all you need is your laptop.

### **LOCATION:**

- Located in the heart of Philadelphia, steps away from the historic district, shopping restaurants and sports arenas.
- Directly across from the Pennsylvania Convention Center.
- Minutes from the Philadelphia International Airport and Amtrak's 30<sup>th</sup> Street Station.
- Located a short distance from world class-cultural venues such as the Kimmel Center and the Academy of Music.
- There are numerous restaurants that cater to every taste and expense account located within walking distance to the hotel

### **CHECKING IN:**

Check-in time is 3:00 PM and check-out for all guests is 12:00 noon. Message and mail services are available, and baggage storage is available before check-in and after check-out. The hotel will do its best to accommodate early check-ins as they become available.

### **TRAVEL DIRECTIONS TO THE LOEWS:**

**From NJ turnpike North (New York) and Ben Franklin Bridge (Cherry Hill, NJ):**

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Follow New Jersey turnpike south to exit 4 (Camden/Philadelphia). Follow 73 North to 38 West to 30 West. Follow signs for Ben Franklin Bridge. Staying in the center lane, follow signs for Vine Street/Local Traffic. Follow Vine Street to 12<sup>th</sup> Street. Turn Left onto 12<sup>th</sup> Street. Continue approximately four blocks. Pass the Convention Center. Cross Market Street. Entrance and valet parking on right-hand side.

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

Follow 95 North to exit 22 (Central Philadelphia). Follow signs for 676 West. Continue on 676 to Broad Street exit. Continue onto 15<sup>th</sup> Street. Follow 15<sup>th</sup> Street through seven traffic lights (City Hall on the left). Continue around City Hall. Make a right onto Market Street. Drive to 12<sup>th</sup> Street (Loews Hotel is on the right). Make a right onto 12<sup>th</sup> Street. Entrance and valet parking on the right-hand side.

*Times and sessions subject to change.*

(Updated 10/9/2009)

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