

**MSACROA 76<sup>th</sup> Annual Meeting**  
**November 27<sup>th</sup> – 30<sup>th</sup>**  
**Borgata Hotel Casino & Spa**

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**(CHANGES TO PROGRAM IN RED)**

**MONDAY 1:00 - 4:00PM**

**M1.1 - Planning and Analysis as Essential Components of Institutional and Programmatic Accreditation – STUDIO 1**

Regional and programmatic accrediting bodies expect clear written evidence of systematic strategic planning and analysis that assesses the effectiveness of that planning. This workshop provides solid grounding in the components of effective planning with an array of examples of the institutional research strategies and products that must underpin that planning.

Each workshop participant will be provided with a workbook that contains both conceptual frameworks for planning and analytical activity, and case study applications that illustrate exemplary use of those frameworks. The workshop will be an interactive discussion between the presenters and participants, and will focus on the following elements:

1. What are the external pressures for demonstrable planning and analytical capabilities at an institution? The workshop will provide a concise review of the accreditation standards in the six regional accrediting bodies in the U.S., and those from selected professional accrediting bodies as they relate to what is required in a planning process, and what types of analytical activity must be in evidence to support that planning.

2. Developing a planning typology for your institution: What are the basic elements in long range planning? In strategic planning? In tactical planning. The workshop will review exemplary cases of each of the three types of planning, comparing and contrasting timelines, levels of campus participation, resource requirements, and expected outcomes. A thorough understanding of each of the three planning models, and the circumstances under which use of each is appropriate and essential to achieving intended planning outcomes.

3. Effective planning requires a strong institutional research capability to scan the environment for strategic opportunities, to monitor progress toward established planning goals and objectives, to assess institutional flexibility and dexterity in responding to and achieving strategic goals and objectives, and in implementing processes for monitoring how human and fiscal resources are tactically deployed in support of planning. Discussion will focus on data and information resources available to institutions in the areas of academic planning, human and fiscal resources planning, and facilities planning. The workbook that accompanies this workshop will provide participants with a basic tool kit for thinking about analysis in support of planning. The discussions that take place during the workshop will underscore concrete case studies of exemplary analytical practice in support of planning.

4. The workshop will also address two specific types of analytical activity that have evolved as essential requirements for institutional and programmatic accreditation, i.e., assessing institutional effectiveness and assessing learning outcomes. This is not a workshop on developing an assessment program at a given institution. But it does underscore the importance of a broad spectrum of assessment information in supporting ongoing planning activity. Again, case studies of exemplary approaches to, and outcomes from, assessing institutional effectiveness and learning outcomes will be presented, particularly with respect to how these data and information feed into the planning processes at a college or university.

*Michael F. Middaugh, Asst. VP - Institutional Research and Planning, University of Delaware*

**M1.2 - Ten Strategies and Secrets for International Admissions (plus one!) – BOARDROOM 1**

This session will introduce participants to the most important issues and processes in attracting, admitting, evaluating and placing international students. Case studies will be used to practice skills learned during the session.

*Claire E. Sylves, Regional Director, International Education Services, Northwest American Association of Collegiate Registrars and Admissions Officers*

**M1.3 - Degree Mills and Bogus Degrees – STUDIO 2**

This workshop will give updates on the latest developments in the battle against degree mills and bogus degree fraud (both domestically and internationally), share tips on identifying degree mill documents, share new resources to research the status of “questionable” institutions, inform you about various State crusades against diploma mills, and encourage you to get your own institution to “be a part of the solution” to the problem of diploma mill fraud.

*Dale Gough, Director - International Education Services, American Association of Collegiate Registrars and Admissions Officers*

**M1.4 - The Nuts and Bolts of Customer Service – SALON A**

The paradigm has shifted and the customer's voice will be heard - so we 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.

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

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**M1.5 - IPEDS Training – STUDIO 3**

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.

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

**MONDAY 2:30 - 4:00PM**

**M2.1 - Microsoft Excel for Beginners – STUDIO 4**

This session will introduce professionals to the basic functions of the Excel Spreadsheet Program. Participants will learn to identify key concepts including cells, values, formulas, absolute and relative references, functions and operations. Through demonstration and slide presentation our objectives will be as follows: understand the basic concepts involved in setting up a spreadsheet, distinguish between character data and values and formulas, as well as basic editing skills, including creating charts and graphs. This session requires no background and laptop computers are encouraged in order to participate in some of the exercises that will be demonstrated.

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

**M2.2 - Developing a Procedures Manual – SALON C**

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.

*Larry S. Friedman, Registrar, Neumann College*

**TUESDAY 10:45 - 12:00AM**

**T3.1 - We Did It Our Way! How Admissions and the Registrar's Office Worked Together to Utilize Web Based Student Systems – STUDIO 4**

Come and spend some time with a VP for Enrollment Management (formerly director of admissions) and a Registrar who have worked to move a college into full utilization of a web based student system. Learn what it takes to bring these two offices together into a dynamic team that can provide outstanding leadership in areas of growth and technology.

*Mark Hergan, Vice President for Enrollment Management, Villa Julie College*  
*Tracy Bolt, Registrar, Villa Julie College*

**T3.2 - The Professional Development of a Registrar: The World Is Not Flat – SALON A**

Three senior registrars/administrators with background experiences from a number of different institutions will share their roles, career history and words of wisdom as they review their career decision points, current position, and as they look forward to the future. Program elements covered will include individual role(s) in the organizational structure, skills/experiences, career vision, and advice. Time will be allowed for audience participation and questions.

*Kent A. Laudeman, Vice Dean for Administration/Registrar, United States Military Academy-West Point*  
*Carol Gubernat, Assistant Vice President for Enrollment Services, Kean University*  
*Sonia Saladuchin, Registrar, Kingsborough Community College*

**T3.3 - ID Theft and Record Fraud – SALON C**

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

*Pinhas Friedenber, Registrar, Hudson County Community College*  
*Cynthia Brennan, Registrar, Ramapo College*

**T3.4 - Data In/Data Out: Effective methods for tracking and reporting on enrollment and admissions data – STUDIO 2**

This session will focus on the importance of good data management. We will look at USP's College of Graduate Studies as a case where admissions and enrollment data was tracked in different homegrown systems. As enrollments grew this became increasingly problematic and within a few months we were able to begin tracking all data in the Datatel Colleague system. The

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session will cover the benefits of that change and show how we were then able to export data into a Microsoft Access Database and use Access and Excel to put valuable data in the hands of program directors, faculty, and university administrators. We will also review how this helped us track data more effectively and produce some meaningful research on the effectiveness of our marketing and recruitment efforts.

*Mike Marchetti, Director, Graduate Enrollment and Admissions, University of the Sciences in Philadelphia*

**T3.5 - Uncomfortable Mingling? Join the Crowd – BOARDROOM 1**

Are you uncomfortable in a crowd? Get nervous about mingling with strangers at social functions? Feel ill at ease making small talk? You're not alone. Find out why we feel that way and what we do in those situations. We will also discuss methods to help us cope with being in a crowd and feel more comfortable mingling.

*Ninette Gironella, Assistant Registrar - Student Services, New York University*

**T3.6v - ImageNow: The Documents You Need. Now – STUDIO 1**

Learn how ImageNow uses patented integration technology to seamlessly incorporate your key business documents into any software application. See firsthand the ease and speed of ImageNow's integration and comprehensive functionality and discover why 200 Higher Education organizations consider ImageNow to be the cost efficient way to manage documents and optimize their business processes.

*Lori Kruse, Account Executive, ImageNow by Perceptive Software, Inc.*

**T3.7v - Newest Developments in Online Services:Case Studies from MSACROA schools – STUDIO 3**

In this session we will discuss several case studies from MSACROA schools where new technologies have been deployed to improve customer service, enhance regulatory compliance and reduce operating expenses. These highlighted examples will provide a detailed discussion on the objectives of each project, the steps required for the implementation and the measured results of the deployment. We'll also provide a sneak peek at new projects and services that Credentials will be launching in late 2006.

*Jack Weber, Executive Vice President Sales and Marketing, Credentials Inc.*

**TUESDAY 1:15 - 2:30PM**

**T4.1 - 2008 and Beyond - what factors impact college attendance? (Two-Part Session) - STUDIO 1**

Part one - In the near future, the middle states region will begin to see a decline in the number of high school graduates. In addition, the composition of high school classes in 2008 and beyond will be different in terms of race, ethnicity, language, and income. How will those changes affect our professions?

*Dr. Deborah Bowles, Associate Provost for Enrollment Management, Rutgers University-Camden*  
*Mr. John Brady, Chief Educational Manager, Higher Education Services, College Board*

**T4.2 - Pathways to Seamless Transfer in Maryland and New Jersey – STUDIO 4**

Maryland and New Jersey have been recognized for their commitment to providing statewide articulation and seamless transfer. The University System of Maryland's Office of Articulation serves the transfer community by coordinating the implementation of policy, overseeing the ARTSYS system, and improving articulation and coordination between secondary and post-secondary education segments. The New Jersey Statewide Transfer Initiative serves the State's P-20 (NJ effort to integrate and articulate three traditionally disconnected levels of education - preschool, K-12, and postsecondary) and workforce communities by providing a Web-based articulation information and electronic transcript system, NJ TRANSFER, designed to assist users throughout the college planning, enrollment, transfer, and career decision-making continuum. The Initiative also serves as a data repository for the higher education community and policy makers.

How are articulation and transfer issues resolved in Maryland vs. New Jersey? This session will highlight current articulation and transfer topics, as well as new initiatives designed to support and enhance the transfer experience.

*Linda K. Tromp, Associate Director, The New Jersey Statewide Transfer Initiative*  
*John Scott, Director, The New Jersey Statewide Transfer Initiative*  
*Tracey Jamison, Director of Articulation and Enrollment Services, University System of Maryland*

**T4.3 - A View from the Top – SALON A**

Philip P. Gerbino, BS, PharmD, has a unique perspective of the institution he leads. He is an alumnus and has served as a faculty member, director, dean, and vice president for academic affairs before assuming his current position as President of University of the Sciences in Philadelphia (USP). During his tenure as President enrollment has almost doubled, endowment has tripled, campus facilities have expanded and the institution has been transformed in name, function and mission from Philadelphia College of

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Pharmacy and Science to University of the Sciences in Philadelphia. Dr. Gerbino will share his “View from the Top” in a conversational setting providing time for your questions.

*Dr. Philip P. Gerbino, President, University of the Sciences in Philadelphia*

*Alan J. Sims, Registrar, University of the Sciences in Philadelphia*

**T4.4 - Desktop Dynamics: Using Microsoft Access and Crystal Reports as Reporting Tools – SALON C**

This session will explore how desktop applications can empower users in enrollment management and particularly in admissions offices by allowing them to organize, summarize, track and trend data. An overview of Microsoft Access and Crystal Reports will cover data retrieval and manipulation from an institution’s enterprise system. Creating formula fields in Crystal Reports will be discussed in light of importing the data into other applications for more sophisticated analysis. A dynamic scholarship management database in Microsoft Access will be discussed in detail, as will an undergraduate admissions application tracker and predictive model. Finally, a brief overview will conclude the session showing the power of Microsoft Word to customize letters through the magic of merge logic.

*Mark Jacque, Enrollment Management Analyst, Towson University*

**T4.5 - Orientation - The Key to Employee Success – STUDIO 2**

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

*Carolyn B. Nelson, Registrar, Graduate School, USDA*

**T4.6v - Diplomas on Demand – STUDIO 3**

With desktop publishing software and high quality diploma stock, you are ready to face the new economic realities of “doing more with less.” Over 500 institutions have already begun printing their diplomas using SCRIP-SAFE® desktop software. This session will review the techniques used by your colleagues to save time, save money and improve customer service without sacrificing diploma quality.

*Kristen Barta, Regional Sales Director, Scrip-Safe*  
*Joe Santivasci, Registrar, West Chester University*

**TUESDAY 3:15 - 4:30PM**

**T5.1 - 2008 and Beyond - what factors impact college attendance? (Continuation) – STUDIO 1**

Part two - The media often reports on the increasing cost of college attendance. This session will examine the regional and national landscapes which may force colleges and universities to rethink how they finance themselves and their students' educational experiences.

*Dr. Deborah Bowles, Associate Provost for Enrollment Management, Rutgers University-Camden*

*John Brady, Chief Educational Manager, Higher Education Services, College Board*

**T5.2 - Parent Relations 101 – STUDIO 2**

As we continue to work with the ever changing dynamic between student, parent and institution how can we create a campus culture that encourages positive interactions with all three? This session will describe a parent program that educates families regarding legal issues around student records/information and provides a vehicle to encourage families to discuss and agree upon release of information documents in the first year. Additional focus on servicing parents in an assertive manner will also be discussed.

*Mary-Alice Ozechoski, Assistant Dean of Student Development & Involvement, West Chester University*

**T5.3 - AACRAO Government Update – SALON A**

In the proposed re-authorization of the Higher Education Act, important provisions such as expanded accountability measures, Student-Right-to-Know and campus crime reporting, new federal transfer of credit requirements, voter registration, and amendments to FERPA are being examined for possible legislative action. This session provides an update on the re-authorization bill and how some of the policy proposals before Congress might affect them. In addition, a brief update on the federal Commission on the Future of Higher Education exploration of student access, college prices, and the preparation of students for the new global economy will be provided. This session also provides attendees with an opportunity to discuss their views on AACRAO's Public Policy Agenda and related advocacy efforts.

*Jerry Sullivan, Executive Director, AACRAO*

*Ninette Gironella, Assistant Registrar - Student Services, New York University*

**T5.4 - Online Admissions Chats: Valuable Tips, Tricks and Ideas – BOARDROOM 1**

Are you looking for options to make your admissions outreach and marketing more effective? Whether your focus is on domestic or international applicants or on the yield of admitted students, this session will provide you with a look at the value of

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online admissions chat events and how this type of online recruiting can work for your admissions office. You will get tips on successfully scheduling, staffing and promoting your chat events. We will explore and discuss special features, topic areas, and audiences that will help make an effective chat event. This session will enable you to make an informed decision as to whether online chat events are appropriate and valuable for your admissions program and how to set up an online admissions chat at your school.

*Charlotte M. Diakite, Assistant Director of Admissions, Kean University*

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

#### **T5.5 - Enrollment Management 101: Covering the Basics in Best Practices – SALON C**

This workshop will cover the fundamental building blocks of enrollment management that every institution needs to consider in order to be effective. The presentation will focus on the structures, theories, concepts, and implementations of enrollment management in colleges and universities.

*Amanda Yale, Associate Provost for Enrollment Management, Slippery Rock University*

#### **T5.6 - Document Imaging - Putting Information at Your Fingertips – STUDIO 4**

Answer student inquiries, collect approvals, share information campus wide and easily streamline document storage and retrieval, plus other daily business processes, so you have the documents you need, now. Learn how Gannon University solicited approval and funding for a document imaging solution to their storage concerns, worked through the challenges of changing from multiple file cabinets to efficient computer access, scanned and linked all documents, and provided easy document access to Registrars, Admissions, Alumni, and Human Resources. See how they use imaging and workflow software to put paper and electronic documents at their fingertips with a single click. They easily retrieve scanned or imported documents, which are linked to the host system, instead of searching through multiple file cabinets, pulling the record and then taking it to a colleague for review. Gannon uses technology to maximize the functionality of their existing software application and the impact has benefited the entire campus. See firsthand how the ease and speed of document imaging can enhance your efficiency and productivity.

*Marilyn Moore, Registrar, Gannon University*

*Mary Brigham, Assistant Registrar*

#### **T5.7v - You Got Them in the Door, Now Get Them in the Class: Increasing Student Access to Required Courses – STUDIO 3**

How much easier would it be to sell an institution to prospects and their parents if it had a reputation for providing students access to the courses they needed to graduate on time. Shouldn't student success equal more alumni, and happier ones?

Learn how innovative institutions such as UNCG are using The Astra Schedule Suite to address the academic piece of the enrollment management puzzle by offering the (right) courses that allow students to graduate on time. The Platinum Analytics package (an optional component of the Astra Schedule Suite) provides critical supply-demand data that compares student demand to what is offered in the roll-forward schedule on a course-by-course basis. Additionally, sections that are offered at times that don't match with student availability or conflict with co-requisites are flagged for review. The data from Platinum Analytics allows administrators to make a relatively small number of changes that will have a big impact on retention and graduation rates.

*Sarah Collins, Ad Astra Information Systems*

### **WEDNESDAY 9:00 - 10:15AM**

#### **W6.1 - Financial Aid Update: Reauthorization and Senate Bill S-1932 – STUDIO 1**

The President recently signed S-1932, and the Congress is still working on the Reauthorization of the Higher Education Act for financial aid. In this session, we will review where we are at this point and help you understand the issues that might impact your office and institution.

*Richard L. Woodland, Director, Financial Aid, Rutgers University-Camden Campus*

*Fran Andrea, Chief Operating Officer, New Jersey Higher Education Student Assistance Authority*

#### **W6.2 - The Tie that Binds: Web Technology as a Connection between the Registrar's office, Student Academic Affairs, and the Faculty – STUDIO 4**

Though the administration of a college or university seeks to foster in its students the qualities of independence and responsibility, there is always a small segment of the student body population that requires a certain amount of intervention.

The challenge in providing the extra support that this segment requires comes through the physical disconnection between each of the interested parties. The faculty is the only group with consistent student contact, and they are located separately from Student Academic Affairs, which is located separately from the Registrar's office.

Franklin & Marshall College has looked toward technology to tie these three groups together in a more systematic way. For example, through our web portal, faculty can submit an "Academic Progress Report" to bring the names of students in

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difficulty to the attention of those that can intervene and provide assistance. This session will review the services offered through F&M's web portal, with particular emphasis on the "Academic Progress Report," which is designed to provide an early alert of academic difficulty and eventually replace midterm grades.

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

**W6.3 - Charting Your Career Path: Defining Leadership and Negotiating Advancement –**

**SALON C**

The presenter will share insights into factors contributing to career and job search success, based on our experience as executive search consultants. Topics include goal setting, skills critical to success, and a discussion of what kind of professional is being sought by search committees and governing boards for key leadership positions.

*Ellen Heffeman, Senior Associate, SJG -- The Spelman & Johnson Group*

**W6.4 - Access without Support is not Opportunity – A Paradigm for Enhancing Diversity and Closing the Minority Achievement Gap – STUDIO 2**

Collaborative activities between institutions of higher education and secondary schools to facilitate enrollment, retention and academic achievement have emerged as a result of the growing concern that many minority students graduate from high school poorly prepared to study at the collegiate level. Although much of the emphasis regarding collaborative activities is directed at macro initiatives, important initiatives are taking place on a smaller scale and with much less fanfare. An example of such an initiative is the collaborative relationship Syracuse University has established with Operation Link-Up. Although Operation Link-Up students have test scores and high school grade point averages that are below the institutional average, their success at Syracuse University has been outstanding. The presenter will discuss the collaborative relationship that Syracuse University has established with Operation Link-Up, the activities that facilitate academic achievement, parental involvement, and the successful transition from high school to college. This session should be of interest to attendees from high schools and colleges interested in facilitating access to higher education for minority and low-income students, enhancing student academic achievement, and in establishing collaborative relationships.

*Dr. Lonnie Morrison, Director of Metropolitan Admissions Programs, Syracuse University*

**W6.5 - The Registrar's Guide; Evolving Best Practices in Records and Registration – SALON A**

Dr. Barbara Lauren (Editor) or Kent Laudeman and Elliott Baker (Chapter Authors) will provide an overview concerning the purpose and contents of the book entitled *The Registrar's Guide: Evolving Best Practices in Records and Registration*, AACRAO Publication, 2006. The authors will reflect upon their authoring of a chapter and using the guidebook as a professional development tool for new and experienced personnel in the Office of the Registrar.

*Kent A. Laudeman, Vice Dean for Administration/Registrar, United States Military Academy-West Point*

*Barbara Lauren, Associate Director (Research), AACRAO*  
*Elliott Baker, Executive Director of Academic Records, Summer School and Graduate Studies, Slippery Rock University*

**W6.6v - CampusDocs - A Document Management Product Overview for Colleges and Universities –**

**BOARDROOM 1**

CampusDocs, an affordable, secure, web-based document management solution, built on EMC's Documentum, is designed specifically to meet the issues and challenges faced by educational institutions. With CampusDocs, numerous departments, offices, personnel, and students can share, submit, process and archive content seamlessly, without having to purchase expensive software or licenses.

*Vince Marti, Director of Sales-Eastern Division, CampusDocs*

**W6.7v - Tools of the Trade: Using the Clearinghouse to Improve Your Service – STUDIO 3**

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

*Paul Taylor, Regional Director, National Student Clearinghouse*  
*Pam Gilligan, Regional Director, National Student Clearinghouse*

**WEDNESDAY 1:30 - 2:45PM**

**W7.1 - Effective Supervisory Management in Student Services – SALON A**

Effective supervisory management skills are essential for any individual responsible for the supervision of support or professional staff. The need for good creative and decisive

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leadership skills for managers in Enrollment Services (Admissions, Registration, and Records) is a must in the current "do more with less" environment. This session will review successful management practices and theories designed for new and experienced managers in student services. Included in the session will be a review of staff supervision in unionized organizations.

*Horace Tate, University Registrar, Drew University*  
*Mark Holcomb, Manager of Office Systems, Drew University*  
*Maxine L. Williams, Assistant Director for Enrollment Services, Howard University*

#### **W7.2 - Winter Vacation or Winter Session? – BOARDROOM 1**

Stony Brook University embarked on its first ever winter session in January 2006. The decision to offer this new session was driven by unmet course demand on campus. Planning began in January 2005 and involved the majority of the university's academic and administrative offices. Everyday business processes that we take for granted had to be reviewed and realigned. This presentation will review the planning processes, communications plan, and policy and procedures development/implementation of this successful winter session program that saw over 900 enrollments.

*Michael J. Mooney, Associate Registrar, Stony Brook University*

#### **W7.3 - Virtual recruitment - chats, blogs, and other interactive communications – STUDIO 2**

This session will explore some of the ways in which colleges and universities utilize electronic communications to recruit prospective and admitted students to their institutions. How do we integrate these communications with our telemarketing and paper processes? How do we keep "current" the innovations we design? How do students respond to these options? Open discussion among participants will follow the presentation.

*Ms. Diane Harris, Associate Director of Admissions for Marketing and Communications, Rutgers University*  
*Ms. Nancy Pullen, Associate Director of Admissions for Recruitment, Rutgers University*  
*Dr. Deborah Bowles, Associate Provost for Enrollment Management, Rutgers University*

#### **W7.4 - Project Kick-Off: Building and Sustaining the Right Momentum for Your Project – STUDIO 3**

This session focuses on establishing a solid foundation for your project kick-off as well as keeping people energized and having fun throughout the life cycle of the project. The topics discussed will include the preparation needed to begin a project effectively, team building that involves staff and

constituents, communication strategies and other tips, techniques, and tools for maintaining momentum.

*Kate Costanzo, Business Analyst, Pennsylvania State System of Higher Education*  
*Bernadette Krenzer, Registrar, Pennsylvania State System of Higher Education*

#### **W7.5 - Legal Resources for Registrars – SALON C**

This session will identify organizations that offer free and fee-based legal resources and publications for registrars, as well as web-sites with free information. Participants will be asked to share with one another any additional resources they have discovered.

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

#### **W7.6v - eSCRIP-SAFE™: The Secure and Trusted Transcript Exchange Service – STUDIO 1**

SCRIP-SAFE® Security Products, Inc. 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 are proud to announce our newest product. eSCRIP-SAFE™ is a transcript exchange service that enables the secure, reliable, inexpensive and instantaneous delivery of PDF formatted transcripts between secondary and post-secondary schools. Please join us to see a demonstration of eSCRIP-SAFE™ and to learn how your school can reduce operating expenses, improve service to your students, and to combat transcript fraud.

*Jim Wager, Vice President, Scrip-Safe*

#### **W7.7v - Managing Your Procedures Effectively with the Lifecycle Process Mapping System – BOARDROOM 2**

It's clear that every college and university has procedures to manage, but how often are they actually managed effectively?...

Unlike any other procedure management system on the market today, the Lifecycle Process Mapping System is the only system specifically being targeted and customized to the college and university market. Due to the company's success in this endeavor, the Lifecycle system is slowly becoming the standard method for managing procedures in Canadian colleges and universities. The company is now expanding it's clientele outside the Canadian market and into the United States and the UK.

The Lifecycle product is applicable for any type of procedural knowledge base situation in a college or university, such as: the Registrar's Office, Admissions, Enrollment Services, Records,

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Scheduling, as well as call centers, IT support help desks, Parking/Security and Financial Aid offices. The product is particularly beneficial for high-turnover staffing areas, and is useful in eliminating procedure training in many types of office situations.

A demonstration of the product will be provided.

*Glen Brauer, Regional Sales Manager, Impressive Software Solutions*

**WEDNESDAY 3:00 - 4:15PM**

**W8.1 - Resume Roundtable – STUDIO 4**

Wondering what hiring managers think of resumes? Need to know what will make them pick your application out of the hundreds they receive? Join this panel as we analyze resumes - audience participation is encouraged. Optional: send your resume by October 27 to [ninette.gironella@nyu.edu](mailto:ninette.gironella@nyu.edu) - the panel may pick sections of some resumes as case studies; names, employers and dates will be altered to protect the guilty and throw suspicion upon the innocent.

*Carlos Tonche, Jr., Registrar, Passaic County Community College*

*Julian Gomez, Assistant Director of Admissions, Bergen Community College*

*Ninette Gironella, Assistant Registrar - Student Services, New York University*

**W8.2 - What does diversity mean now? – STUDIO 1**

Open discussion on the various ways in which issues of diversity touch our lives and our profession. Is diversity "still" primarily about race and gender, or is the question of diversity a deeper question, one which also includes diversity of thought and experience? To what degree are our responses to diversity in the workplace driven by mandate and legislation? What is the value of diversity to ourselves, our students, and our institutions?

*Dr. Deborah Bowles, Associate Provost for Enrollment Management, Rutgers University-Camden*

*Thom Butler, Executive Director, CorePhilly Scholarships*

**W8.3 - Broadening Our Horizons: How a Registrar's Office Took the Lead on Campus to Coordinate a Dual Enrollment Program – STUDIO 2**

The popularity of Dual Enrollment Partnerships between high schools and institutions of higher education is on the rise. While our university had high school students enrolled in classes, a new effort began this year to broaden participation and consolidate such opportunities under one endeavor. Given our previous focus, the Registrar's Office seemed an unlikely place to assume the lead in coordinating this university-wide program. This session will outline the inception and ongoing evolution of dual enrollment at a university, paying particular

attention to the role of the Registrar's Office. Potential pitfalls and benefits for each population of the dual enrollment program will be examined along with casting an eye toward the future.

*Michele A. Norwood, Assistant Registrar, Indiana University of Pennsylvania*

*Jan A. Mellon, Associate Registrar, Indiana University of Pennsylvania*

**W8.4 - Introduction to FERPA – SALON A**

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.

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

*Patrick R. Forte, Director of Admissions and Registration for Corporate Education*

**W8.5 - The road to advancement is paved with support & effective communication – SALON C**

Registrar professionals are some of the most informed individuals on many aspects of college policies and practices. This background, along with knowledge, support, and effective communication techniques can lead to advancement in your institution. In this session, we will use concrete job related strategies from different perspectives to demonstrate how support and effective communication can help you move up the ladder in the Registrar's Office and beyond. Come learn techniques to show that your value is worth more than you think.

*Gregory Wist, Senior Registrar, Borough of Manhattan CC*  
*Erwin Wong, Dean of Academic Programs, Borough of Manhattan CC*

*Marva Craig, Associate Dean for Student Affairs, Borough of Manhattan CC*

**W8.6v - ACT presents ESL- a Computerized Ability-to-Benefit Assessment – BOARDROOM 1**

ACT will now offer the first computerized, computer-adaptive placement and assessment instrument for English as a Second Language students as an Ability-to-Benefit instrument. The session will include an on-line review of the three test content areas: Reading, Grammar and Usage, and Listening Skills.

*Pamela Murray, Associate Consultant, ACT, Inc*

**W8.7v - Scheduling for Enrollment Management Major Program: Partner – STUDIO 3**

Colleges and universities invest extensive time and resources in the planning and execution of their enrollment strategies. However, most colleges and universities may be unaware of the

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direct negative impact that their class schedules have on these strategies.

Properly scheduling courses during the academic week has a considerable influence on student retention, degree completion and increasing your marketability to prospective students.

This session will focus on the “cause and effect” of current academic class scheduling models and how Infosilem course timetabling solutions correctly aligns scheduling with enrollment strategies.

Infosilem: 20 years in providing innovative advanced scheduling solutions for higher education.

*InfoSilem*

**WEDNESDAY 4:30-5:30PM**

**W9.1 - Back to School Crackerbarrel – BOARDROOM 1**

The thought of going back to school while working fulltime can be daunting. Join your colleagues to discuss balancing work, life and studies; financing your education; applications and standardized tests; issues of attending where you're employed; and other concerns. The facilitators earned degrees while working and are proof that it can be done!

*Mike Marchetti, Director, Graduate Enrollment & Admissions, University of the Sciences in Philadelphia*  
*Ninette Gironella, Assistant Registrar - Student Services, New York University*

**W9.2 – Peoplesoft Crackerbarrel – STUDIO 2**

Join your colleagues who have been through, or are in the process of going through an ERP Implementation. Long Island University is currently implementing Peoplesoft Campus Solutions 8.9. Join us for this open forum to discuss, comment, contribute ideas, suggestions, any information that will assist your colleagues in the implementing of an enterprise wide resource planning software package. Bring your war stories and your good experiences.

*Chester N. Barkan, Registrar, Long Island University, C.W. Post Campus*  
*Thomas Castiglione, Registrar, Long Island University, Brooklyn Campus*

**W9.3 – Banner Crackerbarrel – STUDIO 3**

Open Forum

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

**W9.4 – Datatel Crackerbarrel – STUDIO 4**

Open Forum

*Alan Sims, Registrar, University of the Sciences*

**W9.5 – Jenzabar Crackerbarrel – STUDIO 1**

Open Forum

**W9.6 – PASSHE Crackerbarrel – BOARDROOM 2**

Open Forum

*Jill Reitz, Registrar, Lock Haven University*

**THURSDAY 9:15 – 10:30AM**

**R10.1 - Our value as professionals (Two-Part Session)**

**SALON A**

Part 1 - Are you new to our profession? What is the value of our professional experience to the students and institutions whom we serve? What are the expectations which they have of us? To what extent can we realistically hope and plan to meet those expectations? What contributions are we expected to make to our professions and our college/university communities? How do we work to reach our fullest potential both as individuals and as members of college/university systems?

*Dr. Deborah Bowles, Associate Provost for Enrollment Management, Rutgers University-Camden*

*Ms. Carolyn Senna Boswell, Director, Philadelphia Recruitment Center, The Pennsylvania State University*

*Mr. Richard Woodland, Director of Financial Aid, Rutgers University – Camden*

**R10.2 - Administrative Efficiency: Helping Students' Transition from High School to College – STUDIO 2**

Over the past several years, a great deal of attention has been given to the importance of the First Year Experience for new college and university students. Institutions that have comprehensively addressed the first year experience report increased retention and satisfaction of its students. With the goal of enhancing the First Year Experience, Cabrini College has created a structure which engages and connects the student to the institution prior to matriculation. Cabrini has created an online orientation course called, CabriniVision. This interactive website accomplishes many of the tedious administrative functions necessary for the first year student's transition to college. Such functions range from collecting information about the students academic interests, social interests, to completing the required forms for health services and financial aid. Beyond this utility, though, CabriniVision evaluates-even as it creates-students expectations. This is important for developing the College's

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marketing materials, but it is even more important for shaping incoming students perceptions of the institution and campus life in general. Elements of CabriniVision will be reviewed and discussed.

*Phyllis Bean, Registrar, Cabrini College*

*Chad May, Coordinator of Institutional Research & Analysis, Cabrini College*

**R10.3 - Gender Construction, What's Your Function? Meeting the Needs of Transgender Students – STUDIO 1**

During the past decade, increasing amounts of transgender students have entered institutions of higher education. Despite their emergence, very little research has been done on the population -- a detriment to staff seeking to properly identify and respond to the unique issues that the group faces on college campuses. The following presentation will serve to provide practitioners with general knowledge on transgenderism, a transgender student identity development model, an identification of challenges transgender students face, and suggestions for addressing those challenges.

*Kiwi Grady, Academic Development Assistant, New York University*

*Maddy Polsky, Student Activities Coordinator, School of American Ballet*

**R10.4 - FERPA Update – SALON C**

This session is a continuation of Wednesday's session titled "Introduction to FERPA". In order to assist postsecondary institutions in better understanding and complying with FERPA, the Director of the Family Policy Compliance Office of the U.S. Department of Education will review the latest developments relating to FERPA.

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

*Patrick R. Forte, Director of Admissions and Registration for Corporate Education*

**R10.5 - Degree Audit: It's More Than Just Set-Up**

**STUDIO 3**

Most institutions are now utilizing some form of degree audit as both an academic advisement tool and a vehicle for degree certification. This session will trace the journey of two different universities in setting-up a Degree Audit system and highlight the lessons that were learned along the way. A point of emphasis will be the learned reality that setting-up a Degree Audit system demands NOT ONLY technical knowledge BUT also an ability to maneuver the political waters of departmental and division politics.

*Larry S. Friedman, Registrar, Neumann College*

*Kathy Hein, Associate Registrar, West Chester University*

*Joseph H. Santivaschi, University Registrar, West Chester University*

**R10.6 - Student Demographic Shifts Create a College Access Imperative – BOARDROOM 2**

North Carolina has developed and implemented strategies for significantly improving college access for minority, low income and first generation students. The model North Carolina has developed focuses heavily on technology and the collaborative efforts of all 110 of the state's public and private, two and four year colleges and universities. The initiatives could serve as a best practices model for other states also focusing on enhancing college access. The primary goals of these initiatives are to streamline the college search and application process and improve access to higher education with a particular focus on first generation underrepresented students. Early indications suggest that the state's initiatives are working with the web site in particular being extremely effective, receiving an average of 5500 visitors a day with over 1.5M student accounts created and over 500 K admission applications submitted electronically from students who are planning for, applying to, and seeking financial aid for college.

*George Dixon, Vice Provost Emeritus, Senior Consultant, University of North Carolina System Office*

*Joe Watts, Director, National College Access Partnership, University of North Carolina System Office*

**R10.7V - Modern Course Scheduling –**

**BOARDROOM 1**

Colleges can choose to schedule courses manually, use some form of electronic support or employ a modern integrated scheduling system. The decision on which method to employ depends largely on the value to the college of improving scheduling performance. Improved performance can lead to deferred capital investments, improved customer (student and instructor) satisfaction and reduced lost time and disruption as a result of undetected schedule conflicts. The presenter will discuss the costs of implementing a modern system, the potential benefits and required functionality. The presenter will also demo IQ.Session 3.4, ComQuip's modern client / server solution for integrated course scheduling. Materials are available at: [www.comquip.com/msacrao2006](http://www.comquip.com/msacrao2006)

*Charles Smith, President, ComQuip*

**THURSDAY 10:45 - 12:00PM**

**R11.1 - Our value as professionals (Continuation from earlier session) – SALON A**

**Part 2 - What are the issues, challenges, and opportunities we face in the professions in which we work? In the areas of admissions,**

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financial aid, and registrar we often have to manage not only our professional responsibilities, but legislation and other issues which affect a number of areas of student services. We will discuss some of those issues and ways in which we can effectively respond to them - and get our job done!

*Dr. Deborah Bowles, Associate Provost for Enrollment Management, Rutgers University-Camden*

*Ms. Carolyn Senna Boswell, Director, Philadelphia Recruitment Center, The Pennsylvania State University*

*Mr. Richard Woodland, Director of Financial Aid, Rutgers University - Camden*

**R11.2 - Weaving the Net – an Overview of Web Technologies – STUDIO 2**

There is increased expectation that our services be "web capable". However, this term can encompass a range of possibilities: from informational pages that rarely change, interactive pages that provide content on demand, up to handling admissions, registrations, payments and other transactions wholly on the web. Each step up in capabilities requires different technologies and technical support. This session provides a non-technical overview of the levels of technologies used on the web and some of the human and software resources required to use them.

*Kamlesh Devjani, Web Coordinator, Office of the University Registrar, New York University*

*Ninette Gironella, Assistant Registrar - Student Services, New York University*

**R11.3 - The Journey - Dream to Reality and Beyond**

**STUDIO 3**

This session covers the heart and soul of Registrars and their commitment, vision, dedication, and desire to serve, assist, grow, and excel. This session reinforces through stories their perseverance, persistence, resilience, and belief in the institutions they serve. This session is presented to inspire others in the student services field to consider becoming registrars and enrollment management people. Get involved in this regional organization and in our national organization. These organizations are places where it is okay to be emotional and demonstrate love and caring for your institution, profession, and everyone that you serve.

*Carolyn B. Nelson, Registrar, Graduate School, USDA*

**R11.4 - Transfer Evaluation Roundtable – STUDIO 4**

Calling all transfer evaluators---again! We had so much to talk about last year that we have decided to continue the discussion. This session will provide transcript evaluators the opportunity to get together with colleagues from different institutions to compare procedures and practices, talk about transfer credit issues, and address questions and concerns regarding the evaluation and awarding of transfer credit.

Come prepared to discuss topics of interest and concern to you and to share your expertise with others. Even if you did not attend last year, come join our conversation this time. With your participation, we can have another lively discussion that will provide helpful information for all of us.

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

*Jeremy Beeler, Registrar & Acting Assistant Dean of Academic Affairs, Warren County Community College*

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

*Erin Reeder, Transfer Credit Evaluator, Anne Arundel Community College*

**R11.5 - The Value of a Career Ladder Outreach Program - Measurable Outcomes – STUDIO 1**

A career ladder outreach program (ETS: Education, Training and Skills) that strives to reach positive outcomes by prospectively assessing students for risk factors and employing remediation, financial and student service strategies. This outreach program is designed for the recruitment of students from diverse populations, as well as, retention of students to achieve successful outcomes in diploma/degree completion. In this career ladder program, formal articulation from diploma and associate degree programs toward the Bachelor's degree and bridge programs toward the Master's degree are operationalized.

*Diane M. Breckenridge, Associate Professor, LaSalle University, Associate Research Director, Abington Memorial Hospital, LaSalle University and Abington Memorial Hospital*