



74th Annual

Meeting of

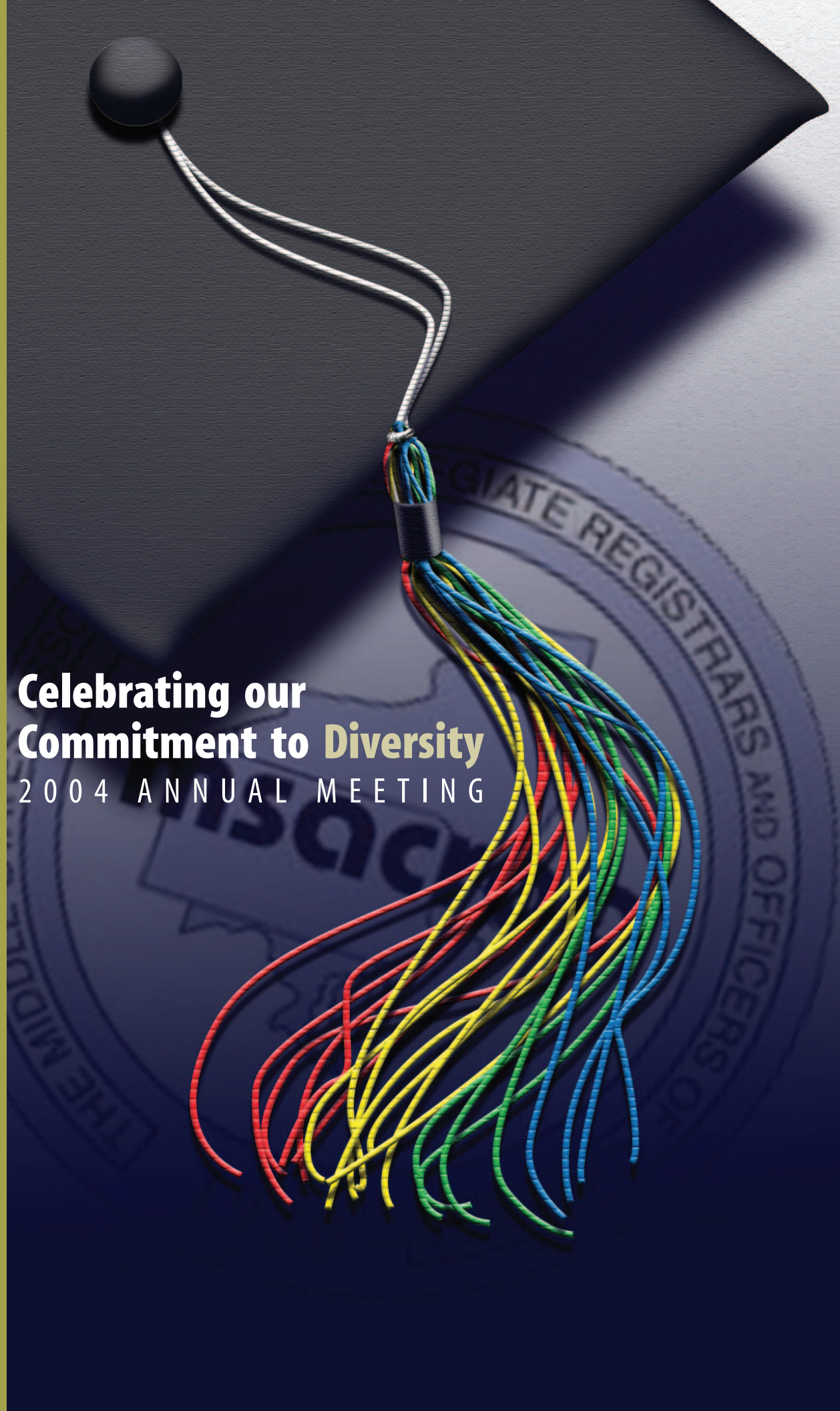
MSACROA

The Borgata Hotel
Casino and Spa,
Atlantic City, NJ

November 29-
December 2, 2004

Celebrating our Commitment to Diversity

2004 ANNUAL MEETING



The Borgata Hotel Casino and Spa Welcomes MSACROA!!!

The Borgata Hotel Casino & Spa welcomes the return of MSACROA for its 74th Annual Meeting. With the opening of The Borgata Hotel Casino & Spa in Atlantic City, getaways, vacations and business trips have taken on a whole new flavor rich in style, imagination and flair. Plus an added dash of fun. The Borgata is a place to interact, play, indulge and escape. A delicious new world built with you in mind, expressing the best life has to offer, from international cuisine to relaxing retreats. Here you may enjoy a variety of lively entertainment venues featuring top performers from around the world. Dine at your choice of 11 spectacular restaurants, from Italian formal to American casual, created by the finest chefs of New York City, Philadelphia and Europe. Relax in a sumptuous European-style spa, or let loose in any or all of the four bars and the nightclub. Play in a magnificent casino designed around your favorite games, lounge at the Borgata Pool & Gardens, and sleep in your own finely appointed guest quarters.



www.theborgata.com



Larry S. Friedman

Celebrating our Commitment to Diversity

I invite you all to attend the 74th Annual Meeting of the Middle States Association of Collegiate Registrars and Officers of Admission which will be held from November 29th – December 2nd at The Bogata Hotel Casino & Spa in Atlantic City, New Jersey. Our theme for this year's meeting, ***Celebrating our Commitment to Diversity***, is a reaffirmation of our collective commitment to guaranteeing equal access and educational opportunity for all those who seek it. Our continuing challenge is to translate that commitment into a lived, practical, and meaningful educational experience for our students. As we deal with budget and staff reductions, the resultant need of frequently doing more with less, a technology that, at times, seems to outpace even the most computer-literate among us, and the geo-political realities of an ever-changing world, we remain steadfast in our commitment to provide all students with the highest quality of service that we can give.

This year's Annual Meeting offers a wide variety of sessions which both reflect and compliment our conference theme. There will be sessions and workshops which focus on diversity training and strategies that provide the most underserved of our student populations with quality and meaningful educational experiences. Our Presenters are eager to share their successes and best practices which have been used to respond to the challenges of diversity and its inextricable link to student services and professional development. Our conference also offers related sessions that share experiences in technological, policy, and procedural issues that impact all of us in our profession and enhance our student-centered focus.

Our featured speakers at this year's Annual Meeting support our conference theme quite well. Our Keynote Speaker is United States Congressman Chaka Fattah, representative of the Second Congressional District of Pennsylvania. Congressman Fattah's distinguished efforts to advocate for and champion equal educational access for all students have and continue to be a defining quality of his career. Our featured speaker at the Cultural Diversity Luncheon is Regena L. Thomas, Secretary of State of New Jersey. Secretary Thomas is also an outspoken advocate for equal access and opportunity in both the educational and political arenas. Both speakers bring considerable expertise and accomplishments to us as they discuss the importance of never forgetting or diminishing our concern for all populations and in celebrating the very differences which these populations bring to our institutions and to society.

All work and no play, however, do not make for an enjoyable Annual Meeting. And our return to The Borgata Hotel Casino & Spa offers a wide variety of ways to relax and be entertained. From multiple restaurants to the fabulous spa, from the gaming tables to the boardwalk, there is something here for everyone. Our main social activity on Wednesday evening will, once again, feature the sophisticated sounds of the Budessa Brothers. Come and join us for dancing, conversation, and sumptuous treats which redefine the term culinary art. In addition, there will be numerous other events throughout the conference, such as continental breakfasts, an ice-cream social, evening wine and cheese receptions, and refreshment breaks throughout the day. Many of these functions are sponsored by our exhibitors who deserve our thanks and patronage for their loyal support throughout the years.

(continued on next page...)

Greetings from the President-Elect

Our 74th Annual Meeting would not have been possible had it not been for the hard work and dedication of our Executive Committee, Local Arrangements Committee, our Program, Conference Activities, Exhibits, Facilities, and Registration Committees, as well as the numerous committee members who support and help with set-up and other volunteer activities. I would be remiss if I did not also acknowledge the cooperation of The Borgata management and conference staff, particularly Paul Marrantino, whose efforts have been so critically important to our planning activities. To all of these people, a heart-felt **THANK YOU** for your enthusiastic support and unending energy. Without this team effort, none of what you are going to experience here at The Borgata could ever have happened.

I do hope that you plan to attend our 74th Annual Meeting and become active volunteers within the organization. Join a committee, and bring your business cards with you to enlarge your own personal network of contacts. Also....**Don't forget to bring an item with your school logo** for our raffle. As we did last year, **MSACROA will be seeking donations to help support Covenant House of Atlantic City**, an organization that assists homeless youth with housing, health issues, as well as career and educational training. Please bring whatever items that you can, such as shampoo, toothpaste, deodorant, jackets, gloves, scarves.....whatever you can give in the spirit of helping others. Monetary donations are also welcome, and a donation box will be available at the Registration/Hospitality Booth. **MSACROA will match total cash donations up to a total of \$500 which is collected at the Conference.** By giving to those who need our help the most, we, again, celebrate our commitment to diversity and service.

I look forward to greeting each of you at our Conference as we continue to strengthen and expand upon the wonderful fabric of MSACROA that began 74 years ago when twelve visionary Registrars first met in Maryland to begin "The Maryland Experiment".....

God bless you all; and I'll see you in November at The Borgata....



Larry S. Friedman, President-Elect



A Special Thanks!!!

Program Committee

Maritza Davila

Passaic County Community College

Josephine E. Figueras

Passaic County Community College

Larry S. Friedman, Chair

Neumann College

Pinhas Friedenber

Hudson County Community College

Ninette Gironella

New York University

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Jesse Pervall

Thomas Jefferson University

Sonia Saladuchin

Kingsborough Community College

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Local Arrangements Committee

Tracey Thompson

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Cornell University

June Finn

Chair, Conference Activities

Felician College

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Christopher Knauer

Chair, Registration

Ithaca College



Dr. Rosalie Mirenda

President

Dr. Stephen Thorpe

Vice President for Academic Affairs

Lorraine Fulker

Assistant Registrar

Carol Micun

Student Systems Administrator, Office of the Registrar

Neumann College

Our Featured Speakers



Chaka Fattah

Keynote Address:

U.S. Congressman Chaka Fattah

The Honorable Chakah Fattah is serving his fifth term in the United States House of Representatives, representing the Second Congressional District of Pennsylvania. Prior to his election to the United States House of Representatives in 1995, Congressman Fattah served as a Pennsylvania State Senator, Seventh District, from 1989-1994, and as a Pennsylvania State Representative, 192nd District, from 1983-1988.

Congressman Fattah's education began in the Philadelphia public school system and continued in the Community College of Philadelphia, the University of Pennsylvania Wharton School, and the University of Pennsylvania Fels School of State and Public Service where he earned a Master's Degree in Government Administration. He has also completed the Senior Executive Program for State Officials at Harvard University's John F. Kennedy School of Government.

Throughout his illustrious career at both the state and federal levels, Congressman Fattah has been a champion of education and educational opportunities for all students at all levels of their education. He has sought to ensure that educational funding be equally distributed among urban, rural, and suburban schools so that every student has the opportunity to learn and is provided equal access to a college education. As the Congressman told President Bush in October, 2001: "If you truly believe that, 'All of our citizens are created equal, and must be treated equally,' then you will agree that racial discrimination has no place in our society, particularly not in our public school system."

Among Congressman Fattah's major legislative accomplishments is the successful passage in 1998 of **GEAR UP** (Gaining Early Awareness and Readiness for Undergraduate Programs) which partners students from low-income schools with colleges and universities to help build an education pipeline for students to realize their college dreams. This commitment to ensuring equal access to a quality educational experience for all students has, thus far, resulted in 324 university partnerships and 36 state programs serving nearly 1.5 million students. Policy experts point to GEAR UP as one of the most innovative educational programs to emerge from Washington in many years. The **William H. Gray College Completion Grant** is another of Congressman Fattah's legislative achievements. Designed to assist and contribute to the retention of nearly 18,000 low-income minority students, this Grant Program enables students to successfully complete college by offering resources to help them be fully prepared for success in either the workforce or in graduate school. To date, these two programs have received nearly \$1.5 billion dollars in total combined funding.

Congressman Fattah has been called "a political champion for education" by *Black Issues in Higher Education*. When *The Chronicle of Higher Education* selected a "winner" for legislative abilities which advocated for expanded and equal opportunities for all students in higher education, Congressman Fattah and his legislative initiatives were selected. For these and so many other reasons, the Middle States Association of Collegiate Registrars and Officers of Admission is so very pleased that Congressman Chakah Fattah has agreed to be our Keynote Speaker at our 74th Annual Meeting which celebrates ours and his **Commitment to Diversity** in higher education.



Regena L. Thomas

Diversity Luncheon Speaker:

Regena L. Thomas, Secretary of State, State of New Jersey

Regena Thomas was sworn in as New Jersey's 31st Secretary of State by Governor James E. McGreevey on January 15, 2002. Charged with the promotion and preservation of the arts, history, and culture of the Garden State, Secretary Thomas brings a community conscious approach to public policy that has been honed during a distinguished 20-year career as a public servant. She is recognized throughout the country as both a strategist and organizer who has pledged to utilize her extensive experience to help build the broad-based coalitions, public and private partnerships, and innovative programs that are so necessary to strengthen and advance New Jersey's cultural resources and to empower working families throughout the State.

Only one of a handful of African-American women to hold such a post nationally, Secretary Thomas brings a unique blend of grassroots activism, political acumen, steadfast determination, and personal integrity to the New Jersey Department of State and its mission to enrich the quality of life in New Jersey through education, the arts, history, and culture.

In her official capacity, Secretary Thomas is responsible for one of the premier departments of State government. She oversees the Department of State's operating agencies consisting of: Archives and Records Management; the New Jersey Historical Commission; the New Jersey State Council on the Arts; the New Jersey Cultural Trust; the New Jersey State Museum; the New Jersey Disparity Study Commission; the New Jersey Martin Luther King, Jr. Commission; the New Jersey Commission on American Indian Affairs; the Governor's Office of Volunteerism, the Office of Faith Based Initiatives; Patriots Theater at the War Memorial; and the New Jersey Commission on National and Community Service.

Prior to her current service as New Jersey's Secretary of State, Secretary Thomas held a number of national appointments, including consultant to the Democratic Governors' Association and former Director of Base Vote Operations for the Democratic National Committee. She has served in the government of the District of Columbia as a Deputy and Director of Constituent Services. From 1980-1985, she was one of the first African-American Legislative Analysts for the Kentucky State Legislature. Secretary Thomas also holds a Bachelor of Arts degree in University Studies from Morehead State University.

Throughout her distinguished career, Secretary Thomas has been keenly aware of the needs of the underserved and for a clearly focused, unambiguous commitment to diversity at all levels of regional, state, and federal governments. Her presence at the 74th Annual Meeting of the Middle States Association of Collegiate Registrars and Officers of Admission reaffirms and recognizes her efforts to enrich the quality of life in New Jersey and celebrates her advocacy for equal access and educational opportunity for all citizens as a way of achieving that goal.

Welcome to the 74th Annual Meeting of MSACROA at The Borgata, Atlantic City, New Jersey November 29th – December 2, 2004

Schedule of Sessions

Monday, November 29th

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

9:30 AM - 10:45 AM Executive Committee Meeting

12:00 PM - 1:00 PM Executive Committee/LAC Luncheon

12:30 PM - 5:00 PM Hospitality and Registration Open for Business

1:30 PM - 4:30 PM MONDAY AFTERNOON WORKSHOPS (W1 - W6)

W1

Introduction to Microsoft Access for College Administrators

MS Access XP/2003, one of the most popular database management system applications, enables you to store and manage large quantities of data and offers a variety of uses for the College Administrator. Although not a hands-on Workshop, the topics that will be discussed include the creation of a database; the establishing of relations between more than one table; the populating and editing of a database; as well as the creation of queries and reports. We will look at Access' ability to feed information to a M.S. Word mail merge so that you can send a form letter to addresses in a database.

Presenter: Chester Barkan, Registrar, Long Island University, C.W. Post Campus

W2

Is There Life After SEVIS

This session addresses the Student Exchange Visitor Information System (SEVIS), recently implemented by the U.S. Citizenship & Immigration Services as a way of tracking international students under the F-1 and J-1 status. The workshop provides an overview of institutional responsibility in implementing the system and the effect it has had on various departments, such as admissions and registrars. We will also review the regulations and their effect on registration records and reporting requirements to the federal government.

Presenter/Convener: Yocasta Brens-Watson, Manager, Office of International Services, University of Medicine and Dentistry of New Jersey

Presenter: June Sadowsky-Devarez, President/CEO, International Education Training Services

W3

Meeting the Challenges of Diversity: Our College Takes It On!

Thaddeus Stevens College of Technology is a small, public technical college in Lancaster, PA. Our unique challenge has been to seek to develop our very traditional technical school culture into a more urbane collegial atmosphere that coincides with the ideals and principles of our founder, Thaddeus Stevens. We will look at the model used by the college to accomplish our goal of campus-wide diversity training and share two compelling testimonials from a staff person and a faculty member concerning their uniqueness.

Presenter/Convener: Bernard L. McCree, Director of Financial Aid and Registrar, Thaddeus Stevens College of Technology

Presenter: Chris Metzler, Counselor, Thaddeus Stevens College of Technology

Presenter: Dr. Kimberly Hitchcock, Professor, Architecture Technology, Thaddeus Stevens College of Technology

W4

People Power !!!

It's not just a cliché: people are the most important asset of your organization. This presentation is designed to help you maximize the talents of your staff to benefit your college or university. Understanding and managing diversity in the workplace, motivation techniques, equity issues, and coaching and counseling are some of the topics included in this workshop. Practical approaches for dealing effectively with common problems are also included. This is an interactive workshop intended for supervisors and "supervisors-in-training".

Presenter: Michael Silvestro, Vice President for Human Resources & Institutional Effectiveness, Passaic County Community College

W5

Office Yoga and Beyond

We all need to learn how to relieve and reduce stress and tension on a daily basis. For centuries, people have used Yoga to achieve a healthy balance of body and mind. In this workshop, you will learn Yoga-based exercises that you can do while sitting at your desk or standing in your office. Afterwards, we move to the floor for some additional gentle Yoga exercises and relaxation. Wear comfortable clothing and bring a towel or mat for the floor. This presentation is suitable for beginners as well as the more experienced practitioner.

Presenter: April Lahar, Assistant to the Director of Registration, New York University

Presenter/Convener: Hernan Green, Acting Assistant Dean, Enrollment Services, Rutgers University

W6

Processing & Maintaining Student Records in an Electronic Environment

Student Records Management in the 21st Century requires interface capabilities between all academic areas. We are developing a system in which the student executes online requests that are routed to appropriate university officials and, upon completion, electronically filed. The student electronic file replaces the traditional paper folder and is accessible by the campus community with proper security clearance.

Presenter: Susan J. O'Keefe, Associate Vice President for Academic Administration, Monmouth University

Presenter: Laura Papa Babbin, Director of Registration & Records, Monmouth University

4:45 PM - 5:30 PM

MSACROA Committee Meetings (as needed)

5:30 PM - 7:00 PM

President's Welcome Reception for all attendees

7:00 PM -

Dinner on your own, or join New Members/First-Time Attendees for dinner (Dutch Treat)

Tuesday November 30th

8:00 AM - 5:00 PM

Registration/Hospitality Open

8:00 AM - 11:00 AM

Exhibitors Setup

8:00 AM - 10:30 AM

Continental Breakfast in Registration Area

8:00 AM - 9:00 AM

New Members/First-Time Attendees Breakfast (advance registration required)

8:00 AM - 9:00 AM

Graduate and Professional School Breakfast (advance registration required)

9:00 AM - 10:15 AM

TUESDAY, NOVEMBER 30TH, EARLY MORNING SESSIONS (1.1 - 1.7)

1.1

The Future of Higher Education in the 21st Century

Nobody knows exactly what shape higher education will take over these next few years. Paul Taylor, Immediate Past-President of AACRAO and Dean of Enrollment Management & Student Affairs at Lexington Community College, will discuss the four factors which will most significantly influence our jobs and our institutions. These areas are: Technology, People, Federal and External Influences, and Managing Enrollment. There will be opportunity for questions and answers following the presentation.

Presenter: Paul Taylor, Dean of Enrollment Management & Student Affairs, Lexington Community College

Convener: Larry S. Friedman, Registrar, Neumann College

1.2

In Our Own Voice: Recruiting & Retaining Latino Students

This presentation addresses some of the concerns that first generation, college-bound Latino students have and how colleges and universities can be instrumental in removing barriers that may present extraordinary challenges.

Presenter: Josephine Figueras, Vice President for Enrollment Management, Passaic County Community College

1.3

How to Successfully Implement an Imaging System

This presentation is an overview of how an imaging system was successfully implemented in the Enrollment Services unit at Hudson County Community College. Since installation in April of 2001, over 750,000 pages have been scanned into the system. The different stages of planning, installation, training, storage of archives, workflow, security, upgrades, security, and maintenance will be discussed.

Presenter: Luke Phillips, Admissions and Records Coordinator, Hudson County Community College

Presenter: Pinhas Friedenber, Registrar, Hudson County Community College

1.4

Using IR for Marketing Research

Marketing research is an essential component of any enrollment management plan, but most colleges are hard pressed to commit resources to this activity. Marketing research can help you get new clients

(recruitment) and keep current clients (retention). Your Institutional Research office may already be collecting and analyzing important marketing data under the guise of some other academic related activity. In this session, you will learn what marketing research is, how it fits into enrollment management, how to use existing data for marketing research, and how to focus IR efforts toward marketing research.

Presenter: Christopher Pondish, Executive Director for Institutional Research and Planning, Passaic County Community College

1.5 Leadership - A Primer for Enrollment Management Professionals

Are you a Manager? A Leader? Both? Clearly, there is a difference between being a manager and a leader. Leaders are not necessarily born; leadership can be consciously learned and carefully developed. Discussion will include the differences between managers and leaders, the qualities of effective leaders, the creation of a shared vision, and the critical issue of people skills in leadership. This session is for anyone interested in developing their own leadership capabilities and/or encouraging leadership in others.

Presenter/Convener: Peter R. Falk, Director of Special Projects and University Admissions Coordinator, University of Medicine and Dentistry of New Jersey - University Office of Academic Affairs

Presenter: Michele M. Dunn, Registrar and Coordinator of Admissions, University of Medicine and Dentistry of New Jersey - School of Nursing

1.6 Understanding F-1 Status and SEVIS

This session is for professionals who wish to have a basic understanding of the federal requirements pertaining to nonimmigrant F-1 students. We will discuss issuance of the Form I-20, obtaining the F-1 student visa, student responsibilities for maintaining F-1 student status in the U.S., employment benefits, and institutional reporting responsibilities in the Student Exchange Visitor Information System (SEVIS).

Presenter/Convener: June Sadowski-Devarez, President/CEO, International Education Training Services

Presenter: Yocasta Brens-Watson, Manager, Office of International Services, University of Medicine and Dentistry of New Jersey

1.7 Professional Development and On-Going Training for Your Admissions Staff

The admissions staff is the front-line for your institution. Too often we employ under-trained student workers, interns, and novices to provide much of the face time with applicants. Many are trained by colleagues rather than supervisors; by whim rather than design; and without assessment. We also tend to neglect understanding the personalities and learning styles of our staffs, and thus, do not provide adequate on-going professional development and training. This session outlines a number of ways that we can formalize our initial training process as well as develop an on-going and exciting series of professional development activities which will enable your staff to grow in intellect and responsibility.

Presenter/Convener: Luke D. Schultheis, Director of Admissions, Monroe College

10:30 AM - 11:30 AM Keynote Speaker: United States Congressman, the Honorable Chaka Fattah

11:30 AM - 5:00 PM Exhibit Hall Open

12:30 PM - 1:30 PM Lunch on your own

1:30 PM - 2:45 PM TUESDAY, NOVEMBER 30TH, EARLY AFTERNOON SESSIONS (2.1 - 2.7)

2.1 The World of Admissions and Records Management: A View from the Top

Dr. Rosalie Mirenda, President of Neumann College and featured speaker at MSACROA's 2001 Diversity Luncheon, will share her thoughts and experiences relating to the world of admissions and records management and how that world is perceived from the presidential and executive management level. Dr. Mirenda's discussion will include personal observations about the degree to which admissions and records management professionals interface with management teams and strategic institutional planning initiatives. In this session, participants will have the opportunity to share their thoughts, concerns, ideas, and questions with Dr. Mirenda.

Presenter: Dr. Rosalie Mirenda, President, Neumann College

Convener: Larry S. Friedman, Registrar, Neumann College

2.2 IPEDS: An Update on Recent Developments and Future Directions

This session reviews changes in IPEDS data collection and discusses current improvements and planned enhancements to the system.

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

2.3

Helping Students and Faculty Embrace the On-Line System

In the Fall of 2001, Wilkes University launched its on-line system. This presentation highlights the positive aspects as well as the challenges we still face today with the implementation of our on-line system. The system is available to faculty for the purposes of mid-term and final grade submission, review of class rosters, and retrieval of student information. Student uses include class registration, review of mid-term and final grades, inspection of class schedules and unofficial transcripts, retrieval of enrollment verification via the National Student Clearinghouse, and examination of and payment to his/her financial account. The presentation includes information on our process, training sessions, and difficulties that continue.

Presenter: Susan Hritzak, Registrar, Wilkes University

Presenter: Jane L. O'Borski, Assistant Registrar, Wilkes University

2.4

Self-Improvement 101

Is there something you can do that will improve your chances for success? Yes. Is it easy? No. Will there be set backs along the way? Yes. Will this session give you some tools to move yourself in a new, positive direction? Yes. Do you have to change? Yes. Do you want to change? I don't know. Come spend a session learning about tools that will help you change things for the better. The worst that can happen is that you spend time hearing about tools in which you have no interest (like that has never happened at MSACROA before). You might pick up some tools that will help you unlock the opportunities you have been looking for. Change is the name of the game sports fans. Keep Smiling!!!!

Presenter/Convener: John Stanton, Past President, MSACROA

2.5

Into the Ether: Developing an E-recruitment Plan for Your Admissions Office

The most important innovation in college admissions in recent years has been the development and use of electronic communication in student recruitment. The biggest challenge that most college admissions offices now face is the integration (and sometimes replacement) of their printed, direct mail programs with comprehensive e-mail and internet-based recruitment and communication strategies.

In December 2003, the Pew Foundation reported that 87% of the U.S. populace has home Internet access, and 46% has work access. College Guidance professionals indicate that their students now spend much more time researching colleges on internet web sites than from printed materials. Many students now expect to be contacted by e-mail as well as, or instead of, regular mail. An Admissions Office that does not communicate with prospects electronically risks not communicating with them at all. Moreover, a college's image depends, in part, on how it uses and promotes itself on the Internet and through e-mail. Fast, friendly and efficient e-mail and internet-based communication are now an instrumental part not only of an admissions recruitment plan, but also with how a college serves and communicates with its current students, thus playing an important role in retention.

Presenter: Timm Rinehart, Associate Vice President, Enrollment Management, Temple University

Presenter: Mary Beth Kurilko, Assistant Director / E-Recruitment Manager, Temple University

2.6

The Solomon Amendment and the Gramm-Leach-Bliley Act

This session reviews the major provisions of both the Solomon Amendment as well as the Gramm-Leach-Bliley Act. New professionals are especially encouraged to attend.

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

2.7

Students with Disabilities and Implications for the Admissions Process and Enrollment Management

This session explores the admissions process as it relates to students with disabilities. The outcomes of this session are to enable each attendee to:

- 1. Understand and identify the laws that impact institutions of higher education, including their rationale and implications for the admission process; i.e., access, accommodations, and self-identification.*
- 2. Define the term "disability," according to the law, and be able to identify common disabilities as well as the accommodations that those disabilities usually require.*
- 3. Understand the profile of a person with a disability, the fact that people can be born with a disability or acquire a disability through life circumstances, and that the disability population is a heterogeneous group.*
- 4. Understand how a person with a disability is identified.*
- 5. Become familiar with useful techniques for interacting with people with disabilities.*
- 6. Increase knowledge of various strategies and programming for serving and outreaching to this population.*

Presenter: Wesley Waldrup, Disability Counselor/Admissions Counselor, Monroe College

Convener: Luke Schulteis, Director of Admissions, Monroe College

2:45 PM - 3:45 PM

Ice Cream Social in Exhibit Hall

4:00 PM - 5:15 PM

TUESDAY, NOVEMBER 30TH, LATE AFTERNOON SESSIONS (3.1 - 3.7)

3.1

Managing Diversity in Student Services

The day to day supervision of student services in enrollment areas (admissions, registration, and records management) present special challenges. Requests for services from these college and university offices are consistently numerous and complex. An often added complexity in the fulfillment of the student services mission is the effective management of diverse human resources employed in enrollment services areas. This session discusses various management/supervisory techniques that assist Registrars and Admissions Officers with the effective supervision of diversified staff.

Presenter: Horace Tate, University Registrar, Drew University

Presenter/Convener: Jeremy Maisto, Assistant Registrar, Drew University

3.2

Peer Analysis System (PAS) and College Opportunities Online (COOL)

This session demonstrates PAS and COOL: aspects of IPEDS which can be useful to admissions personnel as well as registrars.

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

3.3

Financial Aid 101: Helping to Navigate the Channel

This session is designed for the admissions officer and registrar who need to have a basic knowledge about financial aid to share with students. Basic Terminology, Pell Grant Eligibility Determination, Professional Judgment, FERPA, and Loan Eligibility are all topics for our discussion. Be prepared for a short interactive game!

Presenter/Convener: Bernard L. McCree, Director of Financial Aid and Registrar, Thaddeus Stevens College of Technology

3.4

Disaster Recovery- Ready or Not

How prepared are you for an incident that closes one of your buildings indefinitely? How about your entire campus? Would you know where to begin to try and re-open? Come hear from colleagues who (unfortunately) have been there.

Presenter/Convener: Gregory J. Wist, Senior Registrar, Borough of Manhattan Community College

3.5

Beyond Recruitment and Retention: A Practical Approach to Making Enrollment Management Work at Your Institution

Over the past three decades, Enrollment Management [EM], as a "buzz word", has gained popularity across higher education in the arenas of student recruitment and retention. But EM is more than a fad. In this discussion-based presentation, learn strategies for implementing EM as a long-term working philosophy within your office and across your institution.

Presenter/Convener: Catherine R. Mund, Associate Registrar, Wesley Theological Seminary

3.6

The Importance of Robust Facilities for Scheduling and Reporting

The scheduling of classrooms, special events, media equipment, and services address only part of the responsibility that schools have in understanding and effectively using their facilities. Tracking facilities and effective reporting in terms of supply and demand is the second step in fully understanding a college's or university's space needs. CollegeNET, Inc., established in 1977, is the industry leader in providing scheduling and facilities reporting applications. This client-based presentation offers practical insights for Registrars, Event Coordinators, Facilities Managers, and Institutional Researchers on the ways in which your facilities can be tracked, managed and, then, effectively reported.

Presenter: Julia Noonan, Associate Vice President of Sales, CollegeNET, Inc.

Presenter: Adam Stone, Registrar, St. Francis College

Convener: Joseph H. Santivasci, University Registrar, West Chester University

3.7

ID Theft and Record Fraud

It cannot happen to me! That is what you think. Identity theft is more common than you can possibly imagine. In this session, we will discuss how one deals with ID Theft situations and its impact on student records and registration. What is the cost of this fraud to our society, and how can we reduce or minimize the extent of the damage?

Presenter: Pinhas Friedenberg, Registrar, Hudson County Community College

5:30 PM - 7:00 PM

Reception - Hosted by Jostens

7:00pm -

Dinner on your own

Wednesday, December 1st

- 8:00 AM - 9:00 AM** **Registration/Hospitality Open** (closed during Annual Membership Breakfast Meeting)
- 9:00 AM - 10:30 AM** **Annual Membership Breakfast Meeting (All members welcome; agenda items will include the election of new officers and a discussion of amendments to our Constitution.)**
[A Borgata Door Prize will be given to an attendee of the meeting. You must be present to win.]
- 10:30 AM - 5:00 PM** **Registration/Hospitality and Exhibits Open**
- 10:45 AM - 12:00 PM** **WEDNESDAY, DECEMBER 1ST, LATE MORNING SESSIONS (4.1 - 4.7)**
- 4.1** **Embracing Diversity through Effective Communication: It Begins with Enrollment Services**
Take a look at who are our students. This presentation discusses effective communication with our diverse (racial/ethnic, cultural, religious, etc.) student population. What are the special needs and experiences of this diverse group? Communication plays a crucial role in enrollment services.
Presenter: Lois Y. Lawson-Briddell, Admissions/Recruitment Coordinator, Gloucester County College
- 4.2** **A Focus on Readmits**
With over 1500 applicants for readmission and reinstatement each term, Kingsborough Community College needed to provide improved opportunities for these students to be able to register in the courses which they needed. By arranging for early registration opportunities and one-on-one meetings with advisors, a small cadre of advisors were able to re-orient the students to the college as well as meet their immediate goal of selecting a program that matched their needs. We will share our "story," our efforts to change, and two case studies.
Presenter: Dr. Beth Lesen, Director, College Academic Advancement Office, Kingsborough Community College
Presenter: Geena Keriakose, Counselor, Kingsborough Community College
Presenter/Convener: Sonia Saladuchin, Registrar, Kingsborough Community College
- 4.3** **Creative Collaboration: The Best of Both Worlds**
The collaborative efforts of the members of the SouthEastern Pennsylvania Consortium for Higher Education (SEPCHE) has allowed a group of eight small colleges and universities to retain the atmosphere of a small college on each campus, while accessing an array of resources equivalent to those of a much larger university. This session describes the myriad of ways in which collaboration has enriched and expanded opportunities for students, faculty, and staff on the member campuses.
Presenter: Brigid Blake, Executive Director, SouthEastern Pennsylvania Consortium for Higher Education (SEPCHE)
- 4.4** **Using MS Access to Produce and Track Student Verification Letters**
In the past, the Registrar's Office at Rider University used Word templates to produce student verification letters. This session demonstrates how we now use a networked MS Access database to produce and track this correspondence. This system has automated the verification process, reduced the need to keep paper records, and allowed anyone in the office to quickly answer questions about letters that have been sent.
Presenter: Joanne Ceres, Associate Registrar, Rider University
- 4.5** **AACROA: Washington Update**
Congress has been involved in the overhaul of the Higher Education Act for the past three years. 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 were examined by Congress for possible legislative action during the legislative process. This session provides an overview of the reauthorization bill and updates campus officials on how some of the policy proposals before Congress might affect them. In addition, a brief update of homeland security developments, visa issuance policies, and new immigration regulations will also be provided. This session also provides attendees with an opportunity to discuss their views on AACRAO's Public Policy Agenda and related advocacy efforts.
Presenter: Barmak Nassirian, Associate Executive Director, AACRAO, Washington, D.C.
- 4.6** **Long-Range Academic Planning: An Idea for Advising Graduate Professional Students**
How do you develop an academic advising program that best suits an adult graduate professional school? Explore how one graduate professional school is addressing this question by separating academic advising from the registration process and developing a program that encourages the student and advisor to engage in long-range academic planning.
Presenter: Mitchell Bond, Registrar, Wesley Theological Seminary

4.7 **College Access for the Low SES Urban Youth**

The lower Socio-Economic Status cohort of our inner city youth are aspiring to attend college, yet are faced with a number of cultural and institutionalized factors which both restrict access into higher education and cool-out these students, thus producing an ever-increasing population of under-educated adults. Many of these youth perform well in high school, yet never make it to the next proverbial step. This session outlines the specific factors which are contributing to this phenomenon and suggests measures which colleges serving inner-city youth, or looking to attract them, can take to increase both access and persistence. Data will be drawn from a number of national and regional studies.

Presenter/Convener: Luke D. Schultheis, Director of Admissions, Monroe College

12:30 PM - 2:00 PM

Cultural Diversity Luncheon

Featured Speaker: The Honorable Regena L. Thomas, Secretary of State, State of New Jersey

(advance ticket purchase required)

2:15 PM - 3:30 PM

WEDNESDAY, DECEMBER 1ST, EARLY AFTERNOON SESSIONS (5.1 - 5.7)

5.1 **Effective Relationship Building in the Recruitment of Prospective Students**

Descriptions of effective outreach efforts for enhancing one-on-one contact with prospective students are discussed and analyzed in this session. The development of recruitment plans that incorporate a targeted series of outreach efforts with prospective students, including telemarketing, direct mail, and e-mail, are presented. This session also highlights how to address the needs of community college students during the recruitment and enrollment process, especially students of color and first generation college attendees.

Presenter/Convener: Maria Davidson, Coordinator of Admissions Recruiting, Montgomery College

5.2 **Strategic Leadership vs. Office Management: Where Would You Place Yourself???**

Where do you work???. Does your job description really define what you do in your office???. Would you consider yourself a manager or a strategic leader???. These questions are central to defining how we are perceived by others in our institutions. In today's ever-changing world of higher education, managers need to be leaders, and leaders must think strategically. So.... Instead of asking ourselves what we do, we need to think of how we are leading our workplace through change. What real-time questions do we need to ask if we are to have real-time solutions???. These are the questions that distinguish managers from strategic leaders. This session discusses how strategic leadership: (1) creates a proactive workplace that moves agendas beyond points of discussion; (2) enhances positive work environments that bring real-time solutions to today's unique challenges; and (3) increases advocacy through effective customer-service to students, faculty, and staff. Ample time will be allotted for discussion, questions, and a review of best practices.

Presenter: Judith Stang, Director, Strategic Leadership Program, Neumann College

Convener: Larry S. Friedman, Registrar, Neumann College

5.3 **Learning Communities**

Learning Communities are big news in higher education. As a result of a substantial grant, Kingsborough Community College has been able to increase its on-going efforts in providing incoming freshmen with improved learning experiences and new opportunities to develop a strong peer support group and better relationships with their faculty. This session describes how we structure this program, how we register the students, and why we believe learning communities significantly increase student retention.

Presenter: Peter Cohen, Director, Freshman Year Experience, Kingsborough Community College

Presenter: Cindy Ho, Associate Director, Freshman Year Experience, Kingsborough Community College

Presenter/Convener: Sonia Saladuchin, Registrar, Kingsborough Community College

5.4 **New Middle States Association Accreditation Standards and Processes: What MSACROA Members Should Know**

An overview of the new Middle States Commission on Higher Education standards for accreditation and the processes used for institutional self-study and peer review is presented in this session. These standards and processes place an emphasis on planning, outcomes assessment, and the use of results to improve teaching and learning as well as to improve institutional effectiveness. The role of MSACROA members in institutional self-study and improvement processes are also discussed.

Presenter: Elizabeth H. Sibolski, Executive Associate Director, Middle States Commission on Higher Education

5.5 **Online Admissions Chats and Message Boards: Tips, Tricks, and Ideas**

How can you use online recruiting to make your admissions outreach more effective? Whether you're focused on the recruitment of domestic or international applicants, or concerned with the yield of admitted students, this session provides an honest look at how chat and message boards can work for your admissions office. You'll get tips from admissions representatives on successfully scheduling and staffing chats as well as promoting your message boards. Possible topic areas for your chats and message boards are also discussed. This session enables you to make an informed decision as to whether chat and message boards are right for your program; and if so, what's involved in setting it up at your school.

Presenter: Aba Blankson, Associate Director, Undergraduate Marketing, Towson University

Presenter: Michael Bruck, President, Chat University

5.6 **From Books to Combat Boots**

One day students are sitting in a classroom; the next day they are scurrying to meet a government mandated requirement to leave their academic careers on hold and enter back into the world of being soldiers. Learn how Penn State has streamlined the departure process for students being activated for military duty. This presentation reflects on statistics, personal experiences, and the process of enabling students with military orders to both quickly leave and easily return to the University.

Presenter: Kaye Keith, Administrative Assistant to the Asst. Vice Provost & University Registrar, Penn State University

5.7 **The Road Less Traveled - Customer Service**

This presentation will focus on our best practices, tips and techniques used by the Graduate School, USDA Registrar's Office to implement a "First Class Customer Service Center". To find and retain the right people, we will cover customer service skills and recruitment competencies. We will share some of the reports that we developed to track our success and some of our lessons learned. We will also briefly discuss the second phase of the school's reorganization - realignment and the evolving relationship between the Registrar's Office/Customer Service Center and Client Relations.

Presenter/Convener: Carolyn B. Nelson, Registrar, Graduate School, USDA

3:30 PM - 4:00 PM Refreshment Break in Exhibit Hall (Exhibitor Door Prizes)

4:00 PM Exhibitor Breakdown

4:00 PM - 5:15 PM WEDNESDAY, DECEMBER 1ST, LATE AFTERNOON SESSIONS (6.1 - 6.7)

6.1 **Electronic Signatures and FERPA**

On April 21, 2004, The Family Policy Compliance office of the U.S. Department of Education released, in *The Federal Register*, new guidelines relating to electronic signatures. In this session, the new guidelines are discussed as well as the direction and precautions that we must take.

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

Convener: Pinhas Friedenber, Registrar, Hudson County Community College

6.2 **Ethical Issues**

The world of business and government are fraught with unethical behavior. As members of an academic community, ethical decisions are not always clear or straightforward. This session discusses examples of such ethical dilemmas and their possible solutions. Audience participation is an important feature of this session.

Presenter: Carol Gubernat, Registrar, Kean University

Presenter: June Finn, Registrar, Felician College

Presenter: Betty Cifrodella, Assistant Registrar, New Jersey Institute of Technology

Presenter: Sonia Saladuchin, Registrar, Kingsborough Community College

6.3 **Admissions and Recruitment: Putting the Pieces Together**

Staying abreast of current trends in recruitment and admissions is always a challenge, and this session presents an overview as to how the process can be enhanced via technical processes and resources, collaborative efforts of faculty and staff, and diligent, dedicated Admissions Officers. Learn how the various aspects of recruitment activities and the admissions process come together to produce the best yield of qualified incoming students. Presentations on undergraduate and graduate recruitment and admissions activities are explained.

Presenter: Jessie F. Pervall, Director of Admissions and Recruitment, Thomas Jefferson University, College of Graduate Studies

Presenter: Karen Jacobs, Director of Admissions and Enrollment Management, Thomas Jefferson University, College of Health Professions

- 6.4 International Credentials: Undergraduate & Graduate Admissions**
This session analyzes the undergraduate and graduate credentials that are needed for admission to U.S. colleges and universities. It is strongly recommended that those who intend to attend this workshop bring sample copies of educational credentials that they would like to discuss. In addition, a sample bibliography needed by every admission officer who deals with international admissions will be distributed.
Presenter: Mario Caruso, Director of Graduate Admissions, Queens College/CUNY
- 6.5 Records Retention - The Basics**
This session is a real “nuts and bolts” discussion of records retention. Topics center on developing a records retention plan, AACRAO’s recommendations, legal issues, storage mediums and costs. While it may not get the hype of new projects, records retention is a critical component of most professionals’ jobs. And a good records retention plan is part of an institution’s compliance with privacy laws and policies.
Presenter: Elliott G. Baker, Executive Director of Academic Records, Summer School & Graduate Studies, Slippery Rock University
- 6.6 Transfer Credit 101: The Nuts and Bolts of Creating Evaluations**
The goal of this session is to provide “new” academic advisors, advising administrators, and transfer counselors with fundamental information about transfer credit evaluations. This presentation provides an overview of the process at one institution as well as some tools that help in the determination of course equivalencies.
Presenter/Convener: Linda Chin, Assistant Director–Undergraduate Advisement & Registration Services, NYU–The Steinhardt School of Education
- 6.7 Switching Schools: Learning the Lingo of a New Environment**
Each school has its own type of population and its own curriculum and degree requirements, which may be different from schools in which you might have previously worked as the administrator. How do you learn? What is more challenging to accomplish: the new terminology, understanding the new curriculum, meeting with the students, answering their queries, processing the information, performing daily functions, completing licensing documents, processing admissions forms, performing registration, scheduling final exams, creating course schedules, compiling and completing the graduation process, providing the graduation information to other divisions, or completing state or organizational licensing and competencies documents? Which function should be processed first, especially when the terminology is not familiar to you?
Presenter: Carol S. Roth, College Registrar, State University of New York Maritime College

- 5:15 PM - 6:00 PM MSACROA Committee Meetings (as needed)**
Roundtable/Special Interest Meetings [Sessions 6.8]: Banner, Datatel, PeopleSoft, Theological Schools, Health Profession Schools
Conveners: TBA
- 6:00 PM - 8:00 PM Dinner on your own**
- 8:30 PM - 11:30 PM Reception/Dance - Featuring the return of the Budessa Brothers!!!**

Thursday December 2nd

- 8:00 AM - 11:00 AM Registration/Hospitality Open**
- 8:00 AM - 9:00 AM Continental Breakfast in Registration Area**
- 9:15 AM - 10:30 AM THURSDAY, DECEMBER 2ND, EARLY MORNING SESSIONS (7.1 - 7.6)**

- 7.1 FERPA Today: What You Need to Know**
In this session, student privacy concerns and issues are reviewed in accordance with the guidelines of the U.S. Department of Education.
Presenter: LeRoy Rooker, Director, Family Policy Compliance Office, U. S. Department of Education
Convener: Patrick Forte, University Registrar, University of Medicine and Dentistry of New Jersey
- 7.2 Our Task: Develop & Implement a Diversity Action Plan**
In 2003, Wilkes University implemented a “Diversity Action Plan” to improve the campus climate for diversity. Information will be shared on how we began this initiative and where we are now. The Plan, which includes 5 specific goals that places responsibility on all persons throughout the campus community, will be discussed.
Presenter: Alan Zellner, Director of Diversity, Wilkes University
Presenter: Susan Hritzak, Registrar, Wilkes University
Presenter/Convener: Jane O’Borski, Assistant Registrar, Wilkes University

7.3

Guerrilla Reporting [Part I]

Are you still using green bar paper? Even if you aren't, are your canned reports stale before you even use them? Is the format not what you asked for from IT? Is the useful information buried somewhere? This double session focuses on ways that you can make your data come alive and make reports work the way you do. This session contains demonstrations on ways in which the presenters have moved away from the static paper reporting format to electronic manipulation. Integrate your data with other computer applications such as Excel, Word, Access, and Crystal Reports. Find the data you've been missing!

Presenter: Richard Sunday, Interim Dean of Admissions, Long Island University - Brooklyn Campus

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

7.4

From Their Livingroom to Your Classroom — How to Recruit the Non-Traditional Student

This presentation is the story of one institution, Metropolitan College of New York, which is trying to improve its marketing and recruiting integration and perfect its use of admissions counselors. For many of us, our marketing budgets are not large enough to recruit the number and quality of students that our schools want. Admissions recruiters are increasingly expected to "recruit" smarter, i.e., to do more with less. The efforts of marketing and recruiting must be integrated so that each component operates at maximum efficiency. Successful integration can successfully bring potential students to the school. It is the admissions counselor, in one-on-one meetings, who chats on the telephone, creates follow-up "notes," who "closes the sale"; and, ultimately, who converts the visitor into a student.

Presenter: Sharon Handelsman, Director of Purchasing, Metropolitan College of New York

Presenter: Sabrina Badal-Mohammed, Director of Admissions and Recruitment, Metropolitan College of New York

Presenter: Jesus Rodriquez, Senior Admissions Counselor, Metropolitan College of New York

Presenter: Diana Rodriquez, Admissions Counselor, Metropolitan College of New York

7.5

Understanding the Characteristics of the Millennial Generation

Collegiate marketing is extremely competitive. Even with a growing number of traditional-age college students, practically every college or university wants to upgrade its student body in terms of academic potential, diversity, and talent. The competition for these high-achieving students (especially minority students) is intense. Understanding the Millennial generation and its characteristics is critical to effectively marketing your institution.

Presenter/Convener: Lori White Drega, Director of Graduate Admissions, Hood College

Presenter: Richard S. Vallaster III, Principal Partner and Left Brain, Creosote Affects, LLC

Presenter: Joseph Cliber, Principal Partner and Right Brain, Creosote Affects, LLC

7.6

Building on Your Success with the Clearinghouse!

The Clearinghouse offers several value added services, free of charge, to its member institutions. See how utilizing outsourced verification and transcript services can reduce your telephone and fax traffic, free up your staff to be more student oriented and less paper driven, and allow you to redeploy your resources better and more efficiently. Using Clearinghouse services can even result in student self-service options and a greater ability for student tracking. 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 shop.

Presenter/Convener: Pamela Gilligan, Director, Northeast Region, National Student Clearinghouse

10:45 AM - 12:00 PM

THURSDAY, DECEMBER 2ND, LATE MORNING SESSIONS (8.1 - 8.6)

8.1

Implementing an Academic Degree Audit

Two colleges will share their experiences in implementing an academic degree audit. LaGuardia and Kingsborough Community Colleges are currently implementing DegreeWorks. Although both colleges have different cultures, different requirements, and different cohorts that must be satisfied with the end-product, we will share the process, our problems, the solutions, and our recommendations for a successful audit implementation.

Presenter: Olga Vega, Registrar, LaGuardia Community College

Presenter: Mohammed Alam, Assistant Registrar, Kingsborough Community College

Presenter: Brad Orcutt, Project Manager, LaGuardia Community College

Convener: Sonia Saladuchin, Registrar, Kingsborough Community College

- 8.2 Reality Bytes: PC Security Basics & Identity Theft**
Identity theft, viruses, worms, spyware, phishing, dot cons . . . information security isn't just for business — it's PERSONAL. This non-technical session covers the basics of protecting the information on your computer from viral and hacking attacks, e-mail (in)security, creating strong passwords, and strategies to reduce your risk of identity theft (both on- & off-line). And just in case, steps to take if you suspect your identity has been stolen.
Presenter/Convener: Ninette Gironella, Assistant Registrar - Degree Audit, New York University
Presenter: Carlos Tonche, Jr., Registrar, Passaic County Community College
Presenter: David Koppenhofer, Lead Programmer/Analyst, Passaic County Community College
- 8.3 Guerrilla Reporting [Part II]**
Are you still using green bar paper? Even if you aren't, are your canned reports stale before you even use them? Is the format not what you asked for from IT? Is the useful information buried somewhere? This continuation of Session 7.3 focuses on ways that you can make your data come alive and make reports work the way you do. Demonstrations on ways in which the presenters have moved away from the static paper reporting format to electronic manipulation are presented. Integrate your data with other computer applications such as Excel, Word, Access and Crystal Reports. Find the data you've been missing!
Presenter: Richard Sunday, Interim Dean of Admissions, Long Island University - Brooklyn Campus
Presenter: Thomas Castiglione, Registrar, Long Island University - Brooklyn Campus
- 8.4 Using Technology as a Transformational Tool**
In our roles as enrollment management professionals, we are surrounded by and use technology every day as a tool to accomplish our mission and to provide outstanding service to our students, faculty, staff, and alumni. Technology can also be a source of confusion, frustration, and aggravation. This session will focus on the use of technology and on emerging technologies that enrollment service professionals will want to watch. Bring your questions, and be prepared to engage in an active discussion regarding using technology as a transformational tool.
Presenter: J. James Wagner, Assistant Vice Provost for Enrollment Management and University Registrar, Penn State University
- 8.5 NJ TRANSFER and the Electronic Transcript: Perfect Together**
In Spring 2004, the New Jersey Statewide Transfer Initiative Office entered the Electronic Transcript (ET) phase. Attendees will learn how two- and four-year institutions in the State have implemented ET by using the NJ TRANSFER web interface or SPEEDE/ExPress software. Additionally, this session outlines cost savings associated with sending electronic vs. paper transcripts, as well as other enhancements that benefit both the institutions and their students, i.e., the automated sending/receiving of electronic transcripts and posting of data/transfer equivalencies to the student records database.
Presenter: Linda Tromp, Associate Director, New Jersey Statewide Transfer Initiative
Presenter: John Scott, Associate Director, New Jersey Statewide Transfer Initiative
- 8.6 Re-engineering the Final Exam Scheduling Process**
The scheduling of final exams at Penn State University has been a time-consuming and tedious process. Department staff and staff within the Registrar's office spent countless hours preparing the final exam schedule. The process was manual and paper-driven and was centralized within the Registrar's office. It focused on a time matrix which resulted in many direct and overload conflicts. The final exam schedule was not available until the eighth week of the semester, and the conflict exam schedule was not available until the thirteenth week of the semester. This session demonstrates how this scheduling process was reengineered to reduce conflicts and create a more efficient and timely final examination schedule.
Presenter: Carol Findley, Assistant Registrar, Systems Development & Quality Assurance, Penn State University
Presenter: Penny Kowalski, Coordinator, Scheduling, Penn State University
Presenter: Todd Clouser, Lead Applications Programmer/Analyst, Penn State University

12:00 PM

CONFERENCE CLOSES

12:30 PM - 1:30 PM

MSACROA Committee Meetings/Lunch (Executive, Program, PAC, and LAC)

1:30 PM - 4:30 PM

Executive Committee Meeting

Special Conference Rates

To make your hotel reservations, call 1.866.MY BORGATA or go to www.borgata.com

The Borgata Hotel Casino and Spa

One Borgata Way

Atlantic City, New Jersey 08401

Mention that you are with the MSACROA conference to receive the special rate of \$92.00 per single or double occupancy. Rooms have the following additional costs: 13% tax and a State imposed \$5.00 Room Occupancy Daily Fee, along with a parking fee of \$5.00 per day. Please note that the conference rate is available until October 31, 2004. After October 31st, reservations will be accepted on an availability basis only and are subject to different rates. **Please make your reservations early.**

Checking-In

Check-in time is 3:00 PM; check-out time is 12:00 Noon. Message and mail services as well as baggage storage can be arranged before check-in, and baggage storage is also available after check-out. The Hotel will do its best to accommodate early check-ins as rooms become available.

Travel Directions

From New York....

Take the Garden State Parkway South. Take Exit # 38/Atlantic City Expressway and continue East.

Take Exit # 1 toward Convention Center/Marina/Brigantine. Proceed through the Atlantic City/Brigantine Connector.

Turn left at the Renaissance Pointe/Borgata Exit.

From Philadelphia....

I-76 East to the Walt Whitman Bridge. I-76 East becomes NJ-42 South. NJ-42 South becomes Atlantic City Expressway East.

Continue East on the Atlantic City Expressway for approximately 45 miles.

Take Exit # 1 towards the Convention Center/Marina/Brigantine. Proceed through the Atlantic City/Brigantine Connector.

Turn left at the Renaissance Pointe/Borgata Exit.

From the South....

Garden State Parkway North to Exit 38.

Take the Atlantic City Expressway straight into Atlantic City.

Take Exit # 1 towards the Convention Center/Marina/Brigantine. Proceed through the Atlantic City/Brigantine Connector.

Turn left at the Renaissance Pointe/Borgata Exit.

From Baltimore/Washington, D.C.

I-95 North to the Walt Whitman Bridge (**several miles past The Philadelphia International Airport**).

After crossing the bridge, take the North South Freeway (Rte. 42) South to the Atlantic City Expressway.

Continue East on the Atlantic City Expressway for approximately 45 miles.

Take Exit # 1 towards Convention Center/Marina/Brigantine. Proceed through the Atlantic City/Brigantine Connector.

Turn left at the Renaissance Pointe/Borgata Exit.

Notes & Reminders.....

Record here the sessions that you plan to attend; and bring this booklet with you. Don't forget an item with your school's logo for the raffle!

See you at the Borgata!

Monday, November 29:

Tuesday, November 30

Wednesday, December 1

Thursday, December 2

Registration Form

(Please Complete One Per Registrant)

PLEASE CHECK IF: YOU ARE A FIRST-TIME ATTENDEE OR YOUR INFORMATION HAS CHANGED (see reverse side)
(please print or type)

Last Name _____ First Name _____ Title _____

Institution _____ First Name for Badge _____

Address: _____ City: _____ State: _____ Zip: _____

ATTENDEE/INSTITUTION TYPE [PLEASE CHECK APPROPRIATE BOXES]:

- | | | |
|---|---|--|
| <input type="checkbox"/> Past President | <input type="checkbox"/> Member | <input type="checkbox"/> Public |
| <input type="checkbox"/> Association Officer | <input type="checkbox"/> Non-Member | <input type="checkbox"/> Private |
| <input type="checkbox"/> Current Committee Chair | <input type="checkbox"/> Convener/Presenter | <input type="checkbox"/> Junior/Community College |
| <input type="checkbox"/> Honorary Member (no fee) | <input type="checkbox"/> Exhibitor (no fee) | <input type="checkbox"/> Senior College/University |
| <input type="checkbox"/> Retired Member | Name of Company _____ | <input type="checkbox"/> Professional School |
| <input type="checkbox"/> First-Time Conference Attendee | _____ | |
| <input type="checkbox"/> Guest | _____ | |

PRIMARY AREA OF RESPONSIBILITY [PLEASE CHECK ONE AREA ONLY]:

- | | | |
|--|--|---|
| <input type="checkbox"/> Academic Advising | <input type="checkbox"/> Enrollment Management | <input type="checkbox"/> Institutional Research |
| <input type="checkbox"/> Academic Affairs Administration | <input type="checkbox"/> Financial Aid | <input type="checkbox"/> International Education |
| <input type="checkbox"/> Admissions/Recruitment | <input type="checkbox"/> Information Systems | <input type="checkbox"/> Records and Registration |

PLEASE ENTER THE APPROPRIATE SESSION NUMBERS FOR YOUR SELECTION FROM THE PROGRAM

Monday: Nov. 29	Tuesday: Nov. 30	Wednesday: Dec 1	Thursday: Dec 2
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

All Registration Fees are due by October 31, 2004 (postmarked) and payable to MSACROA (Tax ID # 23-6401-646). Please send a check or money order and this Form to Christopher Knauer at the address shown at the bottom right. A confirmation of your registration will be sent to you as your receipt. Requests for a refund of the Registration Fee for the Annual Meeting will be considered if received in writing by the Treasurer, Tom Mantoni, University Registrar, DeSales University, no later than October 31, 2004. **Please check only one registration category below (Items 1 through 3); and complete items #4 - 11, as applicable.**

		<u>Prior to 10/31</u>	<u>After 10/31</u>
<input type="checkbox"/> 1. Member Registration Fee (Full Conference)	\$ _____	\$150.00	\$200.00
<input type="checkbox"/> 2. Registration Fee (One Day Attendee)	\$ _____	\$ 75.00	\$ 85.00
<input type="checkbox"/> 3. Non-Member Registration Fee	\$ _____	\$175.00	\$225.00
<input type="checkbox"/> 4. Guest Fee	\$ _____	\$ 40.00	
<input type="checkbox"/> 5. 2004 MSACROA Membership Fee	\$ _____	\$ 25.00	\$ 25.00
<input type="checkbox"/> 6. New Member Breakfast	No Fee <input type="checkbox"/> Check if attending		
<input type="checkbox"/> 7. Professional School Breakfast	No Fee <input type="checkbox"/> Check if attending		
<input type="checkbox"/> 8. Diversity Luncheon	\$ _____	\$ 25.00	
<input type="checkbox"/> 9. Annual Membership Breakfast Meeting	No Fee <input type="checkbox"/> Check if attending		
<input type="checkbox"/> 10. Reception/Dance [December 1 st]	No Fee <input type="checkbox"/> Check if attending		
<input type="checkbox"/> 11. President's Reception	No Fee <input type="checkbox"/> Check if attending		
		Total Enclosed \$ _____	

Please send
Registration Form
and payment by
Oct. 31, 2004 to:

Christopher Knauer,
Registrar
Ithaca College
220 Job Hall
Ithaca, New York
14850-7001

Special Accommodations Needed: ASL Interpreter Other (Please attach description of requirements)
 Kosher Meal Vegetarian Meal

(We cannot guarantee any requests received AFTER 10/31/04)

Registration Form

IF ANY OF YOUR INFORMATION HAS CHANGED, PLEASE FILL OUT THE FOLLOWING:

Last Name _____ First Name _____ Title _____ Institution _____

Address _____ City _____ State _____ Zip Code _____

Business Phone _____ Fax Number _____ E-Mail Address _____

PLEASE PROVIDE THE FOLLOWING INFORMATION FOR STATISTICAL PURPOSES:

- Male
- African American/Non-Hispanic
- Female
- American Indian/Alaskan Native
- Asian/Pacific Islander
- Hispanic/Latino(a)
- White/Non-Hispanic
- Other
- Choose Not To Indicate

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