PACRAO 2004
78th Annual Conference

Exploring New Educational Frontiers

November 7–10, 2004
Tucson, Arizona

Pacific Association of Collegiate Registrars and Admissions Officers
SAVE THE DATE

AACRAO
Access and Opportunity
Higher Education Within Reach

91st American Association
of Collegiate Registrars
and Admissions Officers
Annual Meeting

Conference Dates: March 28 - 31, 2005
Exhibition Dates: March 28 - 30, 2005
Sunday, November 7
8:00 a.m. – 6:00 p.m.  Registration desk open
3:00 p.m. – 4:00 p.m.  New Member Orientation and Welcome
5:00 p.m. – 5:30 p.m.  Orientation for Presenters and Facilitators
6:00 p.m. – 7:00 p.m.  Opening Session: The Wisdom Project
7:00 p.m. – 10:00 p.m.  Opening Reception

Monday, November 8
7:30 a.m. – 8:30 a.m.  Continental Breakfast
7:30 a.m. – 8:30 a.m.  Diversity Development Breakfast
7:30 a.m. – 6:30 p.m.  Exhibits and hospitality open
7:30 a.m. – 12:00 noon  Registration desk open
8:45 a.m. – 10:15 a.m.  Session A
10:45 a.m. – 11:45 a.m.  Session B
11:45 a.m. – 1:15 p.m.  Professional Issues Luncheon
1:30 p.m. – 2:30 p.m.  Session C
3:00 p.m. – 4:00 p.m.  Session D
4:15 p.m. – 5:00 p.m.  Institutional Forums
                         Four-year public institutions – admissions
                         Four-year public institutions – records and registration
                         Private institutions
                         Large community colleges
                         Small community colleges
                         Professional/graduate institutions
                         Canadian institutions
5:00 p.m. – 6:30 p.m.  Exhibitors’ Reception and Raffle Giveaway
7:00 p.m.  Dinner on your own

Tuesday, November 9
7:30 a.m. – 8:30 a.m.  Continental Breakfast
7:30 a.m. – 6:00 p.m.  Exhibits and hospitality open
7:30 a.m. – 12:00 noon  Registration desk open
8:30 a.m. – 10:00 a.m.  Session E
10:30 a.m. – 11:30 a.m.  Plenary Session – What Works in Student Retention
11:45 a.m. – 1:15 p.m.  Member Recognition Luncheon
1:30 p.m. – 2:30 p.m.  Session F
3:00 p.m. – 4:00 p.m.  Session G
4:00 p.m. – 6:00 p.m.  Free time for recreation
                     Committee meetings
4:15 p.m. – 5:30 p.m.  Special Session: FERPA Update
6:00 p.m. – 9:45 p.m.  Gala Evening at the Savoy Opera House

Wednesday, November 10
8:00 a.m. – 9:00 a.m.  Session H
9:15 a.m. – 10:15 a.m.  Session I
10:30 a.m. – 12:00 noon  Business Brunch
12:00 noon – 4:00 p.m.  Committee meetings
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Veronica Garcia
Pima Community College

Registration and Treasurer
Fernando Munguia
Pima Community College
Professional Issues Luncheon

Monday, 11:45 a.m. - 1:15 p.m.
Terrace Level Patio and Foyer

PACRAO is delighted to welcome back Christine Kajikawa Wilkinson, who was active in AACRAO, PACRAO and Arizona ACRAO when she was director of admissions at Arizona State University. She served as president of PACRAO in 1990-91.

Christine K. Wilkinson is the senior vice president and secretary of the University at Arizona State University, the first person to hold this position. Prior to this appointment she served as the Vice President for Student Affairs, which included oversight for all the enrollment services. This followed her service for a number of years as Director of Admissions at Arizona State. Among her other administrative assignments, Dr. Wilkinson has served as the university’s athletic director twice. She teaches regularly and chairs doctoral committees as a tenured faculty member in Educational Leadership and Policy Studies.

Dr. Wilkinson’s current involvement in the community includes serving on the boards of the St. Joseph’s Hospital Foundation, Teach for America, Tempe Leadership Advisory Board, the Children’s Action Alliance, the St. Luke’s Health Initiatives Board, and the National Board of Governors of the American Red Cross. She has received the University’s Award of Merit, the Alumni Achievement Award, the CASE award for excellence in teaching and several community awards for leadership and service.

Her educational background includes the following degrees: Bachelor of Arts in Education with distinction from ASU, a Master of Arts in Education, Counseling Psychology from the University of California at Berkeley, and a Doctor of Philosophy in Higher Education Administration from ASU. We look forward to Christine sharing her wisdom and humor with PACRAO at the professional issues luncheon.

Plenary Session: What Works in Student Retention

Tuesday, 10:30 a.m. - 11:30 a.m.
Canyon 1

It has been more than a decade since a national study of college practices in student retention was conducted. This session will provide an overview of both the most prominent and the most successful retention practices as reported by Chief Academic Officers and other individuals charged with coordination of retention programs. The results, gathered in an ACT survey in the spring of 2004 will be tied to reported first-to-second-year retention and degree completion rates by institutional types. Exemplary retention practices will be highlighted.

Wesley R. Habley will present results of the latest research on retention at our plenary session on Tuesday morning. Wes Habley directs ACT’s Office for the Enhancement of Educational Practices. He holds a B.S. (Music Education) and a M.Ed. (Student Personnel) from the University of Illinois-Urbana/Champaign, and the Ed.D. (Higher Education Administration) from Illinois State University. Prior to joining ACT, Habley held a variety of positions at the University of Illinois, Illinois State University, and the University of Wisconsin-Eau Claire.

Habley is the co-editor of Academic Advising: a comprehensive handbook and is the lead researcher and editor or author on four ACT National Surveys of Academic Advising. Additional material has appeared in the NACADA Journal, the NASPA Journal, the Journal of College Student Personnel, the Jossey-Bass New Directions in Higher Education Series, and monographs published by NACADA and the First-Year Experience Program at the University of South Carolina. Habley has delivered more than two hundred presentations at professional meetings and has served as a consultant or workshop leader at more than 125 colleges in the US, Canada, and the Middle East. PACRAO is delighted that Dr. Habley can enlighten us about the latest successes in retention.
Opening Session:
The Wisdom Project

Sunday, 6:00 p.m.–7:00 p.m., Canyon II & IV
The annual meeting officially begins with the sound of the gavel at Sunday night’s opening session. Our featured topic will be “an exceptional and unconventional leadership model to maximize effectiveness as leaders and individuals.”

The Wisdom Project is a team of consultants that brings together its extensive range of professional experiences from leadership, team development and conflict resolution to creativity and energy work, individual coaching and organization development and design. Consultants to Fortune 500 companies and small, local nonprofits alike, The Wisdom Project members blend the spiritual and softer attributes of leadership with results-based and performance paradigms for a powerful, new Wisdom Model that will knock your socks off!

Continental Breakfast

Monday & Tuesday, 7:30 a.m.–8:30 a.m.,
Grand Ballroom, Arizona Deck and Foyer
Bright and early on Monday and Tuesday, continental breakfast will be served to PACRAO attendees. In the ballroom you will also find the exhibitors, the hospitality area, information on next year’s conference, and useful information about the local area. Be sure to visit Hospitality and find out the best places to dine and how to explore the wonderful city of Tucson.

Exhibitors’ Reception and Raffle Giveaway

Monday, 5:00 p.m.–6:30 p.m., Grand Ballroom
On Monday evening the exhibitors will be on hand to talk with you about their products and services. Refreshments will be provided and a festive atmosphere will prevail. The reception provides an opportunity to learn from our exhibitors what’s new and to find solutions for the challenges on campus.

To make the event even more exciting, included will be the debut of the great PACRAO Raffle Giveaway! Stop by Hospitality to enter for a chance to win those fabulous prizes provided by local folks and by PACRAO attendees. You can’t go home without a PACRAO prize! The reception ends in time to allow you to head out for the evening and explore Tucson.

Member Recognition Luncheon

Tuesday, 11:45 a.m. - 1:15 p.m., Fiesta Area
Join the PACRAO board for a delightful meal at which PACRAO members are honored for their contributions to the organization. There is always a surprise or two at this event, so be sure to join us and celebrate your colleagues.

PACRAO Party at the
Savoy Opera House

Tuesday, 6:00 p.m. – 10:00 p.m. (Busses begin loading at 5:45 p.m.)
Join us Tuesday night as we head to Tucson’s Trail Dust Town, an amusement center recreating a 19th-century western town. The jewel of the town, the Savoy Opera House, welcomes PACRAO with Victorian charm. You will enter through hand-carved doors from London’s renowned Savoy Hotel into a room with fine chandeliers, a stage, opera boxes and antique stands. There will be the opportunity to have old-time photographs taken and we’ll be entertained by cowboy shows and music. A fine western meal and delightful entertainment await you!

Busses to the Savoy leave from the resort starting at 5:15 p.m., and the last one heads to the Savoy at 6:00 p.m. The last bus back to the resort from the Savoy will be at 10:00 p.m. Maps will be available for those driving to the event.

Business Brunch

Wednesday, 10:30 a.m.–noon, Grand Ballroom
The business of the association combines with our final gathering in Tucson. If you purchased a ticket for the brunch, join us at 10:30 a.m. in the Grand Ballroom. If you simply wish to sit in on the meeting, and did not purchase a ticket, the business of the association should start shortly after 10:45 a.m. and there will be seats available for those who did not purchase breakfast. At the business meeting, the president and other board members will discuss the state of PACRAO; next year’s conference committee will introduce the site for PACRAO 2005; and any final door prizes will be awarded. Join your colleagues for this informative and fun event and turn in your conference evaluation at the same time.
A1 LANTANA
Managing Manager Burnout
There is a difference between overwork and burnout (although hopefully you can avoid both)! Join in this interactive session to learn the skills needed to see the warning signs in yourself and your staff, to uncover solutions to avoid burnout or respond to it if it does happen, and to discover how to avoid getting to the burnout phase in the future.
Presenter: Ruth Adams, University Registrar, Seattle Pacific University
Facilitator: Jeanne Gentillon, Registrar, Western University of Health Sciences
Track: Professional Development

A2 ASTER
The Small School Registrar: We Who Do It All!
As the Registrar in a small college, I know what it’s like to be the entire office in one body! Join this lively discussion, as participants explore what it means to be the sole person faculty, staff and students consult on registration, records and academic policy issues.
Presenter: Andrew Anderson, Registrar, Trinity Lutheran College
Facilitator: Judy Brown, Registrar, Five Branches Institute
Tracks: Registrar/Records, Professional Development

A3 VERBENA
Electronic Everything: Updates on Electronic Signature, XML, Authentication and More
This session will provide a basic overview on a variety of the new and emerging technologies that are being introduced at colleges and universities. The goal of the session is to provide a working knowledge of the technology and its value, serving as a foundation for any subsequent investigation/research that attendees might wish to pursue.
Presenter: Robert Moxley, Associate Registrar, University of Southern California
Facilitator: Steven Barnhart, Director, Student Information Systems, University of Southern California
Tracks: Technology, General/Enrollment Management

A4 ACACIA
Marketing to Adult Learners
As one of the fastest growing and most profitable student populations, adult learners are a very high priority for most colleges and universities. While most admissions and marketing departments are well equipped to recruit traditional undergraduate prospects, they are often unaware of the unique challenges that face them when marketing to adult prospects. What are the key features an adult prospect is looking for in a college? What is the most effective way to reach them? We will examine both the message and the medium. Satellites, or extension campuses, are on the rise across the country as colleges and universities attempt to better serve their adult student populations. We will address the challenges faced by institutions marketing these campuses.
Presenters: Jim Paskill, Principal, Paskill, Stapleton and Lord
David Ruderman, Director of Marketing, Chapman University
Facilitator: Michele Sandlien, Director of Admissions, Oregon State University
Track: Admissions

A5 INDIGO
Data-Driven Decisions: Using Data to Make Informed Decisions
This session is designed to provide enrollment leaders (admissions, financial aid, registrars, institutional researchers) with useful insights about how get out from under the data “avalanche.” By organizing and summarizing data in ways that will provide meaning to administrators who seek information, enrollment managers will be able to provide the data necessary to develop key strategic institutional decisions and assess critical strategies.
Presenter: Janet Ward, Associate Vice President for Information & Data Management, Seattle Pacific University
Facilitator: Tom Cabelot, Campus Registrar/Director Of Enrollment Services, Arizona State University West
Track: General/Enrollment Management

A6 SESSION CANCELLED
Working with Students with Disabilities

Monday
8:45 a.m.–10:15 a.m.
A7 PRIMROSE
Creating Relational Communication
Experience success by improving the way you see communication and explore communication theories as applied to Strategic Enrollment Management (SEM) communication needs. Utilize relational communication to create effective messages for public presentations, interpersonal interactions, and promotional materials. Useful illustrations will provide practical applications for a variety of institutional settings. This is an important session for any professional communicator.
Presenter: Nathan Peterson, Director of Recruitment Services, Idaho State University
Facilitator: Heather Chernak, Assistant Registrar, Oregon State University
Tracks: Professional Development, General/Enrollment Management

A8 GOLDWATER
Putting the Pieces Together: Creating Your Unique Integrated Enrollment Management Solution
In today’s constantly changing enrollment environment, it is crucial for admissions offices to build an integrated package of solutions that helps them reach a wide and diverse range of students, while maintaining a focus on the technologies that attract and retain students throughout the enrollment cycle. Learn how 800 colleges and universities nationwide utilize Hobsons to create a customized enrollment management solution to solve their unique and individual admission challenges. Also, learn how Hobsons can assist your institution in building, refining, and communicating with your prospect pool, from inquiry to applicant and all the way to enrollment.
Presenters: Carolyn Taylor, Business Development Director, Hobsons
Theresa Pacella, Enrollment Management Technology National Sales Director, Hobsons
Facilitator: Toni Schroberger, Assistant Director of Admissions, Chapman University
Tracks: Admissions, General/Enrollment Management

B1 ACACIA
Out-of-State Orientation Programs: An Effective Recruitment & Retention Tool for Your Institution?
Conducting out-of-state orientation programs for newly admitted students is not widely practiced, but several institutions have implemented such programs successfully, with the result of improved recruiting and retention efforts. Presenters from the University of Southern California and Seattle Pacific University will discuss their programs’ impact on staffing, budget, advising, student involvement, and parent satisfaction.
Presenters: Ruth Adams, University Registrar, Seattle Pacific University
Fred Dear, Associate Registrar, University of Southern California
Facilitator: Katie Nielsen, Recruitment Specialist, Utah State University
Tracks: Admissions, General/Enrollment Management

B2 PRIMROSE
IPEDS 101, College Opportunities Online & the Peer Analysis System
This session will focus on an overview of the IPEDS surveys, with an update on changes for 2004-05. Participants will have the opportunity to learn about the information available from the IPEDS derivatives: College Opportunities Online (COOL) and the Peer Analysis System (PAS).
Presenter: Barbara Lauren, Associate Director of Research, AACRAO
Facilitator: David Haigh, Campus Director, Chapman University
Track: Registrar/Records

B3 LANTANA
Emerging Technology in Recruitment
Cal Poly San Luis Obispo is a leader in communicating with potential students electronically, and their ever-increasing enrollment numbers demonstrate their success. This session will review their latest technology tricks and tools, all geared to maximize communication with prospective students. Participants will view Cal Poly’s virtual advisor technology, admitted student portals, survey tools and more, with direction on how to start a similar program at their own institutions.
Presenter: Jim Maraviglia, Assistant Vice President for Admissions, Recruitment & Financial Aid, Cal Poly San Luis Obispo
B4 INDIGO
Ethics in Enrollment Services
We hear about abuses of power and failures of leadership daily. Could it happen in higher education? Undoubtedly! When leaders and their staff are evaluated solely on the basis of pragmatic concerns – on achieving their goals on time and on budget, the scene is set for abuse and scandal. Ethical leaders can, however, set the scene and shift the focus. The ethical leader sets the scene by example – by leading with integrity and fairness – and shifts the focus of the mission to take ethical concerns into account both in setting goals and in making decisions. In this session you will discover what it takes to be an ethical leader, the principles of ethical decision-making and the reasoning behind those principles.
Presenter: Diane Whitley, Director of Admissions & Records, Simon Fraser University
Facilitator: Julia Pomerenc, Registrar, Washington State University
Track: Professional Development

B5 GOLDWATER
International Admissions 101
From recruiting to retention, working with international students is a whole different ball game! Learn how to play on the same field with the insight shared by a veteran in international admissions. Topics to be covered include: recruiting, I-20 basics, education outside of the U.S., transition issues, and more.
Presenter: Zohreh Sotoodeh, Director, International Admissions, Arizona State University
Facilitator: Cory Cooper, Academic Counselor, Seattle Pacific University
Track: International

B6 UDALL
Learning From Diverse Journeys During Challenging Times
Sponsored by PACRAO’s Diversity Development Committee
Members of the PACRAO Diversity Development Committee share their individual journeys to their current career positions, summarizing the diverse challenges, personal inspiration, and the reaffirming milestones of their unique development paths. Interacting with session participants, panel members offer ideas for emerging professionals on striving for and achieving individual goals.
Presenter: Mala Sharma, Dean of Admission and Financial Aid, Soka University
Anne Delfin Schnitch, Associate Registrar, Chapman University
Tina Petersen, Registrar, William Jessup University
Facilitator: Sharon Gay Smith, Consortial Registrar, Graduate Theological Union
Tracks: Diversity, Professional Development

B7 ASTER
Implementing a New Student Information System: Lessons Learned from Those Who've Been There
Implementing a new software system requires participation from all levels of an organization – including you! Come learn how your contribution is critical to a successful implementation. This session will provide an overview of the roles and responsibilities required in software project management, with special emphasis given to developing leadership and working in a team-oriented environment. This session will cover process mapping, leadership models, stages of team growth and development, and behavioral styles and team building.
Presenter: Sharon Keith, Student Services Administrator, Chapman University
Facilitator: Kristen Labrecque, Academic Counselor, Seattle Pacific University
Tracks: Technology, General/Enrollment Management

B8 VERBENA
Articulation: Be an Expert!
In order for a student to get transfer credit for a course, someone has to articulate it – i.e., make a determination of equivalency and assign appropriate credit. How does a faculty member or articulation officer approach this task? What principles underlie the process? What constitutes best practice in both straightforward and unusual cases? When is it right to deny transfer credit? The British Columbia Council on Admissions and Transfer is currently authoring a “How to Articulate Handbook” intended as a practical guide to the articulation process and this presentation will focus on the themes of this handbook.
Presenter: Finola Finlay, Associate Director, British Columbia Council on Admissions & Transfer
Facilitator: Todd McCollum, Registrar, George Fox University
Tracks: Registrar/Records, Admissions

Monday
10:45a.m.–11:45a.m.
C1 ASTER
Living Your Institutional Mission Statement
At the heart of every strategic plan is a mission statement. It can be challenging to construct a statement that accurately reflects your department or institution. But stating true to it, actually "living it," can be even harder. Come and learn about one strategy - the MAC team.
Presenter: Ginny Johns, Acting Registrar, University of California, Santa Barbara
Facilitator: David Haigh, Campus Director, Chapman University
Track: Professional Development

C2 PRIMROSE
Bull's Eye! Targeted Communication with Prospective Students
Communicating with thousands of prospective students is difficult; even more difficult is tailoring the communication to the individual student and his/her interests. Arizona State University tailors their communication flow to targeted groups of students using a variety of a communication methods. Join in this interactive session, as participants learn how to individualize communication with students with the end result of increased recruitment and enrollment numbers.
Presenter: Patrick Dostal, Program Coordinator, Arizona State University
Facilitator: David Karch, Assistant Director, Enrollment Services, Art Center College of Design
Track: Admissions

C3 INDIGO
Advanced Document Imaging: Been There, Done That, Now What?
This session will focus on recent advances in document imaging technology, specifically on creating keyword searchable documents and archives. Creating these highly compressed, text searchable documents gives users the ability to search document archives like never before. The off-the-shelf, low cost software used in creating these custom imaging solutions will also be discussed.
Presenter: Andrew Speed, Computer Systems Technologist, Malaspina University College
Facilitator: Mary Rhodes, Associate Registrar, Oregon State University
Track: Technology, General/Enrollment Management

C4 LANTANA
Advice for the New Registrar
As Rod Stewart sings: "I wish that I knew what I know now when I was younger, when I was stronger," join a panel of experienced registrars who will share insights about the challenges and opportunities of the registrar's role in colleges and universities. In a fun-filled and humorous session, new personnel in the registrar's office will gain perspectives, learn a little bit of history, and perhaps find some pearls of wisdom.
Presenters: Herb Chereck, University Registrar, University of Oregon
Christine Kerlin, Director of Enrollment Management, Everett Community College
Nora McLaughlin, Registrar, Reed College
Facilitator: Cecilia Rodriguez, University Registrar, University of the Pacific
Track: Registrar/Records, Professional Development

C5 VERBENA
Document Fraud, Bogus Credentials, and Diploma Mills: At Home and Abroad
This session will help registrars, admissions staff, and domestic and foreign evaluators to become part of the solution to the increasing problem of academic document fraud and degrees for sale. The presenters will share tips for reviewing records, identifying degree mills, and obtaining verification of questionable or unfamiliar documents.
Presenters: Ann Koenig, Southwest Regional Director, Credential Evaluation Services, AACRAO
Ed Devlin, Director of Special Projects, AACRAO
Facilitator: Jane Worrall, Director of International Education, Pima Community College
Track: Registrar/Records, Admissions

C6 ACACIA
Growing Up With Cultural Conflict
Affirming your own cultural diversity can be both a great joy and a great struggle. By using stories and humor, the presenter will engage the audience in a thought-provoking session. Colleagues are encouraged to share their stories, struggles and strengths of cultural diversity and how it influences them both professionally and personally. Identifying and sharing similar situations and thoughts is a powerful tool to connect us all instantly by affirming..."we have been there too."
Presenter: Robin Young, Registrar/Director of Enrollment Services, Shoreline Community College
C7 GOLDWATER
Serving the Home-Schooled Student

Home school students are accessing community colleges to supplement their home-based learning in ever-increasing numbers. What are home-school parents and students looking for? What is our role and how can we best serve these students? How do we determine if a student is ready to take college classes? Pima Community College has a thriving and successful program for home-schooled students. Join in this presentation as we share how we’ve made it work on our campus, as well as hear directly from home-schooled students and their parents about their experiences. Participants are encouraged to share their experience and campus practices around this important issue.

Presenter: Laurel Krasen, Campus Director of Enrollment Services, Pima College
Facilitator: Andrea Beck, Admissions Counselor, Brigham Young University
Track: General/Enrollment Management, Admissions

D1 ASTER
Ready or Not...Here They Come!
ACT/SAT Changes for 2005

In 2005 the ACT and SAT tests will undergo significant changes. Do you understand what’s about to happen? More important, is your system ready to accommodate the changes and are you ready to answer questions that are sure to come from parents and students? This informative discussion will include presentations from the experts at ACT and College Board (SAT), as well as reactions from those responsible for enrollment management. An important session for anyone involved with national exams at your school.

Presenters: Tim Washburn, Assistant Vice President for Enrollment Services, University of Washington
Ernest Valdez, Assistant Vice President and Regional Manager, ACT
Tim Desch, Director of Undergraduate Admissions, Arizona State University
Ken Woods, Chief Educational Manager, College Board (SAT)
Tom Gourley, Director of Admissions, Brigham Young University
Facilitator: Andrea Beck, Admissions Counselor, Brigham Young University
Track: Admissions

C8 UDALL
Improving Admission Practices Through the Use of Noncognitive Assessment

Demographic and societal influences are changing higher education’s access agenda. In response, Oregon State University is piloting a new written assessment to improve its admission and scholarship selections. The new process utilizes noncognitive variables identified by William Seidlacek. This session will review the conceptual framework and logistics of OSU’s process.

Presenters: William Seidlacek, Assistant Director, Counseling Department and Professor of Education, University of Maryland, College Park
Bob Bontrager, Vice Provost for Enrollment Management, Oregon State University
Michael Sandlin, Director of Admissions, Oregon State University
Facilitator: Bryan Doak, Associate Dean for Enrollment Services, Arizona Western College
Track: Admissions

D2 GOLDWATER
What Do You Mean I Can’t Attend Fall Semester? (or, A Unique Three-Track Admissions System)

By allowing students access to two of three semesters and strengthening the summer curriculum, BYU Idaho is denying 2,500 fewer students and maximizing limited resources. Join in this session to discover how you can develop a similar program on your campus.

Presenter: Kyle Martin, Assistant Director of Admissions, Brigham Young University - Idaho
Facilitator: Carole Byrne, Registrar, University of Alberta
Track: Admissions, General/Enrollment Management

Monday
3:00 p.m.–4:00 p.m.
D3 SESSION CANCELLED
Developing a Strategy for Recruiting Under-Represented Populations: A Specialist’s Perspective

D4 INDIGO
Solving the Retention Puzzle
There are so many factors that contribute to a student’s withdrawal that solving the retention puzzle can be difficult. While there is no single practice or solution to solving the puzzle, there are ways to identify who stays, who leaves, and what makes the difference. This session gives you the opportunity to hear what college students across the country shared in a benchmark study focusing on financial literacy and college success. What can the administrative offices on campus do to increase the chances that your students will complete their program?
Presenter: Carole Ann Simpson, Debt Management Consultant, USA Funds
Facilitator: Ruth Adams, University Registrar, Seattle Pacific University
Track: General/Enrollment Management

D5 LANTANA
Recruiting and Retaining Students Online
This session will discuss the methods of online recruitment used by the marketing team at the Oregon State University’s Extended Campus. We will explore internet marketing tactics that dramatically increase the number of visits to web sites, and will examine use of web statistics to analyze trends. In addition, we will present our Online Student Assistance Center (OSAC), a center developed to provide communication features for prospective and enrolled students, including a searchable knowledge base, live chat rooms and online forums.
Presenter: Kay Bell, Enrollment Coordinator, Oregon State University - Extended Campus
Facilitator: Janet Danley, Executive Director of Enrollment Services, Washington State University
Tracks: Admissions, General/Enrollment Management

D6 VERBENA
We Did It! Creating a Successful One-Stop Shop on Your Campus
Throughout recent years, many campuses have explored creating “one-stop” centers, hoping to give students one place to go for help with all aspects of enrollment services. Recent trends have shown that many campuses are going back to segregated offices and separate lines, creating frustrating wait times for many students. But not Central Oregon Community College… our one-stop office is here to stay! Join in this session as we share the history and development of our one-stop set up and how we provide admissions, registration, financial aid, students accounts/payments, testing and academic advising services to over 7,000 students per year, with only 3.5 FTE.
Presenter: Aimee Metcalf, Assistant Director of Admissions & Records, Central Oregon Community College
Facilitator: Kevin Miyasaki, Registrar, Brigham Young University, Idaho
Tracks: General/Enrollment Management

D7 ACACIA
Native Americans: Tribes from the Plains to the Desert
Today’s school children tend to learn about Native Americans in the week or two immediately preceding Thanksgiving. However, we all know that Native American history goes far beyond what is taught in the elementary school classrooms and that better knowing this history can provide a wealth of knowledge, wisdom, and understanding. This discussion will focus on Native American tribes from the Northern to the Southern areas of the United States, providing participants with brief insights to the different cultures of various tribal groups.
Presenter: Arlie Stops, Associate Vice President for Admissions and Records, Community College of Southern Nevada
Facilitator: Tina Petersen, Registrar, William Jessup University
Track: Diversity

Monday
3:00p.m.–4:00p.m.
D8 PRIMROSE
Oh No! It’s a Reporter on the Phone – Now What Do I Do?
Sometimes it’s hard to collect your thoughts when a reporter calls. A sense of the big picture and advance planning can help you when the call comes. This session will cover several important aspects of media relations: what college leaders need to know about the media; the art of the interview; planning for positive media coverage; handling crisis calls; and where to find help.
Presenter: Krista Neis, Manager, Media and Community Relations, Pima Community College Facilitator: Debbie Crouch, Associate Director, Academic Counseling, Seattle Pacific University
Track: Professional Development

E1 VERBENA
Leadership as an Adventure: The Shackleton Experience
In 1914 Sir Ernest Shackleton and his crew of 27 men set sail for Antarctica. Their goal was to complete an 1800-mile crossing of Antarctica on foot, but the expedition ended when the ship was trapped in ice and eventually sank. In 1916, Shackleton returned to England having accomplished a goal much greater than the original; he brought his entire crew home alive after two years stranded in the hostile Antarctic. Most of us do not face such extreme situations in our daily work, but we can learn much from the leadership, crisis management and team building strategies of Ernest Shackleton, who has been called “The greatest leader that ever came on God’s earth, bar none.”
Presenter: Debbie Crouch, Associate Director, Academic Counseling, Seattle Pacific University Facilitator: Aimee Metcalf, Assistant Director, Admissions & Records, Central Oregon Community College
Track: Professional Development

E2 UDALL
Compelling Interest: Defining Diversity with Constraints on Affirmative Action
Sponsored by PACRAO’s Diversity Development Committee
Schools across the country are exploring the broad range of what diversity means and can mean in terms of student population and culture. This session will provide a brief overview of affirmative action in higher education and the compelling obligation for “repair” upon which it was established; a discussion of the Supreme Court’s 2003 decision to uphold affirmative action but require schools to abandon policies and practices that award points based on minority status; and recent discussions about the future of affirmative action and the consideration of social and economic class in the expanding definition of diversity as it relates to higher education.
Presenters: Joan Clingen, Graduate Faculty, Humanities, Prescott College
Christina Lawson, Education and Humanities Faculty, Prescott College Facilitator: Dannette Sullivan, Assistant Provost for Enrollment Services, Seattle University
Tracks: Diversity, General/Enrollment Management

Tuesday
8:30a.m.–10:00a.m.
E3 INDIGO
Stories from the Admissions and Records Files: What Decision Would You Make?
A panel of seasoned professionals will respond to those terrible but sometimes comical situations in which we all find ourselves from time to time. Whether you are involved in admissions or records, you will eventually find yourself responding to ethical, political, or staff management situations similar to those presented by the panel. Hear how they would react and form your own position.
Presenters: Joe St. Hilaire, Registrar, Western Washington University
Patrick Martin, University Registrar, Northern Arizona University
Christine Kerlin, Director of Enrollment Management, Everett Community College
Facilitator: Betty Huff, Associate Vice Chancellor for Student Affairs & Enrollment Services, University of California, Santa Barbara
Tracks: Registrar/Records, Admissions

E4 FINGER ROCK 1
Building Bridges with Faculty and Other Campus Colleagues
Two mid-level managers share their experiences and ideas about how up-and-coming admissions and registrar professionals can become engaged in their campus communities. Learn about the pitfalls to avoid and the rewards that can be gained when you become involved in a variety of ways at your institution. Participants will be invited to share their experiences.
Presenters: Sue Eveland, Associate Registrar, University of Oregon
Heather Chemak, Assistant Registrar, Oregon State University
Facilitator: Angela Bigby, Interim Registrar, Pacific Lutheran University
Track: Professional Development

E5 LANTANA
Using the Registrar’s Self-Audit Online: Making Your Office’s Self-Analysis More Systematic
Using AACRAO’s Registrar’s Self-Audit can be an effective tool for increasing efficiencies within your offices, ensuring compliance with various regulations, and invoking creative responses to ongoing issues. This session will walk participants through the AACRAO Self-Audit tool, allowing institutions to increase their efficiency in relation to internal and external constituencies.
Presenter: Barbara Lauren, Associate Director of Research, AACRAO
Facilitator: Revy Buchanan, Associate Registrar, Chapman University
Tracks: Registrar/Records, Professional Development

E6 ACACIA
Early Alert: Helping Your Students Succeed
With the support of a FIPSE grant, De Anza College recently developed an “early alert” system designed to help students who are experiencing academic and other problems, and to provide feedback to faculty on the status of their students. Participants will receive a hands-on demonstration of the early alert software, discuss the data collected during its first year, and review this innovative program's relationship to student outcomes and learning.
Presenter: Kathy Kyne, Dean of Admissions and Records, De Anza College
Facilitator: Desi Nielsen, Student Services Specialist, Salt Lake Community College
Tracks: Professional Development, General/Enrollment Management

E7 GOLDWATER
International Success
Malaspina University-College is a success story in international education. Although a relatively small institution, Malaspina has been innovative in recruiting throughout the world, delivering successful student programs and internationalizing the curriculum. The Malaspina model includes a centralized international department, and a reinvestment plan that benefits the institution and the community. This presentation will be of interest to those who are developing international programs, or who are interested in this unique model.
Presenter: Jane Kelly, International Student Admissions, Malaspina University-College
Facilitator: Ann Perkins, Associate Registrar, Seattle University
Track: International
E8 PRIMROSE
Change Knocks, Socks, and Rocks! Be Ready
Change is inevitable! New bosses, budget adjustments, software conversions, hot tech, moving spaces, relationship surprises, body piercings ... but, which are you: core resister, resister, passive, oblivious, champion, or leader? The truth is: you are probably all of these, depending on the issue. So how can you learn to embrace change, embody resilience, and guide others through change? This session will present ways that you can manage changes as positive challenges, opportunities to achieve your goals, and portals to success through which you can lead others.
Presenter: Roger Swanson, PACRAO Honorary Member, Noel-Levitz
Facilitator: Faith Weese, Chief Public Relations Officer, Grand Canyon University
Track: Professional Development

F1 VERBENA
What Part of “No” Don’t You Understand? Making Exceptions to Campus Policies
Petitions, petitions and more petitions! Which exceptions are reasonable, and which ones are not? This session will describe practices at different institutions for handling requests from students for an exception to a policy. Case studies will be used to give attendees an opportunity to participate and to learn from each other’s experiences.
Presenters: Ralph Boren, Registrar, University of Utah
Jerlean Leishman, Assistant Registrar, Brigham Young University
Facilitator: Helen Garrett, Director of Enrollment Services/Registrar, Lane Community College
Track: Registrar/Records

F2 FINGER ROCK 1
Online Admissions Chats: Tips, Tricks, and Ideas
How can you use online events to make your admissions outreach more effective? Whether you’re focused on the recruitment of domestic or international applicants, or concerned with yield of admitted students, this session will provide an honest look at how chat can work for your admissions office. Comparisons between telecounseling programs and online chats will be discussed. You’ll also hear tips from admissions representatives on making your chats successful. This session will enable you to make an informed decision as to whether chat is right for your program, and if so, what’s involved in setting up chat events for your school.
Presenter: Jamie Satter, Marketing Manager, Chat University
Facilitator: Valerie Fouquette, Registrar, Blue Mountain Community College
Track: Admissions

F3 GOLDWATER
Ethnic Diversity: Transfer Partner Strategies
Sponsored by PACRAO’s Diversity Development Committee
Today’s student population is becoming more and more diverse every day. From age to ethnicity, are your outreach practices welcoming and accepting of all students? Join in this session to discover how to develop transfer partner strategies and practices to best reach students from all backgrounds and cultures. Learn about new initiatives and explore best practices from the field.
Presenters: Leroy Geter, Associate Director, Transfer Services, California State University - Northridge
Armando Duran, Transfer Outreach Coordinator, California State University - Northridge
Facilitator: Kirk Koenig, Associate Director of Admissions, University of Oregon
Tracks: Diversity, Admissions

F4 ASTER
Goal Setting Strategies: Tips to Manifest What You Want
Achieving goals sometimes seems like it comes easier for some than others. However, with the right combination of attitude and tools to know how to manifest what you want, you can achieve anything! If there is something you have been wanting to change or bring into your life, come to this session and learn tips and specific exercises to start achieving your goals.
Presenter: Tandy Elisala, Associate Vice President and Registrar, University of Phoenix
Facilitator: Todd McCollum, Registrar, George Fox University
Track: Professional Development

Tuesday
1:30 p.m. – 2:30 p.m.
F5 PRIMROSE
Desktop Publishing: Save Time and Money by Printing Your Own Diplomas
The diploma process is much less complicated when you control all phases within your office. No worries about timely availability, no misspelled names, no missing diplomas, and no complaints. With SCRIP-SAFE® Diplomas on Demand® software and high quality diploma stock, you are ready to save money and improve customer service with fewer staff. A current user will describe how this process has saved time and money, and improved the graduation process for students.
Presenter: Mary Louise Griffin, Registrar, Saint Xavier University
Facilitator: David Haigh, Campus Director, Chapman University
Tracks: Registrar/Records, Technology

F6 ACACIA
Getting There: Helping Underrepresented Students Succeed
Sponsored by PACRAO’s Diversity Development Committee
What are we doing to encourage, enable, and sustain higher education for a diverse society? We will look at the higher education ideologies of groups that have been historically underrepresented in higher education institutions. With a better understanding of these aspirations, we can begin to evaluate the tools and systems established to help these underrepresented groups attain educational goals.
Presenters: Christina Lawson, Education and Humanities Faculty, Prescott College
Joan Clingan, Graduate Faculty, Humanities, Prescott College
Facilitator: Brian Sanders-Park, Registrar Services Coordinator, Chapman University
Tracks: Diversity, General/Enrollment Management

F7 INDIGO
Beyond the Moment of Truth: Elevating Customer Service to a Higher Level
Customer service goes beyond answering the phone with a smile, listening carefully, or going the extra mile. This session will discuss one admission and registration services department that made changes to processes, built relationships with other departments, and embedded service in their training. The payoff has been quality service to students, higher level job performance by staff, and a quality working atmosphere.
Presenter: B.J. Hart, Manager, Enrollment Services & Testing Services, Arizona State University West
Facilitator: Arlene Metcalf, Assistant Director for Admissions and Records, Central Oregon Community College
Tracks: Professional Development, General/Enrollment Management

F8 LANTANA
State Residency & Tuition: Lessons from the Field
Join this panel of veteran professionals as they share details of legislation regarding student residency requirements, and how policies regarding residency for tuition purposes are practiced on their campuses. Panelists will provide a brief overview emphasizing distinctions and similarities among institutional policies and practices, as well as share ideas to change and improve current processes at your own institutions. Participants are invited to share their experiences, questions and best practices.
Presenters: Michele Sandlin, Director of Admissions, Oregon State University
Virjean Edwards, Assistant Registrar, University of Washington
Joe St. Hilaire, Registrar, Western Washington University
Abram Larex, Residency Classification Coordinator, University of Arizona
Melissa Choruszy, Associate Vice Provost for Enrollment Services, University of Nevada - Reno
Facilitator: Jan McCuen, Data Specialist, Chapman University
Tracks: Admissions, General/Enrollment Management

Tuesday
1:30p.m.—2:30p.m.
G1 VERBENA
Degree Audit Systems: From Start to Finish
It took us a long time, but we have built it! Join in this session to review the trials and triumphs of building a degree audit system. The session will explore how we worked through system challenges and updated procedures to simplify the audit process while maintaining academic integrity and quality. Review our testing methods, and learn how we built trust throughout the university to facilitate investment in this innovative, time-saving initiative.
Presenters: Kristen Labrecque, Academic Counselor, Seattle Pacific University
Torrey Landgraf, Computer Systems Manager, Seattle Pacific University
Facilitator: Heather Cherimak, Assistant Registrar, Oregon State University
Track: Registrar/Records, General/Enrollment Management

G2 ACACIA
Lost Market Analysis
Using various sources, valuable information is gathered to analyze an institution's lost market. In this session participants will learn how to gather information on where your prospective students go if they do not enroll at your institution; compare differences between the students that enrolled and did not enroll; learn who is competing for your most desirable students; and improve your ability to target, select, and retain students.
Presenters: Fran Hermanson, Director of Student Affairs Research & Assessment, Washington State University
Facilitator: Julie Ford, Articulations Supervisor, Chapman University
Track: Admissions, General/Enrollment Management

G3 PRIMROSE
Providing Effective Enrollment Services to the Adult Student Population
Adult learners entering or re-entering higher education are now the majority student population. Branch centers, evening “block scheduled” classes, online offerings, virtual libraries and other services are expanding to accommodate this growing student population. Are enrollment services offices doing enough to work with this population? Presented from the perspectives of a Branch Campus Director and a University Registrar, this session will discuss the enrollment service needs of adult learners as they relate to the CAEL Principles (Council on Adult Experiential Learning); the ways traditional service provision may conflict with those needs; and the means by which one institution is dealing with the blending of university enrollment services and specific adult learner branch campus requirements.
Presenters: Maria Cesario, Director San Diego Campus, Chapman University
John Snodgrass, Registrar, Chapman University
Facilitator: Charlotte Argyle, Admissions, Weber State University
Track: General/Enrollment Management

G4 INDIGO
Your Mother Doesn’t Work Here, But If She Did...
Do the phrases “If I’ve told you once, I’ve told you a 1,000 times” and “Because I said so, that’s why” bring back childhood memories? Using well-known clichés, gain a new perspective about helping students from this dynamic student services mother-daughter and mother-son team. Journey back to your childhood through familiar phrases and join us as we apply those life lessons in a unique and humorous session that will refresh our attitudes in serving students. Come prepared to laugh and take a trip down memory lane!
Presenters: Katie Nielsen, Recruitment Specialist - Admissions, Utah State University
Dalene Teichert, Gifted & Talented Specialist, Salt Lake County School District
Desi Nielsen, Student Services Specialist, Salt Lake Community College
Scott Teichert, Assistant Director - Freshman Oversight, Utah State University
Facilitator: Wayne Childs, Director of Academic Services Assessment & Planning, Brigham Young University
Track: Professional Development

Tuesday
3:00p.m.–4:00p.m.
G5 FINGER ROCK 1
Push Me, Pull Me: Creating a Dual Admission Partnership
Dual partnership agreements have become the cornerstone of ongoing positive relationships between community colleges and four-year universities; over 20 such programs are up and running in the state of Oregon alone. How do you start? Who should be involved? This session will review the myths and realities of negotiating a dual partnership between a community college and a four-year university. Session presenters will share their experiences in negotiating this and other successful dual admissions partnerships, including what each gave up, what each gained, the relationships built, and the ongoing efforts needed to keep this partnership on the right path.
Presenters: Michele Sandlin, Director of Admissions, Oregon State University Dennis Bailey-Fougner, Director of Admissions and Student Services, Portland Community College Facilitator: Tina Petersen, Registrar, William Jessup University Track: Admissions

G6 ASTER
Analyzing Organizational Culture
Understanding your organizational culture can be the difference between a successful or failed work experience. This session will explore the definitions of organizational culture and what they mean for enrollment management. Steps for conducting your own organizational analysis will be outlined. An organizational analysis will benefit new employees, changing organizations, and new supervisors. Specific examples, illustrations and a demonstration of how this analysis facilitated progress in a university admission office will be discussed.
Presenter: Nathan Peterson, Director of Recruitment Services, Idaho State University Facilitator: Jeannie Stanley, Director of Student Services, University of Alberta Track: Professional Development

G7 LANTANA
Developing a Simulation Module for Enrollment Management
The Community College of Southern Nevada is exploring the utilization of simple mathematical models to simulate institutional operation and performance combining enrollment and financial factors. CCSN will present its strategies to develop such models, and its plans for freely sharing the software developed. CCSN’s theme for this presentation is “Let’s build the model together.” This presentation may be of interest to recruitment, admission, institutional research, planning and financial officers.
Presenter: Al Valbuena, Vice President for Information Technology, Community College of Southern Nevada Facilitator: Arlie Stoops, Associate Vice Provost for Admissions & Records, Community College of Southern Nevada Tracks: Technology, General/Enrollment Management

G8 GOLDWATER
From Blazing New Frontiers to Expanding Services for the Millennium
Discover how the National Student Clearinghouse continues to blaze new frontiers for serving as a central repository and single point of contact for the collection of data for colleges and universities nationwide. From accurate and comprehensive enrollment and degree/certificate verifications to transcript ordering and tracking of your current and former students, the Clearinghouse maintains an electronic registry of over 60 million student records.
Presenters: Jeff Tanner, Vice President, National Student Clearinghouse Melanie Bell, Director, Western Region, National Student Clearinghouse Facilitator: Tina Tomo, Assistant Registrar, University of California, Irvine Tracks: Technology, Records/Registration

SPECIAL SESSION VERBENA
Tuesday, November 9, 4:15 p.m. – 5:15 p.m.
FERPA: Minimizing Your Risks, What You Need to Know Verbona
This presentation includes a short refresher course, an update of FERPA (Family Education Rights and Privacy Act) and a question and answer session. This session is for new professionals as well as experienced colleagues and will provide the latest information and strategies on working within the FERPA guidelines.
Presenter: LeRoy Rooker, Director, Family Policy Compliance Office, U.S. Department of Education Facilitator: Faith Weese, Chief Public Relations Officer, Grand Canyon University Track: Registrar/Records
H1 INDIGO
Enjoy the Fun: Motivating Your Staff Team
What motivates employees? How do you develop a work environment in which valuable employees are productive and loyal? Key motivational elements and proven methods for leaders will be explored. Come ready to share your successes and questions.
Presenter: Kenda Gatlin, Associate Registrar, Seattle Pacific University
Facilitator: Sue Eveland, Associate Registrar, University of Oregon
Track: Professional Development

H2 ASTER
Using Enrollment Data to Develop Recruiting Strategies
This session will describe how Enrollment Services staff at Washington State University are using enrollment data to develop outreach, recruitment, and admission strategies that have contributed to enrollment successes. Come prepared to think about numbers in a whole new light, and learn proven strategies to bring back to your home campuses.
Presenter: Janet Danley, Executive Director for Enrollment Services, Washington State University
Facilitator: Ruth Adams, University Registrar, Seattle Pacific University
Track: Admissions, General/Enrollment Management

H3 LANTANA
College Online Policies & Procedures (COPPs)
It's time to recycle those aging procedure manuals and to join Lane Community College's College Online Policies and Procedures (COPPS) in cyberspace. Learn how creating this website has transformed the art of finding this institution's answers to who, what and why.
Presenter: Helen Barker Garrett, Director of Enrollment Services/Registrar, Lane Community College
Facilitator: Keith Bell, Vice Provost for Academic Administration, Point Loma Nazarene University
Track: General/Enrollment Management, Technology

H4 ACACIA
Moving Up? Now What? Transforming Yourself to Fill the New Position!
Life is full of ups and downs, but what do you do when the “ups” include a new position — and probably one you were NOT specifically trained for? Scary, but so are most things you haven't done before. What will help you is to learn some real-life lessons from this seasoned session presenter that will prepare you to excel in both your transition and in that new job. Hearing her experiences and proven success techniques will provide the tools, perspective, and attitude that will help you fly!
Presenter: Faith Weese, Chief Public Relations Officer, Grand Canyon University
Facilitator: Trish Hughes, Assistant Registrar, Fresno Pacific University
Track: Professional Development

H5 UDALL
Rising to the Challenge: The Higher Education Community's Response to the Activation of Guard and Reserve Soldiers
During the last three years, many National Guard and reserve members of the military have been called to active duty. Of those activated, nearly 25 percent are full- or part-time students. The impact on these students and their institutions is strong: students’ lives and those of their families are put on hold, and postsecondary schools face reduced enrollment and revenue due to the loss of students and employees serving in our Armed Forces. Join in this discussion to review how the higher education community has risen to this challenge to support and discover best practices and services for our students.
Presenter: Marc Shapiro, Program Manager, Servicemembers Opportunity Colleges
Facilitator: Rebecca Mellaci, Assistant Registrar, Chapman University
Track: General/Enrollment Management

Wednesday
8:00 a.m.—9:00 a.m.
H6 VERBENA
E-Signature Practices and FERPA Compliance
This session will discuss recent decisions regarding FERPA's e-signature regulation and describe how some institutions incorporate e-signatures into their student records business practices.
Presenter: Mary Rhodes, Associate Registrar, Oregon State University
Facilitator: Nora McLaughlin, Registrar, Reed College
Track: Registrar/Records

H7 PRIMROSE
Financial Aid Issues for Admissions and Records Professionals
Geared specifically towards admissions and records professionals, this presentation will focus on the issues key to a successful partnership among the different enrollment services areas. Participants will receive updates on the latest changes in student financial aid as they relate to admissions officers and registrars.
Presenters: Lupita Murphy, Assistant Director, Financial Aid, Pima Community College
Kelley Brandtage, Student Support Specialist, Arizona State University West
Facilitator: Brian Sanders-Park, Registrar Services Coordinator, Chapman University
Tracks: Professional Development, General/Enrollment Management

I1 LANTANA
If We Build It (Transfer Articulation Agreements), They Will Come
This panel session of articulation/transfer specialists will share their articulation efforts, procedures and challenges. They will present how outreach, technology and student services are making an impact on their transfer enrollment.
Presenters: Julie Ford, Articulation Supervisor, Chapman University
Marcela Mejia-Martinez, Associate Director of Admissions, Chapman University
William Fee, Director, Transfer Curriculum & Articulation, University of Arizona
David Padgett, Director of Articulation, Pima Community College
Facilitator: Anne Delfin Schnirch, Associate Registrar, Chapman University
Tracks: Registrar/Records, Admissions

I2 ACACIA
Seven Deadly Sins: Managing a Student Inquiry Database and Communication Plan
Most colleges and universities have a database for the collection of inquiry and prospect information, as well as for use with recruitment communication plans. But many institutions fail to use these resources properly—or to use them at all! This session will discuss the purpose, development, use, and assessment of the inquiry database and recruitment communication plan.
Presenters: Dan Garcia, Assistant Chancellor for Student Affairs, University of Washington - Tacoma
Paul Ahlstrom, Project Manager – Databases, University of Washington, Tacoma
Facilitator: Mary Helen Palomo, District Admissions Office, Pima Community College
Track: Admissions
13 ASTER
Presentations that Connect, Inform & Inspire
Prospective and new students and their parents, who are often over full with anticipation and bewilderment, must be informed about important details concerning school policies and procedures for everything from how to register to where to get counseling when needed. The task of informing them frequently falls to registrars, admissions officers, and their staff members. This session provides useful tips on preparing and delivering presentations that effectively connect with new students and parents, and inform them so that they feel oriented, welcomed, and cared for.
Presenter: Michael Dues, Director of Undergraduate Studies in Communication, University of Arizona Facilitator: Wayne Childs, Director of Academic Services Assessment & Planning, Brigham Young University
Track: Professional Development

14 PRIMROSE
50 Ways to Leave Your Classes
This session will explore the various processes a student may use to leave an educational institution. Presenters will compare the similarities and differences between public and private institutions and uncover the reasons for current practices. The intended outcomes for participants are to examine policies and procedures related to dropping classes, and students who simply vanish; to gather ideas for possible changes to institutional policies and procedures; and to re-sensitize the participant to the impact from the student perspective.
Presenters: Julia Pomerenc, University Registrar, Washington State University
Sunny Burns, Vice President for Student Learning and Success, Pierce College, Fort Steilacoom
Maria Kohnke, Director of Academic Services and Registrar, California Lutheran University
Facilitator: Chris Masterson, Registrar, Bastyr University
Track: Registrar/Records

15 UDALL
Content Management Software: A Recent Success Story
University College of the Cariboo used to spend an inordinate amount of time reviewing, editing and printing their annual catalog/calendar. The result was never very satisfactory. In order to provide a more accurate, easier to develop, and user-friendly system, UCC researched and implemented content management principles and software systems. As a result, we recently released our catalog to the intranet for a two week review process, declared the electronic version official and linked it to our webpage. This session will outline what we did, what we didn’t do, and some things that perhaps we should have done.
Presenters: Ray Pillar, Admissions and Records Manager, University College of the Cariboo
Heather Friesen, Director of Enrollment Management, University College of the Cariboo
Facilitator: Kathy Dunbar, Assistant Registrar, Undergraduate College, Fresno Pacific University
Track: Registrar/Records

16 VERBENA
FERPA, GLBA, and USAPA
September 11 continues to affect Americans in many ways. Trying to balance a heightened concern for national security and a public demand for civil protections, Congress has enacted a myriad of laws that are often complex, and usually prescriptive. The Family Educational Rights and Privacy Act has been with us for years, but more recently, the Gramm-Leach-Bliley and USA PATRIOT Acts bring added dimensions to our responsibilities. What are we trying to accomplish with these laws and how do they interact with each other? How and why are we affected by them? Are you in compliance? What should you be doing and who should be involved? From the big picture to the details, get your bearings on all of these issues during this session.
Presenter: Archie Porter, University Registrar and Associate Dean of Academic Services, University of San Francisco
Facilitator: Jody Gordon, Registrar, Kwantlen University College
Track: Registrar/Records

Wednesday
9:15a.m.–10:00a.m.
INDIGO
Electronic Student Services
A review of best practices in electronic student services including websites, chat rooms, on-line requests, on-line student support services and more. Join these seasoned professionals as they share insights on creating new electronic services for students.

Presenters: Arlie Stamps, Associate Vice President for Admissions and Records, Community College of Southern Nevada
Elda Chavez, Assistant Director of Enrollment Management, Community College of Southern Nevada
Facilitator: Tina Neufeld, Assistant Registrar, Graduate School, Fresno Pacific University
Track: Technology

Wednesday
9:15a.m.–10:00a.m.
Come visit our exhibitors in the Grand Ballroom on Monday and Tuesday. They support PACRAO generously and provide an important source of knowledge about current trends and technologies. Join us during the exhibitor reception on Monday night to meet our colleagues and learn about the latest in technology and products.

ACT
ACT’s mission is to deliver the information that individuals and organizations need to achieve standards and attain goals. Thus, ACT has devised strategies for the integration of programs aimed at K-12, postsecondary, workforce, and careers. At virtually every level, our assessment data speaks to individual readiness. Beyond assessments, our information guides the choices individuals must make in preparing next steps for high achievement.

Admin 701
Capture, a next-generation document workflow and data management service, is designed to assist colleges and universities with the management of every aspect of the enrollment lifecycle. Capture works within the business rules of the institutions it serves, operating in concert with all major student information systems.

American Association of Collegiate Registrars and Admissions Officers
AACRAO is a nonprofit, voluntary, professional association of more than 9,000 higher education admissions and registration professionals who represent approximately 2,300 institutions in more than 35 countries. The mission of AACRAO is to provide professional development, guidelines and voluntary standards to be used by higher education officials regarding the best practices in records management, admissions, enrollment management, administrative information technology and student services. It also provides a forum for discussion regarding policy initiation and development, interpretation and implementation at the institutional level and in the global educational community.

ATI, Inc.
ATI provides a comprehensive range of document solutions that are designed to meet the needs of the paper intensive Higher Education community. Streamline financial aid, admissions, the registrar’s office and other departments with our own ATI Filer Software, our brand new Transcript Reader Software and other Document and Content Workflow Solutions today!

Campus Management Corporation
Campus Management Corporation develops, distributes, implements, and supports one of the most widely used student administrative software solutions in the post secondary school community. Campus 2000™ provides a complete solution for the administration of contact management, admissions, student records, financial aid, accounting, placement, loan management, and distance education.

ComSpec International, Inc.
EMPOWER is ComSpec’s award-winning, fully integrated Student Information System. The modular design of EMPOWER allows institutions to purchase only those modules they require, while connecting to a single, integrated database. Stop by our booth and find out why our product and superior support allow us to boast about our 100% client retention rate!

Credentials, Inc.
Based in the suburbs of Chicago, Credentials, Inc. is the leading innovator in the area of degree verifications, enrollment certifications and transcripts order management systems. Credentials, Inc. is the largest provider of transcript automation solutions in the industry.

Herff Jones
Since 1920, Herff Jones has been a proud manufacturer of quality graduation products. We have built our reputation on uncompromising standards of excellence and a sincere commitment to honoring the milestones and memorable moments in life.

Hershey Systems
Hershey Systems provides the education market with a web-based solution for processing and managing all documents and content for the institution. Singularity provides Archive, Workflow, Online Forms, Data-to-Image, and OCR to integrate documents & content to Banner, PeopleSoft and Datatel. Singularity provides the self-service that today’s institutions require.

Hobsons
Let Hobsons help you shape your class through integrated enrollment solutions. Our domestic and international publications deliver targeted student inquiries, while our Enrollment Management Technology products enable your school to efficiently drive students through the admissions process. Get more information about our online
Let Hobsons help you shape your class through its integrated enrollment solutions. Get information about our online and offline services at:

www.CollegeView.com
www.Useduguides.com
www.emt.hobsons.com

ISP
ISP is a global leader in document security printing. ISP is a member of NASPO and we are the only printer to belong to homeland security. Many of our patents have become icons with transcript security: the TouchSafe™ thumb print for validity, the NaNoCopy™ of alpha numeric algorithms which create a VOID pantograph. This NaNoCopy™ can be traced back to the time and place of manufacturing for additional security. We can be found on the web at www.isp-vft.com

Jostens
Jostens has been helping colleges and universities across America express pride and celebrate achievement for over 100 years. The graduation ceremony is your showcase event. Jostens complements the pomp and pageantry with a broad range of products; diplomas, diploma covers, diploma frames, caps, gowns, and accessories for students, faculty, and administration.

The National Student Clearinghouse
The Clearinghouse is the nation’s most trusted source for post-secondary student degree and enrollment verification. Through our verification reporting solutions, we help colleges and universities improve efficiency, reduce costs and workload, and enhance the quality-of-service they provide to their students and alumni, lending institutions, employers, and other organizations. Today the Clearinghouse is the higher education community’s most trusted partner for student record management.

Paradigm, Inc.
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