Pacific Association of Collegiate Registrars and Admissions Officers

CONNECT!

PACRAO 2007
Salt Lake City, Utah

81st Annual Conference • November 4th - 7th
WE LIVE IN A DYNAMIC WORLD. AS HIGHER EDUCATION ADMINISTRATORS, WE FACE CHANGES THAT SIGNIFICANTLY INFLUENCE OUR INSTITUTIONS AND PROFESSIONS, INCLUDING NEW TECHNOLOGIES, GOVERNMENT REGULATIONS, CHANGING DEMOGRAPHICS, AND INTERNATIONAL TRENDS.

THE INFORMATIVE SESSIONS, ROUNDTABLES, SPECIAL EVENTS AND PRE-MEETING WORKSHOPS AT AACRAO'S ANNUAL MEETING WILL PROVIDE THE KNOWLEDGE AND SKILLS YOU NEED TO BEST SERVE YOUR INSTITUTION AND YOUR STUDENTS.

AACRAO'S 94TH ANNUAL MEETING WILL COVER THE FOLLOWING TOPICS:

- Admissions, Recruiting and Marketing
- Enrollment Management
- International Education
- Community College Issues
- Accountability and Disclosure in Higher Education
- Assessment
- Succession Planning
- Unit Elimination/Consolidation
- Crisis Communication
- Compliance/Government Relations
- Admissions Management/Financial Aid
- Records and Registration
- Emerging Technologies
- Research, Policy and Practices
- Graduate/Professional Schools
- Student Services
- Distance Learning
- Information Systems/Technology
- Professional Development for Staff
- Managing Human, Fiscal, and Technology Resources

A CENTURY OF EXCELLENCE IN HIGHER EDUCATION

Admissions  | Registration  | Enrollment Services

AACRAO
PACRAO 2007

"Ordinary People Taking Extraordinary Strides"
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PACRAO Conference Schedule

Sunday, November 4th
8:00 am – 6:00 pm  Registration
8:00 am – 2:30 pm  Pre-Conference Workshop
3:00 pm – 4:00 pm  New Member Orientation and Welcome
4:15 pm – 4:45 pm  Orientation for Presenters and Facilitators
5:00 pm – 6:30 pm  Opening Session
6:30 pm – 8:00 pm  Opening Reception

Monday, November 5th
7:30 am – 3:00 pm  Registration
7:30 am – 9:00 am  Continental Breakfast & Time with Exhibitors
8:00 am – 5:00 pm  Hospitality Booth and Exhibit Hall Open
8:30 am – 10:00 am  A Sessions
10:00 am – 10:30 am  Morning Break & Time with Exhibitors
10:30 am – 11:45 am  B Sessions
12:00 pm – 1:15 pm  Diversity Luncheon Keynote Address (Open to All)
1:30 pm – 2:45 pm  C Sessions
3:00 pm – 4:00 pm  D Sessions
4:00 pm – 4:45 pm  Roundtables
5:00 pm – 6:30 pm  Exhibitors’ Reception and Raffle Giveaway
6:30 pm  Dinner on your own

Tuesday, November 6th
7:30 am – 12:00 pm  Registration
7:30 am – 8:30 am  Continental Breakfast & Time with Exhibitors
8:00 am – 3:00 pm  Hospitality Booth and Exhibit Hall Open
8:30 am – 10:00 am  E Sessions
10:00 am – 10:30 am  Morning Break & Time with Exhibitors
10:30 am – 11:30 am  F Sessions
11:30 am – 1:00 pm  Lunch on your own
1:00 pm – 1:15 pm  Afternoon Break & Time with Exhibitors
1:15 pm – 2:15 pm  G Sessions
2:30 pm – 3:45 pm  H Sessions
3:45 pm – 6:45 pm  Free time
7:00 pm – 10:00 pm  Gala Evening at The Depot

Wednesday, November 7th
8:30 am – 9:30 am  I Sessions
9:45 am – 10:45 am  Business Brunch
10:45 am – 11:45 am  Closing Session
12:00 pm – 4:00 pm  Committee Meetings

Seasons Lobby
Granary/Market Street
Harvest
Harvest
All Seasons
All Seasons

See Schedule for Locations
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Transportation Will Be Provided

See Schedule for Locations
All Seasons
All Seasons
Granary
Robert Kirby

Speaking at the Opening Session

Salt Lake Tribune humor columnist Robert Kirby was raised in a military family. Following an LDS mission to South America, Kirby became a police officer. His law enforcement career was cut short in 1989 by the idiotic notion of becoming a writer. Robert has written for the Tribune since 1994. His column appears every Monday, Wednesday and Saturday.

He is the author of six humor books, two novels, and a history book. END OF WATCH: Utah’s Murdered Police Officers, was published by the University of Utah Press in February 2004.

A confused grandfather, Kirby has three daughters and one wife. He lives with his long-suffering family in Herriman, where neighbors no longer speak to him.

Dr. William A. Guillory

Speaking at Session A7 and at the Diversity Luncheon Keynote Address

Dr. William A. Guillory is one of the most dynamic transformational speakers, and conference and seminar facilitators of our time. Dr. Guillory is an authority on diversity, empowerment, leadership, creativity and innovation, and quantum-thinking.

His most recent cutting-edge program involves “Leading and Managing During Turbulent Times,” and “Achieving Work-Life Quality, Balance, and Integration.”

Bill's published books include the following: Realizations, It's All An Illusion, Destined to Succeed, Empowerment for High-Performing Organizations, The Living Organization–Spirituality in the Workplace, Tick Tock! Who Broke the Clock–The Power of Work-Life Integration, and his most recent publications, The Future Perfect Organization, and Animal Kingdom–A Diversity Fable.
LeRoy Rooker

Speaking at Sessions E1, G3, and I1

LeRoy Rooker directs the U.S. Department of Education’s Family Policy Compliance Office. In that capacity, he administers laws and policies designed to help protect the rights of America’s 58 million students.

Among his major responsibilities is the administration of the Family Educational Rights and Privacy Act (FERPA), a comprehensive federal law that provides privacy protections for student education records. Sometimes referred to as the Buckley Amendment, FERPA affords parents and students the right to obtain access to education records, as well as the right to exercise some control over the disclosure of information from those records.

Mr. Rooker has served in his current capacity since February 1988. Before that, he was special assistant to the Department’s deputy secretary for management.

Adrian Gostick

Speaking at the Closing Session

Adrian Gostick is the author of several bestselling books on corporate culture, including the New York Times, USA Today and Wall Street Journal bestseller The Carrot Principle. He also wrote the bestsellers The Integrity Advantage and The 24-Carrot Manager. His research has been called a “must read for modern-day managers” by Larry King of CNN, “fascinating,” by Fortune and “admirable and startling” by the Wall Street Journal.

Adrian’s books have been translated into 15 languages and are sold in more than 50 countries around the world. As a leadership expert, he has appeared on numerous national television programs and has been quoted in dozens of business publications and magazines. Adrian earned a master’s degree in Strategic Communication and Leadership from Seton Hall University, where he is a guest lecturer on organizational culture and ethics.
Gala at the Depot

Tuesday, November 6th • 7:30pm
(Buses leave from Sheraton at 7:00pm)

Join us for an elegant evening at the Depot, featuring a five-course meal and music by the G Brown Quintet.

Due to the proximity of the Gateway mall, there will also be opportunities to shop, catch a movie, or see some Olympic memorabilia.

Transportation will be provided to and from the Gala event.

Business casual attire is appropriate.

The cost is included in the registration fee. Additional tickets are $75.

RSVP with your registration, or contact Carol Sandoval at carol.sandoval@slcc.edu.

Salt Lake City Hospitality Booth

Monday, November 5th • 8:00 am - 5:00 pm
Tuesday, November 6th • 8:00 am - 3:00 pm

Location: All Seasons

Stop by and see if you’ve won something from a partner institution as well as for information on area attractions, directions, restaurants, and more!

Visit www.visitsaltlake.com or www.carriageforhire.net for more ideas and information regarding local attractions.

Exhibit Hall

Monday, November 5th • 8:00 am - 5:00 pm
Tuesday, November 6th • 8:00 am - 3:00 pm

Location: All Seasons

Stop in and visit our exhibitors to discover the latest technologies and a variety of student support services and resources. We couldn’t make PACRAO as affordable and accessible without exhibitor support!
Prepare for Your Future Leadership Roles: How to Enhance your Professional Competencies

Sunday, November 4th • 8:00 am - 2:30 pm

Location: Granary/Market Street

Presenters: Ruth Adams
Registrar
Seattle Pacific University

Angela Bigby
Registrar/Director of Student Services
University of Southern Nevada

Becky Bitter
Senior Assistant Registrar
Washington State University, Pullman

John Snodgrass
Registrar
Chapman University

Lee Finkel, JD
Director, Office of Dispute Management
University of Phoenix, University Services

Patricia L. Munson
Diversity Manager
University of Phoenix, University Services

If you are new to the fields of admissions, registrar, or enrollment management or have the potential to move into a leadership position in one of these fields, this is the professional development workshop for you! Learn what it takes to succeed and advance in the challenging and changing professions of enrollment management. In today’s fast-paced and competitive higher education environment, professionals like you who aspire to leadership roles are always looking for ways to prepare themselves. Participants in this workshop will develop their professional competencies. Professional competencies to be covered will include: Leadership, Communication, Change Management, Diversity and Networking. Expect to learn from PACRAO Colleagues who will be your presenters and facilitate this workshop. Also, expect to learn from other PACRAO participants through discussion in this workshop.

Opening Session

Sunday, November 4th • 5:00 pm - 6:30 pm

Location: All Seasons

Speaker: Robert Kirby
Editorialist
Salt Lake City Tribune

Diversity Luncheon Keynote Address

Monday, November 5th • Noon - 1:15 pm

Location: All Seasons

Speaker: Dr. William A. Guillory
President & CEO
Innovations International, Inc.

Diversity, by composition and dimension, is the fundamental nature of human existence. Diversity as an end-state objective is an inclusive environment where differences are valued and integrated into the mainstream organizational or business functioning. Based upon this definition, Dr. Guillory proceeds to show how to achieve this end-state objective based upon leadership's ability to unify its stakeholders, not only as a force for change, but a force that molds and creates the future—FuturePerfect leadership. The ultimate objective is to show that creatively, unifying differences results in the full expression of human potential.

Closing Session

Wednesday, November 7th • 10:45 am - 11:45 am

Location: All Seasons

Speaker: Adrian Gostick
Author
The Carrot Principle, The Integrity Advantage, and The 24-Carrot Manager
PACRAO Workshops • A Sessions

A1 ■ PACRAO’s Greatest Hits

Location: Harvest

Presenters: John Snodgrass
            Registrar
            Chapman University

            Christine Kerlin
            Vice President of Enrollment Management
            Everett Community College

Facilitator: Revelation Buchanan
            Associate Registrar
            Chapman University

Humor takes many forms. Join us in a creative endeavor to develop songs (parodies) that reflect the joys and traumas of our professional workdays. You can take these songs back to your office and use them as staff meeting icebreakers, general morale boosters or college professional development opportunities.

A2 □ When Soldiers Return

Location: Granary

Presenters: Darlene Head
            Veterans Supervisor/Certifying Official
            Salt Lake Community College

            Dr. Steven N. Allen, PhD
            PTSD Clinical Team Coordinator
            Salt Lake City VA Health Care System

            Dr. Jennifer Romesser
            Neuropsychologist/Psychologist
            Salt Lake City VA Health Care System

Facilitator: Helen B. Garrett
            Director of Enrollment Services/Registrar
            Lane Community College

Every institution is coming to terms with the special needs and circumstances surrounding our returning Veterans that face the challenges of the transition from Battle-mind consciousness to college student and the effects of Post Traumatic Stress Disorder (PTSD) and Traumatic Brain Injury (TBI) on our service personnel. Come and learn what your resources are and how you can serve those who have served us.

A3 ■ Re-Connecting the Workplace Community (When Renewing is Not Enough)

Location: Weights & Measures

Presenters: Julia Pomerenc
            University Registrar
            Washington State University

            Becky Bitter
            Senior Assistant Registrar
            Washington State University

Facilitator: Charles Nelson
            Registrar
            Montana State University

We work to renew community everyday. Sometimes, renewal is not enough; we need to re-connect. The need to re-connect may be caused by re-organization, new employees, new bosses, or all-too-common bad behavior. We will review ongoing community renewal. Then we will apply those community-building topics (forgiveness, leadership, communication, expectations, agreements, recognition and regard) to re-connecting within our workplace communities.

A4 □ Undocumented Students: The Next Wave

Location: Executive A

Presenter: Lisa Garcia-Hanson
            Director of Admissions
            Central Washington University

Facilitator: Sol Jensen
            Interim Director of Recruitment
            WSU-Pullman

We will cover the history and background, current political trends regarding undocumented students, and their ability to attend college. We will offer some tips on navigating the college application and enrollment process and about college funding opportunities. We look forward to hearing from members of other states and regions about their policies and procedures regarding educating undocumented student, as well.
A5 □ Utah: A People's History

Location: Rap of the Gavel

Presenter: Jan Harris
Curriculum Developer and History Instructor
Salt Lake Community College

Facilitator: Diane Douglas
Lewis-Clark State College
Registrar/Director of Admission

One of the best ways to enjoy history is to hear people tell stories about themselves. This presentation will use the ‘people’s’ voices to reveal some of the most interesting aspects of Utah’s history. The narratives that will be shared during this session will place people and events into a context that is entertaining, balanced, and meaningful.

A6 ▲ Online Petition for Residency

Location: Smokehouse

Presenter: Susan M. DeRose
President
Lexnet Consulting

Facilitator: Brad Damon
Associate Registrar
National University

In the session we will be describing the benefits and demonstrating the Online Petition for Residency. Hear how online applications are faster and easier than paper-based processes. The submission of electronic documents, online back-end processing and a full audit trail have been incorporated. This application was jointly developed with the University of Colorado at Boulder.

A7 ★ Animal Kingdom - The Seven Principles of Cultural Competence

Location: Executive B

Presenter: Bill Guillory
President & CEO
Innovations International, Inc.

Facilitator: Tandy Elisala-Wiest
Vice President, University Services
University of Phoenix

This workshop is based upon the popular book Animal Kingdom-A Diversity Fable by William A. Guillory. It involves a case study exercise where four animal groups-lion, zebra, caribou, and gazelle-are faced with an impending environmental crisis that threatens their survival. They are challenged with coming together to design a permanent solution to reverse this environmental disaster. Their willingness to not only devise new behavioral processes, but also change their day-to-day relationships is the key to their collective survival. The workshop involves discovery, by experience, of these critical principles for human compatibility.

A8 ▲ Desktop Diploma Printing:

Location: Market Street

Presenter: Mary Lou Griffin
Regional Sales Director
Scrip-Safe International

Facilitator: Trevor Edelblute
Registrar Support Specialist
Art Institute of Portland

With desktop diploma printing software and high quality diploma stock, you are ready to face the new economic realities of “doing more with less.” A number of institutions have already begun printing their own diplomas. This session will review the techniques used by your colleagues to save time, save money and to improve customer service without sacrificing diploma quality.
B1 ● CSI FERPA: Case Studies*

**Location:** Harvest

**Presenter:** John Snodgrass
Registrar
Chapman University

**Facilitator:** Andrew Anderson
Associate Registrar, Operations
Seattle University

How do you know if a FERPA Violation has taken place? This session will provide attendees the opportunity to look at typical or atypical case studies and determine based on the evidence and FERPA definitions, whether or not a violation may have occurred. Participants are encouraged to bring their own cases to “submit to the microscope.”

*This session will run until noon.

B2 ● Articulation, Articulation, Articulation

**Location:** Market Street

**Presenters:** Patricia Faiman
Articulation Officer
California State University, Northridge

Sue Besser
Articulation Officer
Salt Lake Community College

Estela Narrie
Articulation Officer
Santa Monica College

Carolyn Dyson
Associate Director of Admissions
University of Utah

**Facilitator:** Kristin Benson
Registrar
Art Institute of Portland

This panel session of articulation/transfer specialists will share their transfer articulation efforts, policies, procedures and challenges.

B3 ● Just When You Think You’ve Seen It All! Strange Oddities and Other Happenings from the World of Admissions and Registrars

**Location:** Executive A

**Presenters:** Alicia Moore
Dean of Student and Enrollment Services
Central Oregon Community College

Nora McLaughlin
Registrar
Reed College

Betty Huff
Vice Chancellor for Student Affairs/Enrollment Services
University of California - Santa Barbara

**Facilitator:** Alicia Moore
Dean of Student and Enrollment Services
Central Oregon Community College

Just when you think you’ve got this job figured out, bam! In comes a strange request, weird student situation, or new policy that has you stumped. Join in this interactive (and entertaining) discussion with a group of good-natured, student-centered pros as they share their “strange oddities and other happenings.” Bring your stories and ask for feedback, too!

B4 ● Team Building and Change Management in the Information Age

**Location:** Rap of the Gavel

**Presenter:** Brad Damon
Associate Registrar
National University

Implementations and upgrades can create a great deal of anxiety and frustration for staff members. Learn team building strategies to establish a culture of adaptability and readiness for change. Discuss strategies to help ease staff concerns and provide them with tools for success. How Knowledge Management Systems and Job aids have been used to improve processes and increase confidence in making the leap to new systems.
B5 Providing Effective Enrollment and Student Services to Adult Learners

Location: Executive B
Presenters: David Perry
Director of Student Services
University of Phoenix, Utah Campus
Darla S. Arcuri
Associate Director of The Adult Degree Evening Program
California Lutheran University
Patty Popovich
Program Manager
Chapman University College, Santa Maria College
Facilitator: Gloria Tapia
Admissions Evaluator
Chapman University

Adult learners entering or reentering higher education are now the majority student population. Representatives from several institutions will share how they provide enrollment and student services to adult learners. They will share their best practice and challenges with dealing with this expanding student population.

B6 Transcripts: Electronic or by Paper?

Location: Granary
Presenter: Thomas Black
Registrar
Stanford University
Facilitator: Jan McCuen
Data Management Specialist
Chapman University

Confused by all of the different methods by which transcripts can be sent? Think your school is too small to move into electronic transcripts? This session will discuss the various methods of sending transcripts via paper, EDI, XML, and PDF and will present the pros and cons of each approach.

B8 Connect to the Clearinghouse Services

Location: Smokehouse
Presenter: Frost Johnson
Regional Director
National Student Clearinghouse

Come see what’s new! The Clearinghouse has enhanced the services that benefit your institution and your students. New data elements, decreased dependence on Social Security number and a way to get StudentTracker for free!

B7 Inclusion and Diversity in the Workplace

Location: Market West
Presenters: Lee Finkel, JD
Director, Office of Dispute Management
University of Phoenix, University Services
Patricia L. Munson
Diversity Manager
University of Phoenix, University Services
Facilitator: Tandy Elsala-Wiest
Vice President, University Services
University of Phoenix

The purpose of this session is to better understand diversity issues and to communicate company policies regarding employee behavior. Topic areas include: dimensions of diversity, diversity trends in the American workforce, stereotypes and ways of eliminating them, and the importance of creating an inclusive workplace.

B9 ADA: Access, Inclusion, & Providing Disability Services

Location: Weights & Measures
Presenter: Steve Mikita
Assistant Attorney General, Division of Children’s Justice
State of Utah
Adjunct Faculty
Brigham Young University, School of Law
Facilitator: Anne Delfin-Schnirch
Associate Registrar
Chapman University

Students with disabilities have unique needs. Steve Mikita, Assistant Attorney General for the State of Utah’s Division of Children’s Justice will share his knowledge of current issues in disability law, as well as his experience in adapting services and practices to meet the needs of disabled students.
C1 Holistic Admissions: Adding Non-cognitive Variables

Location: Market Street
Presenter: Michele Sandlin
Director of Admissions
Oregon State University
Facilitator: Michele Sandlin
Director of Admissions
Oregon State University

Oregon State University has been working toward holistic admissions requirements for more than six years, pre-Michigan cases. After extensive research, development, and implementation, OSU is receiving national attention for their use of non-cognitive factors in their easily processed web "Insight Resume."

C2 Reducing College and Workplace Violence

Location: Executive A
Presenters: Bruce Clemetsen
Dean of Student Services
Linn-Benton Community College
Jim Bell
Dean, Health and Human Services
Linn-Benton Community College
Facilitator: Beth Acree
Senior Associate Registrar
University of Arizona

Higher education is vulnerable to employee and student violence. This session builds on a presentation at PACRAO 2005 and AACRAO 2007 that shared LBCC's critical incident simulation. The presentation provides information on identifying scenarios that may lead to violence. Information about risk assessment and preparedness will be shared. Participants will share plans and protocols.

C3 Recruitment and Retention in Urban Communities: Connection Before and After Admission

Location: Rap of the Gavel
Presenter: Michael Poindexter
Vice President for Student Affairs
Sacramento City College
Facilitator: Erica O'Neal
Assistant Vice President, Student Affairs
California Institute of Technology

We will address demographic trends, recruitment strategies and retention initiatives in higher education institutions projected to grow in the future. The U.S. Census Bureau indicates that the percentage of K-12 Blacks and Hispanic students is projected to grow every year at a faster pace. The significant increase among all postsecondary students in the next ten years poses challenges, opportunities and a responsibility, primarily in the urban centers, to enrich the pipeline toward post secondary degrees.

C4 The Next Wave of Web Registration: Integrating Academic Planning with Registration

Location: Granary
Presenters: Jeff Bunker
Registrar
Brigham Young University
Rick Williams
Director of Technology Applications
Brigham Young University
Facilitator: Debbie Crouch
Associate Director, Academic Counseling
Seattle Pacific University

MyMAP, BYU's new student academic planning and registration system, combines the most useful features of the progress report (degree audit report) with course descriptions from the catalog, class scheduling information, sequencing recommendations from the Major Academic Plans (MAPs), and registration. This presentation will be a demonstration of our new system's dynamic tool.
C5  Variable Data Marketing

Location: Market West
Presenter: David Ruderman
Chief Marketing Officer
Chapman University
Facilitator: Sol Jensen
Interim Director of Recruitment
WSU-Pullman

We'll examine the use of personalized print, web and e-mail communications to effectively reach target audiences and reduce logistical issues within your institution. Variable data marketing is on the verge of becoming the norm in marketing. Learn how to personalize view books, postcards, collateral, e-mail and your website to more effectively communicate with various audiences while simplifying inventory and production issues.

C6  Where Does My Job End and My Life Begin?

Location: Harvest
Presenter: Helen B. Garrett
Director of Enrollment Services/Registrar
Lane Community College
Facilitator: Kelly Garey
Registrar
National College of Natural Medicine

A favorite repeat from PACRAO and AACRAO's past, this session will motivate you to return balance to your life. Many of us struggle with the never-ending challenge of feeling guilty when we spend too much time at work and then feeling guilty at home when we aren't doing work. Let's set some boundaries and find that balance we all desire.

C7  Children of Undocumented Parents Unable to Attend College

Location: Weights & Measures
Presenter: Mark L. Shurtleff
Attorney General
Office of the Attorney General-State of Utah
Facilitator: Tandy Elisa-Wiest
Vice President, Student Services
University of Phoenix

“We the People” - Diversity & Equality Under Law. We will address the history of the uniquely American system of inviting the world to our shores and promising equal justice to all who live within our borders. We’ll focus on the right to a public education and the harms caused by denying educational rights and benefits to the children of undocumented parents.

C8  CRM for Higher Education: 10 Keys to Success

Location: Smokehouse
Presenter: Todd Korb
Regional Sales Manager
Telisma

Do you understand how Multi-channel Constituent Relationship Management (CRM) for Higher Education provides institutions with the best opportunity to grow and adjust to constituent demands? Learn the 10 keys to a successful CRM deployment. Gain insight into best practices including how to gain a global view of your contacts, and consolidate all communications into a single actionable repository and how to personalize every interaction to improve the constituent experience and your results.
**D1 □ Looking Beyond the Numbers:**

**Developing an Alternative Admissions Process**

*Location:* Executive A

*Presenter:* Aimee Metcalf  
Director of Admissions and Records  
Central Oregon Community College

*Facilitator:* Sol Jensen  
Interim Director of Recruitment  
WSU-Pullman

Two years ago Central Oregon Community College scrapped its traditional method of selecting nursing students in favor of a more holistic approach. Utilizing non-cognitive assessment, based on the work of Dr. William Seldlacer, this process has received positive reviews from students and faculty and there are successful indicators for improved student success. Come learn about the development/implementation of this process.

**D2 □ Removing the Mystery from Improving Services**

*Location:* Harvest

*Presenter:* M. Wayne Childs  
Director of Planning and Assessment  
Brigham Young University

*Facilitator:* Jean Lang  
Registrar  
WSU-Vancouver

Improvement in our offices and organizations doesn’t happen by chance or luck. It requires effective strategic planning and assessment. This session will reveal the simple truths and elements of good strategic planning and will demonstrate one methodology for continuous improvement using feedback assessment.

**D3 □ Speed Mentoring**

*Location:* Executive B

*Presenters:* Helen B. Garrett  
Director of Enrollment Services/Registrar  
Lane Community College

Tania Swanger  
Assistant Registrar  
Washington State University

*Facilitator:* Helen B. Garrett  
Director of Enrollment Services/Registrar  
Lane Community College

You’ve heard of Speed Dating as a fun way for busy and over-committed adults to find people to date? Well, this takes it to a different level as a way for those who want to be mentored to meet up with potential mentees. We guarantee that you’ll have fun at this session and will walk away with new PACRAO buds to go to meal with and who knows, start that mentor/mentee relationships you’ve been dreaming of!

**D4 □ Online Grade Changes**

*Location:* Weights & Measures

*Presenter:* Susan Eveland  
Associate University Registrar  
University of Oregon

*Facilitator:* CJ Bishop  
Lead Client Service Specialist  
Chapman University

Most institutions have online grading, but still collect grade changes via forms and memos. The University of Oregon has developed an online process for faculty to submit grade changes via self-service; the system is programmed to enforce all university’s grade change policies. The session will describe system benefits and includes a demo. (UO uses Banner and modifies heavily.)
D5 • Degree Audit-Electronic Substitution ★ and Waivers

Location: Granary

Presenter: Heather Chermak
Assistant Registrar
Oregon State University

Facilitator: Richard MacLeod
Associate Registrar, Information, Records and Registration
Simon Fraser University, Burnaby, BC

Oregon State University has adapted Sungard Higher Education Banner's CAPP (degree audit tool) and will demonstrate this online during this session. CAPP provides online substitution and waiver forms which are available through Banner's Web for Advisor. OSU will illustrate the form and functionality it has provided to the academic head advisors.

D6 □ Getting Involved with PACRAO

Location: Rap of the Gavel

Presenters: Andrew Anderson
Associate Registrar
Seattle University
Kristen Labrecque
Student Academic Counselor
Seattle University

Facilitator: Patricia Ring
Registrar
Nevada State College

We are two Gen X'ers who are eager to share our stories! Come and hear the path that Kristen Labrecque (Student Academic Counselor) and Andrew Anderson (Associate Registrar) have taken to get involved in PACRAO. We will talk about our career history, education, and association involvement. We will offer tips and suggestions to become an active member in PACRAO.

D7 □ Power Slide: What Side(s) Are you on?

Location: Market West

Presenters: Julia Pomerenk
University Registrar
Washington State University

Angela Bigby
Registrar/Director of Student Services
University of Southern Nevada

Sharon Gay-Smith
Consortial Registrar
Graduate Theological Union

Facilitator: Shannon Learned-Karr
Assistant to the Registrar
University of Southern Nevada

Through this interactive session, we will come together to discover and discuss our combined diversity. At the end, we will talk about our responses to the exercise and suggest how we can carry our appreciation away from the room and into our personal and professional lives and into the life of PACRAO.

D8 ▲ A Better Way to Manage Your ● Academic Catalog Process-Really!

Location: Market Street

Presenter: Paula Fredericksen
Account Executive
Digital Architecture

Facilitator: LaVern Lazzereschi
Principal Analyst and Campus Classroom Manager
UC-Berkeley

Come find out how using acalog ACMS™ provides you with an online academic e-catalog and saves you both time and money. We will examine current campus processes and compare them to acalog ACMS™, showing you how acalog ACMS™ benefits everyone from faculty & staff to students.
R1 Document Imaging Ideas, Issues and Solutions

Location: Harvest
Presenters: Andrew Speed
Manager, Systems Development
Malaspina University College

David Johnston
Executive Director e-Strategy
University of Calgary

R2 Branch and Satellite Campus Open Forum

Location: Granary
Presenter: Todd McCollum
Director of Registration and Records
Linfield College

R3 What’s Cool and Different on Your Campus? Let’s Share!

Location: Executive B
Presenter: Julia Pomerenk
University Registrar
Washington State University

R4 LGBTQ Forum and Gathering

Location: Smokehouse
Open

R5 People of Color Forum and Gathering

Location: Market West
Presenter: Evelyn Andrews
Director of Records
CSU East Bay

R6 SungardHE/Banner Software Users

Location: Executive A
Presenter: Helen B. Garrett
Director of Enrollment Services/Registrar
Lane Community College

R7 Transfer Credit and Articulation Issues

Location: Weights & Measures
Presenter: Debbie Crouch
Associate Director
Seattle University

R8 Working with Special Populations (High School, Seniors, Adult Students)

Location: Market Street
Presenter: Angalynn Bishop
Assistant Registrar
Eastern Idaho Technical College

R9 PACRAO Writer’s Group

Location: Rap of the Gavel
Presenter: Janet Danley
Director
Walla Walla Community College, Clarkston Center

Monday, November 5th • 4:00 pm - 4:45 pm
AACRAO (www.aacrao.org)
Founded in 1910, the American Association of Collegiate Registrars and Admissions Officers (AACRAO) is one of the nation’s oldest and largest higher education associations. Widely regarded as the leading authority on the emerging field of enrollment management, the association is a recognized source of information on student admissions, academic records, technology solutions and international education. In addition to its professional development offerings, AACRAO serves as an independent advocate for the collegiate sector on a broad range of policy issues in Washington. The Association’s policy agenda is funded on the principles of academic autonomy, access, and accountability.

Digital Architecture (dlgarc.com)
Digital Architecture’s catalog ACMS powers the academic eCatalogs for more than 50 top higher education institutions. It’s the ONLY solution developed exclusively for managing and publishing academic catalogs - online, in print and on CD. It’s Web-based, cross platform, and can integrate with your SIS and scheduling system. Activate your eCatalog!

Graduate Studies at Brigham Young University (http://gradstudies.byu.edu)
The mission of Graduate Studies is to contribute to the mission of Brigham Young University and The Church of Jesus Christ of Latter-day Saints by producing future generations of scholars and practitioners who will pursue truth in humility, expand the frontiers of knowledge, and lift and inspire others around the globe. Through advanced systematic study characterized by depth in knowledge, understanding, inquiry, and discovery, we seek to create a rich learning environment that integrates spiritual knowledge with secular insights.

Lehi Roller Mills (www.lehirollermills.com)
In 1906, George G. Robinson founded Lehi Mill with a simple philosophy: Only the best wheat makes the best flour. Things haven’t changed much since then. Grandson, Sherm Robinson, still selects each bushel of wheat the way his father and grandfather did — by hand. Sure, we’ve looked for ways to improve the mill. In fact, we’re proud to show off some of the latest mill technology that makes our flour even better today. But what hasn’t changed is the care we put into every bag we produce. It’s the way we like to do things around here. The way George Robinson wanted it. And it’s the kind of care that’s made Lehi Mill products the best you can find anywhere since 1906.

National Student Clearinghouse (www.studentclearinghouse.org)
The National Student Clearinghouse, a non-profit organization, is the nation’s largest source of college degree and enrollment information. It maintains an online registry where post-secondary institutions can report enrollment and degree information to organizations and individuals requiring timely, accurate verification. More than 2,800 institutions, enrolling 91% of US college students, participate.

Rocky Mountain Chocolate Factory (www.rmcf.com)
Rocky Mountain Chocolate Factory is an international franchisor, confectionery manufacturer and retail operator in the United States, Guam, Canada and the United Arab Emirates. The Company is based in the charming old-west town of Durango located on the western slope of the Rocky Mountains in southwestern Colorado. From its 53,000 square foot factory, the Company manufactures an extensive line of premium chocolate candies and other confectionery products to supply its many franchise locations, delivered fresh by its fleet of refrigerated trucks.

Utah Truffles (www.utahtruffles.com)
Keith and Donna Cavanaugh have always been lovers of fine chocolate. They have been making premium-quality truffles since 1980. Over the years the recipe and unique manufacturing process has been perfected and delectable morsels are distributed locally under the name Utah Truffles. High quality truffles have no season and are produced in Utah year round - they are the perfect gift that will leave a lasting impression; wonderful company incentives that provide a taste recognition to your product or service; and a satisfying finish to a fine dining experience.
E1 ● FERPA 101: A Beginning Primer for Those Relatively New to FERPA

Location: Market Street

Presenter: LeRoy Rooker
Director
Family Policy Compliance Office

Facilitator: John Snodgrass
Registrar
Chapman University

Still trying to figure out what FERPA stands for, let alone knowing how to uphold it and teach it to others? This session is for those who are interested in getting the basics of the Family Educational Rights and Privacy Act down from the top expert in the United States, LeRoy Rooker, Family Policy Compliance Office in Washington D.C.

E2 □ Yoga: The Importance of Fitness and Flexibility

Location: Harvest

Presenter: D'ana Baptiste
Owner, Director
City Centered Yoga

Facilitator: Nancy Norman
Registrar
SW College of Naturopathic Medicine

Yoga—incorporate the importance of fitness and flexibility instead of just talking about it. Do it! We'll talk about nutrition to support healthier eating, fitness to set goals to get stronger, and how to feed your soul to bring consciousness to your relationships, spirituality, profession and thinking.

E3 ▲ IB in College Admissions: A New Mechanism for Ensuring Success in Higher Education

Location: Rap of the Gavel

Presenters: Michele Sandlin
Director of Admissions
Oregon State University

Sandra Wade Pauly
University and Government Liaison
IBNA

Facilitator: Michele Sandlin
Director of Admissions
Oregon State University

Many universities now realize that by targeting IB diploma candidates for recruitment, they avoid worries over inadequate preparation, failed state standards, and emotional and psychological readiness for the postsecondary experience. Come learn about the IB and why and how top schools are recognizing students completing this program and attracting them to their campuses.

E4 ■ 15 Keys to Managerial Success

Location: Executive B

Presenter: Eric Kaufman
Director of Admissions and Evaluation
University of Phoenix

Facilitator: Katie Larsen
Dean, Educational Service
Snow College

With over 25 years of management and leadership experience, this presenter will share his collective insights into 15 critical keys to managerial success. These "best practices" are being developed into a book. I guarantee you will pick up at least one new tip to take back to your campus!
**E5 ▲ The Move is On...**

- **Location:** Weights & Measures
- **Presenter:** Jaimi Groothuis  
  Regional Manager, Higher Education  
  Avow Systems, Inc.
- **Facilitator:** Todd McCollum  
  Director of Registration and Records  
  Linfield College

...from paper to electronic documents. Learn how institutions are finding an easy portal to allow students to request transcripts, turning that paper transcript into a PDF file, securing the document and delivering the electronic documents in a secure and streamlined manner. Hear how institutions are benefiting from providing electronic versions of digital transcripts, admissions acceptance letters, grade reports, diplomas and more.

**E6 ▲ Using Free Research Services from ACT to Help Meet Recruitment & Retention Goals**

- **Location:** Market West
- **Presenter:** Joe Cruse  
  Consultant, Postsecondary Services  
  ACT, Inc.
- **Facilitator:** Travis Blackwelder  
  Director of Admissions  
  Brigham Young University

Come learn about free research services available from ACT that can help colleges meet recruitment and retention goals by gaining a better understanding of campus test-taking populations.

**E7 ☆ Improve Your Office Environment for Students and Staff**

- **Location:** Executive A
- **Presenter:** Jackie Farnsworth  
  Health and Wellness Director  
  Salt Lake Community College
- **Facilitator:** Dennis Geyer  
  Registrar  
  Cal State University-Sacramento

Prejudice and discrimination exist on our campuses, but it's more difficult to recognize that these exist within ourselves. Campus-wide change begins with individual awareness. Recognizing personal bias and political privilege is one of the hardest parts of self-examination AND it is absolutely essential to attitude and behavior change. This interactive workshop is designed to help participants examine their personal bias.

**E8 ▲ The 7 Deadly Sins for Document Imaging and Management**

- **Location:** Granary
- **Presenter:** Lance N. Murata  
  Director of Sales and Marketing  
  CampusDocs
- **Facilitator:** Julia Pomerenk  
  Registrar  
  WSU-Pullman

The presentation will highlight 7 key areas to focus on when considering a document imaging and document management solution to automate the admissions and registrar's processes. The CampusDocs team will provide an overview of how CampusDocs' web-based, on demand solution addresses these key areas along with several CampusDocs case studies.
F1  The A, B, C's of Writing Good Instructions
Location:  Harvest
Presenter: Susan Eveland
Associate University Registrar
University of Oregon
Facilitator: Jane Gray
Educational Advisor
Kwantlen University College

We all know bad instructions when we see them. But what makes good instructions usable? This session will cover all aspects of writing good instructions: how the five reading styles play into writing instructional material, understanding and meeting reader expectations, rules for clear writing, and using style sheets. We'll cover some theory, lots of examples, and give plenty of tips.

F2  Document Management Hindsight: From Concept to Implementation
Location:  Weights & Measures
Presenters: Rosemary Garagnani
Associate Director of Admissions
Oregon State University
Hollie Pitts
Business Analyst
Oregon State University
Facilitator: Sol Jensen
Interim Director of Recruitment
WSU-Pullman

A business analyst and an admissions manager describe the process that evolved as they worked with a team to design and implement workflows for a document management system in an admissions office. Hear what was assumed in the beginning, what was learned, and how hindsight after the first steps improved the process and the product in the next phases.

F3  Automating and Implementing Your Own Curriculum Management System

Location:  Executive A
Presenter: Andrew Speed
Manager, Systems Development
Malaspina University College
Facilitator: Tracy Terrell
Registrar
Central Washington University

How Malaspina University-College developed an integrated, paperless Curriculum Management System to facilitate change management of new and existing courses and programs. A review of the process from inception at the faculty level to uploading into the student system will be covered.

F4  Web Based Student Release and Parental Access to Student Records
Location:  Executive B
Presenter: Robert Morley
Associate Registrar
University of Southern California
Facilitator: Steven Barnhart
SIS Director
University of Southern California

This session explains how the University of Southern California implemented a web resource (OASIS for Guests) that allows students to permit parents access to their web based academic records. The session will discuss the benefits of the resource as well as the limitations and constraints on the release of some information.
F5 Classroom Scheduling: How to Be the Engine and Not the Caboose

Location: Granary
Presenter: LaVern Lazzereschi
Principal Analyst/Campus Classroom Manager
UC Berkeley
Facilitator: Mary Dozier
Assistant Registrar
UCLA

This session will identify scheduling challenges common in higher education institutions by discussing the University of California Berkeley's process. We will discuss how Berkeley is leading the process to change scheduling procedures in response to a new campus initiative to improve classroom utilization. Come with questions, to share ideas and solutions, and to commiserate about classroom scheduling.

F6 Law School Academic Advising

Location: Rap of the Gavel
Presenter: Maryam Isles
Law Registrar
Chapman University
Facilitator: Sharon-Gay Smith
Consortial Registrar
Graduate Theological Union

This session will look at the various types of academic advising provided by Chapman University School of Law. This session will cover academic advising from the time of orientation up until graduation and preparing for the bar exam. The goal is to provide ideas and plans that will move all of us up to a US News top 10 rating.

F7 It’s All About Access

Location: Market Street
Presenter: Janet Danley
Director
Walla Walla Community College, Clarkston Campus
Facilitator: Becky Bittner
Senior Assistant Registrar
Washington State University - Pullman

The diversity of our student populations will not change until we take steps to improve and assure access to our institutions to all students. This session will explore outreach and retention strategies to help the students most at risk for not attending or completing a college education. The audience will be encouraged to share strategies that are working on their campuses.

F8 Solutions for Transfer Credit Challenges

Location: Market West
Presenter: Mike Floback
Vice President
Hershey Systems, Inc.
Facilitator: Shari Rasmussen
Associate Registrar
Gonzaga University

Learn how to automate and develop a standard transfer credit evaluation process. Expedite the transfer credit articulation process from other college transcripts. Improve support for the recruitment and retention of transfer students by improving the pre-requisite screening process and electronic transcript evaluation backlogs. Eliminate data entry resulting in more accurate student audits. Manage the exceptions during the degree audit process.
Boxers vs. Briefs: A Reality Check

Location: Executive B
Presenter: Lori Drake
Coordinator of Enrollment Services
Weber State University
Facilitator: Diane Douglas
Registrar/Director of Admission
Lewis-Clark State College

Each of us is the sum of our daily experiences. We live our own individual reality, complete with insecurities, prejudices, apprehensions, and the effects of family, friends, and the media. Are we willing to come to grips with our own imperfections and venture into another person’s reality? Come explore ways to construct a new and improved inclusive environment for your students.

Effective Graduation Audits

Location: Executive A
Presenter: Andrew Anderson
Associate Registrar
Seattle University
Facilitator: Nick Andreosky
Assistant Registrar Degree Audit
Chapman University

Come see how Seattle University pairs technology and human touch to effectively audit graduating students. This process starts the second they apply to graduate and includes weekly graduation in progress reports, advisor and student letters, quarterly reports, and a hands-on two-week blitz. Learn how we effectively use the degree audit system and constant communication to make the graduation process seamless.

FERPA 201: Updates and News from the World of FERPA

Location: Harvest
Presenter: LeRoy Rooker
Director
Family Policy Compliance Office
Facilitator: John Snodgrass
Registrar
Chapman University

You know the FERPA basics now and are ready to hear what’s new in the world of FERPA and to get updated on important FERPA news from LeRoy Rooker, Family Policy Compliance Officer, Director, Washington D.C.

Your Online Application: What Does it Do?

Location: Weights & Measures
Presenter: Romesh Fernando
Assistant Director for Electronic Services
Mount St. Mary’s College
Facilitator: Travis Blackwelder
Director of Admissions
Brigham Young University

This session will show different ways we communicate and use captured data from the online and paper application to stay “in touch” with our students. We will give users an idea of what an online application can do besides just capture data. It’s important to give students information they need up-front. Let the online application be a voice for your office.
G5 ● Academic Ineligibility Processing for Small Colleges

Location: Rap of the Gavel
Presenter: Mary Neary Morley
Registrar
California Institute of Technology
Facilitator: Mary Neary Morley
Registrar
California Institute of Technology

This session will present one college’s approach to academic ineligibility processing, academic review committee forms/procedures, and student notifications. A discussion of notations for both the official and unofficial transcript will be included. Audience participation and questions are encouraged!

G6 ● Personalizing Online Registration

Location: Granary
Presenters: Paul Lampano
Assistant Registrar
Chapman University
CJ Bishop
Client Services Specialist
Chapman University
Facilitator: Paul Lampano
Assistant Registrar, Records and Registration
Chapman University

Chapman has provided personalized on-campus registration for incoming freshmen and transfer students during the summer. In the last 15 years, our population has grown from 1900 to over 5500. Last year we introduced an online registration option. See how we created this to improve students’ accessibility to learn about their first term registration from the comfort of home or the Bahamas.

G7 ● Connect to Mentoring Relationships

Location: Market Street
Presenter: Julia Pomerenc
University Registrar
Washington State University
Facilitator: Virginia Johns
Registrar
University of Cal-Santa Barbara

Some of our strongest professional connections come from mentoring relationships. Yet you might not identify yourself as a mentor or protégé. Through this presentation, you will learn more about mentoring relationships. Ideas for developing a wide range of mentoring relationships and programs will be included.

G8 ▲ Evidence-Based Decision Making for Student Success

Location: Market West
Presenter: Stacey White
Regional Account Manager
Ad Astra Information Systems
Facilitator: Sol Jensen
Interim Director of Recruitment
WSU-Pullman

Planning for enrollment fluctuation, new incoming classes and the impact on faculty need is a challenge that all institutions face. The need to understand student demand for classes in order to create a well-informed schedule is more important than ever. Learn how Ad Astra’s Platinum Analytics Suite can provide your institution with the evidence to make strategic changes to its course offerings.
The Intersection of Technology and Services to Students

Location: Weights & Measures
Presenter: David Johnston
Executive Director e-Strategy
University of Calgary
Facilitator: Keith Bell
Vice Provost for Academic Administration
Point Loma Nazarene University

This session will describe how a suite of technology tools (e.g. queuing, call centre, and help desk software) have been successfully employed to improve face-to-face and on-line services to students during a time of major organizational change and the implementation of a new student system (PeopleSoft). Tips and what to and not to do will be included.

Commencement: What Happens Behind the Scenes?

Location: Executive B
Presenters: Tracy Terrell
Registrar
Central Washington University
Susanna Branch
Academic Events Coordinator
Chapman University
Patricia Ring
Registrar
Nevada State College
Facilitator: Ronald Urban
Registrar
Whitman College

A panel of experts from a variety of institutions will share their practices related to their graduation ceremonies. Come learn how celebrations are organized, who is in charge, the services provided by campus units/departments, how they deal with unexpected challenges and hear their successes.

Back from the Brink: Bring Graduate Admissions into 21st Century

Location: Market Street
Presenters: Katherine Harrington
Dean of Admissions and Financial Aid
University of Southern California
Susan Ikerd
Associate Dean and Director,
Graduate and International Admission
University of Southern California
Facilitator: Janet Jobes
MBA Registrar
Willamette University

Graduate admissions at the University of Southern California plays a pivotal role in supporting university budgetary goals, but for many years had provided less than adequate service to students and academic departments. By employing a strategic enrollment management approach, USC was able to re-shape communication and service, and regain the confidence of the students and academic units the department serves.

Self-Advising: Can It Really Be Done Well?

Location: Granary
Presenters: Reid Kisling
Registrar
George Fox University
Melissa Thomas
Associate Registrar
George Fox University
Facilitator: Kristen Labrecque
Undergraduate Academic Counselor
Seattle Pacific University

Faculty advising is rarely the pride and joy of institutional retention efforts. Unfortunately, graduation delays are all too common due to incomplete or incorrect advising throughout a student’s program. This session will discuss process re-engineering designed to facilitate easier progress toward graduation.
The Role of Financial Aid & Scholarships in Providing Access

**Location:**  Rap of the Gavel  
**Presenter:**  Kate Peterson  
Assistant Provost, Enrollment Management  
Oregon State University  
**Facilitator:**  Janet Danley  
Director  
Walla Walla Community College, Clarkston Campus  

Students make enrollment decisions based on a variety of factors, one of which is financial assistance. As demographics of student populations shift, is the financial aid office prepared to respond? How do we know what is working, and what policy issues need to be reviewed to truly provide access to higher education?

The "C" Word: Managing Change When Everyone is in Love with the Status Quo

**Location:**  Harvest  
**Presenters:**  Erica O’Neal  
Assistant Vice President for Student Affairs  
California Institute of Technology  
Mary Neary Morley  
Registrar  
California Institute of Technology  
**Facilitator:**  Mary Neary Morley  
Registrar  
California Institute of Technology  

Do you feel you’re swimming against the tide when you seek to implement essential changes? Hear how one small college successfully implemented technological advances in the Registrar’s Office by strategically working with the institutional culture. Using John Kotter’s 8 Steps for Successful Change (Harvard Business School), presenters will share their story of success in an environment resistant to administrative change.

Cultural Competence: A Key Skill for Administrators in the 21st Century

**Location:**  Executive A  
**Presenter:**  Joél Arvizú  
Partnership Manager  
University of Utah  
**Facilitator:**  Roland Squire  
Associate Registrar  
Utah State University  

The purpose of this session is to provide a foundation for cultural competency and to further investigate how individuals acquire knowledge surrounding culture and identity. We’ll help you to understand your own cultural orientations (cultural lenses) so you can understand how your way of "seeing the world" either assists or hinders the development and success of college students today.

Address Verification in Higher Education

**Location:**  Market West  
**Presenter:**  Kevin J. Runner  
President  
Runner Technologies, Inc.  
**Facilitator:**  John Barber  
Associate Registrar  
George Fox University  

Real-time address verification and telephone checking are integral parts of improving data quality and mail deliverability. With CLEAN_Address, address verification is now an easy, low-cost commodity for institutions using Banner. Attendees will learn the basics of address verification and the simple process to support real-time, seamless integration in Banner Forms(INB), Web self-service, and batch processing.
11  • Ask LeRoy Anything About FERPA

**Location:** Seasons North

**Presenter:** LeRoy Rooker
Director
Family Policy Compliance Office

**Facilitator:** Helen B. Garrett
Director of Enrollment Services/Registrar
Lane Community College

This is your chance to run those burning FERPA questions by LeRoy Rooker, Director of the Family Policy Compliance Office in Washington D.C. Whether you are new to FERPA or consider yourself a FERPA King or Queen, come and run those questions and tough FERPA situations by LeRoy to take back to your campus after PACRAO.

12  • What Are Blogs and Why Would I Want One on Our Admissions/Registrar/Financial Aid Website?

**Location:** Season South

**Presenters:**
- Blake Vawter
  Associate Director of Admissions,
  Marketing and Communications
  Oregon State University
- Dan Crouch
  Web Services Manager
  Oregon State University

**Facilitator:** Diane Crabtree
Registrar, College of Arts and Science
Lewis and Clark College

This session designed for non-technical users features college websites blogs, specifically ones authored by an admissions office (but can be utilized by other units). We'll examine the evolution of the Internet, what blogs are, who uses them, why they're a runaway success, and how easily you can get one started. We'll also show live examples of blog software and usage.

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**Wednesday, November 7th • 8:30 am - 9:30 am**
AACRAO (www.aacrao.org)
Founded in 1910, the American Association of Collegiate Registrars and Admissions Officers (AACRAO) is one of the nation’s oldest and largest higher education associations. Widely regarded as the leading authority on the emerging field of enrollment management, the association is a recognized source of information on student admissions, academic records, technology solutions and international education. In addition to its professional development offerings, AACRAO serves as an independent advocate for the collegiate sector on a broad range of policy issues in Washington. The Association’s policy agenda is funded on the principles of academic autonomy, access, and accountability.

Ad Astra Information Systems, LLC (www.astraschedule.com)
Astra Schedule offers an integrated, campus-wide scheduling system that seamlessly interfaces with your student information system, and can be configured to fit the unique needs of your institution. Our patent-pending Platinum Analytics module allows institutions to analyze course demand to create the smartest schedule possible, while maximizing efficiency and your return on investment.

Avow Systems (www.avowsystems.com)
Avow Systems is the industry leader on providing end-to-end solutions for electronic educational document processing. Leveraging Adobe’s certified PDF technology, Avow’s Authentic Document Delivery Services (+ADDS™) offers cost effective alternatives to paper. +ADDS™ provides a secure, integrated and streamlined solution for any official electronic documents, i.e. digital transcripts.

Blackbaud, Inc. (www.blackbaud.com)
Blackbaud’s Solutions are specifically designed for smaller higher education institutions to help increase efficiency by providing integrated online and offline school administration software that manages student information from applicant through alumni and ensures consistent information in all school offices – admissions, registrar’s, finance, and advancement. Email us at solutions@blackbaud.com!

CampusDocs (www.campusdocs.com)
CampusDocs is a web-based, fully hosted document management solution built specifically to meet the challenges of the higher education market. With CampusDocs, numerous departments, offices, personnel, and students can share, submit, process and archive content seamlessly, without having to purchase expensive software or licenses.

Credentials, Inc. (www.degreechk.com)
DegreeChk.com* from Credentials delivers a suite of Internet accessible products (DegreeChk.com®, EnrollChk®, TranscriptsPlus®, and ParkingPlus®) that streamline the verification of degrees, past attendance, enrollment status, transcript ordering and parking permits. Fees generated from these secure, audit-trailed, FERPA compliant transactions are shared with schools based on a customized agency relationship. Stop by our booth to learn about some of the new products we have recently launched!

Data Impact, Inc (www.dataimpact.com)
Data Impact offers three types of services for colleges and universities. First, online payment for tuition, meals, dorms, and stipends where your bills can be presented electronically and you get paid with a click, not a check! We also convert legacy microfilm and paper records to digital documents which prevents record deterioration and loss and you benefit from huge savings on record retrieval costs. And lastly, our ongoing digital document creation, indexing, storage and retrieval where you can scan on site daily and files are automatically transmitted to Data Impact for indexing and posting.
Datatel (www.datatel.com)
Datatel is the leading provider of fully integrated enterprise resource planning and e-marketing solutions for higher education. Datatel has more than 725 clients throughout North America. For more than 25 years, Datatel has exclusively focused on helping colleges and universities operate more efficiently so that they may better serve their constituents.

For 20 years, EMS software has been the choice for 750+ higher education institutions. Now, the entirely new EMS Campus solution provides complete campus scheduling with one single system. Created from customer expertise, feedback and wish lists, EMS Campus is a seamless coordination of academic scheduling, event management and campus calendaring.

Digital Architecture (digarc.com)
Digital Architecture's catalog ACMS powers the academic eCatalogs for more than 50 top higher education institutions. It's the ONLY solution developed exclusively for managing and publishing academic catalogs - online, in print and on CD. It's Web-based, cross platform, and can integrate with your SIS and scheduling system. Activate your eCatalog!

EdSoup, LLC (www.edsoup.com)
EdSoup.com is a patent pending matching service for prospective students and colleges, built from the ground up to protect student privacy and allow colleges to quickly find ideal students. Based in Salt Lake City, Utah, EdSoup.com has also built the largest database of post-secondary education on the Internet, located at www.collegedirectorynetwork.com.

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

Hershey Systems (www.hershey.com)
Hershey Systems provides innovative software solutions to 200 higher education institutions globally. Perhaps best known for their transcript processing and transfer credit evaluation processes, Hershey offers totally integrated solutions to help institutions transform the way they process, store, manage and access valuable information.

ImageNow by Perceptive Software (www.imagenow.com)
Perceptive Software created ImageNow enterprise document management, imaging and workflow to help higher education institutions efficiently capture and organize virtually any document type, then route and retrieve a precise page with a single click from within any SIS or business software application at the moment it's needed.

Jostens, Inc. (www.jostens.com)
Jostens' goal is to help our campus partners enhance the unique educational experience their institution delivers by providing programs that recognize student achievement and build connections that link students to their universities for life. We offer a wide variety of graduation and recognition products. Please stop by our booth and visit with your local Jostens representative.
Lexnet Consulting, Inc. (www.lexnetconsulting.com)
15 year of providing Creative & Secure Solutions! Lexnet Consulting develops software applications. At PACRAO we will be demonstrating the Online Residency Application. Online applications are faster and easier than paper-based processes. The application questions are dynamic, based on applicant answers. We’ve incorporated submission of electronic documents and a full audit trail. This application was jointly developed with the University of Colorado at Boulder.

Miami University DARS (www.dars.muohio.edu)
Miami University DARS is a non-profit organization that provides quality software solutions to the higher education community. DARS understands the importance of student success and is committed to providing resources to institutions and students to achieve academic goals. DARS product suite includes a degree audit, course transfer application and degree completion planner.

National Association of Graduate Admissions Professionals (www.nagap.org)
The National Association of Graduate Admissions Professionals (NAGAP) is the only professional organization devoted exclusively to the concerns of individuals working in the graduate admissions and recruitment environment. NAGAP is committed to serving the needs and interests of graduate admissions professionals.

National Student Clearinghouse (www.studentclearinghouse.org)
The National Student Clearinghouse, a non-profit organization, is the nation’s largest source of college degree and enrollment information. It maintains an online registry where post-secondary institutions can report enrollment and degree information to organizations and individuals requiring timely, accurate verification. More than 2,800 institutions, enrolling 91% of US college students, participate.

National Transcript Center (www.transcriptcenter.com)
The National Transcript Center is the largest e-transcript provider in the world. NTC improves the efficiency, reliability, cost, and security of academic transcript exchange for K-12 schools, state education agencies, colleges and universities, and co-academic organizations. NTC is a highly secure and highly scalable trading network for PK-20 education institutions.

NRCCUA (www.nrccua.org)
NRCCUA conducts the nation’s largest educational planning survey among high school students. This valuable program facilitates a key link between the individual educational goals and preferences of students and the vast offering of colleges and universities. Services include student search programs, recruitment publications and college-to-student communications resources.

Paradigm, Inc. (www.paradigm-corp.com)
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