



**MACRAO Committee Reports  
2010-2011**

**EXECUTIVE COMMITTEE REPORT**  
**2010-2011**

**Committee Members**

Past President	Karen Hutslar, Central Michigan University
President	Debbie Harju, University of Michigan–Ann Arbor
President-Elect	Katherine McMullen, Oakland Community College
Vice President	Carrie Jeffers, Macomb Community College
Secretary	Vicki Stewart, Saginaw Valley State University
Treasurer	Pete Lacey, St. Clair Community College
Historian	Dorene Root, Central Michigan University
Membership Coordinator	Tammy Grossbauer, Lansing Community College
Newsletter Editor	Janail Silver, Oakland University
Web Editor	Kristin Schuette, Michigan State University

**Meetings**

It is important to note that meetings are open to the public and members are welcome to attend any or all meetings. Suggestions and comments may be submitted in writing to the Executive Committee any time during the year.

<u>Date</u>	<u>Location</u>	<u>Participants</u>
December 10, 2010	East Lansing	Executive Committee
January 21, 2011	East Lansing	Executive Committee, Committee Chairs/Co-Chairs
February 18, 2011	Conference Call	Executive Committee
March 25, 2011	East Lansing	Executive Committee, Committee Chairs/Co-Chairs
April 15, 2011	East Lansing	Executive Committee
May 20, 2011	Inn at St. John's	Executive Committee
June 10, 2011	East Lansing	Executive Committee, Committee Chairs/Co-Chairs
July 15, 2011	East Lansing	Executive Committee
September 16, 2011	East Lansing	Executive Committee, Committee Chairs/Co-Chairs
October 21, 2011	East Lansing	Executive Committee
November 3, 2011	Inn at St. John's	Membership – Annual Business Meeting

**Initiatives**

The Executive Committee began the year filling vacancies when the incoming President accepted a position in another state. For business continuity, Karen Hutslar and Debbie Harju agreed to roll back into their previous positions to fill the vacancy. In addition, the Executive Committee appointed a new incoming Vice President as the elected Vice President also accepted another position and could not continue in this role.

This year, the Executive Committee is pleased to present the following accomplishments:

- Hired a Tax and Accounting Service Representative to review the Association's financial and governance practices. The findings and recommendations, along with the financial position of the Association are posted on MACRAO's website.
  - Participated in AACRAO's State and Regional Leadership Workshop in Washington, D.C.
  - Approved the conference site for the 2012 Annual Meeting to be held at the Bavarian Inn, in Frankenmuth, November 13, - 16, 2012.
  - Approved the 2011 Annual Executive Committee Calendar to assist with Executive Committee Member role transition and business continuity.
  - Renewed the Association's contract with Cvent for another four years.
  - Reviewed and responded to the Sustainability Committee's (Ad Hoc) Report.
  - Approved the conference site for the 2013 Annual Meeting to be held at the Sheraton in Indianapolis, Indiana, November 7 – 9, 2013. (Great Lakes – Michigan, Ohio and Indiana.)
  - Presented the 2012 Annual Executive Committee Calendar to assist with Executive Committee Member role transition and business continuity.
  - Participated in AACRAO's State and Regional Workshop during the Annual AACRAO Conference in Seattle, Washington.
  - Approved the revised Michigan Undergraduate Guest Application.
  - Transferred the responsibility for maintaining the Michigan Undergraduate Guest Application from the College Articulation Committee to the Enrollment Management Committee.
  - Published Association Newsletters for the months of January, February, March, June and September.
  - Continued to post timely updates on the Committee News web page.
  - Continued conversations with the Center for Educational Performance and Information (CEPI) regarding the e-Transcript Initiative, the Unique Identification Code (UIC) and the Longitudinal Data System (LDS).
  - Approved the Mentorship Program presented by the Secondary School Relations Committee.
  - Continued conversations with Michigan College Access Network (MCAN).
  - Approved Honorary Memberships to be presented at the 2011 Annual Conference.
  - Presented the membership with the following nominations:
    - Vice President – Christopher Marx from Davenport University
    - Treasurer – Christine Bedz from the University of Michigan
- Three members at large for the 2012 Nominating Committee and the members are:  
Donna Milham from Davenport University, representing a private college.  
Steve Shablin from Oakland University, representing a public university.  
Sara Hill from Grand Rapids CC, representing a community college.

As well as, the Past Presidents:

Debbie Harju, Past President, 2009-2011  
Karen Hutslar, Past President, 2008-2009

Paula Dykstra, Past President, 2006-2007

The nominations will be presented formally for vote at the Annual Business Meeting on Thursday, November 3, 2011.

Respectfully submitted,  
Debbie Harju  
MACRAO President

**COLLEGE ARTICULATION COMMITTEE**  
**2010-2011**

Committee Chair: Emily Clement, Delta College  
Committee Co-Chairs: Colleen McIlwain, Wayne State University (1<sup>st</sup> half)  
David Johnson, Central Michigan University (2<sup>nd</sup> half)  
Committee Members:  
Susan Cushnier, University of Michigan-Dearborn  
Linda Jensen, Mid Michigan Community College  
Christopher Marx, Davenport University  
Beth Noreus, Bay de Noc Community College  
Doug Potter, Eastern Michigan University  
Carol Quigley, Ferris State University  
Sylvia Stancil, Wayne State University  
Cary Vajda, Northern Michigan University  
*Ex-Official*  
Pat Cygnar, Eastern Michigan University  
Laurie Kattuah-Snyder, Schoolcraft College

Committee Activities:

**Summer Summit 2011**

The committee successfully hosted the MACRAO Summer Summit with 66 registered participants from across the state. Participants included those from the admissions and registrar offices, Counseling & Advising and college leadership. The event took place at McGuire's Resort in Cadillac, MI on Thursday and Friday, June 16-17, 2011. The event focused around the theme "Interface, Face to Face; How do we Articulate." Representatives from the University of Iowa gave an interactive opening presentation titled The Politics of Transfer, followed by a session on Reverse Transfer, a break-out session with half of the people receiving on update on Macomb to Oakland; All Grown Up! and the half attending Articulation 101. We had a session on Accountability in Transfer and received a lot of useful feedback for a similar session at the annual conference. Dr. Michael Boulus from the Presidents Council, State Universities in Michigan discussed further legal issues in education.

We charged \$75 to cover food charges, meeting room and presentation equipment. A total of \$4,850 was collected from the event; expenses totaled \$4,212.32, with profits of \$637.68. All participants paid in full. Final Expense Report for the event was previously submitted.

We evaluated each session and for the most part received positive feedback and good suggestions for future Summits.

### **Committee Meetings**

The committee met 9 times (January 7, February 4, March 4, April 1, May 6, June 3, Aug 4, Sept 9 and Oct 7). We worked on preparations for the Summer Summit, the revised Michigan Uniform Guest Application (MUGA), the Transfer Agreement brochure, and an overview and guidelines for new signers to the MACRAO agreement. Meeting minutes were posted on the Committee News Section of the MACRAO website.

Dawn Aubry Slowik from the Enrollment Management Committee attended our August meeting to discuss changes to the MUGA. The revised, fillable MUGA was approved at the September 16, Executive Committee meeting. The MUGA will be posted as a pdf on the website and maintained in the future by the Enrollment Committee.

### **Session Proposals 2011**

The committee submitted 6 session proposals for the Annual MACRAO Conference in November 2011. They included - Accountability in Tracking Transfer Students; How four-year Colleges can Better Understand the Community College Student in Order to Recruit and Retain; Early College Transferability – Issues and Implications; Reverse Transfer (Round Table); Transfer and Articulation (Round Table) and Outstanding Transfer Award Winner Presentation.

### **Outstanding Transfer Award**

Henry Ford Community College and Oakland University both submitted.

### **Future Chairs & Co-Chairs**

2011-2012:    Chair: David Johnson                      Co-Chair: Cary Vajda

Respectfully submitted,  
Emily Clement  
Chair, College Articulation Committee

**COLLEGE DAY/NIGHT COMMITTEE**  
**2010-2011**

Committee Chair: Rachel Florence-Spaetzel, Saginaw Valley State University  
Committee Co-Chair: Ben Brown, Michigan State University  
Committee Members:  
Hilary Davis, Central Michigan University  
Brittani Hobbs, Oakland University  
Chanda Long, Marygrove College  
Nancy Potter, Ferris State University  
Amanda Pumfrey, Western Michigan University  
Dena Russell, Northern Michigan University  
Stephanie Spears-Booth, Oakland Community College

**Committee Meetings:**

- April 27, 2011 – Fall Event Request Consideration Meeting  
Members Present: Rachel Florence-Spaetzel, Ben Brown, Hilary Davis, Brittani Hobbs, Chanda Long, Nancy Potter, Amanda Pumfrey, Dena Russell, Stephanie Spears-Booth

**2011 Conference Sessions:**

- College Day/Night Committee Update – Ben Brown
- Utilizing Social Media in Promoting College Nights & Transfer Fairs – Amanda Pumfrey

**Committee Activities:**

- The committee has sanctioned 61 College Fairs and 11 Transfer Fairs for the upcoming 2011 Fall Travel Season.
- The committee also approved 16 College Fairs and 6 Transfer Fairs in the 2011 Spring Travel Season. Requests for Spring 2012 are still being received & will not be evaluated until November.
- The committee is working on implementing an online event evaluation for the Fall of 2011. This effort is an attempt to gather more honest, reliable feedback for consideration in future event sanctioning, while also being more environmentally responsible. Host sites would be asked to provide reminders & an e-mail with the link instead of producing, collecting, & mailing back the paper evaluations.
- The committee has been communicating with GoToCollegeFairs.com (College Fair Automation) to potentially implement a “scanner” system similar to the one used at NACAC events at all MACRAO-sanctioned programs. A survey of the membership will be completed & a representative will also attend the annual conference to provide more information before a decision is reached.
- The committee adhered to the stricter sanctioning guidelines established last year, and, in response to the economic situation, also shortened all transfer fair events to no more than 2 hours in an attempt to allow representatives more time for visits to high schools during typical school hours.

- The incoming Chair will be meeting with DASUM in September to discuss how the committee & DASUM can work together to best serve both students and institutions.

**Future Recommendations:**

- We continue to encourage the MACRAO membership to attend only MACRAO-sanctioned College Fairs. Also, collaborate with DASUM as much as possible to find a mutually beneficial plan for the future of College Fairs & recruitment in Michigan.
- The committee will continue working with the Executive Committee as decisions are made about the “scanner” system and whether it will be beneficial to our organization and membership.
- The committee hopes to streamline the RSVP process for college fairs, hopefully beginning in the spring of 2012. Instead of host sites having to mail or email RSVP forms to college reps, the committee would like to design an electronic version so college reps can go to MACRAO’s website and RSVP for all the events they plan to attend with updated contact information. The host site would then be able to log in and export that list to an excel spreadsheet for viewing and records.

**Future Chairs & Co-Chairs:**

2011-1012: Ben Brown, Chair Hilary Davis, Co-Chair

Respectfully submitted,  
 Rachel Florence-Spaetzel  
 Chair, College Day & Night Committee

**DATA & TECHNOLOGY APPLICATIONS/MICHIGAN TRANSFER NETWORK (MTN) GOVERNANCE  
 COMMITTEE  
 2010-2011**

Committee Chair: Linda Falkiewicz, Wayne State University  
 Committee Members:  
 Sue Deel, Alma College  
 Michele Evans , Jackson Community College  
 Jennifer Gilroy , Oakland University  
 Karen Hutslar, MACRAO Executive Committee Representative  
 Adrian Phillips Wayne County Comm. College District  
 Kristin Schuette, Michigan State University  
 Bryan Vliem, Grand Rapids Comm. College

**Background**

This was the first year of activity for the newly-merged Michigan Transfer Network Governance Committee with the Data & Technology Applications Committee. The merger was approved at the November 2010 MACRAO meeting. Linda Falkiewicz will continue as chair for 2011-2012



**ENROLLMENT MANAGEMENT COMMITTEE**  
**2010-2011**

Committee Chair: Christopher Wolfs, Wayne State University  
Committee Co-Chair: Dawn Aubry Slowik, Oakland University  
Committee Members: John Young, Northwood University

**Committee Meetings**

Dawn Aubry Slowik met with the Articulation Committee on August 4, 2011 to discuss the Michigan Undergraduate Guest Application. As the Articulation Committee has worked diligently to update the Guest Application, it is likely that the first couple of years will be maintenance until a major issue arises. At that time, the Enrollment Management Committee will address and provide feedback to the Executive Committee.

The committee will meet once on October 19, 2011 at Oakland University. This will be a chance to prepare for the Annual Conference, as well as discuss the opportunities for growth and development amongst the committee.

**Session Proposals 2011**

The committee submitted two session proposals, and is participating in a third session (Imaging: Done Dirt Cheap) that is sponsored by the Data and Technology committee. The following sessions were selected for the conference.

**It Shouldn't Be This Hard To Come Up With A Policy For Admitting& Enrolling Undocumented Students!**

Five years ago, our university set out to determine a policy for admitting and enrolling undocumented students. Now, we still don't even have a clear practice, much less a policy! And we're more divided than ever. What makes this process so difficult? For starters, the changing state and federal education and immigration policies, coupled with the winds of changes regarding support for undocumented students. This session will identify all issues to consider when developing your office's approach to dealing with undocumented students. This session will identify all issues to consider when developing your office's approach to dealing with undocumented students, and give you some hints regarding how to begin the conversation on your campus. Will you get a definitive answer on what your institution should do? No. Will you get up-to-date information suggested approaches for starting the conversation on your campus? Yes. These presenters are the Directors of Admissions who led this conversation for 5 years, and 2 admissions staff who've spent the past year learning all they can from a research and academic viewpoint. Together, they've logged many hours with webinars, research and informational sessions. And they're anxious to share what they've learned to help you at your institution.

**Presenters:** Ben Fielder, Eastern Michigan University  
Matt Mortier, Eastern Michigan University

### **Macomb to Oakland (M2O): All Grown Up**

Macomb Community College and Oakland University created the award-winning State of Michigan's first joint admission and concurrent enrollment program in fall 2006. Called Macomb2Oakland or M2O, the program is the centerpiece of a partnership between the two higher educational institutions to bring more meaningful degree-program options directly to the residents of Macomb County. Come learn what has been accomplished in five years and the lessons learned in this on-going partnership.

**Presenters:** Ron Hughes, Macomb Community College  
Steve Shablin, Oakland University  
Dawn Aubry Slowik, Oakland University

### **Future Chairs & Co-Chairs**

2011-2012: Dawn Aubry Slowik, Chair      Co-Chair: To be determined on October 19, 2011

Respectfully submitted,  
Christopher Wolfs  
Chair, Enrollment Management Committee

### **EQUITY IN EDUCATION COMMITTEE** **2010-2011**

Committee Chair: Monique McGregor, Lansing Community College  
Committee Co-Chair: Stephanie Jordan, Eastern University  
Other Committee Members: Lindsey Schuholz, University of Detroit Mercy

### **Committee Activities**

The committee did not sponsor any activities this year due to our focus being on recruiting new committee members. It is our desire to plan, and host (or co-host) an activity next year.

### **Committee Meetings**

The committee meetings/ conference calls were held on the following dates to discuss committee assignments, recruitment, conference proposals and sessions. February 17th; March 31; April 12; June 9; August 5; Sept 13.

### **Session Proposals 2011**

On April 13 and April 27, the committee submitted 2 session proposals for the MACRAO annual conference to be held in November. The sessions include; The Equity in Education Award An annual award which is presented to a Michigan college or university who has most successfully encouraged and promoted equal educational opportunities in higher education for all, especially the economically and educationally disadvantaged; Social Media Boot Camp: Part I and Part II These sessions will focus on beginning a social media program, listening and



### **Session Proposals 2011**

The committee recommended a session at the annual meeting that would update the membership on legislative issues and regulations that have already passed, or are most likely to be passed very soon. The team suggested having a local institutional research or government relations representative lead the session; however, none were available. John Meldrum, along with any committee members present, will facilitate a legislative update session at the annual conference entitled, "What has Uncle Sam been up to?"

### **Legislative Update Emails**

The committee, through its chair, informed the membership of legislative updates, including the regulatory changes that came with the passing of P.A. 62 (higher education appropriations law).

### **Future Chairs & Co-Chairs**

2011-2012 – Chair: John Meldrum                      Co-Chair: Kurt Kruschinska  
2012-2013 – Chair: Kurt Kruschinska                Co-Chair: TBD

Respectfully submitted,  
John Meldrum  
Chair, Legislative Issues Committee

## **PROFESSIONAL DEVELOPMENT COMMITTEE** **2010-2011**

Committee Chair:                      Alexis Thompson, University of Michigan  
Committee Co-Chair:                 Donna Dunford, Walsh College  
Committee Members:                 Doris Davis, Wayne State University

### **Committee Activities:**

The Professional Development Committee awarded the 2011 Outstanding Support Staff Award to the Welcome Team at Michigan State University. They will be honored at the annual meeting.

We've also received numerous applications for the 2011 Professional Development Travel Grant.

We did not offer the Support Staff Workshop this year due to a number of reasons; the main reason being the small size of our committee. We have all been attempting to recruit more members. Our goal is to have at least a committee of 6, which would double what we have now.

We have received feedback from several other committees regarding the Support Staff Workshop and broadening the scope to include a larger percentage of the MACRAO population. This could mean including people new to Higher Education offices to people just looking for a chance to grow professionally. We will be brainstorming ideas under the direction of the new Chair, Donna Dunford.

**Future Chairs & Co-Chairs**

2011-2012 – Chair: Donna Dunford

Co-Chair: Doris Davis

Respectfully Submitted,  
Alexis Thompson  
Chair, Professional Development Committee

**REGISTRAR PRACTICES COMMITTEE**

**2010-2011**

Committee Chair:	Nicole Rovig, Michigan State University
Committee Co-Chair:	Chris Engle, Mott Community College
Committee Members:	Karen Arnould, University of Michigan – Flint
	Carrie Bearss, St Clair County Community College
	Ron Hultman, Spring Arbor University
	Rose Klee, Jackson Community College
	Donna Milham, Davenport University
	Gladys Smith, Marygrove College

**Spring Drive-In 2011**

The MACRAO Spring Drive-in was held Friday, April 8<sup>th</sup>, 2011 in Lansing Michigan. This year's Drive-in provided our 153 guests with a wide range of topics applicable to professionals within the Registrar, Admissions, Institutional Research and Support Staff areas. The workshop opened with a presentation from representatives for the Center for Educational Performance and Information (CEPI), while afternoon breakout sessions included the following topics: Department of Education regulation changes; effectively communicating electronically; sustaining enrollment through effective recruitment strategies; and a multi-topic roundtable discussion.

We charged \$40 as an early bird rate for the first six weeks registration was open; during the last three weeks of registration, the workshop rate was \$50. We had 140 individuals pay the early bird rate, while 28 paid the \$50 fee. The event yielded a net income of \$416.10. Please see the attached MACRAO Final Income and Expense Report for the event.

This year, to “go green” we created an online survey using Cvent to solicit feedback regarding the conference. Our response rate was 54% (83/153) as compared to 42% (69/164) in 2010.

Members of the Registrar’s Practices Committee and the College Articulation Committee will be discussing the possibility of combining the Spring Drive-In Workshop with the Summer Summit in 2012.

### **Committee Meetings**

The committee met two times (January 6 and April 7) to prepare for the Drive-In and to identify session proposals for the annual conference. The committee communicated closely via email throughout the year.

### **Session Proposals 2011**

The following sessions, submitted by the Registrar’s Practices committee, were approved for the annual conference in November:

1. Phantasmagorical World of Diplomas – panelists: Ron Hultman, Spring Arbor University, Robin Kauffman, Davenport University, and Carrie Bearss, St. Clair County Community College
2. FERPA Jeopardy – presenter: Traci Gulick, Associate Registrar, Michigan State University
3. Serving Student Veterans (Part 1) – presenter: Michelle Virden, VA Certifying Official, UM-Flint
4. Serving Student Veterans (Part 2) – presenter: Kara Fields, Assistant Director, Records & Registration, Walsh College
5. Title IV Changes – presenter: Val Meyers, Associate Director, Office of Financial Aid, Michigan State University
6. First Year Registration: Known and Unknown – presenter: Paul Battle, Oakland University

### **Michigan Uniform Guest Application**

The committee worked collaboratively with the College Articulation Committee to recommend changes to the Guest Application based on the following: feedback received during last year’s session at the annual conference; survey results from the membership; and feedback received from our committee members and the Executive Committee.

### **Future Chairs and Co-Chairs**

2011-2012 – Chair: Chris Engle

Co-Chair: Rose Klee

2012-2013 – Chair: Rose Klee

Co-Chair: TBD

Respectfully submitted,  
Nicole Rovig  
Chair, Registrar Practices Committee

**SECONDARY SCHOOL RELATIONS COMMITTEE**  
**2010-2011**

Committee Chair: Tom Hampton, Michigan Technological University  
Committee Co-Chair: Mike Hull, Central Michigan University  
Committee Members: Angela Marzolo, Aquinas College  
Caroline Harris, Concordia University- Ann Arbor  
Nic Clements, Albion College  
Libby Bonnell, Grand Valley State University  
Larissa Hunt, Kalamazoo Valley Community College  
Jay Jessen, Lake Superior State University  
Josh Spinney, Saginaw Valley State University  
Emily Stepanian-Bennett, Oakland University  
\*Laura Neusiis, Olivet College (left committee)

***Committee Activities:***

**New Professionals Workshop**

The committee successfully hosted a very energetic GPS themed New Professionals Workshop for newer admissions professionals from around the state. 4 Community Colleges, 8 Private Colleges, and 10 Public Universities were represented among our 48 registrants. For comparison: the 2009 NPW had 53 attendees and the 2010 NPW had 43 attendees. The event was held in Lansing at the Lexington Hotel from 11am August 31 to September 1 at 3:30pm. This is a very good location for our workshop.

One of our goals was to promote a very interactive workshop. Our committee added a meal to this year's workshop which added more networking opportunities and we were still "in the black".

We charged \$115 for "Early Bird" registrants and \$125 for the regular rate to cover food charges & other expenses.

A Final Expense statement and Expense Voucher documents were submitted on September 8<sup>th</sup> to the MACRAO President.

\$5,745 Revenue collected from the event (no outstanding balance for unpaid fees).

\$4,790.14 Expenses including Food/Room, gifts, Cvent

**\$774.86** Net Income

**Sessions presented by SSRC at NPW included:**

**Being a PROfessional** - Find out what it takes to be a remarkable admissions officer.

**College Fair Tips** - Learn best practices and recruitment strategies at college fairs.

**Travel Tips** - Develop a toolbox of recruitment skills by interacting with admissions veterans.

**Scheduling Tips** - Master techniques in the art of scheduling your high school visits.

**Financial Aid** - Discover what you'll be expected to know and how to communicate financial information to your prospective students and their families.

**Transfer & Nontraditional Student Recruitment** - Discuss strategies for recruiting this important population of students.

**Presentation Tips** - Explore effective communication strategies to recruit your top prospects.

**High School Counselor Panel** - Area counselors will share insight on working with high school students and admissions representatives.

**Guest Speakers at the NPW included:**

- Debbie Harju, MACRAO President, introduced MACRAO with its history and fun opportunities.
- Allison Carter, keynote speaker from Michigan Tech, shared her experience in admissions, offered examples of possible collegiate careers, and challenged our attendees to "Poke the Box". She was highly rated in our surveys.
- Two (2) Articulation Committee members (Susan Cushnier and Pat Cygnar) discussed needs and issues of transfer students as well as articulation and transfer guides. Co-presented with SSRC member.
- Four (4) high school counselors (Bob Drake, Jonesville; Tory Parsons, Lowell; Paige Patterson, Portland; Josh Greenwald, Detroit Country Day) provided a very entertaining and informational session. They also shared lunch with our newer attendees and created a very interactive atmosphere. This High School Counselor Panel session was highly rated in our survey.

**New at the NPW for 2011:**

- Attendees brought pennants from their school. We displayed them at the workshop and will be donated to a new high school in Grand Rapids.
- Raffle items: over 50 raffle items were secured by Mike Hull from various companies (national, regional, statewide) to be awarded in conjunction with "Speeding Tickets" earned by attendees. GPS unit was the big prize.
- Speeding Tickets: attendees were rewarded for participation through comments, questions, and group competitions. Each SSRC member gave out speeding tickets for participation and each attendee could put tickets in various raffle bags for the prize they desired.
- Theme: The GPS/travel theme was incorporated into just about everything from traffic sign centerpieces, name tags, speeding tickets, invitations, PowerPoint slides and more.
- Greeters: We had greeters at the front entrance to meet attendees and walk them to our registration table. We had more greeters that would walk attendees from registration into presentation room to make each attendee feel welcome and important. This worked amazingly! Our attendees interacted in the workshop immediately and were energetic throughout the workshop.
- CDs versus paper notes: Presentations were burned on CDs and included in a cloth bag with agendas and workshop related material. We tried to avoid paper this year.

- Goody Bags: each attendee received a bag with goodies and coupons to various companies along with travel related brochures (i.e.- hotel programs).
- Socials added: golf outing and pre-workshop social offered night prior to workshop. Neither option was well attended, mostly because the workshop started at 11am the following day.
- Registration cut to ½ hour. This worked really well! Lunch served immediately after registration.
- The first “traveling gnome” was awarded at the NPW. The award is very mobile. Each recipient is required to pass it on to someone they feel represents an outstanding admissions recruiter.

#### **Efforts committee made:**

- Promoted more interaction through more socials, icebreakers, networking, and presentation styles.
- Developed Communication Timeline to include paper letters, “save the date” messages, confirmation information and thank you emails.
- Promoted involvement within MACRAO: Informed attendees of committee involvement; emailed list of MACRAO Annual Conference sessions to attendees the week after workshop.
- Registration- set goal to be up and running by early May. Our registration team was ready. Registration actually open on June 26<sup>th</sup>. (2009: June18; 2010: July 21)
- We continued to promote “cross training” so that each major task had at least 2 team members. Some presentations also had more than one member. We want to make the transition to 2012 seamless.
- We discussed the benefit for recruiting future members and selecting the incoming co-chair early. Our co-chair was decided prior to the workshop and had more detailed involvement and responsibilities than the other members. The transition to 2012 should be simple with the incoming leaders.

#### **Surveys:**

We received 30 evaluations which were extremely positive. Most remarks revolved around making the workshop even better in 2012. Food was really the only thing they complained about. Surveys from 2010 were reviewed extensively prior to our group’s first meeting in 2011. They really helped motivate our team and point us in the right direction for the 2011 workshop.

#### **Mentorship Program (for admissions officers) \*NEW\***

The SSRC kicked off the MACRAO approved Mentorship Program prior to the fall travel season for new and veteran admissions officers. Pairings for Mentor/Mentee partnerships are in progress. The goal is to notify partners the week of September 12<sup>th</sup> (prior to college fairs). Currently, we have an online application but needs to eventually be moved to the MACRAO website. An informational document was developed for marketing this program. The website which hosts the online application also contains this information. There are many

opportunities for the Mentorship Program in years to come and are included in the proposal submitted to the MACRAO Executive Committee.

### **Committee Meetings**

The committee met 5 times (February 17, April 20, June 22, August 1, and August 30) to prepare for the New Professionals Workshop (NPW). We also corresponded via email prior to our first “in person” meeting and set the dates for the workshop.

### **Session Proposals for 2011 MACRAO Annual Conference (approved sessions)**

- **Admissions Officers: Numbers Are Your Friend- (Tom Hampton and LSSU)**
  - Information systems can aid recruitment effort to increase enrollment.
- **High School Counselor Panel- (Angela Marzolo)**
  - Tips from high school counselors about effective recruitment with HS students.
- **In The Know – Admissions Trade Secrets- (Libby Bonnell, Mike Hull)**
  - Participants will share resources and experiences regarding college readiness presentations.
- **New Kids On The Block- (Mike Hull)**
  - Touch base with colleagues on what worked, what didn't, and strategies to make recruitment more effective. Will also discuss Mentorship Program.
- **The Millennial Effect: A Roadmap To Evolving Communication Strategies For Serving Millennial Students- (Larissa Hunt)**
  - Incorporate better methods of communication into our daily interactions with students from the Millennial Generation.
- **Integrating Social Media Into Recruitment: “The Glass House!”- (Emily Stepanian-Bennett)**
  - \* Session presented by SSRC member but I don't believe sponsored by SSRC.
- **Approved but Canceled- All Aboard! Creating Memorable Group Trips to Campus**

### **Future Chairs & Co-Chairs for 2011-2012**

Chair: Mike Hull, Central Michigan University

Co-Chair: Angela Marzolo, Aquinas College

Respectfully submitted,

Tom Hampton

Chair, Secondary School Relations Committee

**SUSTAINABILITY COMMITTEE**  
**2010-2011**

Committee Chair: Christopher L. Marx, Davenport University  
Committee Members: Carol Quigley, Ferris State University  
Emily Clement, Delta College  
Susan Cushnier, University of Michigan-Dearborn  
Sylvia Stancil, Wayne State University

**Committee Activities:**

The Sustainability Committee Ad Hoc got off to a slow start this year because of changes in the leadership of the Executive Committee. At the June 10 Executive Committee meeting, the Sustainability Committee Ad Hoc was provided with the following recommendations to focus on this year:

- 1 – SWOT Analysis for MACRAO
- 2 – Engaging/re-engaging current membership to increase participation in MACRAO
- 3 – Fee Structure
- 4 – Develop Closer Partnerships with other State Associations
- 5 – Exploration of MACRAO Membership Benefits

The Sustainability Committee Ad Hoc was asked to be sensitive to the time commitments of the Executive Committee over the summer and as the Annual Conference is being planned. The Sustainability Committee Ad Hoc will start the SWOT analysis process after the Annual Conference concludes.

**Future Chairs & Co-Chairs**

The Executive Committee has made the decision to dissolve the Sustainability Committee Ad Hoc at this time and have the incoming Vice President follow-up on the recommendations put forth by the Executive Committee.

Respectfully submitted,  
Chris Marx,  
Chair, Sustainability Committee

**UIC COMMITTEE (AD HOC)**  
**2010-2011**

Committee Chair: Kristin Schuette, Michigan State University  
Committee Members: Carrie Jeffers, Macomb Community College  
Kara Fields, Walsh College  
Kortney Briske, University of Michigan-Ann Arbor  
Tammy Grossbauer, Lansing Community College

In the last few years, the UIC Committee has worked with the State of Michigan Center for Educational Performance and Information (CEPI) to help coordinate communication between CEPI and MACRAO membership. The committee has recommended strategies and solutions, reviewed processes and documentation, and worked through various issues as they arose surrounding the IHE Request for UIC and Student Transcript and Academic Record Repository (STARR) data collection. This involved several face-to-face meetings at the CEPI offices in Lansing, as well as email and phone conversations.

The UIC Committee was integral in helping CEPI understand higher education data as well as composing the communications sent to higher education institutions.

In April 2011, MACRAO institutions completed the CEPI IHE Request for UIC process. In May 2001, MACRAO institutions completed the CEPI STARR data collection process.

In the late summer/early fall, the UIC Committee collected feedback from the MACRAO membership regarding the Request for UIC and STARR data collection processes. The committee has summarized that data and will be providing the feedback to CEPI, after EC review.

The UIC Committee will continue to work with CEPI and the MACRAO membership to support clear communication between all parties, ensure appropriate attention is paid to issues as they arise, and work through the next phase of the project.

**Committee Sponsored Presentation at Annual Conference**

**Over The Hump Or Still Frustrated? Let's Talk UICs and STARR Data!**

If you were involved with your institutions work on the IHE Request for UIC or the Student Transcript and Academic Record Repository (STARR) Application for CEPI, you won't want to miss this session. Whether you still have some data questions, have some tips to share, or just want to see how others made it through the process, this session is for you. Updates from CEPI on next year's process will also be discussed. Let's review together what worked and what didn't while we gear up for another year!

Presenter: Kristin Schuette, Michigan State University

Respectfully submitted,  
Kristin Schuette, Chair, UIC Committee