



A Grand Experience



MACRAO ANNUAL CONFERENCE 2007
GRAND RAPIDS, MICHIGAN
NOVEMBER 7-9

Conference Schedule • At a Glance

Wednesday, November 7, 2007

1:00 – 6:00 PM	Conference Registration/Check-In	
4:00 – 5:00 PM	Roundtable I Discussions	
	MCCR Community College Registrars	PEARL
	MACRAO Survey Results Conversation	GOVERNOR'S
5:00 – 6:00 PM	Roundtable II Discussions	
	Registrars' Practices	GOVERNOR'S
	Proposal 2: What Happened – EEO Committee	PEARL
	MCCAD Community College Admissions Directors	EMERALD A
6:30 – 7:30 PM	Dinner	PANTLIND
7:30 – 9:00 PM	Dessert and Tour of Gerald R. Ford Presidential Museum	

Thursday, November 8, 2007

7:00 AM – 6:00 PM	Conference Registration/Check-In	
7:45 – 8:45 AM	Breakfast	AMBASSADOR EAST
9:00 – 10:15 AM	Plenary Session: The Unveiling of the Michigan Transfer Network Database	AMBASSADOR WEST
9:30 AM – 5:00 PM	Vendor Exhibits	
10:15 – 10:45 AM	Break	CROWN FOYER
10:45 – 11:45 AM	Session I	
	1.1 First Timers – Paula Dykstra, UM, and Howard Shanken, GRCC	PEARL
	1.2 Tools for Training Staff – Mary Ann Troy, Management Consultant	VANDEBURG A
	1.3 Workflow – What It Is and Why We All Need It – Gayle Reynolds, WSU	VANDEBURG B
	1.4 Socio-Economic Status and Barriers to Higher Education – Paul Schroeder, College Board	IMPERIAL
	1.5 Yes! – We're in a Selling Profession – Anne Monroe, NMCC	EMERALD A
	1.6 CANCELLED: College Day and Night Goes Electronic	
	1.7 Planning for Disaster – Dr. Ray Neff, GRCC	PANTLIND
	1.8 Under the Dome – State of the State Legislative Update – Mike Hansen, President, MCCA	GOVERNOR'S
	1.9 NEW: The Current State of College Readiness – Victoria Thompson-Campbell, ACT	EMERALD B
NOON – 1:30 PM	Business Lunch	AMBASSADOR EAST
1:45 – 2:45 PM	Session II	
	2.1 Washington Update – Barmak Nassirian, AACRAO	PANTLIND
	2.2 MSU's Electronic Student Academic Folder – Round 2 – Kristin Schuette, MSU, and Doug McKenna, MSU	GOVERNOR'S
	2.3 Brand Marketing in Recruitment Communications – Craig Aimar, SVSU, and Nic Taylor, SVSU	VANDEBURG A
	2.4 Transfer Articulation 411: MACRAO Dictionary for New Professionals – Pat Cygnar, EMU, and Kathleen Owens, GRCC	EMERALD A
	2.5 Highlighting Equity in Education – Jacque Rhodes, Calvin College	EMERALD B
	2.6 Planning Events That High School Students Will Attend! – Troy Tissue, FSU	VANDEBURG B
	2.7 Vendor – Clearinghouse Resources: A Users' Group Discussion – National Student Clearinghouse, Joe Roof	PEARL
	2.8 Vendor – Avow Systems, Jaimi Groothuis	IMPERIAL
2:45 – 3:00 PM	Break	CROWN FOYER
3:00 – 4:00 PM	Session III	
	3.1 IPEDS/State Reporting – Mark Champion, GRCC	PEARL
	3.2 Project Management 101 – Debra Smale, Project Management Institute	EMERALD A
	3.3 In Their Shoes: Admissions from Incoming Freshmen's Point of View/Admissions – Anne Monroe, NWCC	VANDEBURG A
	3.4 Buffering the Effects of Proposal 2 – Susan Wilbur, Ingrid Scott-Weekley and Tendaji Ganges	EMERALD B
	3.5 Going International? Transfer and Articulation with Schools Outside the US – Chris Marx, DU, and Susan Cushnier, UMD	VANDEBURG B
	3.6 How to Plan a Successful Transfer Fair – Alex Torres, MSU, and Robert Spann, OCC	GOVERNOR'S
	3.7 Vendor – Newest Developments in Online Services: Case Studies from Coast to Coast – Credentials, Inc., Ben Laetz	PANTLIND
	3.8 Vendor – Lose the Paper and Gain the Advantage! – Nolij Corporation, Ron Wellman	IMPERIAL

Conference Schedule • At a Glance

Thursday, November 8, 2007 (continued)

4:00 – 4:15 PM	Break	CROWN FOYER
4:15 – 5:15 PM	SIS Birds of a Feather Sessions	
	Birds of a Feather 1 – Datatel Colleague	PEARL
	Birds of a Feather 2 – SCT/Sunguard Higher Education	VANDENBURG B
	Birds of a Feather 3 – Others	EMERALD B
	Birds of a Feather 4 – Committee Meetings	VANDENBURG A
6:00 – 6:30 PM	Past Presidents' Reception – Open to All	CROWN FOYER
6:30 – 7:30 PM	Dinner	AMBASSADOR EAST
7:30 – 10:30 PM	Entertainment and Grand Experiences in Downtown Grand Rapids	

Friday, November 9, 2007

7:30 – 8:30 AM	Breakfast	AMBASSADOR EAST
8:30 – 9:30 AM	Session IV	
	4.1 Automate, Personalize and Strategize...Your Office Operations – Nic Taylor, SVSU	GOVERNOR'S
	4.2 Healthcare for the Combat Veteran: OEF/OIF in the VHA – Kerry Traviss, Veterans' Administration	EMERALD A
	4.3 Gotcha! The Effects of Provisos on the MACRAO Transfer Agreement – Stuart Baker, SCC, Pat Cygnar, EMU, Cary Vajda, NMU, and Susan Cushnier, UMD	IMPERIAL
	4.4 Vendor – Digital Scantronics, Rhonda Burish.	VANDENBURG A
	4.5 The Gamer Generation – Jennifer Nordstrom, UM, and Bhargav Sriprakash, UM	PANTLIND
	4.6 CANCELLED: Electronic Communication	
	4.7 Vendor – File Review and Handoff: It's Time to Battle the Bottlenecks – Hyland Software/OnBase Higher Education Division, Kimberly Shepherd.	VANDENBURG B
9:30 – 9:50 AM	Break	CROWN FOYER
9:50 – 10:55 AM	Session V	
	5.1 Electronic Discovery Law – Mary Ann Cartwright, Rhoades McKee	GOVERNOR'S
	5.2 Full-Spectrum Diversity: Understanding the Challenges of Students with Disabilities – Anne Sherman, GRCC, and Patti Mumaw, GRCC	EMERALD A
	5.3 Michigan Promise Scholarship Program – Anne Wohlfert, State of Michigan Department of Treasury	VANDENBURG A
	5.4 Cross Cultural Communication – Kathleen Owens, GRCC.	IMPERIAL
	5.5 Enrollment Services Division on a Shoestring Budget, Sally Janecek, Marygrove	VANDENBURG B
	5.6 Vendor – Address Verification in Higher Education – Runner Technologies Marketing, Kevin Runner	EMERALD B
	5.7 Vendor – Building a Technology Bridge Between High Schools and Colleges – ConnectEdu, Carolyn Somsky-Miller	PANTLIND
11:00 AM -12:00 PM	Session VI	
	6.1 Michigan Transfer Network – Make It Work for Your School! – Kristin Schuette, MSU, Scott Owczarek, MSU, and Kurt Kruschinska, WSU	GOVERNOR'S
	6.2 Issues and Challenges Facing Latino/Hispanic Students – Florencio Hernandez, MSU, and Arturo Armijo, GRCC	EMERALD A
	6.3 What HS Counselors Need and Expect from Colleges and Universities – Meghan Kelly, OU	PEARL
	6.4 Leveraging Customer Relations Management for Admissions and Registrars – Jennifer Nordstrom, UM, and Paul Robinson, UM	VANDENBURG A
	6.5 Transfer Articulation 911 – What about Prior Learning? – Panel Discussion Participants: Ray Francis, CMU, Mike Kiss, GRCC, Judy Stark, GRCC, Debi Hoggatt, RC, and Kathleen Wray, KCC	VANDENBURG B
	6.6 Management 401: Providing Solid Leadership, Overcoming Barriers, and Motivating Admissions Staff to Achieve Recruitment Goals – Randall Langston, The University of Findlay	EMERALD B

Welcome!

Welcome to the 79th annual MACRAO conference! The committees and vendors are sponsoring over forty sessions this year, providing members with the opportunity to stay informed, inspired, and innovative.

Several exciting activities are planned as part of your Grand Experience! Following dinner on Wednesday, dessert will be served at the Gerald R Ford Presidential Museum. Come and find something sweet while viewing the rich collection and body of materials connected to our 38th President. You know, over 57,000 people came out in Grand Rapids to pay their respects to the late president on his death last year. The gift shop will be open, so don't forget your loved ones back home!

On Thursday evening, the Grand Rapids Community College Mariachi Ensemble will help set the festive mood, as we invite everyone to explore downtown Grand Rapids after dinner. Be sure to stop by the GR Convention Bureau table for a list of fun things to do!

Speaking of stopping by, please be sure to visit with the many vendors who will be in attendance. They have all contributed to make this conference a success, and we are appreciative! Additionally, a number of local businesses have donated to our "give a-ways," so get ready to win! Prizes, Prizes, Prizes! Your name is already in the hat!

On a reflective note (more about this at our business lunch): This is the year MACRAO steps forward as the "collaborative" organization. If I were to rename this conference, it would be "MACRAO On the Move!" As a result of the Michigan Transfer Network efforts, our organization is center stage in conversations about higher education and the services we provide for students. In my meeting with Lt Governor Cherry just over a month ago, it was made clear that Lansing is carefully listening to this organization. We now have a unique opportunity to step forward and strengthen our credibility as an organization and voice in higher education!

So, if this is your first MACRAO conference or you are a well seasoned veteran, now is the time to come forward and become active yearlong. Whether your focus is admissions, articulation, records, or enrollment services, whether a vice president, dean, director or a front line staff; this is Michigan's oldest, most collaborative organization. Ready to do, ready to lead...get ready, MACRAO, Let's Go!

Finally, I would like to thank all of the members of the Local Arrangements Committee who have dedicated themselves to making this 'labor of love' A Grand Experience! I could not have done this without you. Also, a special thank you to the Legislative Update ad hoc committee who helped us knock on Lansing's door and also the MTN for showing everyone around the State, that MACRAO is very much alive. All of the committee chairs and members thank you! Now let's go have A Grand Experience!



2007 Planning Committee

Howard Shanken, Chair
Grand Rapids Community College

Jeffrey Hartman
Grand Rapids Community College

Karen Hutslar
Central Michigan University

Stephen Linden
Oakland Community College

Angie Mishler
Ferris State University

Carol Natte
Grand Rapids Community College

Kathleen Owens
Grand Rapids Community College

Diane Patrick
Grand Rapids Community College

Carol Quigley
Ferris State University

Christina Shell
Eastern Michigan University

Tom Steenwyk
Calvin College

Christine Stephens
Wayne State University

Carol Taberski
Northwestern Michigan College

Diane Vandenberg
Kalamazoo Valley Community College



A Grand Experience

MACRAO ANNUAL CONFERENCE 2007 | GRAND RAPIDS, MICHIGAN | NOVEMBER 7—9



Wednesday, November 7, 2007

Grand Ideas

1:00 – 6:00 PM • Conference Registration/Check-In

PLEASE NOTE: No college item gift exchange, but many “GRAND” prizes will be awarded.

4:00 – 5:00 PM • Roundtable I Discussions

Round Table 1 MCCR Community College Registrars PEARL

Round Table 2 MACRAO Survey Results Conversation GOVERNOR’S

Come join the roundtable conversation around the recent survey results. How can MACRAO be right for the times and the members? Several Past Presidents will be present.

5:00 – 6:00 PM • Roundtable II Discussions

Round Table 3 Registrars’ Practices GOVERNOR’S

This roundtable will discuss the hot topics and current trends impacting university and community college registrars – ALL are welcome.

Round Table 4 Proposal 2: What Happened – EEO Committee PEARL

This roundtable will offer the opportunity for dialogue surrounding issues and changes in higher education post-Prop 2 (Michigan Civil Rights Initiative) in the State of Michigan.

Round Table 5 MCCAD Community College Admissions Directors EMERALD A

6:30 – 7:30 PM • Dinner

PANTLIND

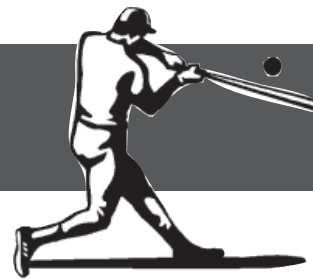
ROTC – WMU Color Guard

SWEET ADELINES – Lake Effect Quartet

7:30 – 9:00 PM • Dessert and Tour of Gerald R. Ford Presidential Museum

Thursday, November 8, 2007

Getting Grand Slam Results



7:00 AM – 6:00 PM • Conference Registration/Check-In

7:45 – 8:45 AM • Breakfast

AMBASSADOR EAST

9:00 – 10:15 AM • Opening Session:

The Unveiling of the Michigan Transfer Network Database

AMBASSADOR WEST

**JOIN US FOR A PRESS CONFERENCE TO ANNOUNCE THIS EXCITING
MACRAO INITIATIVE**

The Michigan Association of Collegiate Registrars and Admissions Officers (MACRAO) answers the mandate of the Cherry Commission to make transferability of credits easier for students with the unveiling of the Michigan Transfer Network (MTN). This web-based, transfer credit equivalency system is the most significant sign of voluntary cooperation among Michigan colleges and universities since the signing of the MACRAO Articulation Agreement in 1973.

9:30 AM – 5:00 PM • Vendor Exhibits

10:15 – 10:45 AM • Break

CROWN FOYER

10:45 – 11:45 AM • Session I

1.1 First Timers – Paula Dykstra, UM, and Howard Shanken, GRCC PEARL

Brought to you by the Executive Committee of MACRAO

1.2 Tools for Training Staff – Mary Ann Troy, Management Consultant VANDENBURG A

Mary Ann Troy, management consultant specializing in organizational training and development, will share games and exercises that can be played with your staff. Mary Ann has also worked previously with Oakland Community College and the University of Phoenix. The goal of these exercises is to build teamwork and rapport with your staff members. Participants will review and discuss the "Top 10 List for Training Staff."

Brought to you by Professional Development Committee

1.3 Workflow – What It Is and Why We All Need It – Gayle Reynolds, WSU. VANDENBURG B

Workflow is an electronic document routing system that enables users to process work more efficiently, faster, and more accurately than with traditional paper processing. Workflow can be used whenever successive points of input are required in order to complete a task, process or procedure. The objective of this session is to define what a workflow really is and how it can be used to benefit all departments in a college or university. The session will include a non-technical explanation of the process of workflow and then present examples of usage. It will also discuss the use of workflow in conjunction with document imaging and e-forms.

Brought to you by the Data and Technology Committee

1.4 Socio-Economic Status and Barriers to Higher Education – Paul Schroeder, College Board IMPERIAL

This session will examine the role of SES in differential college preparation, access and degree attainment in a post-Proposal 2 (Michigan Civil Rights Initiative) where "preferential consideration of race, ethnicity and gender are prohibited." National and regional data will be presented and examined regarding the linkages of SES and changing demographics drawing on national data sources; e.g., WICHE, the US Census and others. The linkages between SES, race, gender and geography will be examined and presented. A brief overview of selected enrollment and admissions data analysis and strategy tools available to higher education institutions to assist in developing new approaches to the access challenge will also be included.

Brought to you by the EEO Committee

1.5 Yes! – We’re in a Selling Profession – Anne Monroe, NMCC EMERALD A

Many believe that natural ability is enough to make you successful in the Admissions profession. The truth of the matter is that natural skill, combined with “how-to” training, is the real secret to high-level productivity. This session will cover the basics of educational sales, from prospecting to enrollment. Learn how to move students through the admissions funnel by honing your skills as an Educational Sales Professional.

Brought to you by the Secondary Schools Relations Committee

1.6 CANCELLED: College Day and Night Goes Electronic

1.7 Planning for Disaster – Dr. Ray Neff, GRCC PANTLIND

Disasters such as unplanned service outages are, unfortunately, inevitable. Planning for them is the job of responsible management. With our increasing dependence on information and communications technologies, service outages result in a loss of people productivity and, often, outright failure of the business continuity plan tailored to each organization. This session will provide a comprehensive array of options for implementers. References will be drawn from the colleges and universities who suffered a Katrina-type disaster and from local efforts now underway at Grand Rapids Community College.

Brought to you by the Data and Technology Committee and the Registrars’ Practices Committee

1.8 Under the Dome – State of the State Legislative Update – Mike Hansen, President, MCCA GOVERNOR’S

Mike Hansen, President of MCCA, will provide insights into Lansing, the state of affairs, funding direction and other important updates.

Brought to you by the Legislative Updates Ad Hoc Committee

1.9 NEW: The Current State of College Readiness – Victoria Thompson-Campbell, ACT EMERALD B

This session will highlight the current college readiness status of students across the nation as well as students from the state of Michigan. Data about the performance of the 2007 graduates, spring 2007 junior state-wide testing, and ACT’s latest National Curriculum Survey will be the basis of this presentation.

NOON – 1:30 PM • Business Lunch

AMBASSADOR EAST

1:45 – 2:45 PM • Session II

2.1 Washington Update – Barmak Nassirian, AACRAO PANTLIND

When you join in on this session, you will benefit from Mr. Nassirian’s expertise at having his hand on the pulse of the latest in higher education policy developments which he will be sharing with participants. He will describe the impact of how the 110th Congress has already moved decisively to make good on its promise to voters to expand federal aid and how the Democratic control of the Congress may signal the demise of some of the most objectionable features of recent legislation, particularly with regard to transfer of credit. Mr. Nassirian will also comment on the general attitude of Congress concerning higher education and provide a broad overview of the issues and how they will be handled over the coming months.

Brought to you by the Legislative Update Ad Hoc Committee

2.2 MSU’s Electronic Student Academic Folder – Round 2 – Kristin Schuette, MSU, and Doug McKenna, MSU GOVERNOR’S

Michigan State University had great success with the “first round” of its online student advising system, the Electronic Student Academic Folder. How did later improvements such as adding mass degree audit and an “adviser’s manual” work out? Have advisers had enough of us? Come and find out!

Brought to you by the Data and Technology Committee

2.3 Brand Marketing in Recruitment Communications – Craig Aimar, SVSU, and Nic Taylor, SVSU VANDENBERG A

This session will highlight the effectiveness of brand marketing and having uniform communication strategies and materials. We will focus on the most effective current marketing strategies and get you the most bang for your buck! You will have a list of rules to follow in print and electronic communications with prospective students.

Brought to you by the Secondary School Relations Committee

- 2.4 Transfer Articulation 411: MACRAO Dictionary for New Professionals – Pat Cygnar, EMU, and Kathleen Owens, GRCC EMERALD A**
 There are always new professionals in MACRAO, many of whom are working in admissions offices as recruiters. This session is designed to explain the MACRAO Transfer Agreement so that it “makes sense” to them. More experienced professionals are encouraged to choose session 6.5 Transfer Articulation 911 – What about Prior Learning?
Brought to you by the Articulation Committee
- 2.5 Highlighting Equity in Education – Jacque Rhodes, Calvin College EMERALD B**
 This session will highlight the EEOC Program Award winner. Details to come during the Business Lunch earlier in the day.
Brought to you by the EEO Committee
- 2.6 Planning Events That High School Students Will Attend! – Troy Tissue, FSU VANDENBURG B**
 Join Troy Tissue from Ferris State University as he presents an interactive session devoted to understanding the characteristics of the Gamer generation and exploring ways in which to create events that will connect with this unique audience.
Brought to you by the College Day/Night Committee
- 2.7 Vendor – Clearinghouse Resources: A Users’ Group Discussion – National Student Clearinghouse, Joe Roof PEARL**
 This session will take a quick tour through the Clearinghouse service offerings, including Student Tracker and Transcript Ordering. Attendees may share their experiences and direct the discussion to points of particular interest. Demonstrations of the services will be shown.
- 2.8 Vendor – Avow Systems, Jaimi Groothuis IMPERIAL**
 Avow Systems is the industry leader in providing end-to-end solutions for electronic educational document processing. Leveraging Adobe’s certified PDF technology, Avow’s Authentic Document Delivery Services (+ADDSTM) offers cost-effective alternatives to paper. +ADDSTM provides a secure, integrated and streamlined solution for any official electronic document, such as digital transcripts. However, the concept and technology have been virtualized by customers, and we are now seeing admissions letters, university blueprints and research files being converted to PDF and secured by +ADDSTM technologies. Isn’t it time you moved away from paper?

2:45 – 3:00 PM • Break **CROWN FOYER**

3:00 – 4:00 PM • Session III

- 3.1 IPEDS/State Reporting – Mark Champion, GRCC PEARL**
 Get the latest updates and questions answered around IPEDS. The new ethnicity data requirements will also be discussed.
Brought to you by the Registrars’ Practices Committee
- 3.2 Project Management 101 – Debra Smale, Project Management Institute EMERALD A**
 Project Management requires significant organization and planning, but those skills alone will not guarantee a project’s success. Also critical to a project’s success is customer acceptance. This session will explore both the technical techniques used to manage a project as well as softer, customer-engagement approaches that will help you deliver a project that is not only implemented as expected but is also accepted and meets the needs of the customer.
Brought to you by the Professional Development Committee
- 3.3 In Their Shoes: Admissions from Incoming Freshmens’ Point of View – Anne Monroe, NWCC. VANDENBURG A**
 The goal of this session is to review situations we may encounter as admissions professionals by looking at the admissions cycle through the eyes of the incoming student. We will discuss the best ways to serve students and their families.
Brought to you by the Secondary School Relations Committee

Thursday, November 8, 2007 (continued)

3.4 Buffering the Effects of Proposal 2 – Susan Wilbur, University of California, Ingrid Scott-Weekley, City of Grand Rapids, and Tendaji Ganges, UMF EMERALD B

This session will examine changes (incidents and data) in the state of Michigan since the passing of Prop 2. A panel of professionals will engage in discussion with participants to generate strategies for recruitment and retention of minority students and women. This panel will include the Grand Rapids Director of Equal Opportunity, the University of Michigan, Flint Executive Director of Equal Opportunity Initiatives and the Director of Undergraduate Admissions for the University of California Office of the President. The objective of this session is to identify changes since the passing of Prop 2 and discuss strategies to legally reach those populations affected.

Brought to you by the Legislative Update Ad Hoc Committee and the EEO Committee

3.5 Going International? Transfer and Articulation with Schools Outside the US – Chris Marx, DU, and Susan Cushnier, UMD VANDENBURG B

This session will focus on understanding the complexities of developing articulation agreements with colleges outside of the United States. It will also address issues surrounding transfer evaluation and whether institutions should do their own evaluations or defer to professional international evaluators.

Brought to you by the Articulation Committee

3.6 How to Plan a Successful Transfer Fair – Alex Torres, MSU, and Robert Spann, OCC GOVERNOR'S

Learn helpful tips about what to offer at your Transfer Fair to attract large numbers of students.

Brought to you by the College Day/Night Committee

3.7 Vendor – Newest Developments in Online Services: Case Studies from Coast to Coast – Credentials, Inc., Ben Laetz PANTLIND

In this session, we will discuss several case studies where new technologies have been deployed to improve customer services, enhance regulatory compliance and reduce operating expenses. These highlighted examples will provide a detailed discussion on the objectives of each project, the steps required for the implementation and the measured results of the deployment. We will also provide a sneak peek at new projects and services that Credentials will be launching in 2007.

3.8 Vendor – Lose the Paper and Gain the Advantage! – Nolij Corporation, Ron Wellman IMPERIAL

Nolij Web is the only 100% web-based imaging, document management, and workflow solution built exclusively for higher education. Nolij Web is built around the way you do business: from the Offices of Admissions and Registrar to Financial Aid, Human Resources, Alumni and Finance. Nolij Web benefits your entire organization through improved automation, ready access to documents, and unmatched security and protection for your most critical enterprise data.

4:00 – 4:15 PM • Break **CROWN FOYER**

4:15 – 5:15 PM • SIS Birds of a Feather Sessions

- Birds of a Feather 1 – Datatel Colleague PEARL
- Birds of a Feather 2 – SCT/Sunguard Higher Education VANDENBURG B
- Birds of a Feather 3 – Others. EMERALD B
- Birds of a Feather 4 – Committee Meetings. VANDENBURG A
(AND B IF ADDITIONAL SPACE NEEDED)

6:00 – 6:30 PM • Past Presidents' Reception – Open to All CROWN FOYER

*ALL ATTENDEES ARE INVITED.
FIRST OF MANY GRAND PRIZES TO BE GIVEN AWAY
DURING THIS RECEPTION!*



6:30 – 7:30 PM • Dinner **AMBASSADOR EAST**

7:30 – 10:30 PM • Entertainment and Grand Experiences in Downtown Grand Rapids

Friday, November 9, 2007
Grand Changes Start
With Baby Steps



7:30 AM – 8:30 AM • Breakfast

AMBASSADOR EAST

8:30 AM – 9:30 AM • Session IV

4.1 Automate, Personalize and Strategize...Your Office Operations – Nic Taylor, SVSU GOVERNOR'S

Are things so busy in your office that your existing admissions office can't keep up with student inquiries? Is your email box screaming for help? Let's discuss ways to help automate, personalize and strategize your office processes in order to meet the demand of the information age. See a demo of a Question and Automated Response program and learn about ways to personally respond to your students without actually taking the extra personal time.

Brought to you by the Admissions/Enrollment Management Committee

4.2 Healthcare for the Combat Veteran: OEF/OIF in the VHA – Kerry Traviss, Veterans' Administration EMERALD A

Learn about the Veterans Administration national initiative to create a "seamless transition" for returning combat veterans in a hostile theatre back into civilian life. Operation Enduring Freedom (OEF) and Operation Iraqi Freedom (OIF) in the VHA (Veterans Health Administration) provide for veterans' physical and mental health care, including substance abuse services. Learn how you can help your school's veterans return seamlessly to educational pursuits.

Brought to you by the Registrars' Practices Committee

4.3 Gotcha! The Effects of Provisos on the MACRAO Transfer Agreement – Stuart Baker, SCC, Pat Cygnar, EMU, Cary Vajda, NMU, and Susan Cushnier, UMD. IMPERIAL

Many institutions declare that they accept the MACRAO Transfer Agreement but with exceptions. These complicate the advising process for community college advisors and the students they advise. This presentation will examine the pros and cons of adding provisos, and why some institutions have chosen to add or remove them.

Brought to you by the Articulation Committee

4.4 Vendor – Digital Scantronics, Rhonda Burish VANDENBURG A

Our presentation will cover the value of document management and workflow solutions compared to traditional, manual intensive, paper-based systems and processes. We will discuss how document management and workflows are being used in various aspects from admissions, financial aid, registrars' offices, accounting, and HR departments. The presentation will show how efficient and effective electronic workflows are created, the processes they speed up and the shuffling of paperwork they eliminate. We will also demonstrate how conversion of student records from paper, microfilm and/or microfiche can be easily retrieved, printed or e-mailed. This strategy also ensures the security and electronic back up of student records.

4.5 The Gamer Generation – Jennifer Nordstrom, UM, and Bhargav Sriprakash, UM PANTLIND

The coming generation has been dubbed "The Gamer Generation." How can you leverage this generation's interest in 3D gaming and social networking to immerse prospective students into your campus environment? Come see and experience how the University of Michigan is collaborating with CAD Corporation to create an unprecedented campus tour for prospective students based on 3D gaming technology. This is unlike any virtual tour you've ever experienced! We'll demonstrate the virtual tour, present the development and implementation plan, and discuss the unlimited potential that the application holds to build relationships with prospective students, current students, alumni and donors.

Brought to you by the Professional Development Committee

4.6 CANCELLED: Electronic Communication

**4.7 Vendor – File Review and Handoff: It’s Time to Battle the Bottlenecks – Hyland Software/
OnBase Higher Education Division, Kimberly Shepherd VANDENBURG B**

Join Kimberly Shepherd from Hyland Software to learn how institutions are utilizing document imaging and management solutions to accelerate processes, eliminate errors, reduce costs and improve response times in Admissions and the Registrar’s Office. We will discuss and demonstrate solutions implemented for clients such as Indiana University, Columbia University, Syracuse University and Stanford University. These solutions give users seamless “quick click” access to student files directly from any student information system. With image-enhanced process automation solutions, our clients are enjoying increases in file review speed of 25% or more, 100% paperless routing and retrieval, real-time views into the status of applications, elimination of lost/misplaced/orphaned files, electronic file handoffs from Admissions to the Registrar and academic departments.

9:30 AM – 9:50 AM • Break CROWN FOYER

9:50 AM – 10:55 AM • Session V

5.1 Electronic Discovery Law – Mary Ann Cartwright, Rhoades McKee GOVERNOR’S

New technology means new laws and accountability. It is becoming increasingly common for legal requests for courts and/or subpoenas to include electronic communications. Learn what you need to know before it’s too late and you find yourself in the slammer!

Brought to you by the Registrars’ Practice Committee

**5.2 Full-Spectrum Diversity: Understanding the Challenges of Students with Disabilities –
Anne Sherman, GRCC, and Patti Mumaw, GRCC. EMERALD A**

This session will take an interactive look at the challenges facing students with physical and cognitive disabilities. Workshop participants will have the opportunity to experience those challenges, and discuss strategies to recruit and retain students with these challenges.

Brought to you by the EEO Committee

**5.3 Michigan Promise Scholarship Program – Anne Wohlfert, State of Michigan
Department of Treasury VANDENBURG A**

Anne Wohlfert will discuss implementation of this new program and the various elements that need verification for students to be eligible for up to \$4000.

Brought to you by the Registrars’ Practices Committee

5.4 Cross Cultural Communication – Kathleen Owens, GRCC IMPERIAL

This learning session will emphasize the desire we all have to communicate effectively. It will touch on how people from various cultures can view the same thing very differently and how that difference may impede understanding. This session will help us recognize possible cultural barriers to successful communication, and have a better understanding of the difference in communication across cultures which will help better identify and respond to student and/or colleague needs.

Brought to you by the Articulation Committee

5.5 Enrollment Services Division on a Shoestring Budget, Sally Janecek, Marygrove VANDENBERG B

How to develop and assess the effectiveness of Enrollment Services Departments. A presidential task force asked us to look at the functions in all enrollment services departments with respect to customer service and data integrity. Well-trained staff provides quality service for campus and on-line students seeking credit and non-credit programs. We’ll share how it worked with some interesting lessons learned, recommendations, data collaboration and tales.

Brought to you by the Admissions/Enrollment Management Committee

**5.6 Vendor – Address Verification in Higher Education – Runner Technologies Marketing,
Kevin Runner EMERALD B**

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 applications and batch processing.

5.7 Vendor – Building a Technology Bridge Between High Schools and Colleges – ConnectEdu, Carolyn Somsy-Miller PANTLIND

ConnectEdu is a leading provider of Web-based college and career planning solutions and serves over 200 client partners in the State of Michigan, including Detroit Public School District, Troy School District, The University of Michigan, Central Michigan University, Michigan State University and Henry Ford Community College. Visit us at MACRAO and learn how you can build recruitment relationships and streamline admissions services through the receipt of true electronic documents with Connect!

11:00 AM – 12:00 PM • Session VI

6.1 Michigan Transfer Network – Make It Work for Your School! – Kristin Schuette, MSU, Scott Owczarek, MSU, and Kurt Kruschinska, WSU GOVERNOR’S

The Michigan Transfer Network is now up and running, but is your school using it to its best advantage? Is your data being updated regularly? Come get the insider’s view into system uploading and updating. Manual entry and updates will be demonstrated, as well as uploads from several different schools and SIS systems.

Brought to you by the Data and Technology Committee

6.2 Issues and Challenges Facing Latino/Hispanic Students – Florencio Hernandez, MSU, and Arthur Armijo, GRCC EMERALD A

This session will examine the barriers to higher education faced by Latino/Hispanic students. A panel of professionals will engage in discussion with participants to generate strategies for recruitment and retention of these students.

Brought to you by the EEO Committee

6.3 What HS Counselors Need and Expect from Colleges and Universities – Meghan Kelly, OU. PEARL

An interactive panel Q and A session of area guidance counselors from public, private, city and rural high schools. Learn how to best meet the varied needs of students, discuss the future of the high school visit and College Nights, and discover what works best in communicating with high school staff.

Brought to you by the Secondary School Committee

6.4 Leveraging Customer Relations Management for Admissions and Registrars – Jennifer Nordstrom, UM, and Paul Robinson, UM VANDENBURG A

Customer Relations Management (CRM), initially used in the corporate setting, is now being used in higher education. Colleagues from the University of Michigan will share how they have leveraged CRM to improve their business practices.

Brought to you by the Professional Development Committee

6.5 Transfer Articulation 911 – What about Prior Learning? – Panel Discussion Participants: Ray Francis, CMU, Mike Kiss, GRCC, Judy Stark, GRCC, Debi Hoggatt, RC, and Kathleen Wray, KCC. VANDENBURG B

Focus on “Prior Learning” credit: ACE evaluated military credit, CLEP and the process which some schools use to grant credit for experiential learning through prior learning assessments. Understand the pros and cons of granting credit, transferability of such credit, etc.

Brought to you by the Articulation Committee

6.6 Management 401: Providing Solid Leadership, Overcoming Barriers, and Motivating Admissions Staff to Achieve Recruitment Goals – Randall Langston, The University of Findlay EMERALD B

This session is developed for senior admissions professionals and is intended to examine ways to motivate and provide leadership to admissions staff who are frequently in transition. We will analyze ways to combat morale issues and empower people to succeed in the organization. We will investigate why employee “engagement” and their understanding organization operations “holistically” are two contributing factors in staff retention. Finally, we will examine how your style as a leader can encourage positive changes and build an effective team that is purpose driven and results oriented.

Brought to you by the Professional Development Committee

2007 MACRAO Vendors and Sponsors

ACT
www.act.org

Key Plus+ School Products
www.keyplusinc.com

Avow Systems
www.avowsystems.com

National Student Clearinghouse
www.studentclearinghouse.org

Blackboard
www.blackboard.com

Nolij Corporation
www.nolij.com

College Board
www.collageboard.com

NRCCUA (National Research Center for College
& University Admissions)
www.nrccua.org

ConnectEdu, Inc.
www.connectedu.net

Plexus Systems Corporation
www.plexussystems.com

Credentials, Inc.
www.degreechk.com

QAS
www.qas.com

Data Conversions Services, Inc.
www.dcservice.biz

Resource Communications, Inc.
www.rcigr.com

DataBank IMX
www.databankimx.com

Runner Technologies, Inc.
www.runnertechnologies.com

Digital Scantronics
www.digitalscantronics.com

SAP Public Services
www.sap.com

Follet
www.efollet.com

SCRIP-SAFE Security Products, Inc.
www.scrip-safe.com

Hyland Software, Inc.
www.onbase.com

SunGard
www.sungard.com

Image Builders Marketing
www.imagebuildersmktg.com

West Michigan Document Shredding
www.wmshred.com



A Grand Experience



Great Lakes 2008

Tri-State Joint Meeting
Indiana - IACRAO
Michigan - MACRAO
Ohio - OACRAO

November 12-14, 2008

Hyatt Regency Dearborn
Dearborn, Michigan

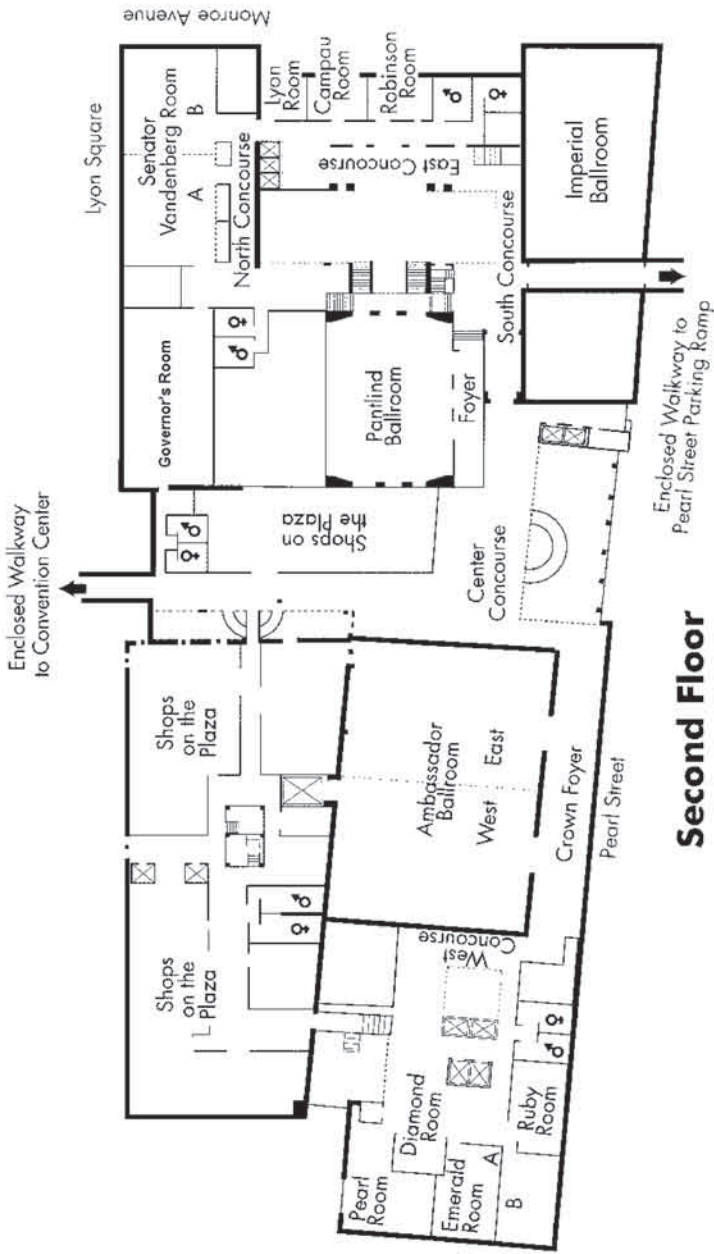
Hold these dates on your calendar for Great Lakes 2008. Workshops will be offered on Wednesday morning, November 12, and the conference begins at 1:30 p.m.

Information will be updated as it becomes available. If you have any questions contact your state LAC coordinator:

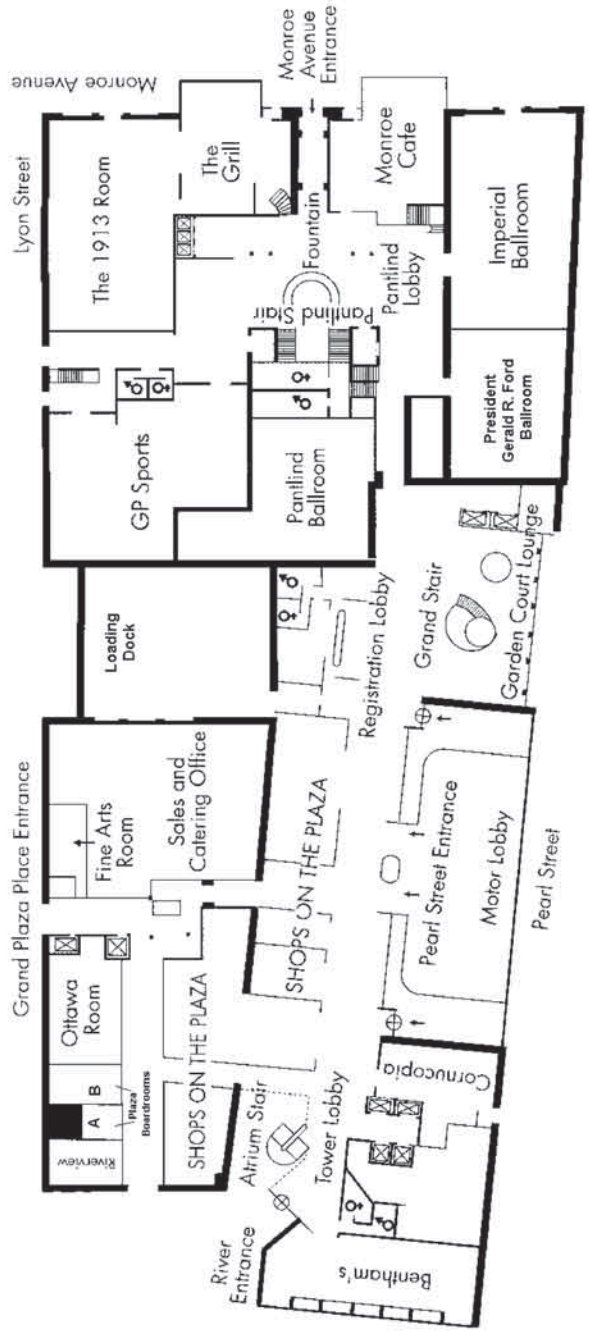
Lorraine Kitchner (Indiana)
kitchner@saintmarys.edu

Karen Hutslar (Michigan)
Hutsl1ke@cmich.edu

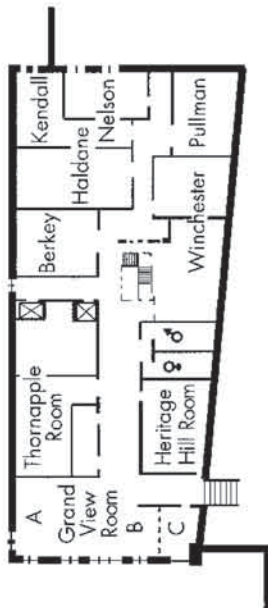
Lorinda Bishop (Ohio)
Lorinda.Bishop@utoledo.edu



Second Floor



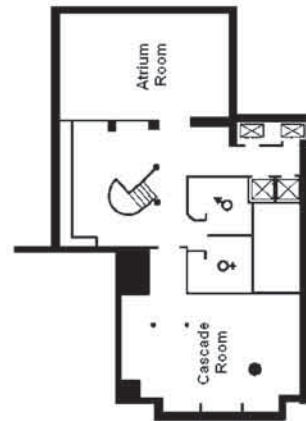
First Floor



Third Floor

Use Stairs near the Diamond Room (second floor)

Exhibit and meeting space



Lower Level

Below Bentham's Riverfront Restaurant (use Atrium stair)



Blackboard

Educate. Innovate. Everywhere.