



MACRAO INSIDER






MICHIGAN ASSOCIATION OF COLLEGIATE REGISTRARS AND ADMISSIONS OFFICERS

2011 Annual MACRAO Conference



@MACRAO...r u #ready

November 2-4, 2011
Inn at St. John's
 44045 Five Mile Road
 Plymouth, Michigan 48170

Social media is rapidly becoming “the” communication medium of the 21st century. Acronyms (BTW, FB, LI, LOL), symbols (, , , , ) and terms (friend, likes, tags, posts) are part of a new language. What’s it all mean? How is your institution responding? What impact does it have on your brand? These questions, among others, are a byproduct of the **2.0** revolution. MACRAO has a longstanding reputation of being forward-thinking. Let’s continue our momentum by exploring social media and its role in higher education. You can help make this happen by sharing your knowledge at the **2011** Annual Conference. This year we are committed to offering you a professional, personal, and team development experience at the beautiful Inn at St. John’s, Plymouth, MI. Mark your calendar now for **November 2-4, 2011**; this is definitely the conference you won’t want to miss!

Questions? Please contact Katherine McMullen at kmmcmull@oaklandcc.edu

ATTENTION ADMISSIONS PROFESSIONALS

The [2011 New Professionals Workshop](#), “Gaining Professional Skills”, will be here soon. Please mark your calendar for August 31st and September 1st if you are a newer admissions professional. This workshop will be a great primer for the upcoming fall recruitment season.

Veteran admissions officers from across the state will challenge your newer team members to turn the passion they have for their new career into extraordinary outcomes for your institution and your prospective students!

Interactive Sessions:

- Effective Scheduling
- Travel Tips
- College Fair Success
- Financial Aid Essentials
- Transfer Student Recruitment Techniques
- Presentation Skills
- Being a Professional
- High School Counselor Panel
- Networking

We will also kick off a new opportunity for partnerships between new and veteran admissions officers at this workshop...more details coming soon!

We hope to see your institution

represented at this year’s event at the [Lexington Hotel](#) in Lansing. We have discounted rates for registration and the hotel if you act early. Your invitation will arrive soon with all the details you need to register.

Sincerely,

Tom Hampton
 Michigan Technological University
 MACRAO Secondary School Relations Committee Chair
 906-370-2540



Equity in Education Award nominations

The MACRAO Equity in Education Committee is now accepting nominations for our annual Equity in Education Award!

The EEC mission is to encourage and promote equal educational opportunities in higher education for all, especially the economically and educationally disadvantaged. Any program that does the same qualifies.

The Equity in Education Award winner will be recognized at the Business Luncheon during the 2011 Annual Conference at The Inn at St. John's in Plymouth, MI in November. The award recipient is expected to present a one-hour workshop highlighting their program following the luncheon.

Nomination forms and supporting documents

are due no later than July 31, 2011. The [nomination form](#) can be found on the MACRAO website at www.macrao.org under the member services link. All materials should be submitted to:

Lansing Community College
Attn: Monique R. McGregor, Young Adult Multicultural Recruitment Coordinator
1121-Recruitment and Outreach
P.O. Box 40010
Lansing, MI 48901-7210
Fax: (517) 483-1170

If you have any questions, please contact Monique R. McGregor at (517) 483-9627 or via e-mail at mcgrem1@lcc.edu

Support Staff Workshop Cancelled

Unfortunately this year MACRAO will not be sponsoring a Support Staff Workshop. We understand this is an event that many of our support staff enjoys attending and we also feel it is important, but due to several different circumstances it will not be offered. Plans are already moving forward for next year, so look for the return of this exciting event in 2012.

Committee News



Do you ever feel like you are out of the loop? Do you ever wish you could have attended an AACRAO, MACRAO, or even a committee meeting but just couldn't get away from your desk? If you have ever felt like this or just want to know what's going on, visit the [Committee News](#) page on the MACRAO site.

Recent postings to committee news:

College Articulation Committee meeting minutes

Sharing your innovations :) - Linda Falkiewicz

AACRAO Public Policy Advisory Committee Meeting Notes—John Meldrum



Now Accepting Nominations

Dear Colleagues:

The MACRAO Articulation Committee is pleased to invite you to submit nominations for the 2011 Outstanding Transfer Program Recognition Award!

This is the fourth year the Articulation Committee will be presenting an award for successful transfer programs which address the needs of transfer students. Additionally, the winning program will serve as an excellent model that other institutions can emulate.

The program will be selected based on the following criteria:

1. Program should have been implemented by a 2-year or a 4-year, public or private, institution or within the context of partnership between a 2-year and a 4-year institution.
2. Proven record of success should be evident. The college/university should have specific measures in place (which can be documented) to promote the seamless transfer from one institution to another.

Creativity and originality are encouraged.

We ask those who may be affiliated with these dynamic programs and believe they deserve special recognition to [apply](#) today. All nominators must complete the Outstanding Transfer Program recognition award [nomination form](#) and submit a 1-2 page description of the program. Please include any supporting documentation (e.g. brochures, pamphlets, articles, etc.).

Nominations must be received BEFORE **July 31, 2011** to:

**Attn: Sylvia Stancil
Office of Undergraduate Admissions
Welcome Center
Wayne State University
42 West Warren
Detroit, MI 48202
Email: stancil@wayne.edu**

Representatives of the winning program will be invited to conduct a session and receive their award at the annual MACRAO state conference at the Inn at St. John's in Plymouth, MI in November. If you have any questions, please do not hesitate to contact us -- Sylvia Stancil at (313) 577-4902, stancil@wayne.edu or Susan Cushnier at (313) 593-5659, scushnie@umd.umich.edu.

On behalf of the Articulation Committee, thank you for your support of this exciting initiative. We look forward to learning about your extraordinary programs and sharing them with the MACRAO membership at the annual conference!

Best regards,
Sylvia Stancil and Susan Cushnier
Articulation Committee Members



Spring Drive-In

The MACRAO Spring Drive-in was held Friday April 8th, 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 an informative presentation from representatives for the Center for Educational Performance and Information (CEPI), while afternoon sessions included Department of Education regulation changes, effectively communicating electronically, sustaining enrollment through effective recruitment strategies, and a multi-topic roundtable discussion.

In an effort to provide information, CEPI representatives discussed and answered questions regarding the P20 initiative, Michigan Statewide Longitudinal Data System (MSLDS) and the STARR application. Another hot topic for the day was the Department of Education regulation changes and the impact felt inside and outside of the Financial Aid departments. A link to both of these presentations can be found on the MACRAO website <http://macrao.org/Meetings/MeetingsWorkshops.asp#DriveIn>. Rounding out the program, attendees found the other sessions to be both informative and productive. A special thanks goes out to all of our presenters who made this year's Spring Drive-In educational, useful and enjoyable.

Thank you and best wishes – **Registrar's Practice Committee.**



MACRAO Movers and Shakers

After many years of service to Oakland Community College and the higher education community, **Dr. Maurice H. McCall** retiring from the college.

If you know of other people who have retired, been promoted, or have had a career change, feel free to submit their names and information to me so that we may recognize them for their accomplishment.

Questions or comments?

Email Janail Silver, newsletter editor, at Silver@oakland.edu or call 248.370.2067