

MACRAO



MICHIGAN ASSOCIATION OF COLLEGIATE REGISTRARS AND ADMISSIONS OFFICERS



SPECIAL CONFERENCE EDITION • FALL 2001 NEWSLETTER

A Message From President Dick Stevens

It's hard to believe that nearly a year has passed since the Great Lakes 2000 conference in Toledo concluded. Now, Holly Diamond and the members of the MACRAO 2001 Local Arrangements Committee (LAC) are putting the final touches on the "Return Home To Shanty" program for our 73rd Annual MACRAO meeting.

So much has occurred in the past year and yet so much is left to pursue. That will always be, as MACRAO is a never ending work in progress. Through the continuous, dedicated, and creative work of the members of the Association, MACRAO has been evolving into a strong organization, always at the ready to take on new challenges and incorporate them into the needs of our mission. They've provided opportunities to share, teach, and learn about contemporary enrollment policies and processes while supporting traditional foundation concepts.

You will soon learn that the LAC, with the hard work of the various MACRAO committees, will be offering you a selection of workshops, round table discussions, and fireside chats. Some of the planned themes will ring with familiar tunes. There will also be a platter of new selections, designed to stimulate our visions and creativity. We frequently get so caught up in our day-to-day activities that we have a hard time stepping back to envision possibilities. As Paul Williams' words from the song, "The Rainbow Connection" suggests,

“ ...Rainbows are visions but only illusions,
And Rainbows have nothing to hide.
So we've been told, and some choose to believe it;
I know they're wrong; wait and see.
Someday we'll find it, the rainbow connection... **”**

By blending the tried and true methods of Admissions Officers and Registrars with exciting new perspectives, the Annual conference should provide all with an invigorating experience.

A unique opportunity exists to attend an IPEDS pre-Conference workshop sponsored by AACRAO, on Wednesday afternoon, November 7th. You will want to arrive early at Shanty for this "freebie." Your institutional colleagues from related departments of your institutions may want to attend this workshop. Just have them register for this session and they will be more than welcome. Perhaps they would like to register for the rest of the conference as well?

November 7th, 8th, and 9th, will be a time to refresh our spirits and renew professional acquaintances. I look forward to joining all of you at Shanty Creek. Together we will seek that "rainbow connection," and share our visions for the way things "could be."

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2001MACRAO
Seventy-Third
Annual Meeting

Leading the Way to an Exciting Tomorrow...

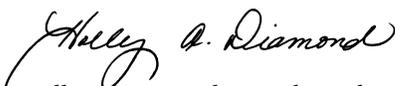
It is with great pleasure that I invite you to attend the 73rd Annual MACRAO Conference, *"Leading the Way to An Exciting Tomorrow...MACRAO and You"*, November 7-9, 2001. This year's conference will be held back "home" at Shanty Creek!

This conference offers a wide variety of sessions including some on change, technology, system implementation, leadership, web-based applications, articulation, just to name a few! We even have a complimentary IPEDS Training Workshop on Wednesday!

The Local Arrangements Committee has worked hard to put together lots of great entertainment, which includes a "Homecoming Dance" Thursday night in honor of "coming home" to Shanty Creek! We hope to see some of you in your prom attire!

You should have received conference registration materials in the mail. However, if you are in need of additional materials, please visit the MACRAO website, www.macrao.org, or call me at (248) 679-1401 and I'll be happy to mail materials to you.

As you participate in the conference, I challenge each of you to think about how you can become a leader within your profession, office, institution, the MACRAO organization, and/or your personal life. If you are already a leader, have you considered mentoring someone and sharing your skills/abilities? It is my hope that some part of this conference can help you attain these goals. See you in November!



Holly A. Diamond, President Elect

"When You're Green You Grow, When You're Ripe You Rot!"

MACRAO Proudly Welcomes Mr. Chuck Coté!

The Keynote Speaker for this year's conference won't let us spoil the surprise about what he will be presenting, but he does want you to come prepared to "act and think like a 6-year old!"

We are extremely excited to have Chuck Coté join our conference to help us learn about mastering change, leading and moving forward!

Chuck Coté is a resource specialist who works with leaders who want to move their organizations forward and people who want to grow and excel! Chuck has over 28 years of corporate and entrepreneurial experience as well as a lifetime of both successes and setbacks to share with people.

He spent 17 years at Quebecor World Pendell Inc. and retired as Executive Vice President after he helped the company grow from sales of \$4 million and 70 employees to \$65 million in sales and over 500 employees. During his management tenure at Pendell, he was responsible for every facet of business operations including sales and marketing, customer service, production, finance, human resources and administration.

Chuck is hired for one or more of the following reasons:

- ★ Leaders need unique insights to help them move their organizations forward;

- ★ Individuals need greater flexibility, direction and resilience to master the changes and the challenges they face;
- ★ People need the knowledge, skills and attitude to grow and excel both personally and professionally.

Chuck helps you get solid, measurable, long-term results. Whether it's hearing him speak, participating in a seminar, or one-on-one as a coach and consultant, you benefit because you are more enlightened, more focused, more confident, and more motivated. Discover how to be more effective in all the areas of your life!

Chuck is a cancer survivor. In June 2000, he was diagnosed with an advanced stage of throat cancer. To beat the disease he became part of a clinical trial, which was an experimental program at the University of Michigan's Cancer Center. For six months, he underwent intensive chemotherapy and radiation treatments. The cancer is in remission and Chuck is living a long, healthy, happy and productive life.

We're excited to have Mr. Coté as keynote speaker at this year's conference and hope that you will join us to hear his powerful and uplifting message!

DAY CARE & BABYSITTING OFFERED AT SHANTY CREEK CONFERENCE!

If you are in need of day care or babysitting services while attending the fall conference, Shanty Creek has the answer for you—day care or private babysitting services! For more details, call 1-800-678-4111, ext. 7685. This is a great service that members have taken advantage of in the past and really liked!

See you at the Homecoming Dance!

Are you ready? Are you set? Then let's GO!

The MACRAO Gang Cruises Back to Shanty Creek!

This year's MACRAO Local Arrangements Committee (LAC) has two nights of fabulous events planned for your conference entertainment. After a great dinner complete with popular brainteasers from Paul Wright and Ed Loyer, we have an excellent movie that portrays strong leadership skills—*Remember the Titans*. While you're enjoying the movie, popcorn, pop and ice cream will be served. For you die-hardZ: Dance until you drop MACRAO people, there will be entertainment in the Shanty Creek Lounge!

You better bring your Sunday best for Thursday evening; we have a homecoming dance planned. We have a night of great entertainment and laughs planned, with a notable DJ and entertaining MC for the evening's festivities. Don't forget to ask a date, ladies choice!

We're anxious to see old friends and make new ones, renew our networking connections with fellow colleagues and truly enjoy Shanty Creek. The entertainment will allow you to do all those things. Don't wait, buy a new dress, bring your best tuxedo or suit, or go through your closets and attics and find your old prom attire...we are ready to P-A-R-T-Y!!! Won't you join us? MACRAO and you...See you at Shanty Creek in November!



Important Dates



DATE	December 7, 2001
LOCATION	Lansing Comm. College
WHAT	Executive Committee & Committee Chair/Co-Chair Meeting
DATE	January 18, 2002
LOCATION	TBD
WHAT	Executive Comm. Meeting
DATE	February 22, 2002
LOCATION	TBD
WHAT	Executive Committee & Committee Chair/Co-Chair Meeting

"Who Moved My Cheese?"

The Secondary School Relations Committee has a GREAT session planned for you! This was a big hit at the Summer Articulation Workshop and is back by popular demand!

Be sure to make time at the Fall Conference to attend this fantastic session to learn how to effectively handle change and find positive ways to approach change!

Send Us Your Homecoming or High School Picture!

In the Registration area, we'll be having a contest where we post homecoming or high school pictures of our members! The MACRAO member who guesses the most identities of the individuals will win the contest and a prize!

Please send your picture by October 31, with your name and current institution written on the back of the photo to:

Thomas Goodley
Admissions Office
Madonna University
36600 Schoolcraft Road
Livonia, MI 48150

You may also bring the photo with you to the Conference, however it must be submitted by Wednesday, November 7, 2001, at 7:00 p.m.



KUDOS TO OUR MACRAO MEMBERS!

Congratulations to MACRAO members who have achieved great success!

Nora King, who has worked at William Tyndale College in Farmington Hills for over 5 1/2 years as the Transfer Admissions Counselor, will move into the Registrar's Office as Associate Registrar.

Kathie Lofts, of Montcalm Community College in Sidney, has completed her Master of Arts in Educational Leadership at Western Michigan University. Her job title has also been changed from *Assistant Director of Enrollment Services* to *Director of Admissions*.

COMMITTEE CHAIR & CO-CHAIR APPRECIATION BREAKFAST



ATTENTION incoming Committee Chairs and Co-Chairs! Mark your calendars for breakfast on Thursday, November 8th at 7:30 a.m. at the Fall Conference at Shanty Creek!

The Executive Committee would like to extend our appreciation for your leadership role in our organization and give you guidelines as to what to expect for next year.

CONFERENCE AGENDA

WEDNESDAY, NOVEMBER 7, 2001

12:00 pm - 7:00 pm.....REGISTRATION/CHECK-IN

1:00 pm - 4:00 pm.....COMPLIMENTARY
PRE-CONFERENCE WORKSHOP

5:00 p.m. - 6:00 p.m.FIRESIDE CHATS

- FS Chat 1 What's My Next Step: Education
- FS Chat 2 Topics in Equal Education
- FS Chat 3 Is MACRAO Working For You?

5:30 pmNEWCOMERS SESSION

6:30 pmDINNER & FUN!

9:00 pm.....YOUR CHOICE

- Your selection of any of the following:
- Movie - "Remember the Titans" and refreshments
 - Entertainment in the Shanty Creek Lounge Area
 - Board and Card Games in a reserved room

THURSDAY, NOVEMBER 8, 2001

7:00 am - 12:00 pm.....REGISTRATION/CHECK-IN

7:30 am - 9:00 amBUFFET BREAKFAST

7:30 am - 9:00 amCOMMITTEE CHAIR/CO-CHAIR BREAKFAST

9:00 am - 10:30 amCONFERENCE KEYNOTE ADDRESS

- "When You're Green You Grow, When You're Ripe You Rot"*
Mr. Chuck Coté, The Chuck Coté Company

10:45 am.....BREAK

11:00 am - 12:00 pmSESSION 1

- 1.1 "Who Moved My Cheese?"
- 1.2 I Think I Can...I Think I Can...I Think I Can...Have a Successful Training Program!
- 1.3 College Fair Etiquette - Are You Committing a Faux Pas?
- 1.4 Developing a Co-Curricular Transcript
- 1.5 Phase I Successes - Transfer Courses to the Web and Now Phase II - Transfer Guide Information to the Web
- 1.6 Friendly (Admissions/Records) International Policies

12:00 - 12:20 pm.....BREAK

12:30 pmLUNCH AND MACRAO BUSINESS MEETING

2:00 pm - 3:00 pmSESSION 2

- 2.1 Undergraduate Student Recruiting: Role of the Faculty
- 2.2 Who Wants to Be a Millionaire?
- 2.3 Accelerated & Bachelor Completion Degree Programs
- 2.4 Urban, Rural and Suburban Recruiting: The Differences
- 2.5 What Faculty Want From Registrars
- 2.6 Issues in International Admissions
- 2.7 What's New from the Clearinghouse: The First Year's Experience

3:15 pmBREAK

3:30 pm - 4:30 pmSESSION 3

- 3.1 Transfer Articulation Agreements – As a Recruitment Tool
- 3.2 Testing and Assessment: It's Impact on Admission Decisions
- 3.3 The Tale of Calendar Creation – Ever Wonder How They Came Up with the College Day/Night Calendar?
- 3.4 Maximizing Your Campus Visit Programs
- 3.5 Picture It - Imaging Update
- 3.6 Houston, We Have a Problem: How 4-Year Colleges Can Better Recruit at Community Colleges
- 3.7 Project Management for Dummies, or Staying on Top of the Project
(3:30-5:30 p.m.) NOTE: This is a double session.

4:30 pm - 5:30 pmSESSION 4

- 4.1 The Untapped Market: Continuing Series
- 4.2 Motivating to Leadership
- 4.3 Retirement Planning
- 4.4 Recruiting for Gay, Lesbian, Bisexual and Transgendered Students
- 4.5 Electronic Documentation and Imaging
(4:30-6:30 p.m.) NOTE: This is a double session.
- 4.6 Privacy Statements on College and University Web Sites

5:00 pm - 6:00 pmROUNDTABLE DISCUSSIONS

- RT 1 Road Warriors
- RT 2 Two Year Institutions
(subjects to be determined Wednesday evening)
- RT 3 Four Year Public Institutions
(subjects to be determined Wednesday evening)
- RT 4 Four Year Private Institutions
(subjects to be determined Wednesday evening)

6:30 pmPAST PRESIDENT'S RECEPTION

7:00 pm.....DINNER
Recognition of Honorary Members

9:00 pmMACRAO HOMECOMING DANCE
DJ, Dancing & more!

FRIDAY, NOVEMBER 9, 2001

7:30 am - 9:00 amBUFFET BREAKFAST

9:00 am - 10:00 amSESSION 5

- 5.1 Road Rules...Fitness for the Road Warrior
- 5.2 Expanding the Horizons Partnerships – The New Face of Articulation
- 5.3 The Train Has Left the Station: Making Web Applications Work for the Student, the High School Counselor and the College Admissions Office

10:15 am - 11:15 amSESSION 6

- 6.1 Home Schooling 101: The Basics
- 6.2 Financial Aid 101...What Do You Need to Know Regarding Financial Aid as an Admissions Person?
- 6.3 Tips for New Registrars

CHECK OUTUNTIL 12:00 pm

→ **FREE IPEDS Training Workshop Offered at Conference!**



AACRAO, in collaboration with the U.S. Department of Education and the Association for Institutional Research (AIR), is presenting a workshop addressing the new IPEDS data submission requirements. The workshop will provide an intensive review of the IPEDS changes and their impact on the data submission activities that colleges and universities must engage in. It is designed to assist both the seasoned and new IPEDS data provider in complying with the IPEDS collection requirements.

The following specific topics/issues will be addressed:

- the technical (technological) requirements associated with the IPEDS collection: this portion of the workshop will provide details on the web collection facility now required for data submission, and will cover: a) the registration process, b) web data entry, c) how to retrieve, view and edit data prior to final data submission, d) system/architecture requirements: file uploading, downloading, data migration, data importing and migration, e) data locking.
- the data collection changes: this segment will focus on: a) the new/additional data items and elements required, b) the new collection cycles (Fall, Winter and Spring), and c) the new calculation methods & definitions that must be used to comply with the requirements.
- uses of the IPEDS data. This segment will discuss the data bases/tools that the Department of Education has established to make IPEDS data available to institutions and the public. An overview of how to access and use 2 of the data tools (i.e., the Peer Analysis and COOL databases) will be presented. Details on using the tools to perform institutional comparisons, data analyses and aggregation, and report generation will also be provided.

QUESTION: Is MACRAO Working for You?

The Executive Committee wants to know if our organization is giving you everything that you need. A Fireside Chat will be hosted on Wednesday evening at 5:00 p.m. that will give you the opportunity to stop in and “chat”. We truly want to know what works and what doesn’t work. We need your feedback as to where the organization goes in the future!

By Popular Demand, Data and Technology to Offer “Double” Sessions at Fall ‘01 Conference

In response to feedback from previous year’s evaluations about certain sessions requiring additional time, the Data and Technology Committee has broken the mold by offering sessions that are 2 hours in length rather than the typical hour! These will make for exciting and in-depth conversations that will be worth attending!

MACRAO Honorary Members • November 2001



Marilyn McKinney

After a quarter of a century of exemplary and dedicated service to the University of Michigan, **Marilyn McKinney** retired on December 8, 2000. At Marilyn's retirement celebration, the Office of Financial Aid announced the creation of the Distinguished Staff Fund for Undergraduate Scholarships with Marilyn being named, as it's inaugural honoree. No designation could be more appropriate

Marilyn graduated from Eastern Michigan University in 1973 with a Bachelor of Science Degree in

Education and in the fall of 1974 she began her career in the Office of Undergraduate Admissions at the University of Michigan as a graduate assistant while pursuing her master's degree in guidance and counseling. The University of Michigan awarded the M.A. in 1975 and Marilyn was appointed to an admissions counselor position. In 1976, she was promoted to Senior Admissions Counselor where her major responsibility involved working with non-traditional students, many of whom continue to thank her for believing in them and for taking a chance on them. In 1978, Marilyn became Assistant Director of Admissions. In 1980, she became a Candidate for the Doctor of Philosophy of Education Degree at Michigan. Marilyn's outstanding service in the admission of student athletes led to her being named Honorary Member in Michigan's Women's Athletic Association in 1982. In 1993, she was promoted to Associate Director of Admissions where she was responsible for managing the processing functions in the Office of Undergraduate Admission. During her twenty-five year tenure she at one time or other served as liaison to almost every unit, school, and college on the University of Michigan campus, earning praise and respect for her professional interactions.

"She is one of the best we ever had," said Lance Erickson, former Associate Director of Admissions at the University of Michigan and former President of MACRAO. "Marilyn was always willing to find a way to work around difficult issues."

"Not only is Marilyn the consummate professional, she is one of the kindest, most thoughtful people I know," said Cliff Sjogren, former Director of Admissions at the University of Michigan and former President of AACRAO. Cliff also noted, that after raising a family, Marilyn began her career track and that her success has been an inspiration to many women.

Marilyn's stature and accomplishments in the field of Admissions and Recruitment are recognized through out the state and across the nation. She was an active, contributing member of MACRAO, serving on the Special Projects Committee (1980-83, Chair 1983) and the Committee on Secondary Schools/College Relations (1985-86). In 1981, she managed the development, marketing and distribution of the MACRAO video "Choosing a College." Marilyn was the association president in 1987. Her conference theme — "*Sharing at Shanty: Sages, Scholars, and Soothsayers*" implies what we always hope to accomplish at the annual

conference: sharing information and knowledge with each other in a beautiful atmosphere conducive to relaxation and camaraderie.

In addition to MACRAO, Marilyn was actively involved, including serving on committees and making presentations, with the following organizations: AACRAO; American Association of Counseling and Development; American College Personnel Association; National Career Development Association; Midwest Regional Assembly of The College Board (Vice Chair 1985-86; Executive Committee 1983-86); Michigan Association of Counseling and Development; Michigan College Personnel Association (President 1979-80); Michigan Association of College Admissions Counselors. In 1984, Marilyn was given the Michigan College Personnel Association's Distinguished Professional Contributions Award.

Marilyn and her husband Tedd live in Farmington Hills. They are the parents of three sons, Todd, Kevin, and Kirk. They also have eight grandchildren.

Marilyn is a consummate professional, a decisive leader, an ideal role model, a thoughtful mentor, an excellent golfer, but best of all she is a cherished friend.



Dan Eversole

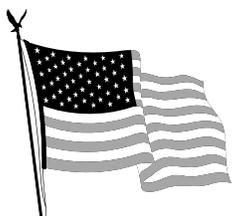
Dan Eversole worked in higher education from 1975-1994. He left Central Michigan University in 1994 before beginning a second career in Human Resources. During his time at CMU, Dan worked in the Admissions Office and spent the majority of his time involved with transfer student recruitment.

Dan was instrumental in working with transfer student needs. He was Chairperson of the Articulation Committee at several key time frames and was a leader in publicizing and

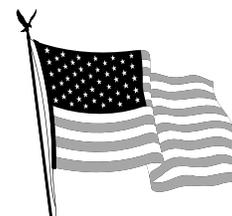
explaining the significance of the MACRAO Agreement. Dan also served on the Special Projects Committee from 1988-1990, and had a special assignment on the Ad Hoc Committee on Articulation, which spearheaded the Universal Transfer Agreement.

Dan's personal commitment to mentoring admissions and registrars members on articulation issues and the importance of transfer student needs was unparalleled. His attitude and the way he approached his work was an inspiration to many within the MACRAO organization.

He currently is the Vice President for Human Resources at LaBelle Management, which owns and operates 44 hotels and restaurants throughout the Midwest. Dan is responsible for hiring, staff development and personnel issues. He lives in Mt. Pleasant with his wife Jan, an elementary school teacher. His son, Ryan graduated from Michigan Technological University and now works in Chicago. His daughter, Tara is attending Mid-Michigan Community College.



NOMINATIONS



Nominee for Vice President

STEVE SHABLIN
November 2001

Steve Shablin, the Registrar of Oakland University, is our nominee for Vice President.

The Vice President serves on the Executive Committee, is in charge of MACRAO membership, serves as liaison/assistant to the president-elect and treasurer and is in training for president-elect.

More detailed information about Steve and our other nominees will be available in the fall conference packets.

Best wishes to Steve!

Nominee for Secretary

SHERI SAMAHA
November 2001

Sheri Samaha, Senior Admissions Counselor at the University of Michigan in Ann Arbor, is our nominee for Secretary.

The Secretary serves on the Executive Committee, keeps the minutes of the annual meeting and all Executive Committee meetings, is the custodian of the secretarial records and maintains a cumulative index of the Association's proceedings.

More detailed information about Sheri and our other nominees will be available in the fall conference packets.

Best wishes to Sheri!

Nominees for Nomination Committee

The Nomination Committee is composed of the three most recent past presidents who are still active in the Association plus three at-large members elected by the institutional members at the annual meeting. The three elected at-large members shall include one each from a four-year public university, a four-year private college/university and a two-year college.

The Nomination Committee is responsible for bringing forth to the MACRAO membership nominees for elected positions of Vice President, Secretary, Treasurer, and at-large members of the Nomination Committee.

CYNTHIA MERRITT
November 2001

Cynthia Merritt, Academic Advisor at Walsh College, is one of our nominees for the Nomination Committee, representing a four-year private college.

More detailed information about Cynthia and our other nominees will be available in the fall conference packets.

Best wishes to Cynthia!

MARY LU FLEMING
November 2001

Mary Lu Fleming, Associate Director of Operations/Transfer Admissions at Central Michigan University, is one of our nominees for the Nomination Committee, representing a four-year public institution.

More detailed information about Mary Lu and our other nominees will be available in the fall conference packets.

Best wishes to Mary Lu!

DUFF ZUBE
November 2001

Duff Zube, Director of Records, Registration and Admissions at Delta College, is one of our nominees for the Nomination Committee, representing a two-year institution.

More detailed information about Duff and our other nominees will be available in the fall conference packets.

Best wishes to Duff!

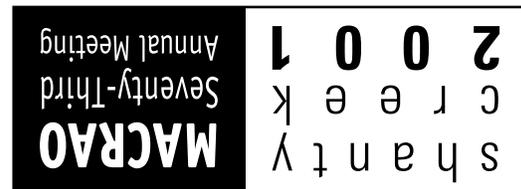
MACRAO: *Involvement...Networking...Leadership*

The MACRAO organization has continued a strong professional organization for Registrars and Admissions Officers in Michigan because of the members who volunteer their time to assist on committees. These committees are responsible for such things as the New Professionals Workshop, Articulation Workshop, Registrars Drive-in, Support Staff Workshop, the College Day/Night Calendar and for excellent sessions at the annual conference. We need volunteers to assist on one of nine committees for the upcoming year. If you are interested in this wonderful opportunity to become involved, expand your professional experiences, and to have lots of fun, please fill out the form below and fax to Tory Parsons at (616) 486-6476, or send an e-mail to parsonst@gvsu.edu.

Name _____	Please indicate the committees you would be interested in by placing and '1' by the committee you'd most like to be on, '2' for the next highest interest, etc.
School _____	
Address _____	
Phone _____	
E-mail _____	
	<input type="checkbox"/> Articulation <input type="checkbox"/> College Day/Night <input type="checkbox"/> Data & Technology <input type="checkbox"/> Equal Education Opportunity <input type="checkbox"/> Enrollment Management <input type="checkbox"/> Graduate & Professional Studies <input type="checkbox"/> Professional Development <input type="checkbox"/> Registrar's Practices <input type="checkbox"/> Secondary School Relations

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SPECIAL CONFERENCE EDITION



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