

# MACRAO INSIDER

*Michigan Association of College Registrars and Admissions Officers*

## PRESIDENT'S MESSAGE

As a new year begins and I reflect on the great strides we made last year, I want to take this opportunity to thank the membership for your participation in MACRAO 2011 events, your leadership, and your vision for the future. We have accomplished so much throughout the year and our efforts have made a difference. Let's keep the momentum going in 2012. Wishing you a fabulous New Year!

All the best,  
Katherine



## MACRAO MOVERS AND SHAKERS

Christopher Tremblay of the University of Michigan Dearborn has been promoted to Assistant Vice Chancellor for Enrollment Management.

Gabe Sauvie accepted the position of Scheduling Manager at Wayne State University, he began on January 3rd.

Carrie Jeffers, Associate Director of Enrollment Services at Macomb CC recently added the role of Assistant Learning Community Coordinator, *Achieving the Dream* to her list of duties.

## 2011-2012 LEADERSHIP RETREAT

Lansing Community College –West Campus was the setting for the 2011-2012 Leadership Retreat for MACRAO Chairs and Co-Chairs on December 9, 2011. The agenda began with an overview of the “*Tuckman Group Formation Process.*” This process helps groups to *form* – get to know each other, *storm* – clarify mission and expectations, *norm* – work together as a unit and *perform* – work effectively to achieve goals. The Executive Committee, Chairs and Co-chairs worked together to outline goals and objectives for the 2012 MACRAO year. Everyone left with a greater understanding of the organization, how committees overlap, a sense of purpose and a plan for future meetings.

## MACRAO'S NEW TREASURER

Chris Bedz, Assistant Registrar at the University of Michigan is our new MACRAO Treasurer. Please be sure to submit all MACRAO payments to:

Chris Bedz, MACRAO Treasurer  
Office of the Registrar  
University of Michigan  
1210 LS&A Building  
500 S. State Street  
Ann Arbor, MI 48109-1382



Please share this update with your institution's Accounts Payable Department.

## INSIDE THIS ISSUE:

PRESIDENT'S MESSAGE	1
LEADERSHIP RETREAT	1
NEW TREASURER	1
MOVERS AND SHAKERS	1
JOIN A COMMITTEE	2
NEW YEAR... NEW FERPA REGS	3-4
SAVE THE DATE	5

QUESTIONS OR COMMENTS?

EMAIL JANAIL SILVER, NEWSLETTER EDITOR, AT [SILVER@OAKLAND.EDU](mailto:SILVER@OAKLAND.EDU) OR CALL 248.370.2067

## AND THE 2011 TRAVEL GRANT WINNERS ARE....

The Professional Development Committee proudly awarded two travel grants at the 2011 MACRAO conference. Miranda Lawver of Gogebic Community College and Stephanie Jordan of Eastern Michigan University accepted the \$250 award during the Annual Business Luncheon. Both recipients received the award after being selected among applicants to cover the cost of their annual conference registration.

### MIRANDA LAWVER

Miranda Lawver is the Assistant Registrar and Institutional Researcher at Gogebic Community College. Previous to this position, she was an Associate Registrar for Records Management at Northland College. Miranda earned an Associate's Degree from Gogebic Community College, and realizing the importance of education, earned her Bachelor's Degree in Management & Leadership from Northland College as a non-traditional student.

Miranda is committed to the success of Gogebic Community College, and helping students achieve their educational goals, by also serving as the Veteran's Certifying Official and being involved in developing and serving on the Retention Committee. She enjoys living in the north woods and takes full advantage of being outside with her husband and two sons every chance she gets.



### STEPHANIE JORDAN

A native of Atlanta, Georgia, Stephanie Jordan made her way to Michigan in March of 2006. While in Georgia, Stephanie began her career in higher education at Georgia State University (GSU). She worked for three years in the Office of the Registrar at GSU as a Customer Service Specialist II and an Administrative Assistant, respectively. At GSU, Stephanie received the foundation needed to make a seamless transition to Michigan. Stephanie continued her career in higher education at Eastern Michigan University (EMU) in the fall of 2006 in the Office of Records and Registration as a Graduation Auditor/Evaluator. Currently, Stephanie is a Transfer Equivalency Coordinator within the same office. As a MACRAO member, Stephanie has served on the Local Arrangements Committee (LAC) from 2008-2009 and 2010-2011 and is currently Chair of the Equity in Education Committee. Stephanie most recently earned her M.A. degree in Higher Education – Student Affairs in December 2011. She has a B.A. in English from Spelman College. In her spare time, Stephanie works actively in her church and enjoys travelling and spending time with her husband, Ronald.



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## UPGRADE YOUR MEMBERSHIP, JOIN A COMMITTEE

As the 2011 MACRAO year comes to a close, many committees are looking to add to their memberships as commitment terms end. If you are interested in joining one of MACRAO's important committees please complete the Committee Membership Application located on the [Committees page](#) and forward to the MACRAO Vice President, Chris Marx at [christopher.marx@davenport.edu](mailto:christopher.marx@davenport.edu) or fax at 616.732.1150. You may also contact the committee chair for more information. The following committees are looking for new members:

### **Enrollment Management** – 3 year appointment

- Develops and promotes best practices in recruitment and retention, emphasizing strategic enrollment management functions at institutions of higher education
- Promotes an understanding of the institutional enrollment management concept
- Develops and promotes effective techniques to predict outcomes and assess results
- Serves as a resource on research, models and systems to help institutions achieve their enrollment and retention goals
- Maintains and Publishes the Michigan Uniform Guest Application
- Coordinates approved annual meeting session proposals

Chair: Dawn Aubry Slowik  
[dmaubry@oakland.edu](mailto:dmaubry@oakland.edu)

### **Equity in Education** – 3 year appointment

- Encourages and promotes equal educational opportunities in higher education for all, especially ethnic minorities, women and the economically disadvantaged through planned programs
- Provides recognition awards in Michigan colleges and universities for outstanding programs
- Coordinates approved annual meeting session proposals

Chair: Stephanie Jordan  
[sjorda15@emich.edu](mailto:sjorda15@emich.edu)

### **Professional Development** – 3 year appointment

- Undertakes projects assigned by the Executive Committee
- Identifies and promotes activities and opportunities that complement or extend beyond the range of other standing committees (i.e., projects focusing attention on office organization and management, special publications and projects)
- Sponsors the Support Staff Workshop
- Educates and communicates with MACRAO membership
- Selects MACRAO Travel Grant recipients
- Selects MACRAO Outstanding Support Staff recipients
- Coordinates approved annual meeting session proposals

Chair: Donna Dunford  
[ddunford@walshcollege.edu](mailto:ddunford@walshcollege.edu)

*Make the most of your **MACRAO** membership, join a committee and contribute.*

## NEW FERPA REGS... EFFECTIVE JANUARY 3, 2012

(an analysis by Barmak Nassirian)

Dear Colleagues,

On December 2, the U.S. Department of Education published its final rule on Family Education Rights and Privacy in the Federal Register, amending the regulations implementing section 444 of the General Education Provisions Act (GEPA), commonly known as the Family Educational Rights and Privacy Act (FERPA). The regulations are effective January 3, 2012, with the exception that State and local education agencies (and specified Federal agencies) with written agreements in place prior to January 3, must comply with the existing requirement to use written agreements to designate any authorized representatives, other than employees, only upon any renewal of or amendment to the written agreement with such authorized representative.

The Department's stated purpose in promulgating these final regulations is to find a way to continue to implement FERPA in a way that protects the privacy of education records while allowing for the effective use of data. Unfortunately, this purpose requires balancing the need to protect student privacy (what FERPA requires) with the policy goal of promoting the benefits of using student data in ways that will significantly weaken, if not eviscerate, longstanding fair information practices, including well-settled principles of notice, consent, access, participation, data minimization, and data retention. Rather than artfully draft modifications to the existing FERPA regulations to achieve its substantive policy goals, the Department has broadly and bluntly regulated away individual privacy rights without appropriate legal authority to implement such a *de facto* nullification of individual privacy rights through regulatory action.

The Department's published its [notice of proposed rulemaking \(NPRM\)](#) on April 8, 2011 (76 FR 19726), which resulted in 274 comments being submitted, representing a broad spectrum of viewpoints from interested parties ranging from students, parents, privacy advocacy organizations, researchers, associations, and representatives from schools, local educational agencies (LEAs), and State educational agencies (SEAs). AACRAO submitted [comments](#) on May 23, 2011, presenting our fundamental objections to the NPRM's radical shift away from protecting privacy in favor of facilitating open-ended and seemingly arbitrary access to data. Despite widespread concern among [many commenters](#) that the Department was abdicating its historical role as a protector of educational privacy in the regulations, the Department's final regulations fail to adequately address any of the primacy objections to the Department's ill-advised and legislatively unauthorized policy shifts.

In fact, the final regulations make *only three* substantive changes from the NPRM (in addition to nine other changes from the NPRM that it deemed "minor or non-substantive"):

1. the term "early education program" is defined in § 99.3 within the definition of "education program";
2. the definition of "education program" in § 99.3 is clarified so that any program administered by an educational agency of institution is considered an education program; and
3. the written agreement requirement in § 99.35(a)(3) is modified to require that the agreement specify how the work falls within the exception of § 99.31(a)(3), including a description of the personally identifiable information (PII) from education records that will be disclosed, and how the PII from education records will be used.

While ACCRAO does not object to the third of these changes, we continue to hold that the regulations' new definition of "education program" is unnecessarily overbroad and, in fact, recklessly im-

## NEW FERPA REGS... EFFECTIVE JANUARY 3, 2012

(CONT'D)

(an analysis by Barmak Nassirian)

precise, and that Congress never intended such a broad sweep in terms of the kinds of audits or evaluations for which nonconsensual access to PII from education records may be provided. The Department's discussion of such objections in the Final Rule categorically dismisses these concerns, however, stating that *any* program administered by an educational agency or institution "is considered to be an education program," including programs for bullying prevention, cyber-security education, and substance abuse and violence prevention. Going further, the Department explicitly notes that the following types of programs, regardless of where or by whom they are administered, are all intended to fall under the new "education program" definition: "educational programs conducted by correctional and juvenile justice facilities or alternative long-term facilities such as hospitals, dropout prevention and recovery program, after school programs dedicated to enhancing the academic achievement of its enrollees, schools for the hearing and visually impaired, college test tutoring services, and high school equivalency programs." The only types of programs that the Department identifies as "generally" (but not necessarily) excluded from the definition of "education program" are those programs "principally engaged in recreation of entertainment (such as programs designed to teach hunting, boating safety, swimming, or exercise), programs administered by direct marketers, and neighborhood book clubs."

As stated in AACRAO's comments to the NPRM, the new definition of "education program" will provide virtually unlimited access to education records in the name of evaluating program outcomes to any program evaluators that can convince an authorized representative that they are reviewing an education program. If an argument is set forth that a program, even a recreation program, is principally engaged in the provision of education, an authorized representative could easily be persuaded to determine that program eligible for evaluation using PII from education records, without the evaluator needing to obtain consent from the parents of student.

The substantive and non-substantive changes to the NPRM in the Final Rule do nothing to mollify AACRAO's concerns about the interactive effects of so many ill-conceived and legally unsupportable changes to the FERPA regulations. We believe that the Department has arbitrarily expanded the number of entities that can gain access to PII from education records, the reason why they get access, and what they may do with the information they collect, even over the objections of the custodians of those records. These regulations will also create an impossible compliance environment and, collectively, they do serious damage to privacy rights. AACRAO intends to take our objections to the Department's Final Rule directly to Congress and advocate for legislative changes that will undo the worst of the damage that Department has wrecked upon privacy rights in the name of accountability by providing nearly unfettered access to student data to evaluators. Unchecked, the Department will have created a data free-for-all in coming months and years that will radically undermine individual educational privacy rights.

## JOIN THE STARR LISTSERV

To pose a question or start a discussion with other IHEs, the STARR Listserv is available. To join:

1. Go to [listserv2.michigan.gov](http://listserv2.michigan.gov)
2. Click on **STARR**
3. Click on Join or Leave STARR
4. Fill out the name and address
5. You will be emailed a confirmation code. Follow the instructions in the email message.

## SAVE THE DATE

### 2012 MACRAO Spring Drive-In: "Legislation Collaboration- The Future is Now"

Radisson Hotel Lansing

**Friday, April 13**

9 a.m. to 3 p.m.

Recent federal and state legislation has heightened the need for K-12, community colleges and universities to work together in unprecedented ways. Join your MACRAO colleagues for a day filled with ideas and tools for navigating the new educational world in which we live. Watch for session topics and registration details in the next edition.

### 2011-2012 MACRAO EXECUTIVE COMMITTEE

President	Katherine McMullen	Oakland Community College	<a href="mailto:kmmcmull@oaklandcc.edu">kmmcmull@oaklandcc.edu</a>
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