

MACRAO Insider

September
2015

Michigan Association of Collegiate Registrars and Admissions Officers

2015 MACRAO Nominations

MACRAO's Immediate Past President, Carrie D. Jeffers, and the 2015 Nominations Committee are proud to present the following slate of nominees to be presented to the membership for voting at the 2015 Annual Conference at the Park Place Hotel in Traverse City, MI from November 9-11th.

According to the MACRAO Articles of Incorporation and By-Laws, the Nominations 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 members shall be notified by the Past President sufficiently in advance of the Annual Meeting to perform their task of preparing nominations for the elective offices. The nominations shall be made at the Annual Meeting and at this time an opportunity shall be given for nominations from the floor. Only institutional members whose current dues are paid prior to the Annual Meeting are eligible to vote. **Please review the bios for each nominee in the coming pages to get better acquainted with the candidates.** Many thanks and appreciation goes out to the 2015 Nominations Committee for their time and commitment in selecting this year's slate of candidates. This year's committee included:

Linda Jensen, Mid Michigan CC, 2 year college at-large member
Chris Shell, Eastern Michigan University, 4 year public at-large member
Ron Hultman, Spring Arbor University, 4 year private at-large member
Debbie Harju, Past President
Carrie Jeffers, Chair/Immediate Past President
Katherine McMullen, Past President

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2015 MACRAO Board of Directors, Secretary Nomination – Nikole Ford, Henry Ford College



Nikole has worked in higher education for over 15 years. She graduated from Michigan State University and began her career in higher education in Admissions at Wayne State University. Nikole later earned both her master's and Ed.S. from WSU. Over the past twelve years she has served in leadership roles at Henry Ford College in the areas of new student marketing, recruitment, enrollment development, admissions and one-stop student services. She currently serves as Assistant Director of Enrollment Services, Assessment and Orientation at Henry Ford College.

She has been active for several years in MACRAO through service on committees such as College Day Night, Conference Local Arrangements, Nomination Committee, and has attended and presented at many MACRAO conferences. She recently completed a three-year presidential term with the Michigan Association for College Admission Counseling (MACAC), along with committee membership on the National Association for College Admission Counseling (NACAC) President's Council and

NACAC Rising Star Awards Committee, she also served as the Co-Chair of the NACAC Metro Detroit National College Fair, is a member of the Detroit Economic Club, and serves on the Michigan ACT Council.

Nikole resides in Brownstown, MI although her second home will always be East Lansing (Go Spartans!). Nikole is engaged and planning a May 2016 wedding to her fiancé, Jerry. In her spare time she enjoys interacting with students outside of her normal student services role by working in the classroom and teaching courses in the Communications Division at HFC. She has always valued the relationships she developed through MACRAO and looks forward to continuing involvement with an organization and leadership team that is on the forefront of the trends in higher education.

2016 Nominations Committee Candidates

Carrie Bearss – St. Clair County CC, 2 year college at large member



Carrie has worked in student services at St. Clair Community College for 14 years, and has experience in admissions, international student programming, orientation programming, student activities, Veterans services, enrollment services and records. She has been Registrar since 2010.

Carrie holds two associate degrees from St. Clair County Community College, a Bachelor of Arts in Human Resource Management from Michigan State University, and a Master of Business Administration from Walsh College.

MACRAO has been a big part of Carrie's higher education life. She has served on the Professional Development Committee, Registrar's Practices Committee, and is a member of the 2015 Conference Planning Committee.

Carrie lives in Ruby, Michigan with her husband Brian, sons Brett and Leo, and dog, Dewey.

Chris Goeth – Oakland University, 4 year public university at large member



Chris Goeth has been at Oakland University since 2003. He began as a student and held several student positions ranging from the Oakland University Police Department, WXOU Radio, Orientation, and Undergraduate Admissions. His first professional position was as a Graduate Intern for Marketing in Undergraduate Admissions at OU. The next academic year, Chris was hired as an Admissions Adviser and after a few years was promoted to Senior Recruitment Adviser. Currently, he works as an Assistant Registrar overseeing registration, schedule production and veteran's certification.

Serving on the Local Arrangement Committee two times, he enjoyed collaborating with the leadership and membership of MACRAO. Additionally, Chris is finishing his term on the MACRAO CDN Committee and was Chair for two of his three years. Chris is a proud member of the U.S. Coast Guard Auxiliary and is a certified BBQ judge with KCBS.

Chris Marx– Davenport University, 4 year private university/college at large member



Christopher Marx, Director of Transfer Articulation, is responsible for the coordination and development of course-to-course equivalencies and articulation agreements to support Davenport University's high school, career and technical education, community college and corporate partner efforts. In addition, Chris is responsible for building relationships with international colleges and universities and specialized articulation agreements that helps promote degree completion between four-year institutions. Chris is also responsible for the implementation of articulation agreement signing ceremonies. He manages a staff of three employees who are located in the Registrar's office.

Chris has held progressively responsible positions during his 25-year career with Davenport University, starting as an adjunct faculty member and progressing to his current position as Director of Transfer Articulation. Chris has also served as the Interim Campus Director for the Battle Creek campus. Prior to joining Davenport in September 1990, Chris worked for the Dayton-Hudson Corporation.

Chris is an active member of MACRAO and is currently the Chair of the College Articulation Committee. He is also member of the MACRAO MTA 2.0 Ad Hoc Committee. Chris has presented numerous sessions at MACRAO Annual Conferences and at Summer Summits. A native of Portage, Chris holds an MBA and an MA in Counselor Education/Counseling Psychology from Western Michigan University.

Movers and Shakers

Ann Couyoumjian has joined **Schoolcraft College** as an Admissions Representative.

Lora Phelps was recently promoted from Admissions Officer – Associate to Admissions Officer – Intermediate at the **University of Michigan– Flint**.

John Meldrum has joined **Oakland University** as an Assistant Director of Undergraduate Admissions (Operations).

Oakland Community College welcomes **Laurie Huber**, a 15-year veteran of the institution, to the newly created position of Associate Registrar. She comes to Enrollment Services by way of the OCC Raider Athletics Department where she served eight years as the first full-time Director of the Athletics Department. Prior to this position, Laurie served as the Facilities Manager at the Auburn Hills Campus for seven years. She is no stranger to college operations and services offered at multi-campus operations.

An active, working mother of two college students, she and her family are very active in their local community serving the City of Troy and holding state, regional and national positions in the Daughters of the American Revolution (DAR), and the National Society Children of the American Revolution (N.S.C.A.R.).

Laurie holds an MBA from Ferris State and a Master of Science from Purdue University. She holds leadership positions in the National Association of Two-Year College Athletic Administrators and serves on the Executive Council of the Michigan Community College Athletic Association. As Laurie begins her work in the Registrar's Office, she looks forward to being engaged and to networking with her colleagues in the field.

Committee Updates

You're invited to a MACRAO Meet Up! The Secondary School Relations Committee has created this social opportunity to encourage participation from member institutions and foster an even greater sense of community during the busy admissions travel season. MACRAO meet ups will be held prior to, or after a MACRAO approved college day or night fair.

[Wednesday, October 7](#) at 4:00pm

Applebee's

1243 M-89, Plainwell

Lora Phelps and Courtney Duda look forward to seeing you for good food and good company. Come join us for some pre-fair fun!

[Monday, October 12](#) at 4:00pm

Buffalo Wild Wings

1873 E. Big Beaver Road, Troy

Caitlin Thayer and Denica Holzworth look forward to seeing you for free wifi, good food, and good company. Come join us for some pre-fair fun!

*Both of these programs historically have not provided a meal, so the committee thought this would provide a good option as a location prior to the event without taking away from the host committee's plan for the evening.

If you have any questions, please contact Caitlin Thayer at cavan1cm@cmich.edu




**Important
Update**

The **Legislative Issues Committee** would like everyone to read [this article](#) about the recent FAFSA changes.

Call For Volunteers!

Michigan College Application Week (CAW) is October 26-30, 2015

- The deadline to volunteer is September 25, 2015.
- Open to any individual interested, based on availability at the desired host site.
- Webinar will be provided to cover basic role and responsibilities.
- Visit [here](#) for more information
- To sign up, contact the specific host site provided in the link above.
- If you have any questions please contact Jason Sweet, jsweet2@walshcollege.edu



Last Chance to Register for the 2015 High School Counselor Workshop

Money in Michigan – Communicating the Financial Aid Process to Students and Families

The 2015 High School Counselor Workshop (HSCW) will take place on Friday, October 23rd from 8:00 a.m. to 12:30 p.m. Click [here](#) to register.

The HSCW will provide high school guidance counselors and college access professionals with 2015-16 Federal and State regulations and guidelines pertaining to student financial aid application procedures and programs. The training will include various topics to provide resources and information pertaining to the change from ACT to SAT, effective and innovative strategies for promoting financial aid, understanding college costs and college options, and the impact of educational financial resources and encouraging a college-going culture in Michigan.

This free training is sponsored by the Michigan Department of Treasury-Student Financial Services Bureau (SFSB) in partnership with the Michigan Student Financial Aid Association (MSFAA) and will be hosted at 36 locations across the State of Michigan. We hope you will consider taking advantage of this opportunity to learn more about student financial aid programs. As in the past, this Workshop meets the requirements for State Continuing Education Clock Hours (SCECH) via partnership with Grand Valley State University.

For questions or more information, please contact Jennifer Maurer at maurerj3@michigan.gov or 517-37-6051.



Are You Ready to 'MACRAO Like U Mean It'?

There's a chill in the air, the leaves are starting to change colors, and admissions representatives' visitation schedules are in full swing. This can only mean that it's fall, and the annual MACRAO Conference is just around the corner!

If you haven't already, be sure to visit the [conference website](#) to peruse the conference program and evening entertainment options, and of course, register for the conference! The full conference early bird rate of \$225.00 runs through Friday, October 9th.

The Conference Planning Committee has created a three-day gathering that offers a variety of sessions, covering topics ranging from Strategic Enrollment Management (admissions to transfer) and Records Management (from active student record management to graduation). And to amp up the 'MACRAO Like U Mean It' vibe, MACRAO's very own Holly Diamond is the opening speaker! Holly is a MACRAO Past President with many successful years of Student Services experience. Her opening remarks on 'Networking for the Right Reasons' is sure to inspire and energize you.

We look forward to seeing you at the Park Place Hotel in beautiful downtown Traverse City this November 9th – 11th!

Best regards,

The Conference Planning Committee

Kara Fields, Wendolyn Davis, Amy Touchette, Angela Garrey, Carrie Bearss, Elizabeth Gierada, Heather Rigby, Josh Jacobson, Kurt Krushcinska, Stephen Linden