

MACRAO NEWSLETTER

FALL 2007

VOLUME 49, ISSUE 1

Letter from the President



Fall is always a time for renewal on our campuses; students returning, activities gearing up, that crispness in the air...it's a great time of year and I hope you are all enjoying the season as well as your work this year.

During fall, change is in the air and has certainly hit home this year. Due to a change in my employment, Howard Shanken will be assuming the duties of MACRAO Presi-

dent now and will continue on into next year when he was scheduled to assume the role. However, I am not leaving the organization and I will look forward to seeing all of you at the conference in Grand Rapids! It promises to be exciting, and Howard and the Local Arrangements Committee have worked especially hard to bring you an interesting variety of sessions. Mark your calendars now and get registered at www.macrao.org today!

Although MACRAO has achieved a lot this year (MTN, by-laws review, revisions to our Web site, and a full membership survey, among others), we

never forget that MACRAO is its members above all. As a volunteer organization we can only accomplish what our members put forth in effort. MACRAO is fortunate to have so many members who willingly step up into leadership roles and committee work to help all of you who work in admissions, registration, records, and enrollment management. Thank you all for supporting MACRAO, and look forward to more exciting developments in 2007-08. It's been a pleasure and a privilege to serve as your president for the past year!

EXECUTIVE COMMITTEE

Howard Shanken, President
Grand Rapids Comm. College

Karen Hutslar, Vice President
Central Michigan University

Sedgwick Harris, Past President
Kellogg Community College

Sue Deel, Secretary
Alma College

Duff Zube, Treasurer
Delta College

Vickie Scavone, Directory Editor
Walsh College

Dorene Root, Historian
Central Michigan University

Melinda Booth, Newsletter Editor
Oakland University

Kristin Schuette, Web Editor
Michigan State University

Annual Fall Conference Approaches

This year's conference will take place in Grand Rapids, MI, at the Amway Grand Hotel from November 7-9. The Local Arrangements committee (LAC) has worked diligently to assemble a program featuring an opening plenary session on MTN, a host of other valuable sessions, and plenty of

opportunities to relax and network with colleagues spanning the state. LAC members include Howard Shanken (Chair, GRCC), Jeffrey Hartman (GRCC), Carol Natte (GRCC), Kathleen Owens (GRCC), Diane Patrick (GRCC), Tom Steenwyk (Calvin), Karen Hutslar (CMU), Christina Shell

(EMU), Angie Mishler (FSU), Carol Quigley (FSU), Diane Vandenberg (KVCC), Carol Taberski (NMC), Stephen Linden (OCC) and Christine Stephens (WSU).

Turn the page for an overview of this exciting, enriching conference program!

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A Grand Experience

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



Wednesday, November 7

GRAND IDEAS

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

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

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

Round Table 1 – MCCR Community College Registrars
Round Table 2 – MACRAO Survey Results Conversation

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

Round Table 3 – Registrars’ Practices
Round Table 4 – Proposal 2: What Happened
Round Table 5 – MCCAD Community College Admissions Directors

6:30PM – 7:30PM Dinner – Amway Grand Plaza

SWEET ADELINES – Lake Effect Quartet

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

Thursday, November 8, 2007

GETTING GRAND SLAM RESULTS

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

7:45AM – 8:45AM Breakfast

9:00AM – 10:15AM Plenary Session: The Unveiling of the Michigan Transfer Network Database

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

9:30AM – 5:00PM Vendor Exhibits

10:15AM – 10:45AM Break

10:45AM – 11:45AM Session I

- 1.1 First Timers – Sedgwick Harris and Howard Shanken
- 1.2 Tools for Training Staff – Mary Ann Troy
- 1.3 Workflow – What It Is and Why We All Need It – Gayle Reynolds
- 1.4 Socio-Economic Status and Barriers to Higher Education – Andre Bell and Paul Schroeder
- 1.5 Yes – We’re in a Selling Profession – Anne Monroe
- 1.6 Planning for Disaster – Dr. Ray Neff
- 1.7 Under the Dome – State of the State Legislative Update – Mike Hansen, President, MCCA
- 1.8 The Current State of College Readiness—Victoria Thompson-Campbell, ACT

NOON – 1:30PM Business Lunch

1:45PM – 2:45PM Session II

- 2.1 Washington Update with Barmak – Barmak Nassirian
- 2.2 MSU’s Electronic Student Academic Folder – Round 2 – Kristen Schuette and Doug McKenna
- 2.3 Brand Marketing in Recruitment Communications – Nic Taylor
- 2.4 Transfer Articulation 411: MACRAO Dictionary for New Professionals – Jan Munday and Stephanie Holland
- 2.5 Highlighting Equity in Education – Kathleen Powers
- 2.6 Planning Events That High School Students Will Attend! – Penny Bouman and Troy Tissue
- 2.7 Vendor – National Student Clearinghouse – Joe Roof
- 2.8 Vendor - AVOW

2:45PM – 3:00PM Break

Conference Program, continued...

3:00PM – 4:00PM Session III

- 3.1 IPEDS/State Reporting – Darlynn Wells and Patti Mousseau
- 3.2 Project Management 101 – TBD
- 3.3 Part A: In Their Shoes: Admissions from Incoming Freshmen's Point of View – Kristin McGowan
Part B: A Noble Selling Profession and Overcoming Objections and Closing the Deal – Anne Monroe
- 3.4 Buffering the Effects of Proposal 2 – Susan Wilbur and Ingrid Scott-Weekley
- 3.5 Going International? Transfer and Articulation With Schools Outside the US – TBD
- 3.6 How to Plan a Successful Transfer Fair – Alex Torres and Robert Spann
- 3.7 Vendor – Credentials, Inc.
- 3.8 Vendor – Nolij Corporation

4:00PM – 4:15PM Break

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

- Birds of a Feather 1 – Datatel Colleague
- Birds of a Feather 2 – SCT/Sunguard Higher Education
- Birds of a Feather 3 – Others
- Birds of a Feather 4 – Committee Meetings

**Thursday, November 8, 2007
GETTING GRAND SLAM RESULTS – EVENING**

**6:00PM – 6:30PM Past Presidents' Reception – Open to All – Governors Hall
FIRST OF MANY GRAND PRIZES TO BE GIVEN AWAY DURING THIS RECEPTION!**

6:30-7:30 Dinner

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

**Friday, November 9, 2007
GRAND CHANGES START WITH BABY STEPS**

7:30AM – 8:30AM Breakfast

8:30AM – 9:30AM Session IV

- 4.1 Automate, Personalize and Strategize...Your Office Operations – Nic Taylor
- 4.2 Healthcare for the Combat Veteran: OEF/OIF in the VHA – Kerry Triviss
- 4.3 Gotcha! The Effects of Provisos on the MACRAO Transfer Agreement – TBD
- 4.4 Vendor – Digital Scantronics
- 4.5 The Gamer Generation – Jennifer Nordstrom and Bhargav Sriprakash
- 4.6 Vendor – Hyland Software/OnBase Higher Education Division – File Review and Handoff: It's Time to Battle the Bottlenecks

9:30AM – 9:50AM Break

9:50AM – 10:55AM Session V

- 5.1 Electronic Discovery Law – Mary Ann Cartwright
- 5.2 Full-Spectrum Diversity: Understanding the Challenges of Students with Disabilities – Anne Sherman
- 5.3 Michigan Promise Scholarship Program – Anne Wohlfert
- 5.4 Cross-Cultural Communication – Kathleen Owens
- 5.5 Enrollment Services Division on a Shoestring Budget – Sally Janecek
- 5.6 Vendor – Runner Technologies Marketing – Address Verification in Higher Education

11:00AM – 12:00PM Session VI

- 6.1 Michigan Transfer Network – Make It Work for Your School! – Kristin Schuette, Scott Owczarek, and Kurt Kruschinska
- 6.2 Issues and Challenges Facing Latino/Hispanic Students – Florencio Hernandez and Arthur Armijo
- 6.3 What High School Counselors Need and Expect from Colleges and Universities – Meghan Kelly
- 6.4 Leveraging Customer Relations Management for Admissions and Registrars – Erica Sanders and Paul Robinson
- 6.5 Transfer Articulation 911 – What about Prior Learning? - TBD
- 6.6 Management 401: Providing Solid Leadership, Overcoming Barriers, and Motivating Admissions Staff to Achieve Recruitment Goals – Randall Langston

Summer Summit III

In June at the Comfort Suites in Houghton Lake, the Articulation Committee sponsored the Summer Summit III conference. Participants enjoyed two days of sessions, learning more about various veterans programs, "Return to Learn" initiatives around Michigan, and the Michigan Transfer Network. Meghan Kelly and Matthew Stuckey, sent as representatives to the Student and Exchange Visitor Program in Washington, D.C.,

taught us about international student rules and procedures. Bill Quiseng, General Manager of the Inn at Bay Harbor in Petoskey, thrilled Summit participants with an outstanding presentation on customer service. It wouldn't have been a summer workshop without a legislative update, this year provided by Mike Hansen, president of the Michigan Community College Association (MCCA). Summit participants also enjoyed time

together at a Thursday evening luau (complete with DJ) and a sunset cruise on Houghton Lake. The Garland Resort in Lewiston will host the next Summer Summit, slated for June 19-20, 2008. Mark your calendars now so that you do not miss next year's outstanding program! *Below: Emily Clement (Delta College) and Chris Marx (Davenport University-Grand Rapids) enjoy some down time, and Karen Hutslar (CMU) takes the helm!*

Your presentations seemed to validate a 'common sense' approach to getting the students engaged in making what will be a life changing decision. Well done!!"

New Professionals Workshop participant



New Professionals Workshop

The New Professionals Workshop, put on by the Secondary Schools Relations Committee was a HUGE success! Over fifty new admissions professionals from around the state of Michigan took part in the two day conference held in East Lansing.

Jim Dwyer, Director of Admissions at Saginaw Valley State University, was the keynote speaker, and got the crowd inspired and pumped up not only for the conference, but for the fall

travel season as well. The first day of the conference concluded with a financial aid tutorial by Jody Gore from The University of Michigan, followed by a Jeopardy game which tested the participant's knowledge of college admissions.

Two high school counselors, Paige Patterson from Portland High School and Denise Carbonell from Okemos High School, joined the conference early Friday morning to share

some insight as to what a high school visit should consist of. It was a great way to communicate what is expected from the admissions representatives, and a chance for the high school counselors to ask the admissions professionals questions about recruiting. Look for the high school counselor panel at the annual conference; Paige Patterson will be joining us again. Thanks to everyone who made the workshop a success!

Legislative Issues Ad Hoc Committee

The Legislative Issues Ad Hoc Committee is very busy preparing for this fall's events. The annual conference is going to be quite a grand experience for MACRAO members. Our newest ad hoc committee has proven to be very active, with much to do since its charge this past January. We are coordinating the unveiling of the Michigan Transfer Network (MTN) at the fall conference, sponsoring two sessions (AACRAO's Barmak Nassirian and MCCA's Mike Hansen), and co-

sponsoring a session with the Equal Educational Opportunity Committee (EEOC) on Proposition 2. It is an exciting time to be involved with MACRAO!

If you are an active person, a team-player, and are willing to volunteer your time on special projects for the Ad Hoc Legislative Issues Committee, WE NEED YOU. The work accomplished on the new MACRAO Web site has made it possible for our committee to begin development of the Legislative

Issues Web site, a site that will contain current, up-to-date and up-to-the-minute reports on issues in higher education. If Web site development is an area of interest and/or expertise, we invite you to join our team in making this a reality for our membership.

To learn more about becoming a committee member, please contact committee chair Carol Quigley, at (231) 591-2310 or quigleyc@ferris.edu.

Support Staff Workshop

On June 15, 2007, 92 staff members from 18 colleges and universities gathered at the Orchard Ridge Campus of Oakland Community College for the 2007 MACRAO Support Staff Workshop. To kick off the day, Jeff Nardecchia of University of Detroit Mercy, Mark Jacek of Wayne State University, Donna Dunford of Davenport University, and Debbie Harju of the University of Michigan greeted the attendees. Katherine Lichtenberg, Director of Student Services at Oakland Community College, and Howard Shanken, MACRAO's President Elect and the Registrar at Grand Rapids Community College, welcomed everyone and provided a brief update on the Michigan Transfer Network. Management consultant Mary Ann Troy informed and entertained the guests with "Give 'em a Pickle," a presentation on service, attitude, consistency and teamwork.

Following an incredible lunch prepared by OCC's Culinary Studies Institute, academic coach Christine Rejniak provided an engaging overview of learning styles. Kara Fields, Assistant Director of Records and Registration at Walsh College, then explained strategies for enabling the "Gamer Generation" to succeed in education.

At the close of the workshop, the Professional Development Committee recognized all of

the nominees for the 2007 Outstanding Service Award. The top award went to the Data Processing & One Stop Center team at Lawrence Technological University. Noreen Ferguson, Assistant University Registrar from Lawrence, shared her thoughts on this excellent team.



Pictured (left to right): Will Liska, Beth Gierada, Chris Naeyaert, Noreen Ferguson, Nicole Deaver, Gabe Sauvie, Janail Silver, Robin Allen. Not pictured: Dawn Edwards, Patti Mathers, Diane Sobania, Elisha Ables.

“Very productive information—shed light on things we take for granted!”

Support Staff Workshop participant

Mark Ulseth: Service and Transition in Web Editor Position

Mark Ulseth, Director of Admissions and Registration at Henry Ford Community College, recently resigned as the MACRAO Web Editor after nearly a decade of service in this capacity. He is continuing his valuable service to MACRAO by assuming the joint responsibility of Co-coordinator of the Michigan Transfer Network project along with Paul Schmidt, Registrar at Monroe County Community College.

The MACRAO Web site was created by MACRAO members Andy LePere and Jon Campbell and originally hosted by Washtenaw Community College. It was first introduced to the MACRAO membership at the Registrar's Drive-In held in March 22, 1996.

While Mark was employed at Jackson Community College, he and two others, Sue Beerbower and Alex Bymhold conceived the

idea of the Michigan College Mall and created the Web site, but had no place to host it. When Mark accepted his current position at Henry Ford Community College in 1997, the MACRAO Web site was merged with the Michigan College Mall and found a permanent host at HFCC. (It is currently available at www.MIcollegemall.org and www.macrao.org.) In August 1998, the Executive Committee named Mark as the official Web Editor.

Over several years, Mark made many improvements to the MACRAO Web site that benefited both MACRAO members and students seeking information on Michigan institutions of higher education, via the Michigan College Mall.

The Executive Committee has named Kristin Schuette, Associate Registrar for Technology at Michigan

State University, as the new Web Editor. Kristin has been extensively involved in the development of the Michigan Transfer Network Web site which is located on the MACRAO server at MSU. The Michigan College Mall and MACRAO Web site has also been moved to the MACRAO server at MSU. As the new MACRAO Web Editor, Kristin will be able to merge the programming of the Michigan Transfer Network, Michigan College Mall, and MACRAO Web site into one seamless system.

This organization owes Mark a deep debt of gratitude for his many years of service as our MACRAO Web Editor. **Thanks Mark!**



Check out the online membership directory at www.macrao.org (click Member Services).

Contact your institutional editor to make updates today!

MACRAO Movers and Shakers

Bernadette Lis has been appointed as an Admissions Counselor at the University of Michigan-Dearborn, where she will work primarily with incoming students from Macomb County and will coordinate the annual fall open house. Bernadette is a UM-Dearborn graduate who previously served as a Customer Service Associate in the Office of Admis-

sions and Orientation.

UM-Dearborn Admissions Counselor **Farhan Latif** was awarded the 2007 Outstanding Service to the Metropolitan Community and University Award through the Chancellor's Staff Recognition Program.

UM-Dearborn Associate Director of Admissions Operation **Lori Lewis** was

awarded the 2007 Exceptional Performance Award through the Chancellor's Staff Recognition Program.

Ann Liska, former Registrar at Lake Michigan College and Lawrence Tech University, is now an Assistant Registrar at Kutztown University in southeastern Pennsylvania.



Articulation Committee Introduces Transfer Program Award



The MACRAO Articulation Committee is pleased to announce a new transfer recognition award program for our member institutions. In an effort to celebrate the many initiatives across our accomplished state that serve to support and assist transfer students in meeting their educational objectives, we are calling for

nominations to formally recognize these premier programs. The winner will be invited to receive their award at the annual state-wide fall conference in Grand Rapids, November 7-9.

The deadline date for all nominations was extended to Friday, September 28th and the committee is currently reviewing nominations. The winning transfer program will also be announced in the next newsletter. Please consider nominating an outstanding transfer program at your institution next year!

Questions about the program may be directed to Sylvia Stancil at (313) 577-4902, or Susan Cushnier, (313) 593-5659.

Let's do our part in applauding vitally important programs which underscore the mission of MACRAO and that of the Articulation Committee—providing a seamless and successful transition for our prospective students. Heartfelt thanks from the Articulation Committee for your nominations and support. We'll see you in Grand Rapids!

Thank you to everyone who completed the Membership Survey in August and September—168 responses total!

Michigan Transfer Network by the Numbers

Since its inception, the Michigan Transfer Network has progressed with impressive speed and efficiency—and with the help of the M-TENS ad hoc committee, and institutions ready to take advantage of this exciting opportunity. Join us for a special press conference on Thursday, November 8 in Grand Rapids as MACRAO unveils this initiative to the public!

6 months since the site launched

44 beta institutions

472,000 transfer-in equivalencies uploaded

Congratulations Are in Order

Look for a big announcement by the Equal Education Opportunity Committee (EEOC) at the fall conference in November. They will present the 2007 Equity in Education Award, granted annually to an outstanding program that promotes equal educational access and opportunities in higher education.

Congratulations to Jennifer Boak and Jung Koral, who were each awarded a \$250 travel grant from the Professional Development Committee to attend the annual conference!

**MICHIGAN ASSOCIATION OF COLLEGIATE REGISTRARS AND
ADMISSIONS OFFICERS**



- November 7-9** **Annual Fall Conference, Amway Grand Hotel**
- November 8** **Michigan Transfer Network Press Conference**
- December 7** **All-Committee planning meeting, location TBD**

WWW.MACRAO.ORG

