

August 2010



MACRAO Insider

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Summer Summit

Summer Summit 2010 was hosted at McGuire's Resort in Cadillac, MI. Fifty-two (52) MACRAO professionals attended this years event, which had some very informative sessions including updates on: CEPI/ Docufide, Michigan College Access Network, No Worker Left Behind/TAA, How to recruit transfer students and build relationships with the community colleges, and Best practices in building articulation agreements to name a few... And of course, everyone had the chance to catch up with old friends and make some new ones!

Power point presentations from the event will be posted to the [MACRAO](#) website shortly.



MACRAO Movers and Shakers

Janice Lewis-Boyd has been appointed to the position of Registrar at the University of Michigan Dearborn.

After 17 years at Grand Rapids Community College and a total of 32 years in education, **Howard Shanken**, GRCC Registrar, retired on July 30, 2010.

Duff Zube, Registrar at Delta College, is retiring after more than 30 years of dedicated service to the college.

After many years of hard work at Monroe Community College, **Paul Schmidt** is retiring from the Registrar position.

Please take the time to congratulate all of these wonderful, dedicated MACRAO members for their dedication and service to their institutions and to MACRAO.

Oh, The Places You'll Go!

2010 MACRAO New Professionals Workshop

<p>Conference Information</p> <p>Date: Wednesday, September 1 and Thursday, September 2</p> <p>Time: Noon check-in Wed. - 4 pm Thurs.</p> <p>Where: Lexington Hotel, Lansing MI</p> <p>Contact: Lauren Flanagan, flanagla@gvsu.edu</p> <p>Extra: Kid's book drive! Bring a book!</p>	<p>Registration</p> <p>Sign Up: \$125 per person, www.macrao.org click Member Services click Meetings & Workshops</p> <p>Hotel: 925 South Creyts Road Lansing, MI 48917 (877) 322-5544 Group rate is \$99/night (+ tax)</p>
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Description

Come learn the best ways to turn the passion you have for your new job into extraordinary service for students! The New Professionals Workshop is a chance for new admissions officers to learn skills essential for their success as a recruiter. Sessions include tips on office professionalism, understanding financial aid, and best practices in working with today's students. Attendees will have the opportunity to network with colleagues from shared recruitment territories, set up a mock college fair, and meet local high school and community college counselors. We hope you can join us!

**September 1-2
2010**



2010 EQUITY IN EDUCATION AWARD

“...encourage and promote equal educational opportunities in higher education for all, especially the economically and educationally disadvantaged.”

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

The EEOC 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 will qualify.

The Equity in Education Award winner will be recognized at the Business Luncheon during the 2010 Annual Conference at Shanty Creek in November. The award recipient will be asked to present a one-

hour workshop highlighting their program following the luncheon.

Nomination forms and supporting documents are due no later than **September 15, 2010**. The nomination form can be found on the MACRAO website at

www.macrao.org under the member services link. All materials can be sent to:
Henry Ford Community College
Attn: Crystal Napier- Manager,
Registration and Records Office
5101 Evergreen Rd
Dearborn, MI 48128
Fax: (313) 845-9894

This award is **NOT** restricted to Admissions and

Registrar's professionals, so please share with any office or program at your institution that might qualify. The EEOC would like to thank everyone in advance for their nominations and for showcasing these very important programs!

If you have any questions, please contact Crystal Napier at (313) 845-9894 or via e-mail at cnapier@hfcc.edu.

Decision will be made by September 29, 2010

The winner must attend the MACRAO Conference and prepare a presentation.

A Letter from the President...

Dear MACRAO Colleagues,

On behalf of the MACRAO Executive Committee (EC), I am passing along this message to you and it was our hope to be able to send this much sooner. One of the challenges the EC has faced this year, is balancing how fast the details of our state initiatives change, update, or don't even exist with our goal not to communicate inaccurate information to our membership.

Information on three state of Michigan initiatives is provided: MichiganCAP, Michigan Statewide Longitudinal Data System (MSLDS) and e-transcripts, and the Unique Identification Code (UIC).

MichiganCAP

The State of Michigan has been working closely with ConnectEDU to develop MichiganCAP, a web-based one-stop-shop portal to plan for post-secondary educational opportunities. It will serve as a comprehensive tool for families, counselors, educators, and other college access professionals to use in order to best serve Michigan students.

- Institutions were given multiple opportunities to participate in the Portal. Specifically, institutions were given the opportunity to (1) Integrate their admissions applications into the Portal; and/or (2) Take ownership over their institution's informational profile page. Institutions were asked to make decisions on their participation level by the end of June.
- There is a SuperAPP for admissions that will pre-populate fields based on the information for the student in the portal for any school selecting to use the SuperAPP. Many schools have chosen to do a link on their college profile page for students to access their admissions application until they have had time to fully review the SuperAPP.
- ConnectEDU has finished the basic modules of the portal and have been working closely with admissions offices at many of our institutions.
- Testing has recently taken place and colleges/universities have had the opportunity to update information for their profile page. Schools can also add videos.
- For the college/university profile pages for any institution choosing not to participate in the portal, they will populate the profile page from Peterson's data.
- When students search for colleges in the portal it will only show Michigan colleges and universities -- both public and private.
- The site is scheduled to go live September 7th or before. This is when students and high school counselors can start using the system, but you can view the site now at www.michigancap.org/

Michigan Statewide Longitudinal Data System (MSLDS) & e-Transcripts

- CEPI is very close to finalizing the new contracts institutions will sign with Docufide. Electronic transcripts will be optional but supplying data for the MSLDS will be mandatory. Docufide will host the process by which postsecondary institutions can transmit student-level data to a data repository for the MSLDS. Institutions who signed original contracts will still have an opportunity to sign the new contracts. The newly developed contracts will also include the list of data elements required for the MSLDS.
- CEPI is required to have a Michigan Statewide Longitudinal Data System (MSLDS) fully functional by September 2011.
- CEPI is finalizing the data elements that will be needed for the MSLDS. As soon as that is finalized it will be shared with the MACRAO membership. CEPI has received feedback on a draft of these data elements from the MACRAO EC as well as Institutional Research offices at many of our institutions. The tentative time frame to submit this data to CEPI is MAY 2011. The files will need to be sent in PESC/XML format.
- A P-20 Advisory Council will be created. The governor will be issuing an executive order making this official. This group will recommend policy items for review by CEPI and the Michigan Department of Education (MDE) and will help establish model data sharing agreements, memorandums of understanding and will inform CEPI of policy implications for various SLDS data items being used for longitudinal analysis. They will also recommend research questions and policy issues to be addressed via the SLDS. CEPI is working on a data manual and a newsletter.
- For more information, please check the CEPI website at www.michigan.gov/cepi

Unique Identification Code (UIC)

- CEPI has been working with MACRAO on an interface for the Unique Identification code (UIC), which is a unique statewide student identifier that will connect student data across key databases across years. Each school will send a file to CEPI to do a compare on student data elements (e.g. name, birthdate) to find the UIC. For any student they cannot match they will assign a UIC. This file will then be sent back to the institution to load the UIC into their student system.
- Currently the MACRAO UIC ad hoc committee is working with CEPI doing user acceptance testing with the application being used to obtain UIC numbers. This September CEPI will have documentation for all schools available to begin the process of creating your student data files (scheme, file layout, format, etc) to send to CEPI. At the [2010 MACRAO Annual Conference](#), CEPI will also be doing a 2-hour conference workshop to walk schools through the process and answer questions schools may have.
- Tentatively in late November and early December 2010 schools can start uploading their files to CEPI to run through the matching process, obtain the UIC, and download the information to their Student Information System (SIS). A re-occurring process will also have to be implemented to obtain the UIC for new and returning students in the future.
- For more information, please check the CEPI website at www.michigan.gov/cepi/

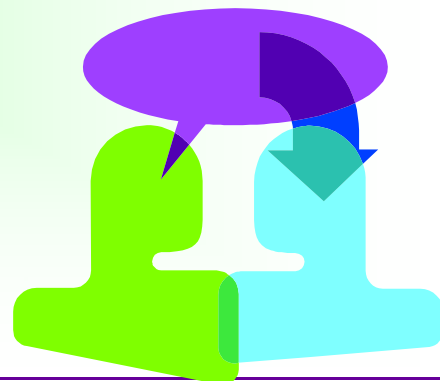
Debbie Harju, MACRAO President

2010 Outstanding Transfer Award Program

It's not too late! The MACRAO Articulation Committee is pleased to accept nominations for the Outstanding Transfer Award Program for 2010. 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 conduct a session and receive their award at the annual fall conference at Shanty Creek in November. The deadline date for all nominations is Friday, September 3. We realize that it's a busy time of year but don't miss out on this wonderful opportunity to recognize a deserving program. The 2010 Outstanding Transfer Program Award nomination form can be found as a PDF on the MACRAO Web site under the member services link. Please forward nomination forms and supporting materials (if applicable) about your program to:

Sylvia J. Stancil
Office of Undergraduate Admissions
Wayne State University
42 W. Warren
Detroit, MI 48202
Fax: (313) 577-7536
Email: stancil@wayne.edu

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



A National Look at College Competition

By: Eric Hoover (reprinted from [the Chronicle of Higher Education](#) originally published July 22, 2010)

If you like data, then today's your day. The College Board has released two reports, both full of data pertaining to college completion. The first, "The College Completion Agenda: 2010 Progress Report," comes from the College Board's Commission on Access, Admissions and Success in Higher Education, which measures state-by-state progress on 10 recommendations for raising the percentage of adults with an associate degree or higher to 55 percent by 2025.

One of those recommendations is to "clarify and simplify the admission process," a task that sounds easy but isn't. What's simple for one applicant is complicated for another; it all depends on many variables, such as family income, that define admissions know-how.

Technology has helped "streamline" the admissions process, the report says. As of 2008, 73.4 percent of four-year colleges allow students to apply online, up from 38 percent in 2001. In the 2008-9 academic year, 20.4 percent of four-year colleges participated in a "national" application system, such as the Common Application, that allows students to apply to multiple colleges.

"Perhaps the greatest issue is that of access to information and resources," the report says, "knowing that the above options exist, having the ability to pay application fees or the knowledge to seek fee waivers, and subsequently having access to the technology with which to complete one of the above options."

The College Board and the National Conference of State Legislatures also released the College Completion Agenda: State Policy Guide on Wednesday.

Questions or comments?

Email newsletter editor Janail Silber at jsilber@tu.edu or call 248.204.3105

Save the Date!!! MACRAO Annual Conference

MACRAO's 2010 Annual Conference: "MACRAO 2.0 – Next Gen Re-Invention"

November 10-12, 2010 Shanty Creek Resort, Bellaire, MI

MACRAO is an organization known for its ability to step up and deliver. As we think about the future and "re-inventing" MACRAO as a sustainable organization, we need to think about our roots. We are an organization that can come together and collaboratively change the landscape of higher education for the betterment of our students. This year's conference program will provide us with the tools to take it to the next level. Program highlights include:

Lloyd Carr – Former University of Michigan Head Football Coach, Keynote Speaker (*Theme: Re-Inventing Yourself as a Leader*)

Daren Bakst – Council on Law for Higher Education (*Conference workshop covering "Major Legal Challenges for Registrars and Admissions Officers"*)

Brad Myers – Ohio State University and AACRAO Representative (*The AACRAO Update, a FERPA update, and the "How To's of FERPA!"*)

Thomas Howell and Trina Anderson – Center for Educational Performance and Information (*Functional presentation on how to obtain the UIC and the P-20 update*)

Brandy Johnson-Faith – Office of Governor Jennifer M. Granholm (*Michigan College Access Network, The MI SuperApp, Michigan College Access Portal*)

We are thrilled the Annual Conference is returning to a "re-invented" Shanty Creek Resort. Through a multi-million dollar over haul, Shanty Creek has made a major investment to itself. This year we are committed to offering you a professional, personal, and team development experience which will allow us to "re-invent" ourselves for the next generation of learners.

Mark your calendar now; it will be the conference you won't want to miss!

Sincerely,

2010 Local Arrangements Committee

Christopher Marx, *Davenport University*

Elizabeth Stevens, *Northwestern Michigan College*

Irfan Bhabhrawala, *University of Michigan-Ann Arbor*

James Bensley, *Northwestern Michigan College*

Kara Fields, *Walsh College of Accountancy and Business Administration*

Katherine Lichtenberg, *Oakland Community College* (Co-Chair)

Kurt Kruschinska, *Wayne State University*

Michael Kolar, *Michigan State University*

Nic Taylor, *Saginaw Valley State University*

Scott Owczarek, *Michigan State University* (Chair)

Steven Shablin, *Oakland University*

Sue Deel, *Alma College*

QUESTIONS? Contact Scott Owczarek, President-Elect & LAC Chair, Michigan State University

On 'Finite' Recruitment

By: Eric Hoover (taken from [the Chronicle of Higher Education](#))

For years admissions officers at nonprofit colleges have wrestled with the complexity of their jobs. They are counselors, but also recruiters. They use marketing techniques, but many don't like to use the "m word." They may conduct "holistic" reviews of applicants, but their enrollment goals include hard numbers and statistics.

Nonetheless, many have long seen a line—a big, bright one—that distinguishes them from their counterparts at for-profit colleges. On the one side there are "admissions professionals" who advise; on the other side there are salespeople who sell.

On Wednesday, David A. Hawkins elaborated on this distinction during his testimony at a U.S. Senate hearing on marketing and recruitment in for-profit education. Mr. Hawkins is director of public policy and research at the National Association for College Admission Counseling, known as NACAC, which represents some 1,100 nonprofit colleges and universities.

At issue is the Education Department's proposed new "incentive compensation" rule, which would tighten a longstanding federal ban on commissions for college recruiters. The rule, applying to for-profit and nonprofit institutions, would eliminate the law's 12 "safe harbors," which have allowed colleges to pay commissions as long as they are not based "solely" on recruitment volume.

Both NACAC and the American Association of Collegiate Registrars and Admission Officers support the Education Department's new language. "Reducing the basis for compensation to the number of students enrolled in any circumstance," Mr. Hawkins said at Wednesday's hearing, "introduces an incentive for recruiters to ignore the student interest in the transition to postsecondary education."

Mr. Hawkins acknowledges that officials at nonprofit colleges care a lot about the number of students who enroll. And, of course, they keep a close eye on the number of applications they receive. The more, the better, is a general rule in admissions.

Nonetheless, there's a longstanding cultural difference between for-profit and nonprofit admissions offices. In an interview this week, Mr. Hawkins said the commission-based models at some for-profit colleges are a far cry from the recruiting practices within the association.

NACAC's *Statement of Principles of Good Practice* says that members are to receive a fixed salary rather than commissions or bonuses based on recruitment numbers. "If you're striving to increase enrollment by 25 percent over the next three years, your senior admission officer's evaluation is certainly going to be partly based on whether that goal is reached," he says. "But under our standards, that admission officer's pay has not been adjusted based on how many students that person recruited."

For this reason, Mr. Hawkins doesn't expect the department's new language to affect the association's members, whose performance evaluations typically include numerous elements, like how well they represent their college, manage their office, recruit staff members, and work with other administrators.

"We know that nonprofit institutions often will evaluate senior-level admissions officers based on the idea that they are to recruit a finite number of students for admission in a given year," Mr. Hawkins says. "The key there is 'finite.'"

In other words, the number of dorms, beds, and instructors on a traditional campus are a check on enrollment growth. Over-enrollment may be better than under-enrollment, but it's often an unpleasant problem. Just ask any admissions dean who's ever had to tell the campus housing director that the freshman class is 10 percent larger than expected.

"It's very difficult for a nonprofit college to scale up—they're just not structured that way," says Donald R. Hossler, executive director of the National Student Clearinghouse Research Center and a professor of educational leadership and policy studies at Indiana University at Bloomington.

Mr. Hossler, former vice chancellor for enrollment services at Indiana, says it's rare for presidents or trustees at nonprofit colleges to adjust the salary of an admissions or enrollment official (or any administrator) after setting them for a given year. "Your salary is what it is," he says.

Recent news of recruiters earning big commissions at for-profit colleges made Mr. Hossler think about the lot of admissions representatives who work on the nonprofit side. "The road-running admissions officers, they don't get paid peanuts," he says. "A good case could be made, given what's riding on admissions, that those are the people who should be paid more."