



*40th Annual Meeting
Wilmington, North Carolina
Hilton Riverside*

December 4 – 7, 2011

Ribbons

<i>Black</i>	<i>Committee Chairperson</i>
<i>Orange</i>	<i>Educational Consultant</i>
<i>Neon Green</i>	<i>EMI Participant</i>
<i>Red</i>	<i>Executive Committee</i>
<i>Light Blue</i>	<i>Exhibitor</i>
<i>Hot Pink</i>	<i>First Time Attendee</i>
<i>Gold</i>	<i>Local Arrangements Committee</i>
<i>Blue</i>	<i>Mentor</i>
<i>Forest Green</i>	<i>Past President</i>
<i>White</i>	<i>President & President Emeritus</i>
<i>Navy</i>	<i>President-Elect</i>
<i>Grey</i>	<i>Program Committee Chair</i>
<i>Teal</i>	<i>Program Committee</i>
<i>Purple</i>	<i>Session Presenter</i>

2011 Service Project - Marine Toys for Tots

The *Marine Toys for Tots* project was selected as this year's service project. They are in need of unwrapped toys for distribution to children in need in New Hanover, Brunswick, Columbus, Bladen and Pender counties. The toys go to children in age ranges of up to 3 years, 4-8 years and 9-12 years.



Marines have conducted successful nationwide campaigns at Christmas time each year since 1948.

From the President's Desk...



Welcome to CACRAO's 40th Annual Meeting! Our hosts, the 2011 LAC committee, have done a wonderful job putting together a superior event. Check the program listings carefully to choose those that will best enhance your knowledge in the profession or provide you with the greatest degree of professional development. Spend time at the social events, too! Not just for relaxing but also for networking with your colleagues. When faced with a challenge, calling on your CACRAO counterparts can often provide you with a resolution.

Our vendors also provide us with valuable resources into the tools available to enhance the processes that enable us to recruit, retain, and manage students and their records throughout the collegiate career. Be sure to allow time in your agenda to see what is on the horizon from these businesses that support CACRAO.

Become an active member of CACRAO. Complete an [I'm Available form](#) and turn it in. You will be called on to serve. Your talents are needed, no make that required, to maintain the organization in a positive, healthy direction.

Thank you for the opportunity you have given me to become more involved in CACRAO. This has been a learning experience for me. Most of all, I have enjoyed meeting many of you face-to-face and discovering ways to mentor new and mobile professionals in enrollment management.

Best regards to all,

*Dorinda Q. Harmon
President 2010-2011*

A special thank you to our corporate exhibitors for supporting this meeting. Make certain to visit the Exhibitor Area during the meeting to become informed on the latest enrollment management services and products.



As delivery platform for more than 1000 college and university e-catalogs, the acalog ACMS™ from Digital Architecture is the leading academic catalog management system. In addition to robust administrative tools for catalog managers, the acalog™ e-catalog portal includes powerful search and personalization features that reinforce brand, build relationships with prospective students, and help direct them to admissions for that “next step.” An effective e-catalog supports the critical imperative today to reduce reliance on printed catalogs, which saves money and time, improves services, and contributes significantly to environmental goals. The acalog ACMS™ is not just some repurposed content management system — it's a best of breed solution, built from the ground up to meet the unique challenges and opportunities associated with managing academic information and presenting it in a useful and compelling format for the Web and mobile devices, for print, and other emerging media. And, entirely unique to the acalog™ solution, is an enterprise edition that enables sharing of any catalog content across multiple branded institutions. Course, degree plan — any catalog content — can be maintained in one location, and made available in read-only format in any number of "aliased" catalogs, which may also contain unique content and styling.



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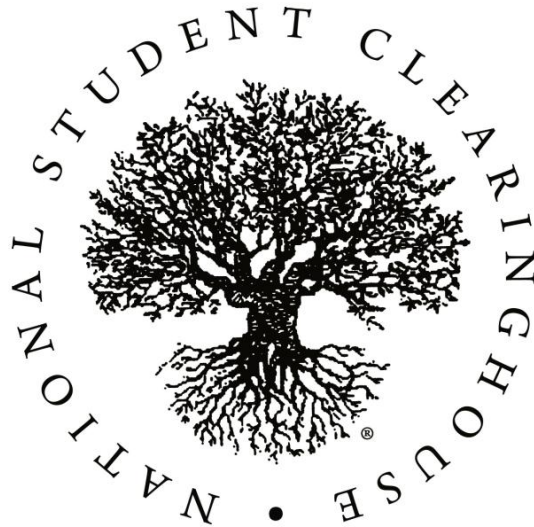
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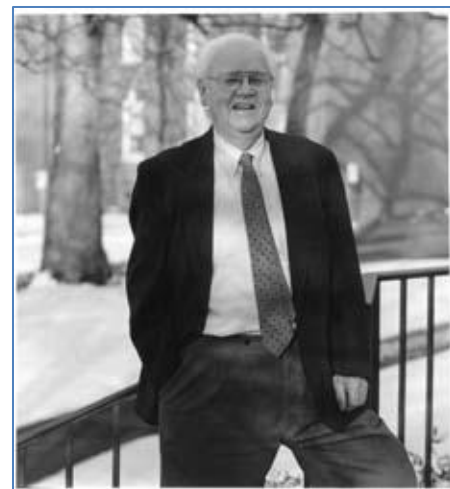
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5/26/1918 - 11/20/2004

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Send your tweets using **#CACRAO**.

Special Thanks...my hat goes off to you! - JR

- Local Arrangements Committee
- Program Committee
- A'sha Noble – inventory of CACRAO supplies
- UNCW Registrar's Office – for their flexibility and understanding this year

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1973-1974	C. Lewis Rasor, Furman University
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1997-1998	Randy Doss, Greensboro College
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2006-2007	Sylvia Littlejohn, Midlands Technical College
2007-2008	Marshall Connor, Trident Technical College
2008-2009	Deb Hurley, UNC Greensboro

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1972	Four Seasons, Greensboro, NC
1973	Mills House, Charleston, SC
1974	Hyatt Regency Hotel, Winston-Salem, NC
1975	Myrtle Beach Hilton, Myrtle Beach, SC
1976	Hyatt Regency Hotel, Winston-Salem, NC
1977	Wade Hampton Hotel, Columbia, SC
1978	Sheraton Center, Charlotte, NC
1979	Landmark Resort, Myrtle Beach, SC
1980	Hyatt Regency Hotel, Winston-Salem, NC
1981	Myrtle Beach Hilton, Myrtle Beach, SC
1982	Great Smokies Hilton, Asheville, NC
1983	Myrtle Beach Hilton, Myrtle Beach, SC
1984	The Grove Park Inn, Asheville, NC
1985	Myrtle Beach Hilton, Myrtle Beach, SC
1986	Great Smokies Hilton, Asheville, NC
1987	Omni Hotel at Charleston Place, Charleston, SC
1988	Myrtle Beach Hilton, Myrtle Beach, SC
1989	Adams Mark Hotel, Charlotte, NC
1990	Radisson Resort at Kingston Plantation, Myrtle Beach, SC
1991	Marriott at Shipyard Plantation, Hilton Head Island, SC
1992	Myrtle Beach Hilton, Myrtle Beach, SC
1993	Omni Hotel at Charleston Place, Charleston, SC
1994	The Grove Park Inn, Asheville, NC
1995	Omni Hotel at Charleston Place, Charleston, SC
1996	Hyatt Regency Hotel, Greenville, SC
1997	Radisson Resort at Kingston Plantation, Myrtle Beach, SC
1998	Westin Resort, Hilton Head Island, SC
1999	Hilton Riverside, Wilmington, NC
2000	Embassy Suites, Greenville, SC
2001	Hilton Charlotte University Place, Charlotte, NC
2002	Embassy Suites at Kingston Plantation, Myrtle Beach, SC
2003	Hilton Riverside, Wilmington, NC
2004	The Westin, Hilton Head Island, SC
2005	The Grove Park Inn, Asheville, NC
2006	Kiawah Island Golf Resort, Kiawah Island, SC
2007	Embassy Suites at Kingston Plantation, Myrtle Beach, SC
2008	Hyatt Regency Hotel, Greenville, SC
2009	The Grove Park Inn, Asheville, NC
2010	Francis Marion Hotel, Charleston, SC
2011	Hilton Riverside, Wilmington, NC
2012	The Westin, Hilton Head Island, SC
2013	The Grove Park Inn, Asheville, NC
2014	Francis Marion Hotel, Charleston, SC
2015	Hilton Riverside, Wilmington, NC

Professional Access & Equity Scholarship Recipients

Awarded a 2011 Conference Registration Waiver

Antonio McFarland

Admissions Counselor
Claflin University

I've been in higher education for four years with experience within both public and private institutions. I have facilitated college planning workshops within majority serving high schools, allowing me to go into 11th and 12th grade English and Math classes. I've also built relationships within non-profit organizations in rural communities to conduct college planning and preparation information sessions.

I am employed with Claflin University and currently working on a Masters Degree.

Joseph Croom

Admissions Officer
Carteret Community College

I have worked in higher education for almost 8 years, starting off as a Federal Work Study and now as the Admissions Officer.

I grew up in Carteret and Onslow counties and graduated in 1998 from Swansboro High School. Like most students I went off to the great land of "college" fresh out of high school, which I quickly found out was a big step, and I wasn't ready yet. So, I came back home and went to Carteret Community College. While here, I graduated with my Associate in Applied Science in Hotel & Restaurant Management in 2004 and in Business Administration in 2007. I further went to East Carolina University and graduated with my Bachelors of Science in Hospitality Management with a minor in Business Administration and a concentration in conventions and special events in 2009.

While here at Carteret Community College, I procured a full-time job as the Staff Assistant to Student Enrollment Resources; which after being in that position for a few years, I was quickly promoted to Admissions Office Technician. This past April, I was promoted again to the position of Admissions Officer.

This PAE Scholarship is something that will not only allow me to further my commitment to CACRAO, to attend the conference for the third year now; but also allow me to maintain my education development, professional development, and my networks throughout the admissions community.

Milton Griffith

Assistant Director of Admissions
Winston-Salem State University

Milton has worked in higher education for 18 years. He previously served as Chairperson for CACRAO's PAE Committee for four years and has served on CACRAO's and SACRAO's PAE for over 6 years. He has presented at the AACRAO Conference and at the CACRAO Newcomers conference on behalf of the CACRAO PAE. He is honored to receive this PAE Scholarship in recognition for his many contributions to the committee over the years.

2012 Slate of Officers



*Vice President for
Admissions
(North Carolina)
Jon Hutchins
Assistant Director of Admissions
UNC Charlotte*



*Vice President for
Admissions
(South Carolina)
Lisa Knell Mitchell
Admissions Counselor
Francis Marion University*

CACRAO Activities

*2011 Site Contact for CACRAO Fair in Charlotte
2010 Site Contact for CACRAO Fair in Charlotte
2007 Scheduling Committee Member
2006 Scheduling Committee Member*

CACRAO Activities

*2008 SC Ed-Op Committee member
2009 SC Ed-Op Committee Co-Chair
CACRAO Conference Presenter
2010 SC Ed-Op Committee Chair
2011 Executive Member-at-Large*



*Vice President for
Registrars
Brandy Piner
Registrar
York Technical College*



*Treasurer-Elect
Rachel Radford
Admissions Counselor
North Carolina Wesleyan
University*

CACRAO Activities

*2009-11 Recommendations & Evaluations Committee Chair
2009 Panel Presenter at conference:
"So, You Think You Want to Be a Registrar"
2008 Presenter at Conference:
"Ahead of the Pack: Revamping Late Registration"
2008-09 Executive Committee - Treasurer-Elect
2007 Hosted Registrar Summit
2006-2007 Executive Committee - Member-at-Large
2005-2006 Attended Annual Conference
Local Arrangements Committee
2004-2005 Attended Registrar Summit at NCSU
Speaker at Support Staff Workshop*

CACRAO Activities

*2011 Co-Chair for the NC Guidance Counselor Conference
2010 Co-Chair for the NC Guidance Counselor Conference
2010 Ethics Committee Member
2009 Ethics Committee Member*

2012 Members-at-Large



Andy Ray

*Associate Director of Admissions
North Greenville University*



Chris Parrish

*Senior Assistant Director of Admissions
Western Carolina University*



Ashley Pearson

*Assistant Director of Admissions
Elon University*



Scott Harvey

*Registrar
Tri-County Technical College*

2012 Nominating Committee

Amanda Fleming, Chair
East Carolina University

Deb Hurley, Vice-Chair
UNC Greensboro

Ronnie Chalmers
NC State University

Marshall Connor
Trident Technical College

Scott Harvey
Tri-County Technical College

Sylvia Littlejohn
Midlands Technical College

Jim Salerno
Duke University

Keli Sewell
North Greenville University

Dana Troutman
NC State University

Regional & National Association Greetings



AACRAO Representative

Bruce Cunningham

*Assistant Vice Provost & Registrar
Duke University*



SACRAO Representative

Roger Jones

*Director of Admissions
Belmont Abbey College*

Opening Session Keynote Speaker



Jeff Kallay

Are You Ready for the Perfect Admissions Storm?

Jeff Kallay is the Vice President of Consulting (a.k.a. "Apostle of Authenticity") at TargetX. He is a popular speaker at national admissions and higher education marketing conferences, publishes a popular blog, and his groundbreaking campus visit consulting work has been featured frequently in

the media, including: the cover of the Chronicle of Higher Education, National Section of the New York Times, University Business, US News & World Report, Washington Post and other outlets.

Outside of higher education, he is a noted thought leader in the emerging Experience Economy movement. In 2006, he was chosen as the recipient of Strategic Horizons' Experience Management Achievement award.



40th Annual Meeting Wilmington, North Carolina Hilton Riverside

SUNDAY, DECEMBER 4, 2011

Noon-5 PM	Exhibitor Set Up	Cape Fear Salon A
2:00-5:00 PM	Conference Registration Open	Cape Fear Registration
2:30-3:30 PM	Final Committee Meetings (...discuss next year's committee leadership & goals)	Space Available upon Committee Chair request
1:00-3:00 PM	Executive Committee Meeting	Executive Boardroom
3:30-4:30 PM	First Time Attendee Orientation	Carolina Room
5:00-6:15 PM	Opening Session Keynote Speaker: Jeff Kallay "Apostle of Authenticity"	Grand Ballroom
6:30 PM	Dutch Treat Dine-Arounds/Dinner on Your Own Geared for Newcomers to CACRAO and to Wilmington, but open to all attendees Sign up at the Registration Desk to go to dinner in groups hosted by long-time CACRAO members. Thank you to Yanet Diaz for setting up these reservations.	Hotel Lobby
9:00-11:00 PM	Conference Hospitality	Hospitality Room 331

MONDAY, DECEMBER 5, 2011

8:00-5:00 PM	Conference Registration Open	Cape Fear Registration
7:30-4:00 PM	Exhibitor Hall Open <i>Get your Coffee/Hot Tea before your first session of the day</i>	Cape Fear Salon A

Session Legend

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- T = Technology
- A = Admissions
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- Z = Other (or Combination)



Please be respectful of others.
Turn off your cell phone ringers during the conference.

I.S Applying the Concepts of Project Management

Carolina Room

Presenter: Patrick Frazier, Assistant Director of Admissions – Western Carolina University

Facilitator: Rachel Radford, Admissions Counselor – NC Wesleyan College

Project Management is the concepts and processes that are involved in planning, organizing, and managing a project from start to finish. A project can be as complex as building a new industrial building or as simple as remodeling a room in your own house. As the economy continually effects how college admission offices operate, it is time to incorporate Project Management concepts within admissions. Some of these concepts such as Risk Assessment, Team Development, Costs Plans, and Communications are already used in some fashion. But there are opportunities to add to add concepts such as Work Breakdown Structures, Risk Analysis, and Quality Control to greatly advance the way admission offices operate. This presentation will take a detailed look at how an admission office can transform with the help of concepts used within Project Management in order to prepare for any changes that could occur in the coming years.

I.T Integrating Emergent Technology in the Recruitment of Undergraduates

Cape Fear Salon B

Presenters: Zack Rosen, Coord. Social Media & Online Recruitment – University of New Haven

Kevin Phillips, Associate Vice President – University of New Haven

Facilitator: Meredith Secosky, Admissions Counselor – Meredith College

Recruiting prospective undergraduate students is not an exact science, especially in today's high-tech world. It takes a unique combination of print, web, social, and mobile technologies to reach today's prospective students. The University of New Haven is constantly evolving how it reaches out to prospective and enrolling students. Come see how their admissions office has used a multi-pronged approach with their communication efforts that communicates the value of a student's investment and truly personalizes an impersonal medium.

I.A Student Ambassadors: From Good to Great

Dudley Room

Presenters: Kyle Holliday, Senior Admissions Counselor – Barton College

Kellie Lewis, Admissions Counselor – Barton College

Facilitator: April Lewis, Director of Admission – Converse College

Student ambassadors can be one of your biggest assets when working with prospective students. From their initial training to utilizing them in the recruiting process, they have a significant impact on students and their families. We will discuss the training process, how to best utilize student ambassadors and the impact of mentorship between admissions counselors and student ambassadors.

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I.R Attract, Retain, and Graduate: Tools for Promoting Student Success

Latimer Room

Presenters: Melani Pratt, Regional Account Manager– CollegeSource, Inc.

Shelly May, Client Relations Associate – CollegeSource, Inc.

Facilitator: John Carrere, Admissions Counselor – East Carolina University

CollegeSource provides powerful tools for Degree Audit, Student Planning, and Transfer Articulation. Learn about how our products, in use at thousands of institutions, are making transfer and degree attainment easy, transparent, and personal for students nationwide.

I.Z Recruiting at 2-Year Colleges: The Importance of Building Relationships

Bellamy Room

Presenter: Kristen Lippencott, Sr. Asst. Director of Admissions – Coastal Carolina University

Facilitator: Joseph Croom, Admissions Officer – Carteret Community College

While we all seem to know the importance of having a presence at our local and state-wide two-year colleges, often setting up a table and attending a fair in the spring is just not enough. This session will focus on the importance of building relationships between the 2-year and 4-year institution and give specific examples of how building these relationships can increase your transfer student enrollment over time.

9:15-9:45 AM Morning Break with Exhibitors (Refreshments/Door Prizes)

Cape Fear Salon A

10:00-11:00 AM PROGRAM SESSION II

II.S Create Success!

Bellamy Room

Best practices for guiding Hispanic students through the college experience.

Presenter: Edelmira Segovia, Director of Centro Hispano – UNC Wilmington

Facilitator: LaTasha Jones, Coordinator of First Year Admissions – UNC Wilmington

How do you contribute to the increase in the number of Hispanic students applying, attending, and completing degrees at a college or university? Learn about the different components that make up the a support system of such support systems as UNCW's Centro Hispano and how together you can promote opportunities that maximize the success of each student.

II.T CFNC.org – Tools for Admissions & IT Professionals

Carolina Room

Presenter: Katie McInerney, CFNC Campus Services Manager – UNC General Administration

Facilitator: Jessie Baker, Coordinator of First Year Admissions – UNC Wilmington

Is your campus taking full advantage of North Carolina's free resources that can help you connect with new prospects, upload applicant data, and automatically download electronic high school transcripts? This session will highlight some of the most popular student modules on CFNC.org and how utilizing the Control Center administrative website will not only benefit students, but also

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streamline your office processes. Some topics include: - CFNC Online Application Trends: Custom Applications, Distance Education Templates, Direct Links, etc. - Formatting data files for applicants and prospects - Reaching out to new prospect pools via CFNC - Automating transcript downloads - Reporting Tools - And Many More! Don't miss out on these helpful hints and learn more about CFNC's future plans that can save you time in the office.

II.A Make Waves: Methods to Increase Out-of-State Recruitment & Enrollment

Cape Fear Salon B

Presenters: Meredith Secosky, Admissions Counselor – Meredith College

Dana Troutman, Assistant Director of Admissions – NC State University

Facilitator: Molly Moyer, Assistant Director of Admission – Converse College

Every college and university wants to build a geographically diverse student body and with national trends pointing towards the need for increased enrollment of out-of-state students due to budgetary concerns, now is the time to amp up your recruitment efforts. In this session we will offer tips and provide successful methods for increasing your out-of-state enrollment from the perspective of one private college and one public university in North Carolina. Learn what approaches and techniques work well to connect with students and counselors, as well as how to utilize alumni to yield results and attract students from all over the US.

II.R Best Practices for Creating and Maintaining a Military-Friendly Institution

Dudley Room

Presenter: Kathy Snead, Dir. Servicemembers Opportunity Colleges (SOC) – AASCU

Facilitator: Dan Lawless, Registrar – Coastal Carolina University

Is your institution military-friendly? Military students have unique characteristics and needs that require colleges to implement flexible policies and programs. This session will describe the subpopulations of military students and effective enrollment strategies for each. The principles and criteria that members of Servicemembers Opportunity Colleges (SOC) Consortium follow to ensure that military students and veterans receive the same educational opportunities as their civilian counterparts will be introduced. It will also present the "Military Students' Bill of Rights" and explore best practices in marketing and student services. Specific topics include establishing a military-friendly college Web page, offering support and safety nets for veterans returning from deployments, campus resources for military students. Examples of military-friendly practices will be drawn from the over 1900, public and private, 2- and 4-year institutions participating in the SOC Consortium.

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II.Z Working with International Students

Latimer Room

Presenters: Jennifer Fernandez-Villa, Dir., International Student & Scholar Svcs. – UNC Wilmington

Linda Byrnes, International Admission Coordinator – UNC Wilmington

Facilitator: Erin Wall, Assistant to the VP for Admissions – North Greenville University

Join a Director of International Student & Scholar Services and an International Admissions Coordinator as they talk about their work with international students. Topics include: international admissions, international student advising (orientation, course registration for exchange students) and an overview of the US immigration system (will not discuss SEVIS as it will be discussed during a different session). Bring your questions and best practices as we hope audience participation will enhance this presentation.

11:15-12:15 PM PROGRAM SESSION III

III.S My Last Nerve! Dealing with Stress

Dudley Room

Presenter: Delzora M Clark, School Counselor/Career Dev. Coord. – West Craven High School

Facilitator: Chase Cooley, Admissions Counselor – Lander University

That gets on my last nerve! Who hasn't uttered that phrase? You must incorporate effective stress management techniques to meet daily challenges. Let's face it; the demands of life are numerous. This workshop offers participants an opportunity to self-evaluate; share stress management tips and participate in a progressive muscle relaxation experiential session. Anticipated outcomes are - increased time, anger and stress management skills and a renewed desire to manage life stressors and maintain balance in your personal life. Workshop incorporates various styles of learning - didactic and experiential, in order to facilitate learning and incorporating stress management techniques that can be utilized immediately after exposure to the workshop.

III.T Drowning in Paper vs. Smooth Sailing (Online Graduation Application)

Bellamy Room

Presenters: Paula Greene, Graduation Specialist – UNC Wilmington

Jill Parson, Transfer Articulation Administrator – UNC Wilmington

Facilitator: Leona Baird, Administrative Associate – UNC Wilmington

This session will discuss going from a paper graduation application to an online process. Before online, the process included students coming to the registrar's office and applying in person on paper. The registrar's office then reviewed degree audit to see if they clear. Each application was then keyed into Banner. Now students log into self-service and apply. Some of the advantages to going online are accuracy, security, and applications will be available in real time. Beginning this past spring, we started out-sourcing diploma printing and mailing. The information from the online grad app was compiled into a spreadsheet that was directly sent to the outside company with little manipulating on our part.

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III.A Linking High School Students to College

Cape Fear Salon B

Presenters: Lydia Moore, Admissions Counselor – York Technical College

Carrie Eversole, Admissions Counselor – York Technical College

Facilitator: Ashley Pearson, Assistant Director of Admissions – Elon University

The YTC College Link program provides comprehensive support to high school students who want to continue their education at York Technical College in either a technical field or transfer to a four-year college or university. The program provides seniors personalized guidance, on their high school campus, through the enrollment process, ensuring a smooth transition from high school to York Technical College.

III.R Putting It Out There...

Carolina Room

Presenter: Scott Harvey, Registrar – Tri-County Technical College

Facilitator: Chris Wrede, Assistant Registrar – UNC Wilmington

Demand for student data across campus has never been greater. From executives to administrative assistants, people are demanding reports, data files, and the ability to access better decision making information on demand. Check out how Tri-County has put it out there for all to use.

III.Z Using Transcript Ordering and Electronic Transcript Exchange from the National Student Clearinghouse

Latimer Room

Presenter: Paul Taylor, Regional Director – National Student Clearinghouse

Facilitator: Gil Bowen, Registrar – UNC Wilmington

This session will focus on Transcript Ordering, Electronic Transcript Exchange and the NSC's newest options to deliver these transcripts electronically to other colleges, as well as third parties across the globe. You can see how these services look to students and your staff.

12:30-3:00 PM CACRAO Recognition & Business Luncheon

Grand Ballroom

Don't forget to bring your toy, which is required for admission to the luncheon!

3:15-4:15 PM PROGRAM SESSION IV

IV.S Escape! Utilizing the Restorative Benefits of Nature to Improve Your Health

Carolina Room

Presenter: Dr. Mark Ellison, Director of Admissions – Cabarrus College of Health Sciences

Facilitator: Tiffany Blackwell, Admissions Counselor – Anderson University

Admissions, registration and enrollment careers often include a heavy helping of stress. Learn how spending time in nature offers many restorative benefits that positively impact health. This presentation is based off of the presenter's dissertation research which was completed in 2010 at North Carolina State University, and a course he is teaching this fall on "Nature, Environment, and Human Health."

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IV.T Social Media & Higher Education:

Cape Fear Salon B

Why Ignoring the Social Bandwagon could leave you in the Dust

Presenter: *Steven Squires, Admissions Counselor – NC State University*

Facilitator: *Dan Lawless, Registrar – Coastal Carolina University*

Social Media Marketing has taken the world by storm, but that doesn't mean you have to take shelter just yet. Many institutions are beginning to see the benefits – and the pitfalls – of establishing an online presence in the form of social networking. In this session, you will learn how to formulate a comprehensive social media marketing plan, the DOs and DON'Ts of using social media to promote an academic institution, and how to integrate your existing traditional marketing strategies with your online media endeavors. Join the conversation!

IV.A Revamping the Campus Visit Experience

Bellamy Room

Presenters: *April Lewis, Director of Admission – Converse College*

Molly Moyer, Assistant Director of Admission – Converse College

Facilitator: *Debbie Barefoot, Admissions Counselor – North Greenville University*

Over the past 12 months, Converse has revamped its entire campus visit experience from where we meet with prospective students and families to how the entire campus gets involved. We will discuss cost effective strategies for creating an authentic campus visit experience as well as making the decision on where to spend money. You will learn about re-working the tour route and how to create a personalized experience for each campus visitor. In the first year, we increased our campus visitors by 15%.

IV.R Outsourcing Transcripts & PDFs – What Have We Learned?

Dudley Room

Presenter: *Gil Bowen, Registrar – UNC Wilmington*

Facilitator: *Brandy Piner, Registrar – York Technical College*

For about two years, UNCW has been using an outside company to accept transcript requests and produce PDF transcripts. This session will be start with a quick overview of what we have done and then look at what we have learned from the experience. We surveyed requesters and recipients and will present those results. We will also share some transcript statistics to show what this has meant to our workload and our transcript budget.

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IV.Z How Parents Influence & Participate in the College Choice Process

Latimer Room

Presenter: Bob McLendon, Enrollment Consultant – NRCCUA

Rick Hinshaw, Enrollment Consultant – Kelmscott Communications

Facilitator: Brad Barron, Registrar/Associate Dean – Furman University

This session will be based on research done by National Research Center for College and University Admissions [NRCCUA].

4:30-5:30 PM PROGRAM SESSION V

Cape Fear Salon B

Future of CACRAO Town Meeting

Moderators: CACRAO President, CACRAO President-Elect, CACRAO Vice-President

6:00 – 9:00 PM Dinner on your own

6:00 – 8:00 PM President's Reception (Invitation Only)

Carolina Room

Reception for Special Guests of the President

9:00-11:00 PM Conference Hospitality

Hospitality Room 331

TUESDAY, DECEMBER 6, 2011

8:00 – 5:00 PM Conference Registration Open

Cape Fear Registration

7:30 – 2:00 PM Exhibitor Hall Open

Cape Fear Salon A

Get your Coffee/Hot Tea before your first session of the day

8:30-9:30 AM PROGRAM SESSION VI

VI.S ZUMBAsitic

Cape Fear Salon B

Presenter: Brandon Tigue, Assistant Director of Admissions – Western Carolina University

Facilitator: Katie Finkbeiner, Admissions Counselor – Lander University

Come enjoy an interACTIVE session about fun and health. Are you ready to party yourself into shape? That's exactly what the Zumba® program is all about. It's an exhilarating, effective, easy-to-follow, Latin-inspired, calorie-burning dance fitness-party™ that's moving millions of people toward joy and health. So, bring your tennis shoes, towel, water bottle, and your excitement!

VI.T CFNC.org – Planning Tools for Prospective College Students

Latimer Room

Presenter: Katie McInerney, CFNC Campus Services Manager – UNC General Administration

Facilitator: Chrissy Minguela, Administrative Associate – UNC Wilmington

Join us for a tour of CFNC.org as we explore college planning resources for students of all ages. This session will highlight Campus Profiles, Online Applications, Electronic Transcripts, and the Transfer

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Navigator. Learn how students can utilize these tools and many others as they continue on the path to college.

VI.A The Evolution of Gender Identity, Sexual Identity, and University Policies

Dudley Room

Presenter: Lauren Benton, Admissions Counselor – Francis Marion University

Facilitator: Dana Troutman, Assistant Director of Admissions – NC State University

Informing universities on the various forms of gender identity and sexual identity in order for their university to become more knowledgeable and prepare appropriate policies for the atypical student. Topics to be covered include: the different “types” of students, hormone therapy, complete surgery, partial surgery, state law, legal documentation, campus support services, and policies on paperwork, admissions, registrar, orientation, and housing.

VI.R Registrar Breakfast

Carolina Room

Moderator: Dan Lawless, Registrar – Coastal Carolina University

VI.Z ACT and the Carolinas: Easy Secondary to Postsecondary Transitions

Bellamy Room

Presenters: Carl Forbes, Senior Consultant, Client Outreach – ACT

Scott Verzyl, Assistant Provost for Enrollment Management – USC Columbia

Dr. John Fletcher, Assoc. Provost for Enrollment Services – East Carolina University

Facilitator: Carl Forbes, Senior Consultant, Client Outreach – ACT

Use of the ACT in the Carolinas has changed over the last 10 years. This session is designed to display how the ACT and ACT data travels and transitions with students from their secondary schools through their postsecondary institutions. Members of the panel will discuss changes they have seen in ACT trends over the last few years and things they are doing to prepare for the future.

9:45-10:15 AM Morning Break with Exhibitors (Refreshments/Door Prizes)

Cape Fear Salon A

10:30-11:30AM PROGRAM SESSION VII

VII.S Staying Fit on the Road

Cape Fear Salon B

Presenters: Justin Pitts, Admissions Counselor – North Greenville University

Angela Geib, Admissions Counselor – North Greenville University

Facilitator: Bryan Zollman, Assistant Registrar – Furman University

Travel season can be tough on the body. Long drives and long hours make it tough to maintain a healthy lifestyle. Attend this session for information and tips for staying fit on the road!

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VII.T Automating the Admissions Process

Bellamy Room

Presenter: Lisa Sprouse, Regional Sales Manager – Nolij

Facilitator: Sidney Crawford, Admissions Counselor – Lander University

Transform your admissions operations from manual data entry to an automated operation by processing electronic applications, transcripts and more in a completely paperless electronic environment using the Nolij suite of software solutions Nolij Web and Nolij Transfer in your SIS. Nolij Corporation continues to lead innovation in the data upload and document imaging and workflow space. The latest version of its Nolij Web enterprise content management solution takes innovation to a whole new level. With its zero footprint Java framework and full support for any operating system and browser, Nolij solutions have the features and functionality that customers demand.

VII.A Fifty Years of Change in Five

Latimer Room

Presenters: Janice Rockwell, Director of Admissions – UNC Wilmington

Lisa Keller, Director of Admissions – UNC Greensboro

Facilitator: April Lewis, Director of Admissions – Converse College

Understand the ways in which Admission Offices have had to adapt to a landscape which has changed dramatically over the past five to ten years. Technological innovations have impacted almost every aspect of recruitment and enrollment, and policies that had been in place for decades, have changed as well. Flexibility and keeping up with the times is critical to helping your institution meet its goals.

VII.R Online Transcript Ordering & PDF Delivery

Dudley Room

Presenter: Carol Nobles, Regional Sales Director – Scrip-Safe International

Facilitator: Gil Bowen, University Registrar – UNC-Wilmington

See how easily and quickly you can receive and deliver secure PDF transcripts and provide online transcript ordering for all your current and former students. Learn how the eSCRIP-SAFE electronic transcript delivery system enables you to send 100% of your transcripts electronically to anyone, anywhere, anytime --- possibly at no cost to your institution!

VII.Z Student & Exchange Visitor Program (SEVP)

Carolina Room

Recertification: Easy as Review, Sign, and Submit

Presenters: Student & Exchange Visitor Program Representatives

Facilitator: Jonathan Reece, Associate University Registrar – UNC Wilmington

Representatives from the Student and Exchange Visitor Program (SEVP) will present information and guidance on Recertification. Highlights of this presentation include an overview of the Recertification process, Form I-17 adjudicable fields, updates, timelines, fee requirements and general instructions for a

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successful Recertification submission. SEVP representatives will also offer updated information on SEVIS II and Policy program initiatives. This session is suitable for all DSO/SEVIS Users.

11:45-1:45 PM Lunch on your own

2:00-3:00PM PROGRAM SESSION VIII

VIII.S Charting Your Course Through Communication

Bellamy Room

Presenter: Ashley Pearson, Assistant Director of Admissions – Elon University

Facilitator: Nickie Dixon, Admissions Counselor – East Carolina University

Enjoy this opportunity to learn about yourself & your colleagues. Come prepared to interact and get involved hands-on. You will be thinking and engaging on your feet through experiential learning and team problem solving. Learning will involve communicating and connecting by navigating obstacles and challenges. Look forward to seeing you there!

VIII.T Using Graphic & Multimedia Tools in the Registrar's Office

Dudley Room

Presenters: Shane Baptista, Assistant Registrar – UNC Wilmington

Chris Wrede, Assistant Registrar – UNC Wilmington

Facilitator: Jim Salerno, Assistant University Registrar – Duke University

A picture is worth a thousand words. One screen capture can remind you what you did, who you dropped, and how to fix it. Do you have a new process you want to share with your staff? A training video would be just the thing. Learn to manipulate screen capture images with the GIMP (Gnu Image Manipulation Program). Learn how to capture video from your screen with CamStudio. Learn how to edit your videos with Windows Movie Maker. Document yourself, and train others with these free tools.

VIII.A Transitioning from Student Ambassador to Admissions Counselor

Cape Fear Salon B

Presenters: Krystal Rowland, Senior Admissions Counselor – Barton College

Amelia Martin, Admissions Counselor – Barton College

Mark Murphy, Admissions Counselor – Barton College

Facilitator: Maggie Gause, Coord. Orientation & Provisional Programs – Francis Marion University

Helpful tips to prepare Student Ambassadors for a future career in Admissions.

VIII.R Awarding College Credit Where Credit is Due:

Latimer Room

Evaluated Credit for Military Training to Service Members & Veterans

Presenter: Kathy Snead, Dir. Servicemembers Opportunity Colleges (SOC) – AASCU

Facilitator: James Patton, Associate Registrar – Furman University

Evaluating and applying college credit for prior military training and experience is a complex academic process. The Director of Servicemembers Opportunity Colleges (SOC), a national non-

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profit organization under contract with Department of Defense, will present the theoretical and practical issues related to awarding academic credit for documented military training. Information about the ACE evaluative process and the credit recommendations in the ACE Guide is presented using hands-on credit exhibits. The session showcases how some institutions engage academic units and systematically apply military credit to optimize the credit awards applied toward degree requirements.

VIII.Z Using Excel Pivot Tables to Quickly & Easily Analyze Student Data

Carolina Room

Presenter: *Scott Harvey, Registrar – Tri-County Technical College*

Facilitator: *Amanda Fleming, Associate Registrar – East Carolina University*

Imagine an Excel worksheet of student enrollment figures with hundreds or thousands of rows of data. The worksheet lays out all the data about your students' academic history, bio/demo, courses and grades. It's a lot of data to deal with — listed in row after row and divided into multiple columns. How can you get information out of the worksheet? How can you make sense out of all of this data? You can get all the answers you need by using Excel PivotTables — it's like turning a mob of students into a marching band. A PivotTable quickly and easily turns all that data into small, concise reports that tell you exactly what you need to know.

3:00-3:30 PM Afternoon Break (Refreshments/Door Prizes)

Cape Fear Salon A

3:30-4:30 PM PROGRAM SESSION IX

IX.S Developing Your Talent for Diversity and Inclusion

Bellamy Room

Presenter: *Dr. Jose Hernandez, Assoc. Provost, Inst. Diversity & Inclusion – UNC Wilmington*

Facilitator: *Jonathan Reece, Associate University Registrar – UNC Wilmington*

Develop strategies to assist you in becoming more culturally skilled for diversity/inclusion whether you are early in a higher education career, or an experienced professional. Examine best diversity practices that are applicable for all settings in higher education.

IX.T Users of SunGard HE Banner

Carolina Room

Moderator: *Scott Harvey, Registrar – Tri-County Technical College*

Informal Q&A for users of SunGard HE Banner. This session will be an opportunity for users to share experiences, tips, and/or issues.

IX.A NC & SC Admissions Birds of a Feather

Cape Fear Salon B

Moderator: *Maggie Gause, Coord. Orientation & Provisional Programs – Francis Marion University*

4:30-7:00 PM Free time – Local Excursions (Enjoy getting to know the city of Wilmington.)

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7:00-10:00 PM	Dinner, Entertainment & Networking – HOLLYWOOD STYLE Red Carpet Attire...there will be paparazzi.	Grand Ballroom
10:00-11:00 PM	Conference Hospitality	Hospitality Room 331

WEDNESDAY, DECEMBER 7, 2011

8:00-9:00 AM	Continental Breakfast Officer Installation	Grand Ballroom
9:00-10:00 AM	New Committee Meetings (introductions, new members, meeting times, discuss next year's goals)	Grand Ballroom
10:00-12:00 AM	Executive Committee Meeting	Executive Boardroom

Upcoming Conferences



SACRAO 2012

Newport, KY

February 11-15, 2012



AACRAO 2012

Philadelphia, PA

April 1-4, 2012



CACRAO 2012

Hilton Head Island, SC

December 2-4, 2012

My Notes

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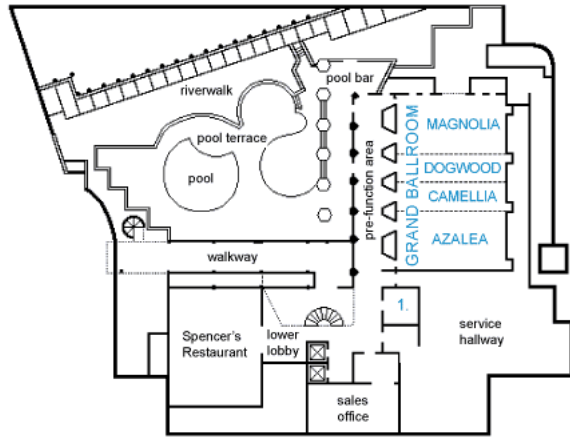


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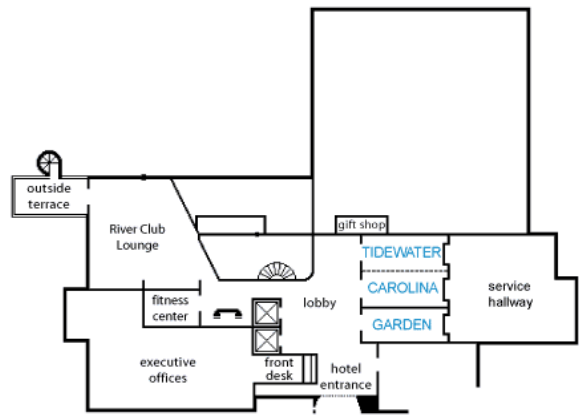
Hilton Wilmington Riverside - Floor Plans

HILTON WILMINGTON RIVERSIDE - FIRST FLOOR

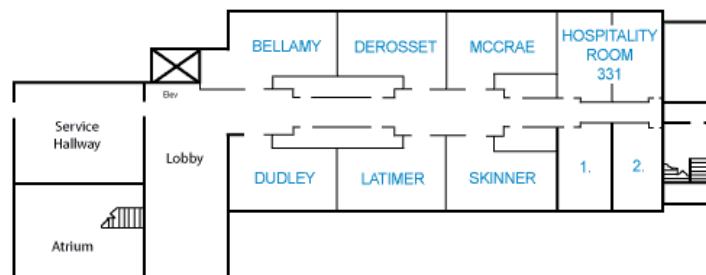


1. BOARD ROOM A

HILTON WILMINGTON RIVERSIDE - SECOND FLOOR



HILTON WILMINGTON RIVERSIDE - THIRD FLOOR



1. BOARD ROOM 328
2. BOARD ROOM 330