

VACRAO CONFERENCE TIDBITS & A SNEAK PEEK AT PRESENTATION TOPICS:

Dear Fellow VACRAOANS,

The deadline for conference registration is fast approaching and I wanted take this time to send out a few very important reminders:

1. The conference ticket price of \$155.00 includes all of your meals for both days of the conference, as well as, our Monday evening entertainment. The Hotel Roanoke believes in taking care of their guests, so needless to say we will eat drink & be merry for the 48 hours that we are there.
2. Beginning at 5:00 Monday, December 5, a \$25.00 late fee will be attached to your ticket price, so PLEASE REGISTER NOW. The registration link is listed below:

<http://www.cvent.com/d/ncqjcn/4W>

3. The deadline for securing the conference rate for guest rooms at the Hotel Roanoke has been extended and will expire at midnight on Friday, November 18th. If you haven't already made your reservation please do so in order to take advantage of the \$99.00 conference rate. Reservations may be made at the link listed below:

http://doubletree.hilton.com/en/dt/groups/personalized/R/ROASWDT-CRA-20111211/index.jhtml?WT.mc_id=POG

VACRAO's Annual Conference is a professional development opportunity for both public and private college and university registrars and admission representatives. Please see the attached listing of this year's session topics. Please note that additional sessions will be offered as well. Presenters are just working to finalize their session descriptions.

Our Keynote Presentation

It's those changes in latitudes,
changes in attitudes nothing remains quite the same.

With all of our running and all of our cunning,
If we couldn't laugh, we would all go insane.

JIMMY BUFFETT

"Changes In Latitudes, Changes In Attitudes"

We know them when we see them...it can affect the weak or the powerful, the home or the workplace, the worker or employer...it's an attitude! There's no question that attitude impacts your level of peace and happiness personally, but it can also impact your level of satisfaction and the quality of your service delivery at work! Join Learnership Solutions partners, Jennifer Testa and Diane Yerian, for an exploration of attitude as it relates to work satisfaction and personal fulfillment, along with some laughs, as we kick off the VACRAO conference.

Conference Sessions:

Identification and Early Intervention for At-Risk Students:

Any given number of students enter your college each semester already at-risk for attrition. They come academically, socially, or financially disadvantaged. Who are they? How can they be identified? What can we do to provide meaningful and early intervention to help them succeed? Find out in this session!

Updates to the Virginia Tour registration process:

Jason Ferguson will demonstrate and discuss VACRAO's new registration process for the Virginia Tour. VACRAO is up and coming & on-line registration is on the horizon! See how easy it will be to register your institution for road running season!

Seamless Diploma Ordering with Paradigm:

Find out how Paradigm, Inc can make the diploma process seamless from ordering to delivery. Do you need more people, space and time in the Registrar's office? Learn about our easy online ordering system, direct mailing of diplomas to your students, 10 day turnaround times and more.

Enrollment Projections, Longitudinal Systems, Legislative Issues:

Tod Massa, SCHEV's Director, Policy Research and Data Warehousing will be here to discuss SCHEV's enrollment projection data, longitudinal data systems and "hot" legislative topics for higher education.

Immigration Issues:

Christine Lockhart Poarch, Esq. from Poarch Van Doren will be joining us to discuss immigration issues that may relate to various student populations. Christine has practiced exclusively in the area of immigration law since 2003. She is also licensed before the U.S. Supreme Court, the Fourth and Eleventh Circuit Courts of Appeals and the Eastern and Western District Courts of Virginia.

Education for Homeless Children – seeking collegiate opportunities

Patricia Popp, Ph.D., State Coordinator, Project HOPE-VA (Education of Homeless Children and Youth) will be joining us to look at the challenges and promising practices for youth experiencing homelessness who wish to pursue higher education. Strategies to support older youth in high school and beyond, Virginia resources, and recent changes to financial aid programs that have increased access will be shared.

Working with the ADA (Americans with Disabilities Act): Best Practices for Admissions and Registrar Offices to Address Student Accommodations

Wendy Price, Washington & Lee's Assistant Dean of the College will be giving attendees an introduction to common issues and practices for handling and coordinating student accommodation issues on campus. Learn how the ADA requirements potentially affect your work and tips for effective communication with other campus offices.

"Come Monday," Make Your Electronic Transcript Processing Easy

The National Student Clearinghouse™ makes processing and sending electronic transcripts easier, faster, and more secure than ever with our Transcript Services, including Electronic Transcript ExchangeSM and Transcript OrderingSM. Save time and money with these powerhouse services, while ensuring the integrity of your documents with state-of-the-art digital signature and rights management.

Smart Catalog's New Academic Content Management system

Anne Valentine from Smart Catalog will be highlighting their new Content Management System. Introducing IQ by SmartCatalog. A completely new web-based system for academic content, including catalogs. Finally there is one system that can handle all your academic content management needs from Curriculum Management and online forms to catalogs and syllabi. IQ software gives you the tools to create workflows and manage edits as well as publish online, print and mobile versions of your content. Like all SmartCatalog products, IQ is easy to use and requires no technical experience.

College Students with Asperger's Syndrome: Facing the Challenges

John A. Toscano, MSW, MBA, President & CEO of Commonwealth Autism Service will join us and inform us that an increasing number of young people with Asperger's Syndrome are accessing higher education opportunities. They possess the intellectual capacity for academic success but are significantly challenged by their Asperger's Syndrome in key areas that can impact academic success.

This workshop will cover:

- The characteristics of Asperger's Syndrome
- The unique challenges faced by student's with Asperger's Syndrome in the College environment
- Strategies for College personnel (disability services, faculty, residential staff, security, etc.) can offer prescriptive supports to assist them in their pursuit of their degree
- Case example(s)

Nourishing the mind, body, and spirit – Renew, Refresh, Revitalize with Barbara Rowe, Washington & Lee's Associate University Registrar

What steps can we take in our daily lives – especially during the work day – to refresh ourselves and nourish the mind, body, and spirit? This session will present time-tested ideas and personal insights into relieving stress, managing our emotions, and promoting a work-life balance. Insights and new ideas from attendees are welcomed.

"A Registrar's Role in Retention"

Jeffrey von Munkwitz-Smith, Ph.D., University Registrar & Director of Summer Programs, University of Connecticut & President-elect, American Association of Collegiate Registrars and Admissions Officers will be joining us. He will discuss How the Office of the Registrar plays a key role in several initiatives to improve student retention and graduation rates at the University of Connecticut. These initiatives will be discussed and suggestions for ways Registrar's Offices can and should contribute to institutional retention and graduation efforts.

Domicile Issues

Lee Andes, SCHEV's Assistant Director of Financial Aid will be on hand to discuss domicile issues, the Opportunities book and www.vawizard.edu website.

"Come to the Moon": We are all Captains!

Susan Kennon, Associate Registrar at Lynchburg College & VACRAO's President will evaluate leadership. Do you think you aren't a leader because you don't have the title? This session will expose you to a new way of thinking. Learn how there are "formal" and "informal" leaders in each group and situation and how you play those roles every day. You will hear about various leadership styles and how you might organize daily tasks around those styles to be more efficient. You will see that even the Payload Specialist helps get the shuttle to the moon. Come aboard!

Online Transcript Ordering & PDF Delivery with Carol Nobles, Regional Sales Director, eSCRIP-SAFE and Transcripts on Demand

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!

Assessment in the Registrar's Office with Barb Thrasher, Registrar, Randolph College

As part of our last reaffirmation process, Randolph College moved to using WEAVEonline as a planning and assessment tool. WEAVEonline can be used institution-wide to guide and align multiple processes, including assessment, planning, accreditation, and budgeting—all within the context of the institution's priorities. This session will show you how the Registrar's Office is using this tool. A time for participants to share examples of assessment objectives and measures going on in their offices will be provided.

Veterans Educational Benefits: Surviving the Ever Changing Processes – *(How the University of Virginia is serving those who served.)*

Shelia Tolley, Associate University Registrar, University of Virginia will provide an overview of what works and what does not work for the University of Virginia as we have learned to stay afloat in the waves of change. Topics include:

- Developing the workflow with Student Financial Services in order to accurately report tuition and fees.
- Communication tips for working with your ELR, RPO, and SAA.
- Using eBenefits, RNW, and VA-ONCE.
- Using your Student Information System to assist in reporting.
- Creating a database to provide you with a quick snapshot of the information you may need to assist your veteran population.
- Forming a Veterans working group to provide information across the university.

Margaret Freeman with Credentials Solutions will discuss a comprehensive strategy for transcript processing. Strategies discussed will include order processing automation, identifying multiple electronic transcript channels as well as a long-term print and mail strategy.

Rick Hinshaw with Kelmscott Communications - "My Whole World Lies Waiting Behind Door Number 3." Hitting the Bullseye-Target your Enrollment With Cross Media Marketing!

"I'm too busy!" That statement is indicative of the "administrative stretch" that enrollment managers and their staff face each day, month, and year. Cross Media Marketing is the solution to taking the "heavy lifting" from your enrollment staff and allow a communications company to minimize your time and to create communications efficiency that produces measurable results through a combination of print, email, mobile and social media. The solutions can assist the school with addressing each part of the inquiry, application, enrollment, and retention funnel. Real time data is provided to assist in qualifying the students most likely to enroll and be retained. This session is pertinent for private institutions, state universities and community colleges.

Additional Presenters & Topics (descriptions forthcoming):

Scott Dittman, University Registrar, Washington & Lee –Roundtable Discussion concerning the HEA Act

Mark Griffin, Senior Associate Director of Admissions, Bridgewater College - "Tips for staying motivated throughout the different cycles of the recruiting season."

Dr. Cynda Ann Johnson, M.D., M.B.A., Founding Dean of the Virginia Tech Carilion School of Medicine – Female Leadership – Finding family balance while advancing professionally

Robert Lambeth, President, Council of Independent Colleges in Virginia – Legislative Issues for Private Institutions

Evanda S. Watts-Martinez Associate Director for Student Services, Richard Bland - Providing Student Services (Low College Readiness Rates Among High School Graduates)

Sarah E. Ross, MS, Senior Assistant Director of Admissions, Radford University - "On-Site Admissions for Transfer Students and Virginia Community Colleges"

Karen Saunders, Datatel Consultant – One hour of free consultation with Datatel – Come with your questions ready for issues in both the Registrar's Office & Admissions

Janet Schwalenberg, Associate Director of Admissions, Averett University & Susan Kennon, Associate Registrar, Lynchburg College – Discussing the diversity in our student populations and how we should form collaborative partnerships across our campuses to help those students

Corporate Vendors Confirmed thus far:

Abeedle	http://www.abeedle.com/
Credentials	http://credentialssolutions.com/
Docufide	http://www.parchment.com/
Kelmscott Communications	http://kelmscottcommunications.com/
Leap Frog Technologies	http://www.leepfrog.com/
National Student Clearinghouse	http://www.studentclearinghouse.org/
Paradigm	http://www.paradigm-corp.com/
Scrip Safe International	http://www.scrip-safe.com/
Smart Catalog	http://academiccatalog.com/

Give Back Program:

This year VACRAO is partnering with the Feeding America Southwest Virginia food bank, and we ask that all conference attendees support our "**Grapefruit Juicy Fruit Juice Drive**".

Juice collected at the conference will be donated to the Backpack program. The Backpack program provides food to children in need when other sources may not be available. The program focuses on providing nutritious, child--friendly food over weekends and holidays in backpacks that can be taken home.



A listing of acceptable juices can be found on the conference registration site.

Mark your calendars now for the annual conference. The meeting begins on Monday, December 12 and will conclude after our annual business luncheon on Tuesday, December 13.

I look forward to seeing you all in December,
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