Arkansas Association of Collegiate Registrars and Admissions Officers

2019 Annual Conference
October 2\textsuperscript{nd}-4\textsuperscript{th}

“Better Together”

Hotel Hot Springs
305 Malvern Ave
Hot Springs, AR
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<td>8:30 PM- 11:00 PM</td>
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<td>7:30 AM – 8:30 AM</td>
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<td>7:45 AM – 8:25 AM</td>
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<td>Innovate the Registrar's Office</td>
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<td>Retention and Recruitment Begin with Relationships</td>
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<td>Grad 101: Planning Makes Perfect?</td>
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<td>You’re Doing That Wrong: Strategies for Recruiting Introverted Students</td>
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<td>The Registrar of the Future</td>
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<td>11:00 AM – 12:00 PM</td>
<td><strong>T3 Breakout Sessions</strong></td>
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<td>Transfer Process – Roundtable</td>
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<td>Get the Maximum Value from Your Partnership from the National Student Clearinghouse. Come Learn What Is New and See the Newest Services from the Clearinghouse.</td>
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<td>Burnout... Let’s Talk About It.</td>
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<td>12:00 PM – 2:30 PM</td>
<td>Lunch &amp; Business Meeting</td>
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<td>2:30 PM – 2:45 PM</td>
<td>Break/Visit with Past Presidents</td>
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<td>2:45 PM – 3:45 PM</td>
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<td>The Shoals of Social Media: Best Practices (and Complying with FERPA) When Using Social Media</td>
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<td>3:45 PM – 4:15 PM</td>
<td>Break with Vendors and Drawing for Door Prize</td>
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<td>4:15 PM – 5:15 PM</td>
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<td>8:00 PM – 11:00 PM</td>
<td>Hospitality</td>
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<td>8:30 AM – 9:30 AM</td>
<td><strong>F1 Breakout Sessions</strong>&lt;br&gt;Surviving Change Through Collaboration and Team Building&lt;br&gt;Can You Tell Me Why? A Policy Discussion&lt;br&gt;B.O.S.S. (Boosting Office Soft Skills) in Customer Service</td>
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<td>9:45 AM – 10:45 AM</td>
<td>Closing Session</td>
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<td>11:15 AM – 1:00 PM</td>
<td>Executive Committee Meeting</td>
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**W1 Breakout Sessions**

**Enhancing Student Success through Modern Technology**  
Presenter(s): Corey McClain, Workday  
Audience: Admissions, Recruitment, & Registrars  
Description: Find out how unifying Admissions, Student Records, and Financial Aid in one mobile and modern system can enhance student success and engagement. Workday allows administrators, advisors, and students to complete transactions, leverage analytics, and access relevant information in one system, built to solve the unique challenges of today’s institutions. Institutions such as LSU, UNO, Southeastern Louisiana, and Louisiana Tech have already partnered with Workday to modernize their technology system. See what the future looks like!

**Banner, Colleague, and Jenzabar Roundtable**  
Audience: Admissions, Recruitment, & Registrars  
Description: Want to find out how other colleges are making processes work with the same student information system as you? Join your colleagues from across the state to discuss best practices and share insight on how to use your student information system to meet the needs of your university.

**W2 Breakout Sessions**

**Cultural Competency: More Than Lip-Service**  
Presenter(s): Dr. Tennille Lasker-Scott, Arkansas Tech University  
Audience: Admissions, Recruitment, & Registrars  
Description: This session will focus on diversity and inclusion in higher education and specifically the action of cultural competency or cultural awareness. Attendees will be introduced to topics and theoretical perspectives of multiculturalism and will participate in discussions and exercises that will initiate strategies to use in connecting with the global and diverse student population.

**Campus-Wide Optimized Scheduling & Calendaring**  
Presenter(s): Mike Hooper, University of Arkansas & Julia Noonan, CollegeNet  
Audience: Registrars  
Description: CollegeNET's SaaS delivered Series25 scheduling, calendaring and reporting solution is used by 750+ colleges and universities to address all forms of campus wide scheduling while focusing on facilities / classroom optimization. Bi-directional integration to Workday Student will also be discussed.

**Using a Mobile App to Ease the Stress of Graduation and Commencement**  
Presenters(s): April McDowell and Angie Russell, University of Arkansas  
Audience: Registrars  
Description: Graduation and commencement can be stressful times for both our prospective graduates and their families. The University of Arkansas uses a mobile app to put helpful information at the fingertips of students and guests. The app includes a variety of topics such as how to apply for graduation, maps and directions to reach the commencement venue, how to order a duplicate diploma, and so much more. In this session, we will explore the ways a mobile app can be an invaluable asset to any university.
**Supreme White Glove Service**

Presenter(s): Josh Hoagland, Credentials Solutions  
Audience: Registrars  
Description: Our clients have voted Credentials Solutions customer service number one in the industry! We recognize the importance of a positive user experience and are committed to providing outstanding service to both our institutions as well as their students and alumni.

At Credentials, we recognize excellent customer service means meeting and exceeding our customers’ expectations, so we take the time to understand our customer and their needs. We have two separate teams here to ensure customer satisfaction; one team is dedicated to our client institutions and their specific needs while the other team focuses specifically on serving your students and alumni. Our customer focus and automated solutions truly set us apart from our competitors.

**The Behaviors of Communication: Are You Like a Turtle, a Tiger, or an Owl?**

Presenter(s): Tawana Greene, University of Arkansas at Monticello  
Audience: Admissions, Recruitment, & Registrars  
Description: Come discover if you are a turtle, tiger, or an owl as we discuss the characteristics and behaviors of the four communication styles based on three specific types of personalities.

**Excel Pivot Tables - An Introduction**

Presenter(s): Jean Mitchell, University of Arkansas  
Audience: Admissions, Recruitment, & Registrars  
Description: If you spend hours filtering your data in Excel each week to complete routine tasks, learning to use pivot tables can dramatically increase your productivity. It takes only a few minutes to learn how to use the tool (yes, really!), and the results are worth the effort. Bring your laptops with a sample of your data and work along with the demo to see just how painless it is to acquire this new skill.
Innovate the Registrar’s Office
Presenter(s): Chris Mick, Parchment
Audience: Registrars
Description: What efficiencies could be created in the Registrar’s Office if there was one platform to manage all credentials including transcripts, diplomas, certificates and badges? It’s more than just a transaction. Credentials are the currency in a meaningful exchange. Get a sneak peek into our analytics tool launching in 2019.

3 Learning Outcomes:
- Platform credential management that integrates and enhances print and digital workflows
- Improving the learner experience to help turn credentials into opportunities
- Unified credential analytics that span all records and offer key insights

Common Course Numbering
Presenter(s): Tammy Weaver, Arkansas Tech University
Audience: Registrars
Description: A panel discussion focusing on preparation for implementation of common course numbering across public institutions. This goes beyond the ACTS course index. Identifying where changes need to be made - catalog, student information system course subject and number, repeated courses, degree check lists, degree audit systems, electronic and printed promotional materials.

Retention and Recruitment Begin with Relationships
Presenter(s): Andy Green, Jacksonville State University
Audience: Admissions & Recruitment
Description: It was The Fonz (aka Henry Winkler) who said, “Assumptions are the termites of relationships.” If our intention is to develop a relationship with students and see them from recruitment to contributing alumnus, we must develop a relationship that transcends personnel and programs. This session will delve into the many relationship building recipes with students for recruitment and retention.

Grad 101: Planning Makes Perfect?
Presenter(s): Mark Hommerding, Lifetouch Special Events
Audience: Registrars
Description: Come and hear from Lifetouch Photography about how schools across the country are trying to make commencement more enjoyable and memorable for the graduates, their family and friends. Get involved by sharing your ideas with the group to see if what you are doing can help a fellow commencement planner.

You’re Doing That Wrong: Strategies for Recruiting Introverted Students
Presenter(s): Deidra Dillard & Bradly Lewellen, Arkansas Tech University
Audience: Recruitment
Description: Ever wonder why some students tend to shy away from your table? In this session, we will answer this question and more when it comes to recruiting introverted students by covering research-based best practices. We will also share tips on how to recruit as an introvert based on our personal experiences.

(T2 Breakout Sessions continued on next page)
Paying for College Resource
Presenter(s): Christie Smith, Sallie Mae
Audience: Admissions & Recruitment
Description: As a recruiter or admissions counselor, students and parents probably ask you specific questions about paying for college. Not that you need to know every detail of the financial aid process, but learning the basics can prepare you to better assist your families. Join Christie Smith with Sallie Mae to learn about their brand new website, PayForCollegeResource.com. Meet your new go-to, one-stop destination with free videos, tools, guides and checklists to help your students and families make a plan to pay for college.

The Registrar of the Future
Presenter: Tracy Finch, Arkansas State University & Dave Wengel, iDatafy
Audience: Registrars
Description: The year is 2025 and Registrar offices around the country are still trying to catch up with the innovation coming from Arkansas. For the past several years leading higher education institutions across the state have been issuing blockchain certified SmartResumes to students and alumni. The SmartResumes contain FERPA compliant directory contact data points (such as academic achievements, activities, etc.) that can help differentiate recipients when pursuing employment opportunities. Employers for the first time can both find certified job talent and also verify key academic credentials in real-time-- all while demonstrating no bias in their resume review due to the proprietary SmartResume underlying technology. Join our session to learn how Arkansas State University and other leading Arkansas schools have begun issuing SmartResumes and learn how you can take part in this free initiative as well.

T3 Breakout Sessions
Transfer Process – Roundtable
Presenter(s): Vicky Summers, University of Central Arkansas
Audience: Registrars
Description: A round-table discussion on transfer course evaluation process and articulation table build-out. We will also discuss how the transfer process involves other offices on campus.

Get the Maximum Value from Your Partnership from the National Student Clearinghouse. Come Learn What Is New and See the Newest Services from the Clearinghouse.
Presenter(s): Casey Wallen, National Student Clearinghouse
Audience: Admissions, Recruitment, & Registrars
Description: Whether you have partnered with us for years, or are new to the Clearinghouse, this session is for you! Learn about our services and how they can help you. See the new exciting developments with Student Tracker - Premium, My Hub, Electronic Diplomas, Revamped Transcript Ordering Interface, Secure Print (our Print to Mail Transcript Service). Learn about our Audit Resource Center, Reverse Transfer, and more. Join me and get the latest scoop on what is going on and what is new at the National Student Clearinghouse.

Burnout… Let’s Talk About It.
Presenter(s): Morgan Lunsford & Kristen Smith, Arkansas Tech University
Audience: Admissions & Recruitment
Description: Are you a go-getter that gives 110% for your work every time? That’s great, but even the Energizer Bunny needs to recharge! Working in admissions/recruitment typically requires a lot of human interaction, constant travel, and demanding work responsibilities. Sometimes, caring for one’s
Better Together

mental health gets put on the back burner. In this session, we will discuss the impact of burnout, as well as ways to identify symptoms and take preventative measures.

**Guest Speaker**

**The Shoals of Social Media: Best Practices (and Complying with FERPA) When Using Social Media**

Presenter(s): Thomas Pennington, Arkansas Tech University

Description: Probably not since the development of word processing has one thing had as big an impact for colleges and universities on communication as that of social media. During this session we will discuss how to best utilize this method of communication in a manner that provides the most protection for the employee and for the student and/or prospective student.

**F1 Breakout Sessions**

**Surviving Change Through Collaboration and Team Building**

Presenter(s): Jennifer Minke, Tarrant County College District

Audience: Admissions & Recruitment

Description: This will be an interactive session. The presenter, a long-time admissions operations professional, will share her experiences of both facilitating and surviving change and then open the floor for group discussion.

**Can You Tell Me Why? A Policy Discussion**

Presenter(s): Robin Carr, University of Arkansas

Audience: Admissions, Recruitment, & Registrars

Description: When nobody remembers why policies are in place, it's time to review and reassess those policies. Looking at the policies to learn when they were implemented, why they were implemented and do they still apply in the current climate of the campus. Do you have a campus procedure for reviewing and implementing policy changes? Join us as we ask, "Can you tell me why?"

**B.O.S.S. (Boosting Office Soft Skills) in Customer Service**

Presenter: Jennifer Wright, University of Arkansas at Hope - Texarkana

Audience: Admissions, Recruitment, & Registrars

Description: Higher Ed professionals in our field focus on recruiting and retaining students just like many successful businesses aim to attract and maintain customers. Why should our customer service methods be any different? Gaining an understanding of the personal qualities that allow us to productively interact with each other and with students (soft skills) will boost offices to become the 'BOSS' of customer service on campus, and sequentially will advance the goal of student recruitment and retention.
A native of Little Rock, Arkansas Charlotte earned a Business degree from the University of Central Arkansas and a Master’s degree in Higher Education from the University of South Carolina. For thirty-six years, Charlotte has worked in Higher Education coordinating Orientation, Ethics and Leadership academic courses, Greek training and Leadership training seminars. In 1989, Charlotte was invited to join the company, Designs for Development, specializing in training student leaders. She traveled across the country working with students and university employees. In 2002, Charlotte founded her own company, Strickly Speaking. In addition to college campuses, her audiences include churches, civic groups, state/federal agencies, and corporations. Charlotte currently serves as UCA’s Director of Professional Development and Training. She provides campus-wide training on subjects such as Diversity, Customer Service, Workplace Harassment and Supervisory Skills.

Charlotte enjoys speaking immensely and approaches each audience with energy, enthusiasm, and sincerity. Her goal is for each person to leave the presentation with personal value, a renewed spirit and hope for whatever facet of life an individual is dealing with.

Charlotte and her husband, Mark, reside in Conway, Arkansas. They have three grown children and a golden doodle named Obadiah (Obie). In her free time, Charlotte enjoys hiking, shopping flea markets, and spending time with her family. She is active in her church and several UCA student organizations.
Steve Fryer is an innovative client relations leader with more than 20 years of success directing in-house and outsourced call center operations at Disney, including award-winning customer support teams. He helps teams develop and mine data analytics to maximize profits through establishment of customer satisfaction and affinity group programs. He has rich expertise in boosting operational efficiency, enhancing performance and partnering with stakeholders to secure buy-in on continuous improvement initiatives.

Fryer is President of CX Opportunity, a customer experience consulting firm. In his previous corporate life, Fryer led customer experience for Disney Consumer Products/Disney Stores, where he developed and managed a best-in-class CX division, inspiring cast members and delivering the magic of Disney to millions of loyal guests throughout the world.

Fryer is a graduate of Harvard Law School and Arkansas Tech University where he starred on the varsity tennis team. He is a father of one and grandfather of two. When he's not developing game changing customer-centric solutions, he's an avid tennis player having recently won the Los Angeles Tennis Association city divisional championship.

As a professional speaker, Fryer has shared his personal insights and career experiences with college, community and business audiences in an attempt to inspire, engage, empower and motivate attendees. From student orientation at Arkansas Tech University to a national sales meeting for Solaris Paper Products to impact speaker at the 2019 Arkansas Governor’s School, Steve’s humorous stories and real-world experiences make for a compelling presentation.
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Gold Sponsor – $1,000 Level

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Bronze Sponsors – $500 Level

ACT | NRCUA
Membership matters.

IEE
INTERNATIONAL EDUCATION EVALUATIONS, INC.
Hotel Hot Springs Shuttle Service Available 7AM-10PM (within 3-5 mile radius)

AACRAO Annual Meeting
April 5-8, 2020
New Orleans, LA

SACRAO Annual Meeting
February 1-5, 2020
Alexandria, VA

ArkACRAO Scholarship for SACRAO Registration Fees
Deadline: November 15, 2019
Application Available at https://www.arkacrao.org/resources/forms/

Save the Date!

2020 ArkACRAO Fall Conference
Holiday Inn
Texarkana, Arkansas
October 7-9, 2020
Conference Map