




Fall 2018
 October 3 – 5, 2018
 Wyndham Riverfront Little Rock
 2 Riverfront Place
 North Little Rock, AR 72114

Wednesday, October 3 rd Agenda		
Time	Description	Location
12:30 PM – 6:00 PM	Registration	Foyer West
12:00 PM – 6:00 PM	Vendor Area Open	Silver City 7
1:30 PM - 2:30 PM <i>W1 Breakout Sessions</i>	Financial Aid 101 for Recruiters	Silver City 1
	Improv to Improve: A Comedic Approach to Facing Your Fears	Razorback
	uAchieve® from CollegeSource: From Application to Graduation	Arkansas Traveler
2:45 PM - 3:45 PM <i>W2 Breakout Sessions</i>	It Takes a Village! Why AACEP Matters.	Silver City 1
	It's in the Cards: Reaching Students in a Diverse World	Razorback
	Beyond the Catalog, Managing Academic Content.....	Arkansas Traveler
3:45 PM – 4:15 PM	Break with Vendors (<i>Snack Social</i>)	Silver City 7
4:15 PM - 5:15 PM <i>W3 Breakout Sessions</i>	Changing Spaces	Silver City 1
	Are You Getting the Maximum Value From Your Partnership From the National Student Clearinghouse?	Razorback
	Tour Guides: Selecting, Training, and Retaining your Student Ambassadors	Arkansas Traveler
6:30 PM – 8:30 PM	Welcome Dinner and Keynote	Silver City 5-6
	<p>Mark Robinson</p> <p><i>You've seen him in comedy clubs, TV commercials, Las Vegas, NBA Halftimes, as Jeff Foxworthy's opening act, and with Jimmy Kimmel Live. As a corporate speaker he brings laughter and motivation to companies across America. Get ready to laugh with our guest speaker Mark Robinson!</i></p>	
TBA	Hospitality	Huntersville 1005 or Silver City 5

Thursday, October 4th Agenda

Time	Description	Location
7:30 AM – 8:30 AM	Registration	Foyer West
7:45 AM – 8:15 AM	New Attendees Meeting	Blue Dog
8:00 AM – 4:30 PM	Vendor Area Open	Silver City 7
8:30 AM – 9:30 AM <i>T1 Breakout Sessions</i>	How over 500 institutions have improved catalog and curriculum operations	Silver City 1
	There's no Traffic on the Extra Mile: Identifying First Generation and Poverty Students	Silver City 2
	Learn how to cultivate a campus of faculty and staff allies for our LGBTQIA students	Silver City 3 & 4
9:45 AM – 10:45 AM <i>T2 Breakout Sessions</i>	Transcript Automation Done Right: Empowering Registrars in a Digital World	Silver City 1
	Best Practices for Planning a Successful Commencement Ceremony	Silver City 2
	Unleashing Your Superpower – The Power of Mindfulness	Silver City 3 & 4
11:00 AM – 12:00 PM	Updates (SACRAO, AACRAO, ADHE) & Legislative Panel	Silver City 5-6
12:00 PM – 2:00 PM	Past Presidents' Luncheon & Business Meeting	Silver City 5-6
2:15 PM – 3:15 PM <i>T3 Breakout Sessions</i>	Turn the Diploma from Headaches to Opportunity for You and Your Graduates	Silver City 1
	Working with Millennials and Beyond	Silver City 2
	Leading from Among	Silver City 3
	New Kid on the Block: Welcome to the Recruitment Family	Silver City 4
3:15 PM - 3:45 PM	Break with Vendors (<i>Ice Cream Social</i>)	Silver City 7
	Get Involved In ArkACRAO! Come visit informally with Executive Committee Members about ways to serve in ArkACRAO. We are here to answer your questions.	Silver City 3 & 4
4:00 PM	Drawing for Vendor Door Prizes	Silver City 3 & 4
4:15 PM – 5:15 PM	Registrar's Chat Admissions Chat	Arkansas Traveler Razorback Room
	Dinner: On Your Own	
TBA	Hospitality	Huntersville 1005 or Silver City 5

Friday, October 5th Agenda

Time	Description	Location
8:30 AM – 9:30 AM <i>F1 Breakout Sessions</i>	<p>Teamwork makes the dream work: bringing recruitment and operations together</p> <p>Henderson State University College and Career Readiness Program: Year One</p> <p>Every Student Counts <i>and so do you....</i></p>	<p>Silver City 1</p> <p>Silver City 2</p> <p>Silver City 3 & 4</p>
9:45 AM – 10:45 AM	<p>Closing Session</p> <p>Dr. O. Fitzgerald Hill <i>Fitzgerald Hill was selected as 13th President of the 133-year-old Arkansas Baptist College in Little Rock, AR February 1, 2006. After 10 years of leading the Historical Black College, Dr. Hill stepped down to assume leadership roles as Executive Director of the Arkansas Baptist College Foundation and The Scott Ford Center for Leadership and Community Development. In July 2016, Governor Asa Hutchinson appointed the outgoing College President to a seven year term on the State Board of Education. Since 2011, Hill has served as a Board of Director for Bear State Bank. During the fall of 2016, Hill accepted a sport and recruiting analyst position with the name “The Doctor of Football” on the popular Drive Time Radio Show, KABZ 103.7 The Buzz. In the spring of 2017, the Education Evangelist teamed up with New Life Church to assist in launching a downtown campus in Little Rock.</i></p> <p><i>The former San Jose State Spartans head football coach and Arkansas Razorbacks assistant head football coach also serves as a guest lecturer and research associate at the University of Central Florida’s Institute of Diversity and Ethics.</i></p>	<p>Silver City 1-4</p> 
11:15 AM – 1:00 PM	Executive Committee Meeting	Razorback Room

W1 Breakout Sessions

Financial Aid 101 for Recruiters

Presenter(s): Patti Carson, ASU Beebe

Audience: Admissions & Recruitment

Description: Students are more concerned than ever about the cost of college. This session will give recruiters the knowledge to answer some of the basic financial aid questions that students may have and how to make financial aid a part of your admissions pitch.

Improv to Improve: A Comedic Approach to Facing Your Fears

Presenter(s): Jennifer Wright, UAHT

Audience: Admissions, Recruitment, & Registrars

Description: Do you fear change, failure, or even public speaking? Improv exercises are a FUN way to help face these fears. By following the basic rules of improv comedy, you can gain confidence, learn to be a better communicator, and sharpen your problem solving skills with this quick and creative approach.

uAchieve® from CollegeSource: From Application to Graduation

Presenter(s): Wil Perkins, Harding University & Shelly Jackson, CollegeSource

Audience: Registrars

Description: Helping students reach graduation can be difficult. Harding University uses uAchieve and the batch audit to create checkpoints during the process to give students and their advisors multiple warnings of requirements remaining that would prevent graduation. Join us to view the features of uAchieve and learn how Harding is using uAchieve to increase its graduation rates.

W2 Breakout Sessions

It Takes a Village! Why AACEP Matters.

Presenter(s): Jessica Brock & Jana Crouch, Arkansas Tech University

Audience: Admissions & Recruitment

Description: Come learn about the Arkansas Alliance of Concurrent Enrollment Partnerships. AACEP is a newly formed organization. The purpose of AACEP is to support concurrent enrollment programs through the advocacy of quality initiatives (best practices, research, etc.) that promote student access and completion, program development, professional development, communication, and high quality standards.

It's in the Cards: Reaching Students in a Diverse World

Presenter(s): Tawana Greene, UA Monticello

Audience: Admissions, Recruitment, & Registrars

Description: This presentation will allow professionals to discuss the state of education and how it relates to both the diversity of our students and their individual unique needs.

Beyond the Catalog, Managing Academic Content.....

Presenter(s): Anita Aker, SmartCatalog

Audience: Admissions, Recruitment, & Registrars

Description: The SmartCatalog system goes beyond catalogs to include curriculum management, syllabi, and outcome reporting. Data types are customized to include things like learning outcomes, CIP, SOC, and Labor Codes, frequency of offerings, etc. Data is maintained in a relational database where automatic updating of linked content eliminates redundant updates and guarantees consistency.

W3 Breakout Sessions

Changing Spaces

Presenter(s): Heath Sims, Henderson State University

Audience: Admissions, Recruitment, & Registrars

Description: In Changing Spaces, two employees switch jobs in the same university. Employees have only a limited time and no budget to transition. They have no control over how people react or take the transition. They'll spend countless hours changing spaces before others finally trust the new hire. Join us for this season's latest hit of Changing Spaces.

Are You Getting the Maximum Value From Your Partnership From the National Student 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 StudentTracker and Student Tracker - Premium, Secure Print (our Print to Mail Transcript Service), My Hub, Electronic Diplomas. Learn about our Audit Resource Center, Reverse Transfer, and more. Join me and get the latest scoop on what's going on and what's new at the National Student Clearinghouse.

Tour Guides: Selecting, Training, and Retaining your Student Ambassadors

Presenter(s): Ashley Berry, University of Central Arkansas

Audience: Admissions

Description: This session is intended to provide information on how we select, train and retain our student tour guides. This is a volunteer-only organization compiled of around 75-80 college students. I will share select information on our application process, training sessions and how we keep our student ambassadors motivated throughout the school year.

T1 Breakout Sessions

How over 500 institutions have improved catalog and curriculum operations

Presenter(s): Nancy Tackett, Harding University & Hadra Brown, DIGARC

Audience: Registrars

Description: Your peer institutions have transformed their out-of-control catalog and curriculum processes into efficient, transparent systems and you can too with Acalog and Curriculog. Learn how your colleagues are using these game-changing software solutions to dramatically reduce production time and save valuable staff hours as they improve consistency and collaboration while engaging students.

There's no Traffic on the Extra Mile: Identifying First Generation and Poverty Students

Presenter(s): Tyler Hill, Carrie Stanley, & Kelci Martinez, Henderson State University

Audience: Admissions & Recruitment

Description: Our presentation will provide admissions and recruitment professionals with a better understanding of under-resourced and impoverished students' needs and how to more effectively communicate and educate them.

Learn how to cultivate a campus of faculty and staff allies for our LGBTQIA students

Presenter(s): Malissa Mathis, Sharon Downs, & Sherry Rankins-Robertson, UA Little Rock

Audience: Admissions, Recruitment, & Registrars

Description: UA Little Rock has been recognized in state publications and polls as being a LGBTQIA-friendly campus for students, faculty, and staff, but that accolade took a lot of collaborative campus work to achieve. Come learn from a panel of students, faculty and staff from UA Little Rock how to encourage a culture of allies to make campus a safer zone for our diverse students.

T2 Breakout Sessions

Transcript Automation Done Right: Empowering Registrars in a Digital World

Presenter(s): Stephanie Weiss, Credentials Solutions

Audience: Admissions & Registrars

Description: Learn how Registrars of leading colleges and universities use business process automation to improve staff productivity and job satisfaction, avoid the tedium of transcript ordering and fulfillment, and make serving students, alumni and other constituents more efficient and secure. See how you can achieve better control of your office operations with Credentials Solutions.

Best Practices for Planning a Successful Commencement Ceremony

Presenter(s): Rhonda Kitch, North Dakota State University

Audience: Registrars

Description: This session will share ideas to continue to improve an institution's commencement ceremony. Topics to include general ceremony planning, ceremonial logistics & procedures, regalia, student recognition, emergency preparedness, diploma distribution. Discussion will be informal and will include time for attendees' questions.

Unleashing Your Superpower – The Power of Mindfulness

Presenter: Cody Davis, LPC UACCM

Description: We often go through life on auto pilot either reliving the past or dreading the future. Inside each and every one of us is potential that can be developed to keep us in the present moment. When you are aware of what you're going through, you also gain more clarity on how to react in a way that's best for you. In today's times, staying focused and balanced even when you're surrounded by chaos is nothing short of a superpower.

T3 Breakout Sessions

Turn the Diploma from Headaches to Opportunity for You and Your Graduates

Presenter(s): Andy Allen, Parchment

Audience: Registrars

Description: Parchment's new complete print and digital diploma service enhances the traditional diploma experience. Graduates benefit from immediate access to an online, verifiable & shareable diploma or certificate. Administrators benefit from real-time printing, delivery, tracking - and no more support calls! Survey data from 975 class of 2017 digital diploma recipients will illustrate expectation, need and use of this enhanced experience.

Working with Millennials and Beyond

Presenter(s): Christie Smith, Sallie Mae

Audience: Admissions, Recruitment, & Registrars

Description: This generation of students are unlike any other. Are we keeping up with the changes and finding innovative and creative ways to connect with our potential college students? Plan to attend this session to find out the differences of our world today and how we can step up our recruiting game to meet students in "there" world! Bring your best practices to share with the group.

T3 Continued on next page

T3 Breakout Sessions Continued

Leading from Among

Presenter(s): Sheryl Gray, Carson-Newman University

Audience: Admissions, Recruitment, & Registrars

Description: Most leaders use a “pedestal” approach to leadership. However, many effective leaders are using another approach to leading and management. This presentation will unpack and discuss concepts of a leadership style that recognizes the need for hierarchical leadership, but attempts to attack the barriers created by a “top to bottom” leadership style . Based on the experiences and writings of Dr. Bill Robinson, President of Whitworth College, participants will examine and consider ways to become a better leader by “leading from among.”

New Kid on the Block: Welcome to the Recruitment Family

Presenter(s): Rachel Young, UA Monticello

Audience: Recruitment

Description: Are you new to student recruitment? No problem! Come learn all there is to know about being a student recruiter. From traveling tips to the seven second sell to building a community from your cell phone, you'll leave ready for the upcoming recruitment season. Already a seasoned recruiter? Come share your experiences!

F1 Breakout Sessions

Teamwork makes the dream work: bringing recruitment and operations together

Presenter(s): Pamela Bowie & Ta'Nice Blackman, UA Little Rock

Audience: Admissions & Recruitment

Description: Many admission offices have two primary functions - recruiting students and processing applications. With two very distinct objectives it can be easy to segment into separate "shops". However, one cannot be successful without the other. Two managers from both sides will talk about strategies to bring staff together under one common goal - helping students!

Henderson State University College and Career Readiness Program: Year One

Presenter(s): Lindsey Weston & Ashlee Dixon, Henderson State University

Audience: Admissions & Recruitment

Description: Henderson State University has just completed the pilot year of its College and Career Readiness Program, partnering with Arkadelphia, Malvern, Hot Springs, and Lake Hamilton school districts. We will be sharing an overview of this past school year, as well as our plans for the 2018-2019 school year. This will include a description of the four main objectives of the program and how we worked toward those objectives. We will share details of program successes, as well as areas we will aim to improve. We are open to questions and discussion.

Every Student Counts *and so do you....*

Presenter: Arkansas State University

Audience: Admissions, Recruitment, & Registrars

Description: Is the student always right? What about the staff member? This session will describe some of the challenges & frustrations faced by Arkansas State University the past few years along with the ways these challenges are being addressed.