Thank You to our Exhibitors!

CollegeSource, Inc. – Sponsor of the Red Turtle Native American Dancers
Credentials Solutions – Sponsor of the Golf Tournament
National Student Clearinghouse – Co-sponsor of the Wednesday afternoon Refreshment Break
Paradigm, Inc. – Sponsor of Conference Certificates
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Thank You Contributing Colleges and Universities!

ROCKING R’S
Rethink, Rejuvenate, Reconnect
July 21-23, 2010 Santa Fe, New Mexico

Message from the President
Welcome to Santa Fe and RMACRAO 2010!

I'm pleased to welcome you to Santa Fe, the capital city of New Mexico and the home of the Buffalo Thunder Resort, for the 33rd annual meeting of the Rocky Mountain Association of Collegiate Registrars and Admissions Officers. This annual meeting always provides a great opportunity to renew professional acquaintances, forge new relationships, and acquire new knowledge about our dynamic profession. I hope that your experiences this week will provide you with all of those benefits and more.

Our Local Arrangements Committee (LAC) has been co-chaired this year by Kathleen Sena, recently retired from the University of New Mexico, and Denise Esquivel of New Mexico State University. They and their fellow committee members have worked tirelessly to ensure that your Buffalo Thunder Resort experience is one you will never forget. Also, Barbara Tucci of Santa Fe Community College has served this past year as our President Elect and Program Committee chair for this event. She has put together an excellent slate of presentations touching on all facets of our organization – admissions, records, registration, and professional development. We are also pleased to offer a pair of pre-conference workshops this year. “Admissions 101: Recruiting – On the Road Again!” will be presented by a team of admissions professionals led by Angela Mora Riley of New Mexico State University in Albuquerque. Plus, Mike Zimmerman of New Mexico State University and Alec Reher of the University of New Mexico will offer a FERPA update.

In addition to our lengthy slate of concurrent sessions, you’ll find an interesting slate of general session presenters. Our opening session, “Why, So What, and Who Cares?” will be presented by Meridee Walters of Santa Fe Community College. On Thursday afternoon, we’ll hear from Steve Stucker, morning co-anchor and weatherman at KOBI-TV in Albuquerque. Finally, our closing session will be offered by Dr. Bernadette Montoya of New Mexico State University, on the topic of positive strategies for life and work.

AACRAO, our national organization has been kind enough to make current president Betty Huff available to us. Betty tells me that this will be her first visit to Santa Fe, so we’re especially eager to make her feel welcome! Betty will update us during the business luncheon on the status of AACRAO, and will also present a session intended to generate additional discussion about AACRAO and its services.

Once again this year we have a strong group of exhibitors on hand to provide information about their products and services. We are always so appreciative of the role they play in helping us stage these annual meetings, and we strongly encourage you to interact with them as much as possible, not only within the exhibitors area but also in the concurrent sessions that many of them present for us.

On the lighter side, don’t forget to have some fun while you’re here! In particular, note our two featured events: the Wednesday morning golf tournament (separate registration is required) at the beautiful Towa Golf Club, right here at the Buffalo Thunder Resort; and the President’s Reception on Wednesday evening. Following the reception, and also on Thursday evening, you’ll have ample opportunity to relax, kick back, and explore the environs of Santa Fe. RMACRAO has not had the opportunity to meet in this very beautiful region of New Mexico, so I encourage you to take full advantage of the various cultural and entertainment options available to you here.

Finally, I’d like to express my thanks, not only to the presenters and committee chairs noted above, but to all our presenters, facilitators, valued exhibitors, the entire Board of Directors, and all others who have collaborated to make this event a success. If you have any concerns or needs during your stay, please contact a board member or LAC member. We’re all happy to assist you in any way we can. Have an informative and enjoyable meeting!

Nolan Otjenbruns
President

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as, manufacturing and oil and gas industries. She received her Master’s Degree in Business Administration (MBA) in 1995 from New Mexico State University and her Bachelor’s Degree in Accounting in 1983. She received her CPA certification in 1989; however, she is currently inactive in Public Accounting.

2:30 – 3:00 pm Refreshment Break
Co-Sponsored by National Student Clearinghouse and RMACRAO
Location: Tewa Foyer West
Concurrent Sessions W3 3:00 – 4:00 pm
Session W3A
Location: Caldera A
Carve Your Path (CYP) New Mexico’s Electronic Student Management System (EMSS), a secure web-based tool that enables students as early as sixth grade to explore and plan for their future – in high school, college and career. Carve Your Path is a joint project lead by New Mexico Public Education Department and the New Mexico Higher Education Department in collaboration with the New Mexico Department of Workforce Solutions, the New Mexico Children, Youth and Families Department and the College Success Network of New Mexico. Presenters: Joel Nudi, New Mexico Public Education Department, IT Project Director; Susan Reagan, Department of Workforce Solutions, Economist and Labor Market Information Webmaster; Sharon Ozumi, College Success Network, Executive Director; Karen Kennedy, New Mexico Higher Education Department, Financial Aid Director; Juliene Smrcka, New Mexico Children, Youth and Families Department, African American Service Program Manager; and Steve Ozumi, College Access Challenge Grant, Project Director.
Facilitator: Denise Esquibel, Assistant Registrar, New Mexico State University.

Session W3R
Location: Caldera B
"Why Can’t Faculty Turn Their Grades in on Time?" No, we aren’t writing a bad country song! We get their classes scheduled; we get their students registered; students get their assigned work done...and yet, the faculty can’t get their grades in on time. Let’s talk policies, procedures, communication plans and other tried and true strategies. Maybe one of you holds the key...or at least the carrot!
Presenters: Kathleen Sena, Associate Registrar, College of Santa Fe and Sherri Gaugh, Registrar, San Juan College.
Session W3P
Location: Barranca A
Lies, Fairy Tales, and Real Customer Service: A Story of a Changing Culture. If you were to compare your campus atmosphere to a fairy tale such as Snow White and the Seven Dwarfs, would your students find a happy ending? Or would they and web conferencing, web-based satisfactory progress system for NCAA eligibility, and an online grade release system for fraternities and sororities. With any remaining time we will discuss your sexy technologies and fun and useful technology ideas that we can all benefit from.
Presenters: Corey Wahl, Assistant Registrar, University of Colorado at Boulder
Session F2B
Location: Barranca A
Scheduling Floor and Space Management is an art. Share your secrets about how you schedule academic facilities for courses, examinations, and events in a manner that promotes teaching effectiveness for faculty, and learning experiences and co-curricular activities for students – all of which are integral to higher education. With technology demands and new learning environments, how do you share enhanced classroom space? Blocking, linking and restrictions, how do you manage to create the seamless registration experience? Let’s get together and support each other with open discussions regarding these and any issues you are facing.
Presenters: Dahl Graykowski, Assistant Registrar, Colorado School of Mines and Carolyn Gutierrez, Operations Manager for One Stop/Student Scheduling Coordinator, University of New Mexico
9:45 – 10:15 am Location: Tewa Foyer East
Refreshment Break sponsored by RMACRAO
Concurrent Sessions F3 10:15 – 11:00 am
Session F3A
Location: Barranca A
"NCAA Academic Eligibility Certification" This session will cover the academic eligibility certification of student athletes on your campus according to NCAA Bylaws. Topics include NCAA requirements regarding freshmen, transfers, and progress towards degree. We will also discuss how the University of Northern Colorado currently handles this process.
Presenters: Kelley Christman, Assistant Registrar, University of Northern Colorado
Session F3R
Location: Barranca B
RMACRAO wants you! In today’s economic environment (where professional conferences aren’t highly attended due to budget restraints), each of us need to have a magic hat of endless resources available to be able to do our jobs and do them well! It seems senseless to re-invent the wheel! Let’s dialogue and figure out how RMACRAO can help you with your professional portfolio and MOST IMPORTANTLY, how RMACRAO can be a resource to promote your success in your profession!
Presenters: Kathleen Sena, Associate Registrar, College of Santa Fe and other representatives from RMACRAO

Wednesday, July 21 – Wear your school colors
7:00 am Location: Tewa Golf Course at Buffalo Thunder
RMACRAO Golf Tournament
Sponsored by Credentials, Inc.
8:00 am – 5:00 pm Location: Pre-function Area
Registration Open
8:00 am – Noon Location: Tewa Foyer East
Exhibitor Set-up
9:00 – 11:30 am W1A Location: Caldera A
Admissions 101 – Recruiting – On the Road Again! A panel of admissions personnel will present on the areas of marketing, recruiting, (more personal communication; new technology, professional responsibility; fostering successful relationships with high school counselors) and admission office functions (processing and operations). Facilitator: Angela Mora-Riley, New Mexico State University
10:00 – 11:30 am W1B Location: Caldera B
FERP Update! Mike Zimmerman, Registrar, New Mexico State University
11:30 am – 1:00 pm W1C Location: Tewa 1A
First-Timers Luncheon
Noon – 5:00 pm Location: Tewa Foyer East
Exhibitor Area Open
12:45 – 1:30 pm Location: Tewa 1 B and IC
Pre-Opening Session Entertainment
Mariachi Tenampa Group Sponsored in absentia by Leepfrog Technologies
1:30 – 2:30 pm W2G Location: Tewa 1B and IC
Opening Session – Keynote Address
Why, So What, and Who Cares? Are you giving your students what they really need and want OR are you giving them what works best for you? This will be a lively informative discussion using quality approaches and data, ‘yes data’, to better serve our campus communities.
Presenter: Meredee Walters, Vice-President for Finance and Administration at Santa Fe Community College. She has been in this position since moving to Santa Fe in November of 2006. She came to the position from San Juan College in Farmington, New Mexico where she served as the Vice President for Business Services, Associate Vice President for Business Services and Controller over a period of ten years. During this time, she served as a state Baldrige Quality examiner as well as serving on the National Board. Prior to this, worked in public accounting, as well
feel they were given a poison apple – with extra poison?!! As part of continuous quality improvement, Santa Fe Community College has embarked on a journey to examine and improve our front line services. This session will include real life examples—perhaps even a bit scary, of our journey—along with how we are addressing challenging problems and provide some solutions that may work for you and your campus! Come join the fun and look for your happy ending!

Presenter: Dr. Cheryl Drangmeister, Associate Vice President for Enrollment Management, Santa Fe Community College
Facilitator: Danielle Staley, Admissions Advisor, New Mexico State University in Albuquerque

Session W3C
Location: Barranca B
AACRAO wants to know
Presenter: Betty Huff, President AACRAO

Session W3E
Location: Tewa 1A
Millions of Transfer Students, One Solution: The Transfer Evaluation System (TES®) from College Source. TES® is an innovative service for researching, evaluating, tracking, managing, and reporting transfer course equivalencies online. Desktop access to over 43 million course descriptions and a suite of powerful tools means tremendous time savings for transfer credit evaluation and fast, accurate service to transfer students.

Presenter: Shelly May, Marketing and Client Relations Associate College Source, Inc.
Facilitator: Nolan Otjenbruns, Registrar, university of Northern Colorado

Concurrent Sessions W4
4:15 – 5:15 pm

Session W4A
Location: Tewa 1A
Creating an integrated online catalog. The days when catalogs were just online books are over. The New Web Catalog can support department home pages, search engines, transfer equivalences and more. This session will explore how to get more out of your online catalog and create a more consistent and accurate website.

Presenters: Dana Browne, Sales Director and Anne Valentine, President, SmartCatalog
Facilitator: Lara Medley, Registrar, Colorado School of Mines

Session W4R
Location: Barranca A
redLantern Degree Audit Reporting System – DARS. This session is intended for users to be able to connect and ask questions of each other. Maybe you have a tough new policy coming into effect for Fall 2010 and want to know how another schools handle a similar situation. Are you considering u-select in the future? Be prepared to bring questions and share answers. Also, hot topics and news from the June redLantern Users Conference will be shared.

Presenter: Jamie Yarborough, Assistant Registrar for Degree Audit Systems, University of Colorado Boulder
Facilitator: Paul McCarthy, Assistant Registrar, University of Denver

Session W4P
Location: Barranca A
Are you the Strongest Leader? Do you think you have to be all things to all people? Have you looked for an objective assessment of your strengths and the strengths of your team? Learn how to use the book titled ‘Strengths-Based Leadership’ by Rath and Conchie, to maximize your strengths and the strengths of others to build a successful and productive team.

Presenter: Dr. Tammy Agard, University Registrar, University of Wyoming
Facilitator: Denise Esquivel, Assistant Registrar, New Mexico State University

Session W4E
Location: Caldera B
"The Environmental Option: Automating Workflow Processes in the Admissions, Registrar, and Records Offices." Hershey Systems’ flagship product, Singularity, offers a unparalleled opportunity for the Admissions, Registrar, and Records Offices to enhance the student experience and increase staff productivity, all while becoming ultimately “paperless”. Significant productivity gains are realized by automating the capture, processing, and data distribution of manual, paper-intensive processes. During this session, come discover exactly how Singularity can reduce manual data entry, ease your workflow pain, and improve accuracy in your office.

Presenter: Mike Flombok, Vice President Western Region, Hershey Systems, Inc.
Facilitator: Cory Wahl, Assistant Registrar, University of Colorado Boulder

6:00 – 7:30 pm
Location: Wo Pin Center
President’s Reception – Everyone is Welcome! Gather to see old friends and meet new friends.

Light snacks and cash bar, entertainment by Red turtle native American Dancers, sponsored by CollegeSource and RMACRAO.
Session T2P
Location: Caldera B
Violence on our campuses, are you prepared? The current threats in today's world demand that colleges and universities must prepare to prevent, mitigate, respond to, and recover from a variety of incidents regardless of cause, size, location, or complexity. SFCF will share their accomplishments in emergency preparedness to natural and manmade events and how they have prepared and trained their faculty, staff and students.

Presenter: Anne Probst, Emergency Preparedness and Safety Coordinator, Santa Fe Community College and Teresa Schweitzer Facilitator: Amber Quintana, Santa Fe Community College

Session T3A
Location: Tewa 1A

Dreaming of going paperless in Enrollment Management? Now more than ever, your school needs to find ways to do more with less and save money. This means you’re searching for business solutions that help you serve more students more efficiently, make faster and better informed award decisions and streamline key processes. Learn how ImageNow by Perceptive Software integrates easily with existing student information systems and business software applications to create long-lasting efficiencies in enrollment services. By eliminating the wastefulness of paper and giving staff automatic access to the documents they need, your institution truly can do more with less.

Presenter: Chad Shrouf, Account Executive=Higher Education, Perceptive Software
Facilitator: Carolyn Gutierrez, Operations Manager for One Stop/Senior Scheduling Coordinator, University of New Mexico

Session T2E
Location: Tewa 1A
Electronic Transcript Exchange: Colorado’s Unique Approach for Higher Ed. Colleges and universities are challenged with complicated data gathering procedures. Utilizing electronic transcripts will streamline processes for admissions and registrars. Electronic transcripts are much faster, more secure and less expensive, all while improving data quality and reducing fraudulent transcripts.

Hear about Colorado’s unique statewide approach for electronic transcript exchange, the Colorado Transcript Center. Long time transcript advocate from the Colorado Department of Education will share Colorado’s vision of bringing all in-state institutions onto one electronic transcript exchange system, and the innovative ways they have extended this system to higher education and beyond. Attendees will see a live demonstration of the Colorado Transcript Center and will leave with a keen understanding of the benefits derived from electronic transcript exchange.

Presenters: Jerry Taylor, Colorado Department of Education and Valerie Hein, National Transcript Center, Edstructures (NTC) Facilitator: Dahl Grayckowski, Assistant Registrar, Colorado School of Mines

10:30 – 11:00 am Location: Tewa Foyer East Refreshment Break, sponsored by New Mexico State University office of the Registrar

Concurrent Sessions T3

Session T3A
Location: Barranca A
New Mexico’s Dual Credit Program, the presenter will discuss the history, legislation, funding and the enrollment of New Mexico’s Dual Credit Program.

Presenter: Yash Morimoto, Interim Director of Planning and Research New Mexico Higher Education Department Facilitator: Kathryn Vigg, Branch Registrar, University of New Mexico – Los Alamos

Session T3R
Location: Barranca B
Who says petitions have to be on paper? From tablets and symbols to paper and pens, and now to online and eForms. Forms and petitions date back to the beginning of time and are an essential part of our day to day operations. The University of Wyoming Registrar’s Office has adopted an Online Petition system. This purchase enabled us to offer a technology-assisted solution to be more efficient and better serve our Faculty, Staff and Students. Students and faculty members demand online solutions for processing forms. This system allows us to meet those demands, gives them an alternative to the traditional paper petitions and provides an environmentally sensitive solution.

Presenter: Kristine Isaac, Commencement Coordinator and Online Petitions, University of Wyoming and Lane Buchanan, Registrar, University of Wyoming

Session T3P
Location: Tewa 1A
Active Killer - Are you prepared to respond to an active killer on your campus, is your campus prepared to respond? Attend this presentation and learn how you can become empowered with knowledge on options to respond to an Active Killer scenario. Video from the Center for Personal Protection and Safety, “Shots Fired On Campus – When Lightning Strikes”.

Presenter: Anne Probst, Emergency Preparedness and Safety Coordinator, Santa Fe Community College and Teresa Schweitzer Facilitator: Amber Quintana, Santa Fe Community College

Session T3C
Location: Caldera A
Solving Staffing Woes through Transcript Automation – A Case Study with the University of New Mexico. Credential Solutions, celebrating 10 years of processing online transcript requests, understands the impact of transcript processing on your staff and on your budget. In this session we will present a detailed analysis of transcript production and the associated burden on your resources. We will discuss how the University of New Mexico actually improved the level of transcript services offered to its students and alumni while reducing the impact on their staff through the use of automation.

Presenters: Tom McKenney, CEO Credentials Solutions and Alex Reber, Associate Registrar, University of New Mexico Facilitator: Kathleen Sena, Associate Registrar, College of Santa Fe

Session T3E
Location: Caldera B
What to do about diplomas? A presentation and open discussion on diplomas and how choosing Paradigm, Inc can make all the difference to you and your students. Topics of discussion include: How can Paradigm mail the diplomas for me and why should I consider this option? What other services are available? Is diploma production really the business I want to be in? Important things to know about diplomas and covers that will allow for a smooth and trouble free graduation year after year.

Presenter: Elizabeth Kunde, Client Relations Manager, Paradigm, Inc Facilitator: Lara Medley, Registrar, Colorado School of Mines

12:00 – 1:30 pm Location: Tewa 2
RMACRO Luncheon and Business Meeting

1:30 – 2:00 pm Location: Tewa Foyer East Dessert Extravaganza with Exhibitors

Concurrent Session T4
Location: Barranca A

Session T4A
Location: Barranca A
The Recession: Doing more with less. This is a short presentation with examples of processes to help with the effects of the recent budget cuts. Topics include dealing with an influx of students, increased applications, downsizing of staff, and keeping morale from slipping. This session will also be a discussion of thing other colleges have implemented.

Presenter: Twila Humphrey, Assistant Registrar, Pikes Peak Community College

Session T4B
Location: Barranca B
William D. Ford Direct Student Loan Program, this presentation will cover the end of FFEL Program as a result of the Healthcare and Education Reconciliation Act. It will also describe the inception of the William D. Ford Direct Loan Program for the 2010/11 academic year. The presentation will focus primarily on federal direct subsidized and unsubsidized loans including loan eligibility, the application process (FASFA), interest rates and incentives. A question and answer session will follow the presentation.

Presenter: Meghan McGarry, Financial Aid Loan Coordinator, Santa Fe Community College Facilitator: Calhan Fiddes, Enrollment Services Adviser, Santa Fe Community College