



ROCKY MOUNTAIN ASSOCIATION OF COLLEGIATE REGISTRARS AND ADMISSIONS OFFICERS

WYOMING • COLORADO • NEW MEXICO • FALL 2009 NEWSLETTER

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From the President

It's early November as I compose this message. Like so many of you, my own institution has again come through the high-stress, high-activity time period we always experience at the beginning of any new academic year. From my perspective, it feels great to have navigated through all of that, in spite of this year's added concerns about the condition of the nation's economy and the potential impact on our student enrollment and persistence. But I do believe that accepting those challenges and doing our best possible work for our students and colleagues in the face of it all is what makes our profession the wonderful, affirming experience that it is. I continually draw strength and inspiration from so many of my RMACRAO friends and colleagues who are sharing these experiences in their own environments, and I feel compelled to keep making RMACRAO a better and more supportive professional organization for all of us.



Our annual meeting this past July was another great example of hard work, dedication, and cooperative effort among many people throughout our region. Elena Sandoval-Lucero and her local arrangements committee at Metropolitan State College of Denver deserve special mention here for the incredible work they did in hosting this event. They've truly set a high standard for the future, and I'm grateful to them for handling it all so beautifully. I also want to thank all of our presenters, exhibitors, facilitators, and headliner speakers who generously shared their knowledge and expertise with us. And finally, thanks to all the membership who attended and participated in this knowledge-sharing experience. I appreciate you all!

Planning is now underway for the next annual meeting in July 2010; it will be held at the beautiful new Buffalo Thunder Resort at Pojoaque, New Mexico (near Santa Fe). Make your own plans now to be there! Kathleen Sena has once again agreed to step forward and head up a local arrangements committee at the University of New Mexico, and Barbara Tucci (our new president-elect) is already working to develop a slate of varied, informative sessions for the program. All ideas about session content, speakers, and presenters are certainly welcome. You can share your program ideas with Barbara via various links within the RMACRAO web site, but note especially the new discussion thread in the RMACRAO Forum: Annual Meeting Ideas. This is intended to capture not only your program-related ideas, but also your thoughts about social events, activities, ways to make the event more fun, etc. Log in and tell us what you think!

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Vice Presidents' Reports

Colorado - Linsey Cornish

The **University of Northern Colorado** reports that enrollment numbers for the 2009 fall semester show increases compared to the 2008 fall semester in:

- Total enrollment: Increase of 2 percent, for a total of 12,148
- New freshmen: Increase of 12 percent, for a total of 2,377
- Graduate enrollment: Increase of 5 percent, for a total of 2,175
- Campus housing: Up by 6 percent over last fall with about 3,100 living in the residence halls. One in three undergraduates lives in campus housing.

UNC has launched new retention initiatives that include intervention strategies that alert the university to students at risk of leaving, mentors who meet with those students, a new college for students exploring majors and a re-focused effort on campus employment for students.

The Colorado School of Public Health (CSPH) is the first and only school of public health in the Western United States, Rocky Mountain area led by the **University of Colorado Denver-Anschutz Medical Campus**. As a collaboration of Colorado's premier public universities—**Colorado State University (CSU), University of Northern Colorado (UNC), and University of Colorado Denver-Anschutz Medical Campus (UCD-AMC)**—CSPH serves urban, rural, and mountain communities in the beautiful Rocky Mountain West. There are currently 175 students located at the UCD-AMC campus, 65 students at the UNC campus, and 30 students at the CSU campus taking courses at the master's level. In addition, the school offers PhD and DPH programs at UCD-AMC with plans to add a PhD at CSU in the near future. The faculty and students actively address issues relevant to communities including access to health care, environmental protection and sustainability, preventing and living

with chronic disease, responding to emerging infectious disease, and preventing injuries. As part of the CSPH program, students are inspired to work collaboratively to assure that all people and communities are healthy and their environment sustainable. Information regarding the school is available online at <http://publichealth.ucdenver.edu>.

Some exciting events are occurring at the **University of Colorado** with their system implementation. The university is implementing much more than Oracle's Campus Solution product – we are also bringing up:

- a new Oracle CRM (Customer Relationship Management/Recruiting) system
- an Oracle Portal application
- a new Data Warehouse
- Hershey Singularity Document Management System
- a Master Data Management System
- a new degree audit system (DARS – Degree Audit and Reporting System)

All three campuses are now processing applications in the system for fall 2010. The campuses are beginning to communicate to prospects of CU through CRM's many communication capabilities. The teams are working on converting the million-plus documents in the new document management system, as well as all of the student/instructor/advisor/course data from our old SIS to Campus Solutions. We began our first training of academic department staff across the Denver and Boulder campuses on building the course and class data to produce our catalogs and schedule of classes. Some smaller pieces have also gone live, such as the enrollment deposit piece of student financials, and the scholarship application for financial aid will soon go-live. The DARS system went live earlier this year with SIS, and we are now transitioning to interface with Campus Solutions. We just brought up DARS transfer credit processing on October 19 for students admitted for fall 2010.

New Mexico - Denise Esquibel

San Juan College and RMACRAO welcomes back **Sherri Gaugh (Waggoner)** to the group. Sherri joined San Juan College in July as the registrar. She brings 26 years experience from Fort Lewis College ranging from advancement to admissions to records. Sherri was also employed with SunGard for 3 years as a functional consultant in the customizations department. She served in various roles on the RMACRAO board and received a RMACRAO Distinguished Service Award in 2006. Sherri served RMACRAO in the capacity of vice president for Colorado, LAC chair, and president elect in 2006.

Kim Coufal, director of admissions at San Juan College, worked in the K-12 system for more than 12 years before deciding to advance to the work arena of higher education. She holds an associate of arts from New Mexico Junior College, a bachelor's in human services from the University of South Alabama where she graduated Summa Cum Laude, 4.0 and received the "Psychology Student of the Year" award, and will complete her master's of arts in higher education leadership from New Mexico State University in December 2009. In her higher education career she has held positions as program coordinator of advising and counseling, where she was awarded "Advisor of the Year"; intervention specialist, where her work with students prompted an increase in GPA as well as retention; and as adult basic education program developer, where she developed innovative training workshops for adult students that culminated in half a million dollars more funding for the program. In addition, she was chosen as one of seventeen individuals from San Juan College to participate in the first ever San Juan College Leadership Academy. Her leadership skills have also allowed her to present at many state and regional conferences and she currently serves as vice president for programs for the New Mexico Academic Advising Association.

Vice Presidents' Reports (continued)

Jon Betz, senior director of enrollment management at SJC, brings a very diverse work history to San Juan College. Jon worked for Chevron Oil Corp. for nine years in a natural gas processing plant. One day he woke up and decided that being a golf professional sounded like much more fun, so that's what he became (not to be confused with a professional golfer, i.e. Tiger Woods). After working most weekends and holidays for nine years Jon decided he needed a change as his three children were getting older (two sons ages 21 and 14, and a daughter who is 19). Jon applied to SJC in 2001 and was hired in 2002 as the coordinator of operations at the SJC Health and Human Performance Center. He was promoted to director of the center in 2005 and held that position until 2007. In 2007 Jon decided he wanted to be in the middle of the all the action so he applied for the vacant director of admissions position at SJC and somehow got the job. Jon held that position for two years and was promoted to senior director of enrollment Management in July 2009. Jon has a BBA from New Mexico State University and a MBA from New Mexico Highlands University. "I love working in higher education and wish I would have discovered this exciting industry much earlier in my working career."

Wyoming - Lane Buchanan

University of Wyoming has installed Luminis 4 for its web portal and also recently installed Banner 8. They are now working out the kinks on it and getting ready for spring 2010 registration.

Western Wyoming Community College main campus and all outreach sites held a Celebration Week from September 26 to October 4 to recognize the college's 50th anniversary. Founded in 1959, WWCC has grown from 40 students to over 3,700 credit and 1,500 non-credit students. FTE is at a record high this semester with over 2200 students as of the last day to add full semester courses. **Heather Sanders**, a former WWCC student athlete on the women's basketball team, is a new admissions counselor. Heather has an elementary education degree from Montana State University in Bozeman. WWCC's financial aid and information technology offices joined admissions and registration & records in using *ImageNow* for document storage, retrieval, and workflow. In September, *Datatel ActiveAdmissions* went live on WWCC's web site to provide a personalized online experience for prospects and applicants. Director of Admissions **Joe Mueller** will complete the NAFSA Academy training at the October Region II meeting in Albuquerque. Registrar **Kay Leum** has been chosen as a faculty member for the Orientation Professionals Institute that trains and prepares new professionals in new student programs and transitional services. The Institute will be held as a part of the National Orientation Directors Association 2009 National Conference in Anaheim, California in November.

From the President (continued)

Speaking of the Forum, make sure you're taking full advantage of this tool on a daily basis. The more we all use it, the more we'll appreciate its value in helping us share resources and information, and in posing questions for which your colleagues can provide responses based on their perspectives. In addition to expanding use of the Forum and the other sections of the RMACRAO web site, the board of directors will have on-going discussions this year around the topic of technology-based services to the membership, and also on support for programming other events in addition to the annual meetings. The recent FERPA Conference 2009 (co-hosted by RMACRAO and the University of Colorado-Boulder) is a great example of programming where we can make a significant contribution.

Lastly: the talents, skills, and commitment of the membership are the true lifeblood of this organization, as is true of any non-profit entity. I encourage all of you to consider deepening your commitment to RMACRAO, whether through running for office, serving on committees, presenting sessions at annual meetings, or simply attending and participating in events to whatever extent you're able. In the face of the shrinking budgets that we're likely to face in the coming years, professional organizations such as ours will continually face new challenges in meeting our members' needs. We must be prepared to meet the needs of all our membership, not just those who could scrape together the necessary funding to attend an annual meeting. Please be a part of this effort! When the day comes that you're asked to contribute in some way to the betterment of RMACRAO and the services it provides, I hope you're able to say, "Yes, I can!"

On behalf of the entire board of directors, I offer my best wishes to all of you for a successful and fulfilling year!
– **Nolan Oltjenbruns, RMACRAO President**

RMACRAO 2009 Highlights

RMACRAO Annual Meeting Wrap-Up

The 2009 RMACRAO Annual Meeting held at the Hyatt Regency Denver Tech Center in Denver was attended by 167 members and 19 exhibitors. We also had a record number of first time attendees, 82 total, at the conference.

Corey Wahl, University of Colorado-Boulder, was instrumental in designing a seamless and efficient online registration system that about two-thirds of our attendees used this year. Way to go Corey, you were such a great resource to the LAC and board with conference registration. Thanks for all your hard work on that this year!

We received many positive comments about the conference venue and the great presentations given by our dedicated presenters. Many people were also pleased with the food selections. Some of the highlights were the President's Reception in the Centennial Room on the twelfth floor with a spectacular view of the mountains at sunset and the Denver metro landscape. And the Shelvis celebrity impersonator performance was very entertaining. In addition, the opening speaker Dr. Humor and closing speaker Dr. Geri Anderson of CCCS were positive upbeat ways to start and end the conference. We thank them for sharing their knowledge, expertise, and a few good laughs with us.

The staff from the offices of admissions and registrar at Metro State who served on the LAC really enjoyed the experience of hosting this conference, and we can't wait to attend future conferences. The conference was profitable this year, so hopefully, our experience will help future LAC's in their conference planning efforts. Thanks again, for a great experience!

– *Elena Sandoval-Lucero, 2009 LAC Chair*

New Member Institutions

The following institutions were approved for membership at the 2009 annual meeting. Welcome!

- **Argosy University-Denver**
- **Eastern Wyoming College**

2009 Distinguished Service Award

The boards of directors were proud to present **Steve Ellis, University of Colorado-Colorado Springs**, with the RMACRAO Distinguished Service Award at the 2009 annual meeting. We were glad we were able to surprise Steve with this honor. To view the citation, please go to the RMACRAO web site (www.rmacrao.org) and click on Member Services and then Distinguished Service Award. Congratulations Steve!

Honorary Memberships Approved

The membership approved honorary memberships for **Shelly Loomis**, retired from CSU, and **Bill Haid**, former RMACRAO member and currently at the University of California-San Diego). These individuals will receive the newsletter as well as the opportunity to attend future RMACRAO annual meetings without having to pay an annual meeting fee. These individuals have contributed their talents and time to RMACRAO over the years and we're happy to have them as honorary members in hopes they will continue their relationship with RMACRAO.

Travel Grant Recipients

RMACRAO awarded six \$100 travel grants to the following individuals who were first-time attendees at a RMACRAO annual meeting:

Judy Lazano, Degree Audit, CU-Boulder

"Thank you for the opportunity to attend the RMACRAO annual meeting! Attending the Registrar 101 Workshop enhanced my knowledge and provided different insights as to what the roles and responsibilities are in the office. I appreciated the exposure of various collegiate elements and how they all play a critical role in the success of the college as well as for the students. "

Joanna Hautin-Mayer, Office of the Registrar, Metropolitan State College of Denver

"This is my first time attending RMACRAO and I was struck by the sincere feeling of community and camaraderie from everyone I met. All the seminars that I attended were very useful as well as quite enjoyable, and I'm looking forward to the next meeting. Thanks so much for this opportunity! "

Miori Gidley, Admissions & Records, Front Range Community College

"Attending this year's annual meeting was very beneficial for me. I was able to learn about programs that other schools are using and look at ways to implement them at my school. I was able to network with other schools and even found a solution that has improved our workflow. I enjoyed the format of the conference. It flowed well and did not feel as packed as some that I have attended."

Joelle Besnette, Banner Specialist, Front Range Community College

"As a relatively new staff member of the Registrar's office, this was my first time attending a RMACRAO annual meeting. It was wonderful to meet so many friendly professionals from Colorado, Wyoming, and New Mexico. I must say the food was outstanding as well, and since I am a picky vegetarian,

Travel Grant Recipients (continued)

finding good food at a large event can sometimes be a bit of a challenge. I very much appreciate the hard work that went in to making this conference a glowing success.

I also enjoyed seeing Corey Wahl's lively demonstration of an electronic transcript and security features, as well as Carl Fuermann's thoughtful presentation on electronic workflow. Dr. Robertshaw's presentation on humor was unforgettable; I now calendar things to look forward to and have also taken up his suggestion of keeping a humor file to review on those occasional tough days. Finally, I especially enjoyed both of Tammy Aagard's presentations; I found her to be a highly engaging yet approachable speaker. I've added The Oz Principle to my reading list, and I refer to the Oz Principle handout as a reminder of problem-solving strategies. Overall, the conference reminded me to maintain a delicate balance of perspective and openness to creative solutions.

I am very grateful to have received the travel grant, and look forward to seeing everyone again next year!"

Skylar Masten, Admissions Specialist, San Juan College

"This year's 2009 RMACRAO conference was my first RMACRAO conference. I have been in the San Juan College admissions office for a year and was very excited when I knew I was going to be able to attend the conference. My expectations were that I would meet many new contacts in the admissions area and that I would gain knowledge about my specific area, recruitment, and many other new ideas to bring back to San Juan College.

My expectations were met and exceeded! I learned a great deal about how to implement new ideas for our tour guides, I brought back great updated information on the new GI Bill, and I met some wonderful people that I know I will keep in contact with. Not only were the sessions informational, but the other events that were held were so much fun and a great opportunity to meet new people! Thank you so much for a great first time RMACRAO experience. I will be back!"

Peggy Abdow, Admissions & Records, Front Range Community College, was also a recipient of a \$100 RMACRAO travel grant.

RMACRAO Travel Grants Available for AACRAO

Three \$250 travel grants are available for first-time attendees to a AACRAO annual meeting. The 2010 AACRAO Annual Meeting will be held April 21-24 in New Orleans (<http://www.aacrao.org/neworleans/index.htm>). So if you're planning to attend the annual meeting in New Orleans and this will be the first AACRAO annual meeting that you've attended, be sure to apply for a travel grant at http://www.rmacrao.org/travel_grant.html by February 1, 2010.

RMACRAO 2010 Annual Meeting

Do you have information you would like to share? A new enhancement in Banner 8? Show others how something made a difference at your school? Do you have an admissions issue to discuss?

The 2010 RMACRAO Annual Meeting will be held July 21-23 at Buffalo Thunder Resort in Santa Fe, New Mexico. As president-elect I am requesting ideas for sessions and presentations for the meeting. Please go to RMACRAOforum.org and submit your ideas or areas of interest and we will try to set up a session. Areas of interest could include admissions, recruitment, registration, records, one stop shops, new or changes in federal guidelines or reporting requirements. This is your meeting and we want to cover areas of interest to you.

– *Barbara Tucci, President Elect*

Still Available: Professional Development Scholarships

Having trouble getting your institution to fund your (or your staff's) professional development needs? RMACRAO may be able to help! A limited amount of funding is still available for professional development scholarships. The application deadline, previously October 1, has now been **extended until February 1, 2010**. Check the RMACRAO web site (www.rmacrao.org) for full details. From the home page, select the Member Services tab, and then choose the Professional Development Scholarship menu item. Don't miss out!

A scholarship for 2009-2010 has already been awarded to **Tammy Aagard, University of Wyoming**. Tammy was awarded \$750 to attend the 2009 Women's Leadership Institute. Congratulations Tammy!

Scholarship Recipient Shares Her Experience

Rachel Robinson, former assistant director of admissions at Metropolitan State College, was a recipient of a \$750 Professional Development Scholarship in 2008-2009. Rachel, who now works for the Colorado College Community System, shares her experience with us:

Last year I was awarded the RMACRAO Professional Development scholarship to attend the 2009 NASPA Annual Conference in Seattle, Washington. NASPA is the National Association of Student Personnel Administrators, the professional organization for student affairs administrators. Their annual conference provides an excellent opportunity to learn more about national trends in student affairs, network with other professionals in order to share knowledge and ideas, and personally develop in order to refocus on one's own work. I am extremely grateful to RMACRAO for providing me with the opportunity to attend this conference.

At the conference, there were hundreds of presentations and workshops to choose from, focused in six professional development curriculums: values, history and philosophy of the profession; student characteristics, development, and learning; assessment and research practices; leadership, administration, and management; culture, diversity, environment, and organization development; and law, governance, and policy. It was clear through the abundance of presentations that sustainability and green initiatives in higher education was a popular theme this year, as well as research and discussions of working with and providing better services to diverse populations. As someone who works in data management for an admissions office, I found several presentations extremely relevant to my work, especially those that examined student characteristics and discussions of recent research in the field. I attended two presentations related to community college research that were extremely interesting. Working at Metro State College of Denver, the number one destination for transfer students in Colorado, I believe it is important to gain more knowledge of

trends in community college education as a large percentage of our population comes to us from the community college system.

One of the most interesting presentations I attended was entitled "Helping First Generation Hispanic Students Succeed in College." Two faculty members from the University of Nebraska-Lincoln shared findings from their recent research on student-faculty engagement among first generation Hispanic students at several community colleges throughout Nebraska. They interviewed faculty members in order to determine how faculty members characterize Hispanic students; what attributes of community college education contributed to success of students within this population; and successful strategies used by faculty members in order to facilitate academic success. They had several interesting findings. Their research showed that first generation Hispanic students have a greater emphasis on culture and community than other populations, and those classroom interactions that allowed them to develop relationships with other students and to work in groups of learning communities contributed to greater academic success. They also found that the community college is a more ideal learning environment for these students than the four year college due to greater flexibility and adaptability, as well as the perception that community colleges are more integrated in the local community. I found the research interesting, though not without criticism. The researchers did not explore or report on the demographic makeup of the faculty members, which I believe could clearly impact their perception or approach to learning. However, overall, I believe it is very useful to understand this growing population in order to be able to better meet their needs at our own institutions, as well as to be able to more successfully recruit and retain these students.

I also attended "Understanding Today's Transfer Students: Implica-

tions for Practice, Policy and Research," which I found interesting and applicable to my own work. Researchers at Iowa State University shared findings regarding a comprehensive study of their transfer student population. They discussed transfer student demographics; characteristics of their community college experience; characteristics of their experience once at Iowa State; and a comparison of the two. Transfer students are an extremely under researched population, and I found the work being done at Iowa State very important to the field of higher education. They shared their findings that students who had utilized academic services and participated in activities at the community college found these resources less useful and were less likely to be engaged at the four year college. Students also felt that their faculty and student support administrators did not understand the transfer process as much as they should, and felt a greater connection with the community college staff. The Iowa State researchers are looking to expand their study to other colleges across the nation, and recommend additional research into the areas of "transfer shock," student satisfaction and academic success in order to provide better recommendations and advice to admissions officers, student support personnel, and faculty.

Overall, I found the conference very beneficial. While there was a clear emphasis on the areas of student activities and other areas of student services, I also found there was a quite a bit that could be beneficial to those working in admissions or registrar's offices. While those in our areas might not always be focused on student outcomes or the entire college experience, I think it is beneficial for professionals to have an understanding of our student population and factors that contribute to student success, both in and out of the classroom. NASPA was an excellent opportunity to gain this understanding, and I am extremely grateful to RMACRAO for allowing me to attend.