

SUMMER 2010 NEWSLETTER

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From the President

Summer is upon us, ready or not! It's that time of year when our friends and neighbors imagine that we in the higher education world have little or nothing to do. (I know you've all heard this question: "Do you take the summer off????") But in truth, our summers are packed with special projects, orientation sessions, and other preparations for the upcoming academic year. And in the world of RMACRAO, summer means preparing for and attending the annual meeting, and looking forward to renewing old acquaintances and making new professional connections. This newsletter is filled with details about the 2010 meeting: "The Rockin' R's - Relax, Rejuvenate and Reconnect". I encourage you to register, attend, and learn all you can. Travel budgets may be tight, but consider that there's no better bargain than this event for gaining new knowledge, learning about new technologies, and grounding your newest staff members in the basics of the student service professions. Program Committee chair Barbara Tucci has assembled a fine slate of sessions, presentations, workshops, and panels that surely includes something for everyone. We're especially pleased this year to feature Betty Huff, the incoming President of AACRAO, in our program.



It's also a special treat to be able to hold this event in the Santa Fe, New Mexico area this year. I encourage you to come and enjoy the beautiful Buffalo Thunder Resort, and to explore the environs of New Mexico's equally beautiful capital city. Local arrangements co-chairs Denise Esquibel and Kathleen Sena have done a fine job of planning for our stay there. I also want to express my gratitude to all of you who volunteer your time to contribute in any way to the program, and to the

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Call to Annual Meeting

I, Nolan Oltjenbruns, President of the Rocky Mountain Association of Collegiate Registrars and Admission Officers, do hereby issue the call for the 2010 annual meeting to be held July 21-23 in Santa Fe, New Mexico. The annual meeting is the premier event of our association. This is an excellent opportunity to share our professional experience with each other, renew longstanding friendships, and support those individuals who are new to the organization and new to the profession. Barbara Tucci, president elect and program chair, has developed a wonderful slate of speakers and sessions. I look forward to welcoming all of you to Santa Fe.

—Nolan Oltjenbruns, President

Vice Presidents' Reports

Wyoming—Lane Buchanan

University of Wyoming

Tammy Aagard from the University of Wyoming is now on the AACRAO nominations and elections committee. If you would like your name on the ballot for the AACRAO board of directors or the nominations and election committee, please contact Tammy.

Colorado—Dahl Grayckowski

Argosy University

Since joining RMACRAO in July 2009, Argosy University, Denver would like to announce that it has relocated its campus to a new facility in southern Denver. Featuring a larger space, enhanced technology capabilities and campus atmosphere, the new campus offers numerous benefits over its previous location in the downtown area and exemplifies the university's commitment to providing an outstanding educational experience.

Located at 7600 East Eastman Avenue, Denver, CO 80231, Argosy University will occupy the five-story building's third floor and provide a welcome center at the building's entrance. The new facility will offer significantly more space at 21,000 square feet, compared to about 3,000 square feet in the space it shared downtown with The Art Institute of Colorado.

Among the campus' new amenities are: smart classrooms and document cameras with the capability to broadcast classroom presentations and guest speakers via web cam; a portable computer lab; a computer room and study facility for students; and an "information commons" space that incorporates many of the benefits of a traditional library with more technological enhancements. The information commons is comparable to a student center and features soft seating and movable smart tables that allow connectivity to laptops, and a 55-inch television for presentation purposes. Students will also have access to counseling observation and practicum rooms with one-way glass that will allow student observation by focus groups, business presenters, and model teaching and business presenters involving students from Argosy's business and education programs.

"Not only will our new campus provide a better learning environment, it will also provide a new identity for Argosy," said Dr. Marcia Bankirer, President of Argosy University's Denver campus. "The new location feels like a campus, and it's all

all designed for learning. This facility is extra special – it will offer a fresh start for us and impressive new technological capabilities that will enhance our students' and faculty's educational experience."

"Our new campus will help us provide better services, communication and support to our growing student population. Students have free parking, meeting/study spaces, mountain views and amenities that make it a comfortable learning space," said Dr. Thomas Hartman, Director of Student Services / Registrar. "I believe the new campus will help our students develop a sense of belonging. Students will really identify with and be proud of their new Denver campus."

Argosy University, Denver's campus offers doctoral and master's degree programs in psychology, business, counseling and education. The institution also offers Bachelor's degree programs in psychology, business and liberal arts.

Colorado State University-Pueblo

The Records Office just completed the scanning of all historical student files and historical transcripts. This included over 1 million images and it took almost five years!

The Visitor and Transfer Center will be relocating to the Buell Communications Center, which is at the entrance to campus. This will allow the unique combination of a visitor center and the mass communications department, along with KTSC TV and includes an actual operating television station, radio station, an on-line University newspaper along with a campus magazine. Admissions processing and records will remain in the Administration Building.

A pilot Jump Start program will be commencing this summer. Jump Start is a full-time, residential bridge program that teaches students how to succeed in college. Over a five-week period, incoming freshmen will begin their college career early by living on campus in our new residence halls, taking classes, and participating in learning skill development and outdoor pursuit activities. CSU-Pueblo has developed this comprehensive program to run from July 14 - August 17, 2010.

The final phase of new housing on-campus will officially open up this summer for fall 2010 occupancy. We've added three new residence halls at 250 each bringing our total to over 1,300 beds!

CSU-Pueblo will be offering a new bachelor of science degree in construction management and new master of science degrees in biology, chemistry and biochemistry this coming fall.

Vice Presidents' Reports (continued)

CSU-Pueblo completed course-to-course articulation agreements with all Colorado community colleges. There will be a signing event with all community college presidents will take place late-July. They have also nearly completed defining course equivalencies for all four-year public Colorado colleges.

This coming fall CSU-Pueblo will be utilizing the DARS degree audit to pilot a simplified graduation planning process.

Northeastern Junior College

Sixty members of the Northeastern Junior College's Latino Education Achievement Recruitment Network (LEARN) organization attended the LA RAZA youth leadership conference in Denver.

The NJC/LEARN field trip to Denver provided the attendees with opportunities for personal, educational and cultural growth. The first part of the day the students attended college and career workshops at the LA RAZA Conference on the Auraria Campus, and the later part of the day was spent at the Denver Museum of Art. The mission of the LA RAZA Leadership Conference is, "to provide young men and women with the skills they need to achieve their educational, economic and social potential."

Many of the students participated in the workshop, "Education – Your Road to Success". It was the first time some of these learners had visited the Denver Museum of Art. The museum staff provided a short orientation after which the group broke into smaller groups of four or six for a tour of the seven story building. Sponsorship for this program was provided by NJC students, community members, and school representatives.

The efforts of Northeastern Junior College/LEARN continue to grow and impact the Hispanic students at Sterling Middle School and Sterling High School.

The program strives to provide proactive services for students to prepare them for success in high school and subsequently matriculate to college. At Sterling Middle School the efforts of the Early Outreach NJC/LEARN program have been early intervention to prepare students for the rigor of high school.

The NJC/LEARN organization was initiated in 2005 by NJC administration, recognizing the need to increase the number of local Hispanic/Latino students that attend NJC. An advisory council for this organization is composed of NJC students, community members, secondary school representatives, and NJC staff.

Regis University

In 2009, with the introduction a new "Be Influential" campaign, the Regis College for Professional Studies marketing department recognized the value of social media by launching a presence on Facebook, Twitter and LinkedIn.

Since then, facebook.com/beinfluential has been the distribution platform for College for Professional Studies (CPS) information to over 2,000 fans, including information session and webinar events, Be Influential student and graduate videos, and donations made to non-profits as a result of the charitable giving program. Content is also delivered from outside of CPS that is of value to Regis' audience; ways in which people and organizations are having a positive influence on their communities and the world.

The Regis branded twitter.com/beinfluential network provides the same level of distribution, while LinkedIn enables CPS to connect with internal faculty and staff, students and graduates.

Going into the 2010/11 year, CPS marketing's social media strategies move into Phase II through the utilization of inbound marketing tools. These technical platforms will enable them to monitor the "higher education conversations" taking place within the social media space, engage in those conversations, monitor their competition, track and analyze the impact their social media networks are making on lead generation and conversion, and then capture those leads for cultivation and integration into the new Customer Relationship Management (CRM) tool.

Regis will also introduce the CPS blog, which will host content related to each of CPS' 4 schools and their respective area of focus, tips and information on financial aid, and more. This will provide additional value-added content for distribution through social media networks, enhance organic search capabilities and link building strength, and enable opportunities for faculty, students and graduates to tell their stories.

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Vice Presidents' Reports (continued)

University of Colorado

Currently enrolled students at all three campuses of the University of Colorado began using the new Oracle/Campus Solutions system in April. By the end of April, 20,000 students had enrolled on the Boulder Campus. In addition to using the new system for course planning and enrollment, students also used it for reporting private scholarships, viewing their aid awards and checking their to-do lists. New students who used the system to apply for admission beginning last September also began their registration process. Up next will be new system implementations related to Orientation and student financials, with web grading and on-line graduation checkout pulling up the rear. And just when admission thought that they could sit back and reap the rewards from their implementation, they began the process (for the second time in two years!) of implementing an upgrade to the Customer Relationship Management (CRM) System, as well as a second try from a different vendor for the on-line admission application.

All in all, it has been a tremendous success, led by the efforts in student records by Sally Page, Julie Michalowski and Carol Mash (all who are still part of the implementation team at least through the beginning of next year), Corey Wahl (Boulder lead for student records on the reporting team), Christy Samford (Boulder lead for the degree audit team – and now moving to assistant registrar for student support and data quality), Kim Diawara (Boulder lead for transfer credit), Deb Otterstrom (Boulder lead for curriculum/class management and implementer for Resource 25 [R25] classroom scheduling package), Ryan Christ (project lead for admissions for the University system), Jennifer Schufer (leading the Boulder team working on the new CRM), Jeff Dixon (Singularity Document Management lead for student records), Theresa Jordan (Boulder lead for admissions), and Barb Todd (Boulder Campus liaison for the system replacement project). Unofficially, they are also calling Jennifer Schufer and Ryan Christ the “queen and king of duplicate resolution.”

The Office of the Registrar has two significant retirements in May. Gordon Russell, Associate Registrar, is officially retiring and will devote all of his time to his new appointment as rear admiral in the Naval Reserves. Gordon hasn't been in the office in almost two years after spending almost a year in Iraq, and since working in Texas, Washington DC, San Diego, etc. They are very proud of Gordon and wish him well in the future. In addition, taking his 30 or so years of outstanding service doing tuition classification and serving as one of the leading experts

in the state (and RMACRAO) in Colorado residency law is Richard Geertz. Rick is leaving with a wealth of experience and knowledge but they wish him well in his well-deserved retirement. RMACRAO members/attendees Dee Menzies, Sally Ingraham and Vince Calvo will either full-time (Sally) or part-time (Dee and Vince) share residency classification duties. Vince will also be taking on veteran's certification in their office, and Dee will continue to certify our student athletes for NCAA eligibility.

With Christy Samford moving to new assistant registrar duties, they are very excited to have Jamie Yarbrough join our team as assistant registrar for degree audit. Many of you know Jamie as the systems specialist working with the DARS system at Colorado State University, where she teamed with Shelly Loomis and gave some outstanding DARS presentations at previous RMACRAO meetings. They feel very lucky to get Jamie and her years of experience as we move into the post-implementation phase of their student systems.

University of Denver

The University of Denver developed and implemented a paperless admission and student file initiative in fall of 2009. Utilizing workflows built in Banner and ApplicationXtender, the project has consisted of a system for processing and reviewing applications electronically in addition to maintaining the student file after matriculation. By fall of 2010, five out of six admission offices at DU will be utilizing the paperless system. Net gains from this project have already become evident in terms of improved document management, efficiency, and green business practices.

DU is moving to release 8.4 of Banner Student and will have it implemented by June.

State and Regional Association Workshop Report

This year's state and regional associations workshop was a scaled-down version of what AACRAO has offered in the past. One of the ways that AACRAO chose to reduce expenses this year was to incorporate the workshop into the annual meeting schedule, rather than hold it as a separate December event. As such, the workshop ran just one day, rather than a full weekend.

RMACRAO has in the past been represented by our president and our president-elect at this workshop. But this year, because the workshop coincided with the annual meeting, four of us from the RMACRAO board (President Nolan Oltjenbruns,

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From the President (continued)

overall success of the event. You are the lifeblood of this organization; I can't thank you enough!

On the subject of gratitude, I'd also like to express my thanks to Lara Medley, our past president, for the impressive slate of candidates that she has assembled for elections this year. It's great to see so many competitive races for the open positions, and we're always excited to see fresh ideas and perspectives being brought into board discussions. So, thanks to Lara for making this happen, and thanks to all who agreed to step forward and run for office.

Finally, as I complete my year as president and prepare to move into the past president role, I want to express my appreciation to the entire board for their service this year, and also to the institutions that employ each of those board members. Even in times of shrinking budgets, it's great to know that so many administrators in higher education continue to see the value of our professional associations and the professional development opportunities that we provide. See you in Buffalo Thunder, July 21 through July 23!

—Nolan Oltjenbruns, *President*

Workshop Report (continued)

President-Elect Barbara Tucci, VP-Wyoming Lane Buchanan, and Treasurer-Elect Kathy Fuller) were able to attend these informative sessions. The following sessions were offered this year:

AACRAO Overview

AACRAO President Wanda Simpson-Munson presented information on the organizational structure, committee structure, nomination process, and where the organization is headed in the future. She indicated that AACRAO is committed to continuing to offer the state/regional workshop, for the professional development of the leadership in those organizations.

Legislative Issues

AACRAO Executive Director Jerry Sullivan spoke briefly about AACRAO's lobbying efforts for or against various initiatives before Congress. He encouraged us to work closely with Barmark Nassirian on any issues where we might require AACRAO's assistance. The suggestion was also made that the state and regional groups consider forming legislative committees within their own organizations.

President-Elect Report

AACRAO President-Elect Betty Huff shared a few details about plans for next year's AACRAO annual meeting, to be held in Seattle, Washington. This meeting will mark AACRAO's 100th anniversary.

The Ockerman Award, for best presentation at any state or regional event, was won this year by Kentucky AACRAO. Two members of that group gave an overview of that presentation, focusing on efforts in Kentucky to forge closer working relationships in transfer articulation between Kentucky's community colleges and its four-year institutions.

Legal Issues for Associations

Attorney Jim Goldberg presented valuable information on legal issues for non-profit associations. He especially highlighted the need to incorporate our associations, if we have not done so already, in order to shield the organization's leadership from personal liability.

Conference Planning

Tom Michalisko (from Experient Corp.) shared valuable information about negotiating equitable arrangements with hotels when planning our events. He pointed out that in the current economic environment, we now have considerably more leverage because the hotels need our business.

Roundtable Discussions

The roundtables provided opportunities for wide-ranging discussion on a variety of topics, including: how we address diversity in our associations; how we interact (if at all) with neighboring associations; commercial partnerships (i.e., advertising on our websites); association governance structures; board succession and training; standards for associate membership in our associations. Each of us came away with a number of great new ideas that we hope to apply in our local settings.

Scholarships Available

Just a reminder that RMACRAO offers two \$750 scholarships for members' professional development activities. The deadline for applications is October 1 for those planning on attending a professional development opportunity between October 1, 2010 and September 30, 2011. So it's time to start thinking about what professional development opportunities you'd like to pursue for 2010-2011 in order to take advantage of the RMACRAO Professional Development Scholarships.

Examples of professional development activities include (but not exclusive to):

- Annual Summer Institute for International Admissions
 - EDI in Education Conference
 - Annual Strategic Enrollment Management Conference (SEM)
 - FERPA Workshop
 - AACRAO Technology Conference
- (NOTE: This scholarship cannot be applied to either RMACRAO or AACRAO annual meetings.)

Individuals who are awarded this scholarship will be expected to either write an article for the RMACRAO newsletter about their professional development opportunity or make a presentation on this topic at the next RMACRAO annual meeting. For more information and for an application, go to the RMACRAO website at www.rmacrao.org/scholarship.html.

Travel Grant Recipient

Corey Wahl received a travel grant to attend the AACRAO annual meeting in New Orleans. Corey was one of the presenters for a session titled. "The Registrar's Toolkit: Nifty Solutions for Everyday Questions and Problems." He received high praise from attendees for his part of the presentation.

RMACRAO 2010 Annual Meeting

New Mexico will be hosting the 2010 RMACRAO annual meeting, July 21 – 23, at the Hilton Santa Fe Golf Resort and Spa at Buffalo Thunder.

The annual golf tournament will lead off this year's meeting on Wednesday, July 21, morning. If you're not a golfer there will be a FERPA update or an admissions basics pre-conference workshop to attend.

As we all try to do more with less we can rethink how we do things with our opening session on quality management followed by sessions on enrollment management and customer service.

At this wonderful resort we can rejuvenate with our friends and comrades then take what we have learned and reconnect with our schools.

Here is a preview of some of the sessions we have scheduled:

FERPA Update

Presenters: Alex Reber, University of New Mexico; Mike Zimmerman, New Mexico State University

Quality Management

Presenter: Meridee Walters, Vice-President for Finance and Administration, Santa Fe Community College

Carve Your Path (CYP)

New Mexico's Electronic Student Management System (ESMS), 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: Lead: Joel Nudi, IT Project Director, New Mexico Public Education Department; Suzan Reagan, Economist & Labor Market Information Webmaster, Department of Workforce Solutions; Sharon Oizumi, Executive Director, College Success Network; Karen Kennedy, Financial Aid Director,

New Mexico Higher Education Department; Juliene Smrcka, African American Service Program Manager, New Mexico Children, Youth and Families Department; Steve Oizumi, Project Director, College Access Challenge Grant

"Why Can't Faculty Turn Their Grades in on Time?"

Presenters: Kathleen Sena, Registrar, University of New Mexico; Sherri Gaugh, Registrar, San Juan Community College

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 feel they were given the 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 practical 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

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: Tammy L. Aagard, University Registrar, University of Wyoming

"The Environmental Option: Automating Workflow Processes in the Admissions, Registrar, and Records Offices."

Hershey Systems' flagship product, Singularity, offers an unparalleled opportunity for the Admissions, Registrar and Records Offices to improve service to students and improve the productivity of your staff. We provide many benefits by automating the capture, processing, and distribution of student data that are found in paper-intensive processes. During this session, come discover exactly how Singularity reduces manual data entry and improves accuracy. We can eliminate the backlog of student transcripts, streamline the transfer credit evaluation process, and speed up your ability to give an accurate degree audit.

Presenter: Mike Floback, Vice President Western Region Hershey Systems, Inc.

Recruiting with the use of Ambassadors

New Mexico State University will share the process and ideas of using Ambassadors to aid in recruitment both on and off campus. Learn what NMSU does to make the campus visit a memorable experience from start to finish. Bring your ideas and own knowledge as together we will try to create the best experience possible.

Presenter: Megan Shuler, New Mexico State University

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

"How Full Is Your Bucket" - Positive Strategies for Life and Work

The premise of the presentation is based on the book title How Full is Your Bucket. Through excerpts from the book, along with stories, quotes and active engagement, participants will be introduced to ideas on incorporating a more positive attitude into their personal lives and their work.

Presenter: Bernadette Montoya, Assistant Vice President for Enrollment Management, New Mexico State University

The Recession: Doing more with less

This is a short presentation with examples of processes to help deal 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 things other colleges have implemented.

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

Student Loan Update

Presenter: Meghan McGarrity, Financial Aid Loan Coordinator, Santa Fe Community College

Professional Development within our Organization

Presenter: Kathleen Sena, Registrar, University of New Mexico

Cultural Diversity

Presenter: Dr. Cheo Torres, University of New Mexico

"Shots Fired On Campus - When Lightning Strikes"

Presenter: Anne Probst, Emergency Preparedness & Safety Coordinator, Santa Fe Community College

If there are areas you would like to have on the program please notify me right away at presidentelect@rmacrao.org

— *Barbara Tucci, President Elect*

Be Prepared to Vote!

At the annual meeting in July, the membership will be voting on the following:

The proposed 2010-2011 RMACRAO budget

The proposed budget will be posted to the RMACRAO web site in early July. Please be sure to review this prior to the July meeting.

Business meeting notes from last year's annual meeting which was held in Denver, CO

Please be sure to review these notes prior to the July meeting as well (see http://www.rmacrao.org/about_us/annual_minutes/annual_minutes_07_23_2009.pdf)

Bylaw Changes

Vote on the addition of the position of marketing and communication coordinator.

RMACRAO Board Elections

We have an incredible slate of highly qualified candidates this year running for president-elect, secretary, and vice president for New Mexico. I am only disappointed that we can't elect them all! I have diabolical plans for those not elected... historian... nominations and elections... program committee... and more!!!

The ballots for the RMACRAO board elections will be sent to the main contact at each member institution the week of May 17th, 2010. One ballot from each institution will be accepted for vote. Only members in good standing with up-to-date dues will be able to vote. Return the completed ballot to me, Lara Medley, by fax at 303-384-2253, by e-mail at pastpresident@rmacrao.org, or by mail at 1600 Maple, Golden CO 80401. The results will be shared at the business meeting in Santa Fe, so be sure to come!

Here is our excellent slate of candidates....

President-Elect

Kelley Christman

Assistant registrar at the University of Northern Colorado where some responsibilities include NCAA athletic eligibility, FERPA), tuition classification, and budgeting. BSBA with an emphasis in accounting from the UNC; MA in educational leadership with a concentration in higher education and student affairs leadership from UNC. Currently serving RMACRAO as historian, and prior to that I served a two-year term as the vice-president for Colorado.

Secretary

Tom Hartman

Has served as an admissions officer, registrar and student services director in the region for more than 15 years, at state universities, community colleges and proprietary schools. Currently serves as director of student services and registrar for Argosy University.

Twila Humphrey

Has worked for Pikes Peak Community College for approximately 18 years and held several positions within the college. Present position is assistant registrar and records coordinator. Associate of General Studies degree and an Associate of Arts degree. Currently finishing bachelor's with an emphasis in Business.

Kathy Kendall

Currently the registrar at Fort Lewis College where she has held a variety of positions. BS in general biology from University of Southern Colorado (now Colorado State University-Pueblo).

Paula E. Martinez

Has been working in the realm of the admissions and registrar functions since 1993. Currently registrar at Metropolitan State College of Denver. Associate of Applied Science in management, Community College of Denver, Bachelor of Science in Business, University of Phoenix, Master of Business Administration, University of Phoenix.

Katie Velarde

Currently serves as university registrar at Colorado State University-Pueblo. She earned a Bachelor of Science in Business Administration with a major in Economics and an emphasis in Finance and a Master of Business Administration degree at Colorado State University-Pueblo.

Vice President for New Mexico

Carolyn Gutierrez

Has been with the Office of the Registrar at the University of New Mexico since 2003. Currently the operations manager of One Stop. Has served as a member of the RMACRAO board for the past three years as treasurer.

Lily Quezada

Lily Quezada is the registrar at Eastern New Mexico University, Roswell.

—*Lara Medley, Past President*