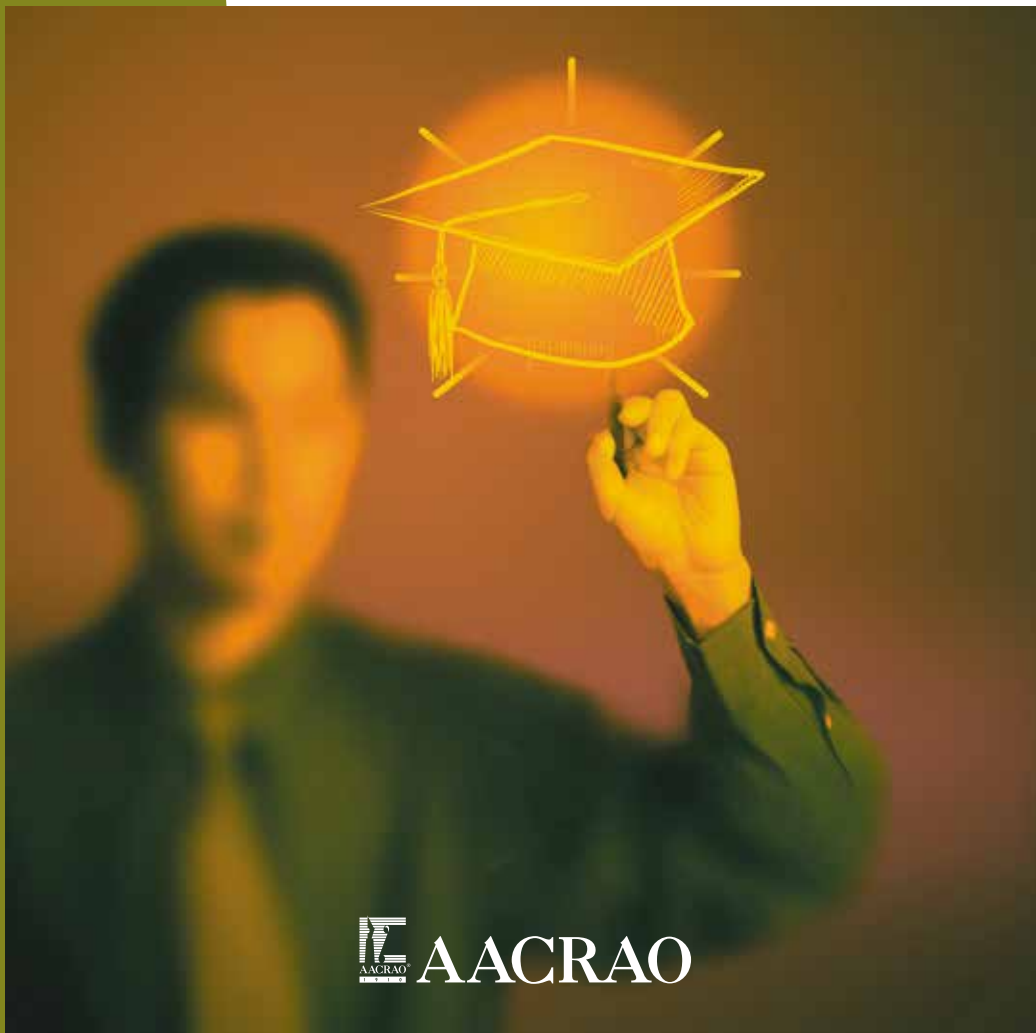


THE ORIGIN AND FUTURE OF SEM

23rd Annual Strategic Enrollment Management Conference



November 10-13, 2013
Hilton Chicago ■ Chicago, Illinois

www.aacrao.org



Letter from SEM Conference Director

SEM and Student Success: Is Your Institution Headed in the Right Direction?



Dear Colleague:

In the current educational marketplace, it is more important than ever to deliver well-planned recruitment and retention programs. Today's enrollment professional must take a holistic view, deploying coordinated activities that promote student persistence and graduation.

In practice and theory, Strategic Enrollment Management (SEM) is motivated by a total focus on student success. More and more institutions are embracing SEM-related concepts and initiatives that will increase both student attainment and institutional health, addressing areas such as:

- ◆ Demographic shifts—from the Millennials to the burgeoning Latino population.
- ◆ Advances in technology—from social media to retention systems.
- ◆ A renewed focus on completion—from The American Graduation Initiative to Completion by Design.
- ◆ The latest modeling strategies—for enrollment projections and institutional resource allocation.

For over 20 years, AACRAO's SEM Conference has been at the forefront of investigating these and related ideas. The sessions and workshops at the meeting will help you navigate the kind of forward-thinking transitions that will help students succeed. I invite you to join us in November to continue the conversation about SEM's role on your campus.

William Serrata

SEM Conference Director
President, El Paso Community College



Reasons to Attend the SEM Conference

What Does the SEM Conference Offer You?

The Origin and Future of SEM

With the inception of AACRAO's first Strategic Enrollment Management (SEM) Conference nearly 25 years ago, the concept of enrollment management evolved from simply ramping up recruitment and marketing to coordinating campus-wide efforts to ensure the success of our students, from initial contact until they graduate. "The Origin and Future of SEM" is more than the conference theme; it is a way of reflecting on where the profession has been and the great opportunities and promise for the years ahead. The programmatic offerings at the SEM Conference showcase both the core concepts that are the foundation of SEM, as well as new and best practices that institutions around the world are implementing to take student and institutional success to a whole new level.

Face Challenges and Heed Opportunities

As your institution faces limited staff time and dwindling institutional resources, make the wise investment to attend the SEM Conference. The premier strategic enrollment management conference is bringing together a comprehensive lineup of experts, researchers, and practitioners to help you facilitate your institution's goals.

There is Something For Every Level of SEM Expertise

The conference covers all aspects of SEM—from core concepts to advanced practices—and puts you in direct contact with experts in the field. There is no better time to position your institution to maximize student success, improve operational efficiency, and enhance financial health.

Workshops and sessions will focus on the following areas:

- ◆ Increasing retention and graduation rates
- ◆ Best practices in improving student persistence
- ◆ Compliance standards
- ◆ Creating effective enrollment management plans
- ◆ Leading campus strategic planning efforts
- ◆ Improving student access and success
- ◆ Delivering exemplary student service
- ◆ Implementing leading-edge technologies
- ◆ Building effective academic partnerships
- ◆ Utilizing financial aid more effectively
- ◆ Models for effective transfer programs
- ◆ Developing enrollment projections
- ◆ Price elasticity strategies
- ◆ Implementing data-driven decision making

Who Attends?

SEM participants create a global network that represents a range of professional roles, including:

- ◆ enrollment managers
- ◆ presidents
- ◆ provosts
- ◆ deans and faculty
- ◆ registrars
- ◆ academic advisors
- ◆ admissions professionals
- ◆ financial aid professionals
- ◆ student services professionals
- ◆ budget officers
- ◆ and more.



Conference Highlights

8th Annual AACRAO Executive Symposium

SEM as a Driver for Academic Planning

Sunday, November 10

Sponsored by 

Cabinet-level executives and teams are invited to register for the AACRAO Executive Symposium, to be held on Sunday, November 10 at the Hilton Chicago. There will be a networking reception on the evening of November 9.

About the Executive Symposium

Leading a higher education institution in the current economic environment requires significant planning and foresight. Pressed by economic shifts, demographic changes, increased expectations, and tight finances, institutions must find new ways to achieve their goals. Held in conjunction with SEM, AACRAO's Executive Symposium will offer a solid foundation for implementing and sustaining effective SEM planning.

This year's program includes:

- ◆ Targeted input from thought leaders in strategic enrollment management
- ◆ A case study of how one institution has implemented SEM
- ◆ An overview of the core concepts of SEM
- ◆ Networking discussions throughout the day
- ◆ A model for integrating academic, enrollment, and financial planning
- ◆ Actionable ideas for improving enrollment and financial outcomes over the long-term

Registration

After the Executive Symposium, attendees are encouraged to attend the SEM Conference. A discounted registration fee is available to Symposium attendees.

Please note registration cap: Attendance is limited to the first 50 registered executives. Last year's Symposium reached full capacity weeks before the SEM Conference. For additional information and to register, please visit www.aacrao.org/Professional-Development/meetings/2013SEM/2013executivesymposium.aspx



Downtown Chicago & Lake Michigan

Conference Highlights

PRE-CONFERENCE EVENTS

Registrar 101 & FERPA Pre-conference Workshop

**Saturday, November 9, 1:30 PM–5:30 PM and
Sunday, November 10, 8:00 AM–5:30 PM**

This day and a half workshop is designed to provide new registrars with an overview of the profession, a network of contacts, and a databank of information sources. It will include presentations and a concluding breakout discussion. Modules will include: the role of the registrar, registrar nuts and bolts, information sources for registrars, and FERPA.

Registrar 201 Pre-conference Workshop

**Saturday, November 9, 1:30 PM–5:30 PM and
Sunday, November 10, 8:00 AM–5:30 PM**

The work of the registrar's office is ever evolving. Increasingly our work crosses the boundaries of other areas within our campuses and beyond. Join us as we provide insights for successful navigation of this changing landscape. This workshop is geared toward those with at least 5 years of experience in the profession and will explore leadership and management, budgeting, technology, FERPA beyond the basics, and what issues we may be facing in the near future. Come prepared to share and learn.

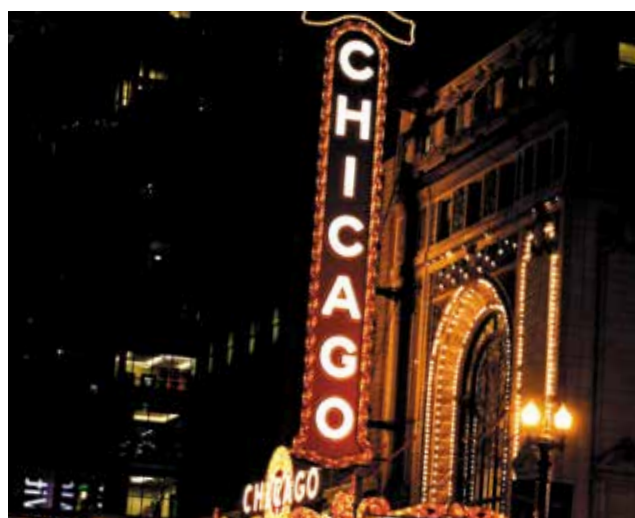
Admissions Forum @ SEM

**Saturday, November 9, 6:00 PM–7:00 PM
(Welcome Reception) and**

Sunday, November 10, 8:00 AM–5:30 PM

The Admissions Forum @ SEM will provide an environment to discuss the principles, issues, foundations, trends, and future directions of Enrollment Management where information technology must be harnessed in order to be successful. Shaping the classes at our institutions is challenging, to say the least. Has there ever been a more pronounced period of competition and pressure(s) to land a class that meets (or exceeds) our institutional targets? At the same time, there are so many different technical tools, applications, analytics and methods available for our use to target those we feel would be good students on our campuses. What can you harness? What technology should be deployed? How do you improve our admission decision response time? What are the consequences of choosing the wrong technical tool or targeting the wrong audience? How do you select the correct technology for your situation and school and how do you assess its impact on your operation? Will you be well situated in the years to come? Attend the Admissions Forum @ SEM and get answers to these questions and more.

For additional information and to register for one of these workshops, please visit www.aacrao.org/Professional-Development/meetings/2013SEM/Preconference.aspx#.





Conference Highlights

DON'T MISS THESE OPPORTUNITIES

Complimentary SEM Institutional Plan Review

Tuesday, November 12, 4:30 PM–5:45 PM

Review your institution's SEM plan with a seasoned AACRAO Consulting professional. Whether you are working on a draft of a new SEM plan, or want a fresh perspective on your latest revision, take advantage of this complimentary service. To do so, submit your SEM plan to Nicole Spero at speron@aacrao.org by November 1. A consultant will be in contact to arrange to meet with you at the SEM Conference.

Additional information on AACRAO Consulting is available at <http://consulting.aacrao.org>.

Special Opportunities for SEM Teams

Success in implementing SEM depends on campus-wide involvement. To recognize the importance of team involvement, the following opportunities are offered to teams of 8 or more from a single institution:

- ◆ Customized SEM Consultation
- ◆ Reception for Institutional Teams

Tuesday, November 12, 6:00 PM–7:00 PM

Sponsored by



Additional information available at
www.aacrao.org/Professional-Development/meetings/2013SEM/teams.aspx.

NETWORKING AND ENTERTAINMENT

Preconference Reception in the Exhibit Hall

Sunday, November 10, 5:30 PM–7:00 PM

Come enjoy light hors d'oeuvres while enjoying the evening with friends and colleagues. You can preview the exhibit hall and learn about the most useful, cutting-edge, and cost-effective products for your institution. Our vendors can discuss the latest technologies, help you improve on your current practices, and show you how to optimize your current resources. The exhibit hall will be open Sunday through Tuesday.

Get a Taste of Chicago

Monday, November 11, 6:00 PM–9:00 PM

Sponsored by



Join us Monday evening for our conference social event. Enjoy dinner and finish out the evening with music and dancing with your friends and colleagues.

Meeting at a Glance

PRECONFERENCE EVENTS

AACRAO Executive Symposium

(Separate Registration Required)

Sponsored by **HOBSON'S**
Education Advances

Saturday, November 9

Executive Symposium Reception

(Separate Registration Required)

6:00 PM–7:00 PM

Sunday, November 10

Continental Breakfast for Executive Symposium Registrants

7:30 AM–8:30 AM

Executive Symposium Program

8:30 AM–5:00 PM

Registrar 101/FERPA Preconference Workshop

(Separate Registration Required)

Saturday, November 9

Registrar 101/FERPA, Part 1

1:30 PM–5:30 PM

Sunday, November 10

Registrar 101/FERPA, Part 2

8:00 AM–5:30 PM

Registrar 201 Preconference Workshop (Separate Registration Required)

Saturday, November 9

Registrar 201, Part 1

1:30 PM–5:30 PM

Sunday, November 10

Registrar 201, Part 2

8:00 AM–5:30 PM

Sunday, November 10

Registration

7:30 AM–6:30 PM

AACRAO Booth/Bookstore Open

7:30 AM–6:30 PM (registration area)

5:30 PM–7:00 PM (exhibit hall)

Exhibit Hall Open

5:30 PM–7:00 PM

Cyber Café Open

7:30 AM–7:00 PM (registration area)

5:30 PM–7:00 PM (exhibit hall)

Continental Breakfast for Preconference Workshop Registrants

7:30 AM–8:30 AM

Preconference Workshops

(Additional Fee Required)

(S1) Full-Day

8:00 AM–5:30 PM

(S2) Half-Day

8:00 AM–12:00 PM

Lunch on Your Own

12:00 PM–1:30 PM

Preconference Workshops

(Additional Fee Required)

(S3) Half-Day

1:30 PM–5:30 PM

Preconference Reception in the Exhibit Hall

(All Registrants Invited)

5:30 PM–7:00 PM



Meeting at a Glance

Monday, November 11

Registration

7:30 AM–6:30 PM

AACRAO Booth/Bookstore Open

7:30 AM–6:30 PM

Exhibit Hall Open

9:30 AM–12:00 PM

1:00 PM–4:00 PM

Cyber Café Open

7:30 AM–6:30 PM (registration area)

9:30 AM–12:00 PM and 1:30 AM–4:00 PM (exhibit hall)

(M1) Opening Plenary

8:30 AM–9:45 AM

Presenter:

Stan Jones, *President, Complete College America*

Refreshment Break in Exhibit Hall

9:45 AM–10:30 AM

(M2) Best Practice Sessions

10:30 AM–12:00 PM

Lunch on Your Own

12:00 PM–1:30 PM

(M3) Best Practice Sessions

1:30 PM–3:00 PM

Refreshment Break in Exhibit Hall

3:00 PM–3:30 PM

(M4) Best Practice Sessions

3:30 PM–5:00 PM

Conference Social Event

(Included in Registration)

6:00 PM–9:00 PM

Sponsored by **HOBSON'S**
Education Advances

Tuesday, November 12

Registration

7:30 AM–5:00 PM

AACRAO Booth/Bookstore Open

7:30 AM–5:00 PM

Exhibit Hall Open

10:00 AM–1:00 PM

2:00 PM–4:30 PM

Cyber Café Open

7:30 AM–5:00 PM

(T1) Continental Breakfast and Plenary Presentation

7:30 AM–8:45 AM

Presenter:

Tricia Seifert, *Assistant Professor in Theory and Policy Studies (Higher Education), University of Toronto*

(T2) Best Practice Sessions

9:00 AM–10:30 AM

Refreshment Break in Exhibit Hall

10:30 AM–11:00 AM

(T3) Best Practice Sessions

11:00 AM–12:30 PM

(T4) Luncheon and Plenary Presentation

12:30 PM–2:00 PM

Presenter:

Zakiya Smith, *Strategy Director, Lumina Foundation*

(T5) Best Practice Sessions

2:15 PM–3:45 PM

Refreshment Break in Exhibit Hall

3:45 PM–4:30 PM

Meeting at a Glance

CONTINUED

Small Group Discussions by Institutional Type

4:30 PM–5:30 PM

Review of Institutional SEM Plans by AACRAO Consulting

4:30 PM–5:45 PM

For more information, e-mail consulting@aacrao.org

Reception for Institutional Teams

(By invitation)

6:00 PM–7:00 PM

Sponsored by



Chicago Skyline & Buckingham Fountain

Wednesday, November 13

Registration

7:30 AM–12:00 PM

AACRAO Booth/Bookstore Open

7:30 AM–12:00 PM

Cyber Café Open

7:30 AM–12:00 PM

(W1) Continental Breakfast and Panel Discussion

7:45 AM–9:00 AM

Presenters:

Art Coleman, Managing Partner and Co-Founder,
EducationCounsel LLC

William Sedlacek, Professor Emeritus of Education,
University of Maryland, College Park

Michele Sandlin, Managing Consultant,
AACRAO Consulting

Pam Horne, Associate Vice Provost for Enrollment
Management and Dean of Admissions,
Purdue University

Facilitator:

Mike Reilly, Executive Director, AACRAO

(W2) Best Practice Sessions

9:15 AM–10:45 AM

(W3) Closing Plenary

11:00 AM–12:00 PM

Presenter:

Josh Jarrett, Fellow, Postsecondary Success,
Bill & Melinda Gates Foundation

Lunch on Your Own

12:00 PM–1:30 PM

Seminar for New SEM Professionals

1:30 PM–3:30 PM

Seminar for Experienced SEM Professionals

1:30 PM–3:30 PM



Workshops

FULL-DAY AND HALF-DAY WORKSHOPS

You may enroll in these workshops by registering online or completing the registration form and adding the item under the ticketed items portion of registration. Additional information on these workshops is available at

www.aacrao.org/Professional-Development/meetings/2013SEM/Preconference.aspx

FULL-DAY WORKSHOP

Sunday, November 10

8:00 AM–5:30 PM

The Core Concepts of SEM (Session ID 2459)

This introductory workshop will provide an overview of the concepts and strategies that define successful SEM organizations. Participants will expand their understanding of SEM and take away action plans for achieving enrollment goals upon their return to campus. Whether you are new to SEM or seeking a refresher course, this workshop is the ideal preparation for an outstanding conference.

Fee:

\$325 if attending SEM

\$450 if only attending workshop

Presenters:

Jody Gordon, Vice President of Students, University of the Fraser Valley

Wayne Sigler, Vice President, Enrollment Management, George Mason University

MORNING HALF-DAY WORKSHOPS

Sunday, November 10

8:00 AM–12:00 PM

Getting Serious About Engagement: Developing a Campus Plan to Enhance the Student Experience (Session ID 1677)

Many institutional strategic plans include “enhancing the student experience” as a key objective. What does this mean and how do we best organize ourselves to achieve this goal? This workshop will explore: why the student experience is “top of mind” on campuses now; how a SEM framework can help enrollment and other units on campus understand their role in enhancing the student experience; key strategies that support an exceptional student experience; and how we can implement effective plans.

Fee:

\$180 if attending SEM

\$260 if only attending workshop

Presenters:

Susan Gottheil, Vice Provost (Students),
University of Manitoba

Clayton Smith, Vice Provost Students & International,
University of Windsor

Workshops

HALF-DAY WORKSHOPS

Building Best Practices in Your Financial Aid Office (Session ID 2457)

Many enrollment managers find themselves in charge of a financial aid office yet uncertain of the ways in which they can assure it provides students, parents and others with the service that enables enrollment goals to be achieved. This workshop provides an overview of the areas where improvements are often made in financial aid offices. Topics include the use of technology, creating outstanding service, effective and efficient processing, policy review and development, integration of institutional aid sources and a primer on the strategic use of institutional aid. The workshop is designed for enrollment professionals at all levels who seek to know more about how a financial aid office operates and what to expect from a strong aid operation.

Fee:

\$180 if attending SEM

\$260 if only attending workshop

Presenter:

Tom Green, *Managing Consultant, AACRAO Consulting*

AFTERNOON HALF-DAY WORKSHOPS

Sunday, November 10

1:30 PM–5:30 PM

Holistic Admissions in the On-Going Fisher Era (Session ID 2458)

This workshop will explore what holistic/broad-based admissions is, the retention predictability value of adding non-cognitive variables within the admissions requirements, an overview of the 30 years of supportive research, a sample of how a couple of institutions have implemented this process, and their retention and graduation success rates directly correlated to their holistic/broad-based admissions criteria.

Fee:

\$180 if attending SEM

\$260 if only attending workshop

Presenters:

Michele Sandlin, *Managing Consultant, AACRAO Consulting*

William Sedlacek, *Professor Emeritus, University of Maryland College Park*



Chicago downtown and Chicago River



Conference Organizers

Director, SEM Conference Coordinator, Two-Year Institutions



William Serrata

Dr. William Serrata assumed the presidency of El Paso Community College (EPCC) on August 1, 2012. For the past 15 years he worked at South Texas College, where he was most

recently the Vice President for Student Affairs and Enrollment Management. While at South Texas, he increased enrollment by 65% to 30,000 students, and increased the number of graduating students by 91%. In recognition of his work in enrollment management, Serrata was appointed to serve on the Strategic Enrollment Management Committee by the Commissioner of Texas Higher Education. Currently, he serves on the Workforce Education Leadership Committee and was previously a key contributor on the Executive Committee for the Texas Association of Collegiate Registrars and Admissions Officers.

Senior Director, AACRAO Consulting and SEM Initiatives



Bob Bontrager

Bob Bontrager has 30 of experience in enrollment management at all types of institutions. His areas of expertise include creating successful enrollment management

organizations, strategic planning, recruitment and communications, financial aid, and net revenue strategies. Bontrager currently provides leadership to a cadre of 20 consultants as they help colleges and universities achieve leading-edge improvements in strategic enrollment management, student services, technology implementation, and institutional operations. He also coordinates AACRAO's SEM initiatives as a member of the Conference planning team, coordinator of the Executive Symposium, author, and presenter in the US and abroad.

Coordinator, Four-Year Institutions



Jay Goff

Jay W. Goff is Vice President of Enrollment and Retention Management at Saint Louis University. With over 20 years of experience in university enrollment, strategic planning, and

communication programs, Goff believes in building a team-oriented and data-driven workplace that stresses service-focused student success plans. His mission-centric approach has achieved record enrollments, retention, and graduation rates.

Coordinator, Canadian Institutions



Susan Gottheil

Susan Gottheil currently serves as Vice-Provost (Students) at the University of Manitoba in Winnipeg. She has over 28 years of leadership experience in the Canadian postsecondary

sector helping institutions to promote and expand academic programs, increase student recruitment and retention, enhance learning and development, improve student and academic support services, and promote collaborative partnerships. Gottheil's background and experience cover a number of key areas including enrolment management, strategic planning, student and academic services, integrated marketing and communications, and employment and educational equity. Susan and Clayton Smith have organized the Canadian SEM Summit over the past four years and have co-edited the recently published AACRAO book *SEM IN CANADA: Promoting Student and Institutional Success in Canadian Colleges and Universities*.

Featured Speakers

Monday, November 11

Opening Plenary Presenter

8:30 AM–9:45 AM

Stan Jones

President, Complete College America



Following three decades of successfully reforming higher education in Indiana as Commissioner of Higher Education, state legislator, and senior advisor to the governor, Stan Jones founded Complete College America in order to build a

network of states committed to substantially increasing the number of Americans with a postsecondary credential.

Jones began his longstanding commitment to education in 1974, when, at the age of 24, he was elected to the Indiana House of Representatives. As a member of both the House Education and State Budget committees, he developed expertise in higher education and higher-education finance. As Indiana Commissioner for Higher Education, he was credited as a primary architect of several landmark education policy initiatives in Indiana. These initiatives include the 21st Century Scholars program, an early promise scholarship program aimed at increasing the number of low-income students attending and completing a postsecondary education; the development of Indiana's new community college system; the creation of Indiana's Education Roundtable; and the implementation of Core 40, a college prep curriculum that has contributed to a significant increase in high school seniors going to college.

Complete speaker bios are available at
www.aacrao.org/Professional-Development/meetings/2013SEM/FeaturedSpeakers.aspx

Session Information:

“The Game Changers”

Like you, we're interested in getting the most bang for our reform buck. There may be “101 Things One Can Do to Boost College Completion,” but which policy levers produce the greatest returns on investment? After four years of working with institutions across the country, scouring the research and scrutinizing best practices, Complete College America has landed on the most promising strategies. We call them the “game changers” because these significant initiatives are proven to produce rates of success double, triple or more than other approaches. When implemented in combination, the game changers can be transformative.

One of our five game changers leverages the power of all the others: Guided Pathways to Success (GPS). High graduation rates and disappearing attainment gaps have been the consistent results when highly-structured degree plans, enabled by technology, and combined with intrusive student advising replace traditional à la carte course selection systems. In a GPS environment, students see their entire program of study laid out for them, semester by semester, all the way to graduation day—and every required milestone course is guaranteed to be available when needed. Built-in early warning systems trigger just-in-time student advising, targeting assistance when it helps most. As a result, students make fewer costly mistakes that lead to excess credits and lengthen time to degree. And institutions become more cost effective and productive because they can plan faculty needs and course availability semesters and even years in advance.

Stan Jones, President of Complete College America, will lead our opening session introducing you to these game changing approaches. You'll hear from leaders across the country who have dramatically improved the success of their students.



Featured Speakers

CONTINUED

Tuesday, November 12

Tuesday Morning Plenary Presenter

7:30 AM–8:45 AM

Tricia Seifert

Assistant Professor at the Ontario Institute for Studies in Education, University of Toronto



Tricia Seifert is an Assistant Professor at the Ontario Institute for Studies in Education at the University of Toronto and is the primary investigator on the “Supporting Student Success” study, which examines stakeholder

groups’ (students, staff, faculty and senior leaders) perceptions regarding how their campus supports student success from organizational and cultural levels. Dr. Seifert has received funding from the Ontario Ministry of Economic Development and Innovation, the Association of Registrars of the Universities and Colleges of Canada, the Social Sciences and Humanities Research Council, the Higher Education Quality Council of Ontario, and the Connaught New Researcher program at the University of Toronto.

Seifert uses a mixed methodological approach to much of her research and teaches courses in quantitative research methodology and student affairs administration. In addition to published research, she serves on the editorial boards of *Sociology of Education* and is the Associate Editor for *New Directions in Institutional Research*. In 2010, she was named an Emerging Scholar by the American College Personnel Association.

Session Information:

“The Alpha and Omega of SEM: Supporting Student Success”

Supporting student success is both part of the origin and future of SEM. When institutions create programs, policies, and practices that help students meet their personal and academic goals, students are more likely to persist to graduation. More importantly, students who meet their personal and academic goals and have been supported in this pursuit are more likely to have had a student learning experience that has left an indelible imprint—one which manifests in supporting the institution and its future students as a dedicated alumnus. Dr. Seifert will share findings from the “Supporting Student Success” research study that examines stakeholder groups’ (students, staff, faculty and senior leaders) perceptions regarding how their campus supports student success from organizational and cultural levels. She will invite the audience to reflect on the study’s results in light of their institutional organizational structures and cultures and consider how these findings may inform institutional efforts to support student success on their own campuses.

Featured Speakers

CONTINUED

Tuesday, November 12

Tuesday Luncheon Plenary Presenter

12:30 PM–2:00 PM

Zakiya Smith

Strategy Director, Lumina Foundation



Ms. Zakiya Smith is a Strategy Director at the Lumina Foundation, where she leads the work of the foundation to develop new models of student financial support for higher education. Most recently, Smith served as a Senior Advisor for Education at the White House

Domestic Policy Council, where she focused on developing the President's higher education policy. Smith also served in the Obama administration as a senior adviser at the U. S. Department of Education where she developed programmatic, policy and budget solutions to respond to pressing challenges in college access, affordability, and completion.

Prior to her work in the Obama administration, Smith served on the staff of the Advisory Committee on Student Financial Assistance, where she conducted research and authored reports on college access programs, community colleges, and on the ability of low- and moderate- income families to afford college. She was introduced to federal policy as an intern on Capitol Hill with the Congressional Black Caucus Foundation, working for her former hometown Congresswoman.

Session Information:

“New Models for Students: System Redesign”

For both economic and civic reasons, we must expand access and success in education beyond high school, particularly among adults, first-generation college students, low-income students and students of color. To that end, the mission of Lumina Foundation, and many others within the higher education community, is to increase the proportion of Americans with high-quality degrees and credentials to 60 percent over the next two decades. Unfortunately, our nation's student aid system—at the federal, state and institutional levels—simply cannot properly support the successful enrollment and completion of huge numbers of today's students, much less the new students needed to reach this ambitious goal. We believe it is time to fundamentally rethink our national approach to student financial support. Only through substantive redesign can we assure that resources are used to support the success of the much larger number of students needed to reach our nation's civic and economic goals for higher education.



Featured Speakers

CONTINUED

Wednesday, November 13

Wednesday Panel Discussion Presenters

7:45 AM–9:00 AM

Art Coleman

*Managing Partner and Co-Founder,
EducationCounsel, LLC*



Art Coleman is a managing partner and co-founder of EducationCounsel LLC, an affiliate of Nelson Mullins Riley & Scarborough LLP. With a background in providing legal, policy, strategic planning, and advocacy services to educators,

Coleman addresses issues of access, accountability and completion in elementary, secondary, and postsecondary education.

Coleman's work centers on: the development of higher education access and diversity policies, including a focus on enrollment-related and employment policies designed to enhance access and the educational benefits of diversity; the development of fully inclusive school and university safety and conduct policies, with a focus on student bullying and harassment policies, as well as on issues relevant to legally protected expression and speech; the design of strategies and the implementation of plans to support non-profit organizations that seek to align their educationally focused goals with policy, demographic, and related trends and developments; providing legal advice and institutional guidance regarding federal non-discrimination laws, including those that provide protections against race, ethnicity, sex, disability and language-based discrimination.

Pamela T. Horne

*Associate Vice Provost for Enrollment Management and
Dean of Admissions, Purdue University*



Pam Horne serves as Associate Vice Provost for Enrollment Management and Dean of Admissions at Purdue University, managing strategy and operations for admissions, financial aid, early college outreach, the registrar, and enrollment analysis and reporting.

Her 30+ year career in higher education includes positions at Michigan State University, the University of Michigan, Eastern Michigan University and the University of Kansas.

Over the course of her career she has been active in state educational issues regarding the transition from secondary to postsecondary education. Through the Michigan Office of the Governor and Department of Education, Horne represented the higher education community in initiatives that established more rigorous high school graduation requirements and state-wide college-readiness testing. She also served as president of the Michigan ACT State Organization.

In Indiana she provides service and commentary to the Indiana Department of Education, the Indiana College Access Network, and the Commission for Higher Education. Currently, she is a Trustee for College Board and serves on the Public Policy Committee for AACRAO.

Featured Speakers

CONTINUED

Michele Sandlin

Managing Consultant, AACRAO Consulting



Michele Sandlin is an AACRAO Managing Consultant. She previously served as the Director of Admissions and the Campus Visitors Center at Oregon State University for 15 years, during which university enrollment grew by over 67%, while achieving

additional goals for diversity and academic preparedness of incoming students. Sandlin's career has also included successful tenures at Pacific University, Portland State University, the University of Oregon, and Western State College in Colorado.

During her 32 years as a higher education professional, Ms. Sandlin has become well known for her industry-leading expertise in holistic admissions, admissions operations, staff and space management, 2yr/4r campus partnerships, branch campus development, transfer policy and practices, accreditation compliance review, articulation process, policy and agreements, decentralized-centralized structural realignment, and graduate and international admissions. She has served in state, regional and national leadership positions with AACRAO and with the International Baccalaureate Program, having served as the IB Chair for the Americas College and University Recognition Board.

William E. Sedlacek

Emeritus Professor of Education at the University of Maryland, College Park



William E. Sedlacek is an Emeritus Professor of Education at the University of Maryland, College Park. He earned Bachelor's and Master's degrees from Iowa State University and a Ph.D. from Kansas State University.

He has consulted with more than 350 different organizations, colleges, and universities on interracial and intercultural issues, and has served as an expert witness in race and sex discrimination cases. He has served on research advisory committees for the Bill & Melinda Gates Foundation and the College Success Foundation.

He has received research awards from the American Counseling Association, the National Association for College Admission Counseling, the American College Personnel Association, and a Campus Model of Excellence award from the Office of Multi-Ethnic Education at the University of Maryland for research "affecting the lives of African Americans." In 2010 he was made a Fellow of the American Counseling Association, and in 2011 he received the William R. "Bud" Thomas Jr. Mentoring Award for "excellence in sustained mentoring of graduate college student personnel students" from the University of Maryland.



Featured Speakers

CONTINUED

Panel Discussion Moderator

Michael V. Reilly

Executive Director, AACRAO



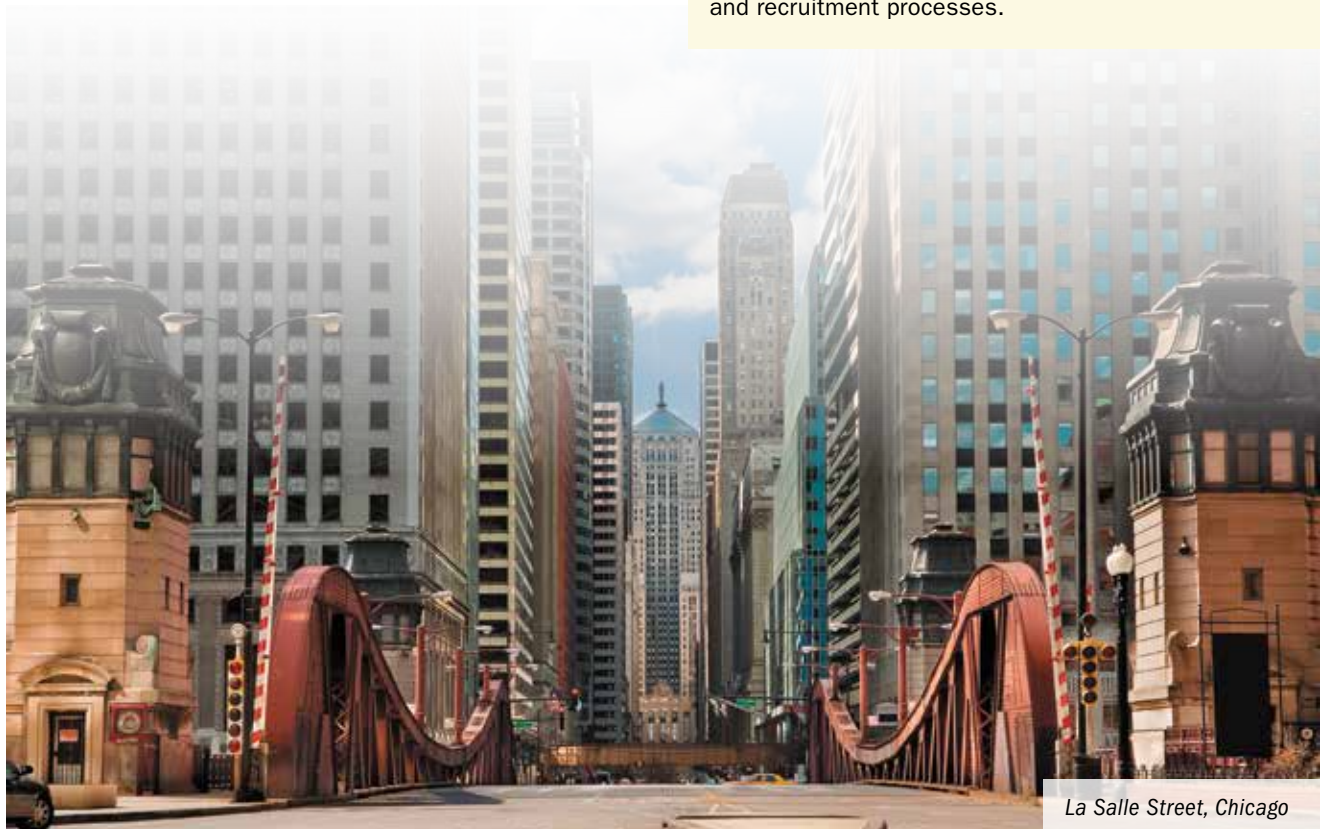
Mike Reilly joined AACRAO as Executive Director on June 1, 2012. Prior to coming to AACRAO he served as the Executive Director for the Council of Presidents, an association of the six public baccalaureate degree granting institutions in Washington

state. He has 20 years of experience in university admissions and enrollment management, including having served as the Associate Vice President for Enrollment Management at both Central Washington University and Humboldt State University.

Session Information:

“Meeting the Diversity Goals of Your Institution: Navigating the Supreme Court Guidance on Race and Ethnicity in Admissions Post-Fisher”

The Supreme Court decision in *Fisher v. the University of Texas-Austin* raised as many questions as answers for enrollment officers seeking to meet the diversity goals for their institutions. With the return of the case to the 5th Circuit Court, it may be some time before the case is resolved, leaving institutions to determine how they should develop an admissions process that meets the guidance of the Court. A panel of experts will attempt to untangle the complexities of the *Fisher* decision, assess the potential impacts on admissions and enrollment professionals, and offer strategies that can help your institution achieve its diversity goals. We'll examine what approaches are available, with a particular emphasis on holistic admissions, and what should be considered when crafting your admissions and recruitment processes.



La Salle Street, Chicago

Featured Speakers

CONTINUED

Closing Plenary Presenter

11:00 AM–12:00 PM

Josh Jarrett

*Fellow, Postsecondary Success,
Bill & Melinda Gates Foundation*



As a Fellow for Postsecondary Success at the Gates Foundation, Josh Jarrett leads the Next Generation Models portfolio, which supports learning innovations and technologies with the potential to dramatically increase low-income student success and improve

affordability. Investment areas include interactive courseware and tools, diagnostic assessments, integrated planning and advising systems, and breakthrough delivery models. Jarrett has been with the foundation for seven years.

Prior to the foundation, Jarrett served as an Engagement Manager in McKinsey & Company's Social Sector Practice, leading nonprofit organizations on issues of strategy, operations and organization. In particular, his work focused on charter school expansion, adolescent health services, and the effectiveness of foundation grantmaking. Prior to McKinsey & Company, he served as an entrepreneur, helping to launch a customer service software company, and as business planning consultant in the National Park Service.

Session Information:

“Extending SEM Into Integrated Planning and Advising Services: Helping Students Get on—And Stay on—Track”

Around the country, colleges and universities are moving toward the next generation of integrated planning and advising services to boost student success and better manage limited resources. These pioneering institutions are creating a “first contact through completion” view of the student so that counselors, faculty, and students can enhance and streamline course advising, course selection, course registration, tracking of student progress, and targeting of support services. This often requires the combination of new technology, process redesign, cross-silo coordination, and, oftentimes, cultural change to implement successfully. When done well, these efforts promote shared ownership of student progress towards educational goals and provide all stakeholders—students, faculty, staff, and administrators—with access to accurate and timely student-focused information.

This session will examine the latest trends in integrated planning and advising services, highlight a handful of early successes, and share initial findings from a Gates Foundation initiative to accelerate the development of vendor solutions and institutional implementations.



Track and Session Lists

CANADIAN INSTITUTIONS

Many SEM concepts are universal and extend across institutional sectors and national boundaries, but there are unique enrolment dynamics that warrant special attention. All attendees will benefit from breakout sessions focused on the SEM circumstances at play in Canada. American colleagues will learn of innovative strategies implemented north of the border that can be applied to leverage student success.

- ◆ Creating an Institutional Definition of Student Success: The Sheridan College Experience
- ◆ Extreme Enrolment Makeover: Applying a SEM Framework in a Downsizing Environment
- ◆ Getting Serious About Engagement: Developing a Campus Plan to Enhance the Student Experience
- ◆ Setting Graduate SEM Goals: Challenges and Implications
- ◆ Student Engagement Beyond the Classroom

CHIEF ENROLLMENT MANAGEMENT OFFICERS

Leverage innovative strategies to improve student success on your campus and develop sustainable student enrollment programs. Lead your SEM team: encourage collaboration among departments on campus and create accountability to reach your enrollment goals.

- ◆ 3+1 Partnership: One Year Later. Lessons Learned or Not!
- ◆ Access for DREAMers in a non-DREAM State: The Tuition Solution at Metropolitan State University of Denver
- ◆ Building a SEM Culture Through Enrollment Planning
- ◆ Defiance or Differentiation? Adapting Best Practices and Achieving "Better" Enrollment Results
- ◆ Getting Everyone On Board in the Development and Implementation of a SEM Plan

- ◆ It's Not Just Admissions, It's Enrollment Management: Reframing the Conversation
- ◆ SEM Across the Institution (Part I)
- ◆ Shaping Your Incoming Class and Maximizing New Revenue
- ◆ Staying Nimble in an Evolving Student Recruitment Market: Exceeding Goals Through Leadership, Vision, and an Entrepreneurial Approach
- ◆ The Basics of Strategic Planning
- ◆ You've Got a SEM Plan, So Now What? Strategies for Prioritizing Student Success Initiatives

COMPLIANCE & SECURITY

Hear the latest on compliance and security for your institution. What are others doing at their schools? How can you incorporate their best practices on your campus?

CORPORATE/VENDOR

- ◆ Delivering Results in Higher Education Through Strategic Scheduling
- ◆ How to Develop a Mobile App in Just a Few Days
- ◆ Is Making Your Student's Registration Experience Easy and Efficient a Goal that Your Institution Strives For? Does Increasing Enrollment Coincide with your Institution's Goals?
- ◆ Moving Students Through the SEM Funnel: It's All in the Metrics
- ◆ Putting It All Together. Admissions Processing Made Easy!
- ◆ The Imperative of Strategic Enrollment Planning: Why Today's Environment Requires More Planning, and Why It's Risky to Delay
- ◆ Why Campus Visits are a Critical Step in Strategic Enrollment Management
- ◆ Data-Driven Enrollment Management: Putting YOU in Control
- ◆ Enabling "Touch-Free" Transcript Processing
- ◆ Giving Credit Where Credit is Due

Track and Session Lists

CONTINUED

- ◆ How to Leverage Search to Recruit a Sophisticated Student in a Sophisticated Market
- ◆ Making Connections: How to Cultivate Lifelong Institutional Relationships
- ◆ Parchment Exchange—eTranscripts and More!

DIVERSITY/MULTICULTURAL

Globalization is removing borders and our institutions need to be prepared for a much more diverse population of students. Is your campus prepared to support these new multicultural students and faculty?

EMERGING ISSUES

Explore emerging issues like using data and analytics to predict your enrollments and optimize your institution.

- ◆ Collaboration Between Admissions and Financial Aid Offices to Improve Services to Prospective Students
- ◆ Extreme Enrollment Makeover: Applying a SEM Framework in a Downsizing Environment
- ◆ Giving Credit Where Credit is Due
- ◆ Outside the Box: Applying SEM Principles to an Innovative Program
- ◆ Talent Management: Using a Competency Model to Attract, Develop, and Retain Future Strategic Enrollment Managers
- ◆ What are K–12 Common Core Standards and Why Should I Care?

FINANCIAL AID & COST STRUCTURES

The rising costs associated with higher education continue to challenge both institutions and students. These sessions will explore some innovative solutions.

- ◆ Building Best Practices in Your Financial Aid Office
- ◆ Institutional Aid Policies: What Works Best for You

GRADUATE SEM

Not just for undergraduate students, Graduate SEM strategies can help to build enrollments in both Graduate and Professional programs on your campus.

- ◆ Setting Graduate SEM Goals: Challenges and Implications

INTERNATIONAL SEM

Institutions around the world are increasingly looking to SEM as a conceptual framework for addressing a range of enrollment and operational issues. These sessions will bring together different SEM perspectives.

- ◆ Finding the Connection Between International Student Services and International SEM

MARKETING & BRAND LOYALTY

Let's face it, attracting potential students now includes marketing your "Brand" and building loyalty to your institution. Help students find and keep interest in your programs and school through new and exciting marketing methods.

PUBLIC POLICY & LEGISLATION

Gain a better understanding of current legislative and regulatory issues and their impact on higher education. These sessions will provide an overview of emerging state and federal legislation and public policy matters impacting the work of AACRAO members and their institutions.

- ◆ Registrar 101 & FERPA Workshop



Track and Session Lists

CONTINUED

RECRUITMENT & COLLEGE READINESS

Discover enrollment techniques and strategies to help attract well-prepared applicants. These sessions will cover best practices to shape your applicant pool.

- ◆ Collaborating with Board Members to Improve Student Access: A Case Study
- ◆ Customizing Application Strategies for Maximum Impact
- ◆ Paving the Way for Greater Access: Effectively Communicating with Parents and Students
- ◆ Recruitment Strategies for Lifelong Learning
- ◆ Strategic Enrollment Management in the Age of Austerity: Managing Recruitment, Revenue, and Access in Challenging Economic Times
- ◆ Survey Says! What are the Top Five Student Advising Needs and How did a Community College go About Meeting Them?
- ◆ The Real Secret to Enrollment Success: Developing a Sustainable Institutional Competitive Advantage
- ◆ Using ROI to Make Your Case
- ◆ Vegetarian and Vegan Friendly Campus? Issues in Attracting and Supporting Plant-based Students in Universities

RESEARCH, ASSESSMENT & PUBLICATIONS

The National Student Clearinghouse Research Center is sponsoring the Research, Assessment and Publications Track. Presentations use data to show how different SEM approaches can build enrollment.

- ◆ Bringing Six Sigma to Enrollment Management
- ◆ Cloudy with a Chance of Enrollment: The Effects of Weather on Student Enrollment Behavior
- ◆ I Can See for Miles and Miles: The Why and How of Environmental Scanning
- ◆ SEM Planning: The Role of the SEM Data Team

The National Student Clearinghouse Research Center and AACRAO have selected six sessions, which are listed below, based on the Research Call for Proposals. These sessions were selected as best practices examples of using data within the context of strategic enrollment management.

NATIONAL STUDENT CLEARINGHOUSE[®] RESEARCH CENTER

- ◆ Building the Enrollment Management Brand within the Enterprise
- ◆ Data Analysis So Easy Even a Dean Can Do It
- ◆ Dissecting the End: Factors that Explain Differences in Time to Degree and Debt at Graduation
- ◆ From Scratch: The Four Ingredients for Increasing Student Persistence
- ◆ Leveraging the Power of Data Mining in Enrollment Management
- ◆ Using Statewide Data to Track Students: A New Definition of Student Success



Chicago downtown urban skyline and Lake Michigan

Track and Session Lists

CONTINUED

RETENTION & STUDENT SUCCESS

Learn how to support your students, keep them enrolled and achieve academic success through graduation.

- ◆ A Call to Action: Changing our Systems to Support Student Success
- ◆ A SWAT Team Approach to Enhancing Student Success
- ◆ Academic and Student Affairs Synergy to Increase Student Learning, Engagement, and Retention
- ◆ AIR Workshop on Institutional Effectiveness & Data
- ◆ Beyond Retention: Using Targeted Analytics to Improve Student Success
- ◆ Creating a One-Stop Shop Again? Didn't We Try This Once and it Didn't Work?
- ◆ Creating an Institutional Definition of Student Success: The Sheridan College Experience
- ◆ Getting Serious About Engagement: Developing a Campus Plan to Enhance the Student Experience
- ◆ Holistic Admissions in the On-Going Fisher Era
- ◆ Improving Retention Rates: A Small College's Strategy
- ◆ Improving Student Retention: Research-Based Strategies for College Student Success (Parts 1 & 2)
- ◆ Making the Community College "Cool"
- ◆ Mission Possible: Using BPI to Improve Processes and Service
- ◆ SEM Across the Institution (Part II)
- ◆ SEM-ANTICS: Defining the Relationship Between Intentional Efforts and Desired Results
- ◆ Student Engagement Beyond the Classroom
- ◆ Student Success and the Community College
- ◆ Taking SEM from Strategy to Implementation

- ◆ The Core Concepts of SEM
- ◆ The Rebound Program: Bouncing Back from a Difficult First Semester
- ◆ Using CRM Data to Align Customer Service with Strategic Goals
- ◆ Using SEM Principles to Understand Enrollment Behaviors of Recipients of Need-Based Aid

SOCIAL NETWORKING

A new tool for Enrollment Management, Social Networking can help to spread your message, expand your audience and enhance delivery of services.

THE SEM AWARD OF EXCELLENCE (SAE) AWARD WINNERS

The SEM Award of Excellence (SAE) recognizes exemplary SEM professionals who make a significant contribution to their institution in achieving SEM goals, establishing benchmarks and models for SEM practice, promoting the core values of student access and success within SEM, and contributing to the ongoing development of the SEM profession. The winners of the award will be announced at the opening plenary presentation of the conference.

TECHNOLOGY & DATA SYSTEMS

Concentrate on the use of data and technology in order to achieve your enrollment goals.

- ◆ Supercharge Your Admission and Enrollment Campaigns with Texting



SEM Registration Information

The registration pricing below is for SEM Conference attendance. Online registration as well as the downloadable paper registration form can be accessed at www.aacrao.org/Professional-Development/meetings/2013SEM/Registration.aspx.

If you would like to enroll in Registrar 101/FERPA, Registrar 201, Admissions Forum, or a preconference workshop, descriptions and registration are available at www.aacrao.org/Professional-Development/meetings/2013SEM/Preconference.aspx.

AACRAO considers anyone not affiliated with a college or university to be a Corporate Participant. If you are a Corporate Participant, you can view the corporate fee structure and download the corporate participant registration form at www.aacrao.org/Professional-Development/meetings/2013SEM/Registration/Registration_fees_Corp.aspx#.

Registration Fees

Registration Category	By Sept. 30	After Sept. 30	On Site
FIRST registrant from a member institution	\$990	\$1090	\$1140
SECOND registrant from a member institution	\$890	\$990	\$1040
THIRD and additional registrant from a member institution	\$790	\$890	\$940
FIRST registrant from a nonmember institution	\$1090	\$1190	\$1240
SECOND registrant from a nonmember institution	\$990	\$1090	\$1140
THIRD and additional registrant from a nonmember institution	\$890	\$990	\$1040
CORPORATE MEMBER (not exhibiting, presenting or sponsoring)	\$1400	\$1500	\$1550
CORPORATE NONMEMBER (not exhibiting, presenting or sponsoring)	\$1700	\$1800	\$1850
PRESENTER Paid Full Meeting	\$790		
GUEST registration for Spouses, Partners, Children 12 and over	\$150		
GUEST registration for Children under 12	\$75		

**SAVE when registering multiple persons from your institution.
Bring your team and take advantage of reduced registration fees!**

SEM Registration Information

3 Easy Ways to Register

1. Online at www.aacrao.org/Professional-Development/meetings/2013SEM/Registration.aspx
2. Fax the completed form to: (301) 694-5124
3. Mail the completed form to:
AACRAO-IV
PO Box 37500
Baltimore, MD 21297-3500

Registration Fees:

Your AACRAO SEM Conference registration fee includes:

- ◆ Three days of plenaries, breakout sessions, small group discussions, and seminars for new and experienced SEM professionals
- ◆ Review of your institution's SEM plan
- ◆ Consulting with SEM faculty
- ◆ Session handouts
- ◆ Luncheon, breakfasts, preconference networking reception, and a special event on Monday night

Guest tickets are available for spouses, companions, and children of registrants. A discounted guest registration fee is offered to children under 12. Registered guests may attend the preconference reception on Sunday and the special event on Monday night. Preconference workshops require an additional fee. Preconference workshop participants will receive a breakfast.

To qualify for the member rate, the registrant must be a staff member of a member institution, a corporate partner, organizational member, or an individual member. Registration materials must be received by November 1, or they will be processed at the Conference.

Early bird registration deadline is October 11.

Registrations must be faxed or postmarked by that date to qualify for the early bird registration rate. Presenters registering for complimentary or discounted registrations require preapproval from the Conference Director and AACRAO Office.

Payment

Registrations **MUST** be accompanied by check, money order, or credit card charging authorization. Funds must be in US dollars. Checks or money orders should be made payable to AACRAO. (For accounting purposes, the AACRAO Federal Tax ID number is 52-2274900). Forms received without payment will not be processed.

Substitutions, Cancellations, and Refunds

Substitutions and cancellations must be made in writing. Fax to (330) 963-0319. Substitutions may be made without penalty.

Deadlines for Refund of Conference and Workshop Registration Fees:

By October 11—\$50 processing fee
From October 12 to 18—\$150 processing fee
After October 18—No refund

No-shows will not receive refunds of any fees paid. If a meeting is canceled, registrants will be notified in advance. AACRAO is not responsible for any charges or cancellation fees assessed by airlines, hotels, or travel agents. These terms and conditions will apply even if they are not printed on the registration form itself.

Confirmations

Confirmations will be sent via e-mail to registrants within one week of receipt. If an e-mail address is not provided, or if an e-mail sent to you is returned as undeliverable, you will receive a confirmation via fax or regular mail within 5–7 business days.

Questions?

Registration only: Call (866) 229-3691 or (301) 694-5124 or
e-mail aacraosem@experient-inc.com

Please allow seven business days for processing of form before calling to confirm receipt of form and/or changes submitted.

General questions: Call (202) 293-9161 or
e-mail meetings@aacrao.org



2013 AACRAO SEM Conference Registration Form

10 – 13 November • Chicago, IL

Fax to: 301-694-5124

Mail to: AACRAO - IV

PO Box 37500

Baltimore, MD 21297-3500

Questions: 866-229-3691 or 301-694-5243

Email: AACRAOSEM@experient-inc.com

Key Code: _____

Please print clearly.

First Name _____ Last Name _____ Badge Name _____

Title _____ E-mail _____

Institution/Company _____ Telephone* _____ Fax* _____

Address _____ Twitter Handle _____

City _____ State/Province _____ ZIP/Postal Code _____ Country _____

Emergency Contact Name _____ Phone _____ Alternate Phone _____

Guest Name (Additional Fee) _____ Guest Badge Name _____

*International registrants should list their country and city codes.

AACRAO considers anyone not affiliated with a college or university to fall into the Corporate Participant category and will review registrations and reclassify if necessary.

Registration Fees:

Registration Category (Please indicate with an X)	By Oct 11	After Oct 11	On Site
FIRST registrant from a member institution	<input type="checkbox"/> \$990	<input type="checkbox"/> \$1090	<input type="checkbox"/> \$1140
SECOND registrant from a member institution	<input type="checkbox"/> \$890	<input type="checkbox"/> \$990	<input type="checkbox"/> \$1040
THIRD and additional registrant from a member institution	<input type="checkbox"/> \$790	<input type="checkbox"/> \$890	<input type="checkbox"/> \$940
FIRST registrant from a nonmember institution	<input type="checkbox"/> \$1090	<input type="checkbox"/> \$1190	<input type="checkbox"/> \$1240
SECOND registrant from a nonmember institution	<input type="checkbox"/> \$990	<input type="checkbox"/> \$1090	<input type="checkbox"/> \$1140
THIRD and additional registrant from a nonmember institution	<input type="checkbox"/> \$890	<input type="checkbox"/> \$990	<input type="checkbox"/> \$1040
CORPORATE MEMBER (not exhibiting, presenting or sponsoring)	<input type="checkbox"/> \$1400	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$1550
CORPORATE NONMEMBER (not exhibiting, presenting or sponsoring)	<input type="checkbox"/> \$1700	<input type="checkbox"/> \$1800	<input type="checkbox"/> \$1850
PRESENTER Paid Full Meeting (Submission ID: _____)		<input type="checkbox"/> \$790	
GUEST registration for Spouses, Partners, Children 12 and over		<input type="checkbox"/> \$150	
GUEST registration for Children under 12		<input type="checkbox"/> \$75	

Total Registration Fee \$ _____

Pre-conference Workshops (additional fee)

Workshop Title(s)	Workshop No.	Start Time	Fee

Total Workshop Fee \$ _____

Ticketed Events (included in registration fee, for planning purposes, indicate intention)

*Indicates events only available to full meeting participants.

Evening Celebration Mon 6:00pm ☐ Yes, I'd like to attend. ☐ No, thanks.
*Continental Breakfast and Presentation Tues 7:30am ☐ Yes, I'd like to attend. ☐ No, thanks.
*Luncheon and Plenary Presentation Tues 12:30pm ☐ Yes, I'd like to attend. ☐ No, thanks.
*Continental Breakfast and Panel Presentation Wed 7:45am ☐ Yes, I'd like to attend. ☐ No, thanks.

Optional Seminars (included in registration fee, for planning purposes, indicate intention)

Seminar for New SEM Professionals Wed 1:30pm ☐ Yes, I'd like to attend. ☐ No, thanks.
Seminar for Experienced SEM Professionals Wed 1:30pm ☐ Yes, I'd like to attend. ☐ No, thanks.

Payment Information (Please check one): Federal Tax ID: 52-2274900

☐ Check: # _____ ☐ VISA ☐ MasterCard ☐ American Express

Cardholder's Name: _____

Credit Card Number: _____ Exp. Date _____

Total Registration Fee \$ _____

Total Workshop Fee \$ _____

Office Use Only
Date Received _____ Check # _____ Check Total _____
Sheet Total _____ Date Entered _____ Entered by _____

Special Interests (check all that apply)

☐ First Timer ☐ Presenter
☐ Exhibitor ☐ Sponsor

Organization Type (check only one)

☐ Educational Institution
☐ Non-Profit Organization
☐ Government Agency
☐ Corporation/Consultant

Institution Type (check only one)

☐ 4-Year Public ☐ 4-Year Private ☐ 2-Year
☐ Graduate or Professional ☐ International
☐ For Profit ☐ Other _____

FTE Enrollment (check only one)

☐ Under 1,000 ☐ 1,000-2,499
☐ 2,500-4,999 ☐ 5,000-9,999
☐ 10,000-19,999 ☐ 20,000 + ☐ N/A

Carnegie Classification (check only one)

☐ Doctoral/Research University
☐ Baccalaureate/Associate's College
☐ Master's College & University
☐ Associate's College
☐ Baccalaureate College-Liberal Arts
☐ Specialized Institution
☐ Baccalaureate College-General
☐ Tribal College and University ☐ N/A

Area of Responsibility (check all that apply)

☐ Enrollment Management ☐ Admissions
☐ Records/Registration ☐ Financial Aid
☐ Academic Advising ☐ Student Affairs
☐ International Admissions ☐ Computer/IS
☐ Institutional Research
☐ Other _____

Title (check only one)

☐ President/Chancellor
☐ Provost/Chief Academic Officer
☐ Vice President
☐ Associate/Assistant Provost
☐ Assoc/Assist Vice President/Chancellor
☐ Director/Registrar
☐ Associate/Assistant Director
☐ Other _____

I'd like to learn more about joining an AACRAO committee. ☐ Yes ☐ No

Meeting Attendance

Attended SEM in '12? ☐ Yes ☐ No
of SEM Conferences attended _____
Attended Annual Meeting in '13? ☐ Yes ☐ No
of Annual Meetings attended _____
Attended Tech Conf in '13? ☐ Yes ☐ No
of Tech Conferences attended _____
Attended Transfer in '13? ☐ Yes ☐ No
of Transfer Conferences attended _____

Special Meal Request

☐ Vegetarian ☐ Vegan
☐ Food Allergy _____

Special Service

☐ Attach a description of requirements if you have special needs.

Hotel and Travel Information

CONFERENCE HOTEL

Hotel Reservations

Hilton Chicago

720 South Michigan Avenue

Chicago, IL 60605 USA

312-922-4400

Discover the iconic Hilton Chicago, which blends new and sophisticated stylings with the charm and history for which the hotel is known. Step outside and walk to many of Chicago's best-known attractions.

Take advantage of Hilton Chicago's Athletic Club, which features a large variety of fitness equipment, free weights, indoor running track, full-length heated indoor pool, whirlpool and sauna.

Kitty O'Shea's is an authentic Irish pub with live entertainment. The 720 South Bar & Grill offers a seasonal menu inspired by fresh, local ingredients. Enjoy signature comfort foods, locally crafted beers, cocktails and wine.

Conference Rate

The special conference rate is \$229 + tax single/double, \$244 + tax triple, \$264 + tax quadruple occupancy. The conference rate is available until Friday, October 18 or until rooms sell out. Please note that AACRAO has a limited block of rooms.

Hotel Reservations

To make your hotel reservation, call (877) 865-5320. Mention the group code "SEM" and that you are attending the AACRAO 2013 SEM Conference. You may also reserve your room online at <https://resweb.passkey.com/go/AACRAOSEM2013>.

TRAVEL

Travel to Chicago

O'Hare International Airport (ORD)

Distance: 18 miles

Drive time: approx. 45 minutes depending on traffic

Airport transportation: Taxi approx. \$45 or Subway/Rail: \$2.25.

Midway Airport (MDW)

Distance: 12 miles

Drive time: 25 minutes depending on traffic

Airport transportation: Taxi approx. \$35 or Subway/Rail: \$2.25.

For additional details on traveling to Orlando, including information on AACRAO's travel agency and available travel discounts, visit www.aacrao.org/Professional-Development/meetings/2013SEM/Travel.aspx#.

Chicago is truly a family destination!

Museum-goers can choose from the Art Institute of Chicago, The Field Museum, or Adler Planetarium, while the kids can be entertained at Navy Pier, the Lincoln Park Zoo, or the Chicago Children's Museum. Savvy shoppers will have their pick of over 450 stores along Michigan Avenue's "Magnificent Mile." And don't forget the theater, nightlife, and dining—Chicago's social scene is reaching new heights! Walk, take a trolley, or catch the famous elevated train ("L") and enjoy the Windy City! Find out what to do and see in Chicago at www.choosechicago.com/.





AACRAO SEM Publications

Strategic Enrollment Management: Transforming Higher Education

Sponsored by **EMASTM PRO**



As external forces demand change in the delivery of postsecondary education and institutions seek to take advantage of new opportunities, the potential for achieving higher levels of student and institutional success is vast. This publication brings

practitioners up to the present and into new territory by addressing the latest SEM emphases. This book provides a roadmap for the required paradigm shift, building on the solid foundation of prior SEM practice and offering insights to new approaches that will lead to sustainable SEM efforts into the future.

SEM in Canada: Promoting Student and Institutional Success in Canadian Colleges and Universities



SEM in Canada describes how Canadian colleges and universities are using SEM to improve student and institutional outcomes and to face challenges in financial environments, demographic shifts, competitive forces, and public policy decisions. It gives evidence that Canadian

institutions have created not just their own version of SEM, but one that furthers the profession in the U.S. and abroad.

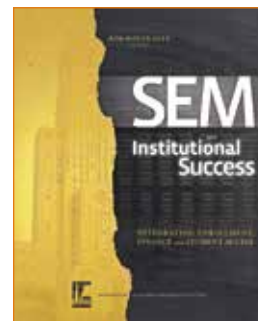
Applying SEM at the Community College



Applying SEM at the Community College identifies the vital and unique enrollment issues confronting two-year colleges and suggests effective strategies for resolving them. This resource helps administrators set enrollment goals for their diverse

student populations, redefine and improve student academic success, and achieve institutional success through financial planning.

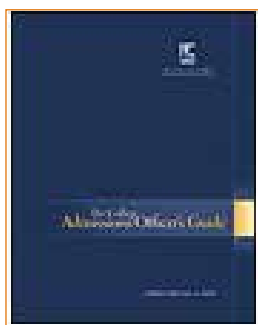
SEM and Institutional Success: Integrating Enrollment, Finance and Student Access



This publication proposes an innovative student-centric SEM planning model aimed at helping institutions improve enrollment and financial outcomes while at the same time advancing student access and success.

AACRAO SEM Publications

The College Admissions Officer's Guide



This book's 44 chapters address a variety of responsibilities, ranging from recruitment and holistic admissions to admissions processing and predicting yield; from using technology in recruitment communications to making use of faculty in recruitment;

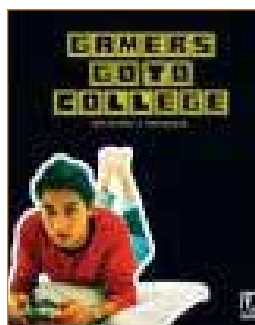
from creating a career ladder and motivating staff to advice on engaging the greater college community.

The SEM Imperative: Taking Enrollment Management Online



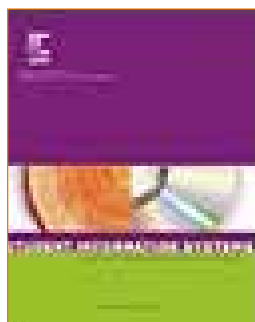
This publication helps institutions communicate with Millennial students who increasingly take initiative by shopping for colleges online and posting their experiences on user-generated content sites like YouTube.

Gamers Go to College



The publication's overarching theme highlights the vital role communication plays and the varying venues that are at higher education's disposal in light of the Gamers generation.

Student Information Systems: A Guide to Implementation Success



This book contains constructive examples and practical suggestions for improving campus buy-in, communication, collaboration and funding; as well as leading project team members and campus administrators through the critically important realities of

a successful implementation or upgrade.

Managing for Outcomes: Shifting from Process-Centric to Results-Oriented Operations



Managing for Outcomes transforms process-oriented managers into successful outcomes-oriented leaders. The guide will help you create effective mission statements, choose and assess staff, write a strategic plan and calendar, monitor a budget, and measure success.



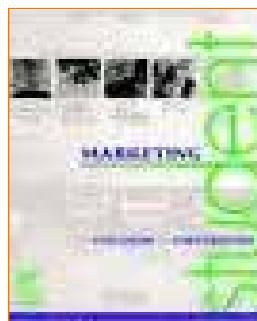
AACRAO SEM Publications

AACRAO's Basic Guide to Enrollment Management



This primer or “how to” resource for new or seasoned enrollment managers offers tips on how an institution can change and consequently gauge its successes.

Student Marketing for Colleges and Universities



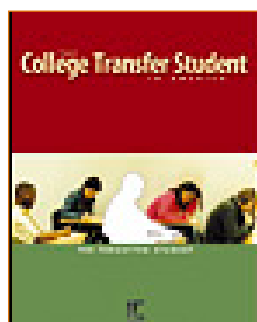
This is your single authoritative source interpreting basic and advanced marketing techniques within the context of student marketing.

The SEM Anthology



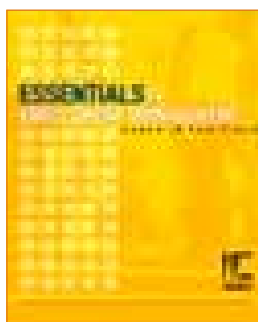
This collection, which has appeared in *SEM Monthly* over the past year, chronicles Strategic Enrollment Management efforts at campuses nationwide.

The College Transfer Student in America: The Forgotten Student



This guide translates research into practical advice on attracting, retaining, and guiding transfer students.

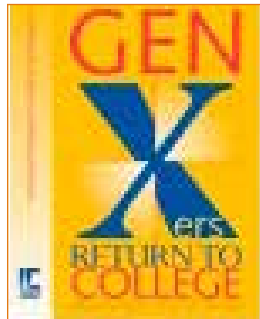
Essentials of Enrollment Management: Cases in the Field



Experts in enrollment reveal the evolution of the enrollment strategies implemented at their institutions, the results, and the lessons learned.

AACRAO SEM Publications

Gen Xers Return to College: Enrollment Strategies for a Maturing Population



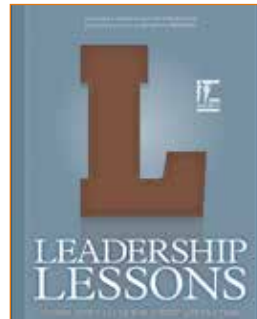
This addition to AACRAO's series of publications on enrollment management examines the critical issues facing colleges and universities as they accommodate Generation X's return to higher education.

The Strategic Enrollment Management Revolution



This invaluable resource clarifies the theories behind enrollment management, considers their practical application, examines the architectural design of a SEM enterprise, and explores the world of technology, which is the mainstay of any SEM operation.

Leadership Lessons: Vision and Values for a New Generation.



This compilation of 22 articles on the topic of leadership was written by today's leaders in higher education. Filled with unique kernels of wisdom, each chapter shares the authors' visions and values in ways that inspire, motivate, and illustrate how to be an exceptional leader.

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