

# AACRAO Transfer Conference

July 14–16, 2013 • JW Marriott Starr Pass • Tucson, AZ • [www.aacrao.org](http://www.aacrao.org)

Determining New Pathways  
Towards Student Success



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## 2013 AACRAO Transfer Conference

### Determining New Pathways Towards Student Success

Sponsored by



#### How is Transfer Impacting Your Campus?

The notion of Student Mobility, which is defined by the National Student Clearinghouse Research Center as attending more than one postsecondary institution concurrently or consecutively, represents a growing trend in higher education. For varying reasons—not limited to financial considerations, family obligations, and “fit”—students are moving between similar schools, from two- to four-year institution, and in some instances, from four-year schools to community colleges.

For many years, the United States offered the greatest degree of inter-institutional student mobility and the most extensive system of portability of academic credit in the world. Despite this lengthy history of facilitating student transfer, many obstacles to seamless transfer persist. Higher education institutions must adopt a student-centered approach, with the goal of creating a transfer-friendly environment to encourage the recruitment, matriculation, enrollment, and eventual graduation of this student demographic.



Main Building of the JW Marriott Starr Pass

## Conference Highlights

### Sessions, Roundtables, and More...

AACRAO's Transfer Conference will bring together professionals from admissions, retention, enrollment management, transfer center, and registrar offices to discuss and debate current issues in transfer. This year's program of thought-provoking plenary speakers, interactive sessions, and roundtable discussions will help practitioners follow best-practice guidelines and develop strategies for achieving mandated and desired outcomes. You will have access to some of the most innovative work in our fields.

This is your opportunity to network with more than 300 of your peers—all of whom are engaged in the many facets of transfer. Learn about new systems and services from our corporate partners, and share your experiences with colleagues in informal discussions and at roundtables.

### Attend Two Meetings for the Price of One.

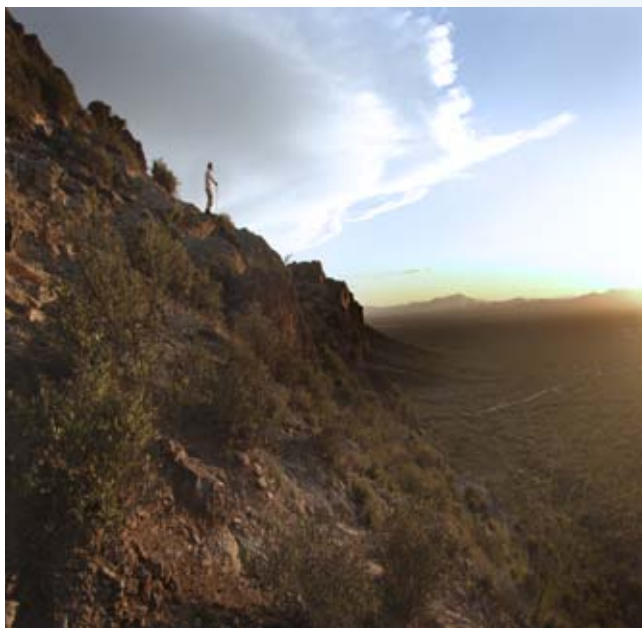
AACRAO's Transfer Conference now takes place alongside AACRAO's Technology Conference. Attendees must register for one meeting, but will have the option of attending sessions of interest at either meeting. The meetings also share the exhibit hall and a luncheon plenary presentation. Last year, many attendees took advantage of the opportunity to attend presentations at both meetings. Bring a team to Transfer and "divide and conquer" the sessions!

As an added bonus, you have the opportunity to register for the workshops held in conjunction with the Technology Conference. See page 5 for information on:

- **Enhancing Student Success: Definitions, Data, and Decisions** (Preconference Workshop)
- **Registrar 101 & FERPA** (Preconference Workshop)
- **Registrar 201** (Postconference Workshop)
- **The Registrar Forum @ Tech** (Preconference Workshop)
- **The Admissions Forum @ Tech** (Preconference Workshop)

### Renowned Speakers Will Inform and Educate.

Highlighting this year's program are plenary speakers who are experts in their respective fields. Opening speaker, **Dr. Stephen J. Handel**, Executive Director of the National Office of Community College Initiatives at the College Board will examine the fundamentals of the community college/four-year institution transfer partnership, and recommend strategies to enhance this vital academic conduit. The Monday shared Technology/Transfer panel will feature **Tom Black**, Associate Vice Provost for Student Affairs and University Registrar at Stanford University, and **Paul Fain**, Senior Reporter at Inside Higher Ed, who will discuss the future trends affecting higher education around the world as we progress through the 21st century.



Hiking from the JW Marriott Starr Pass



## Meeting at a Glance

## Saturday, July 13

**Registration for Registrar 101 & FERPA  
Preconference Workshop**  
8:00 AM–9:00 AM

**Registrar 101 & FERPA Two-Day Preconference  
Workshop (Day 1)**  
8:30 AM–5:00 PM

## Sunday, July 14

**Registration Open**  
7:00 AM–5:00 PM

**AACRAO Booth and Bookstore**  
3:00 PM–6:30 PM

**Cyber Café (Two Locations)**  
7:00 AM–6:30 PM  
3:00 PM–6:30 PM

**Exhibit Hall Open**  
3:00 PM–6:30 PM

**Registrar 101 & FERPA Two-Day Preconference  
Workshop (Day 2)**  
8:00 AM–11:15 AM

**Transfer Conference Opening Plenary Presentation**  
10:00 AM–11:15 AM

**Presenter:**

**Stephen J. Handel**, *The College Board*

**Lunch on Your Own**  
11:15 AM–12:30 PM

**Transfer Conference Breakout Sessions**  
12:30 PM–1:45 PM

**Transfer and Technology Conference Breakout  
Sessions**

2:00 PM–3:15 PM

**Refreshment Break in Exhibit Hall**  
3:15 PM–3:45 PM

**Transfer and Technology Conference Breakout  
Sessions**

3:45 PM–5:00 PM

**Transfer and Technology Conference Opening  
Reception**

5:00 PM–6:30 PM

## Monday, July 15

**Registration Open**  
7:00 AM–5:00 PM

**AACRAO Booth and Bookstore**  
7:15 AM–11:30 AM and 1:30 PM–3:45 PM

**Cyber Café (Two Locations)**  
7:00 AM–5:00 PM  
7:15 AM–11:30 AM and 1:30 PM–3:45 PM

**Exhibit Hall Open**  
7:15 AM–11:30 AM and 1:30 PM–3:45 PM

**Continental Breakfast in Exhibit Hall**  
7:15 AM–8:00 AM

**Transfer and Technology Conference Breakout  
Sessions**  
8:00 AM–9:15 AM

**Refreshment Break in Exhibit Hall**  
9:15 AM–10:00 AM

**Transfer and Technology Conference Breakout  
Sessions**  
10:00 AM–11:15 AM

## Meeting at a Glance

### Transfer and Technology Conference Shared Plenary Presentation

11:30 AM–12:30 PM

#### Presenters:

**Paul Fain**, *Inside Higher Ed*

**Tom Black**, *Stanford University*

#### Moderator:

**Mike Reilly**, *AACRAO Executive*

### Transfer and Technology Conference Shared Luncheon

12:30 PM–1:30 PM

### Transfer and Technology Conference Breakout Sessions

1:45 PM–3:00 PM

### Refreshment Break in Exhibit Hall

3:00 PM–3:45 PM

### Transfer and Technology Conference Breakout Sessions

3:45 PM–5:00 PM

## Tuesday, July 16

#### Registration Open

7:30 AM–12:00 PM

#### AACRAO Booth and Bookstore

7:30 AM–12:00 PM

#### Cyber Café

7:30 AM–12:00 PM

### Transfer and Technology Conference Continental Breakfast

7:30 AM–8:00 AM

### Transfer Conference Best Practice Sessions

8:00 AM–10:00 AM

### Transfer Conference Closing Plenary Presentation

10:15 AM–11:30 AM

**Presenter: TBD**

## Registrar 201 Postconference Workshop

### Tuesday, July 16

#### Registration for Registrar 201

12:00 PM–1:30 PM

#### Registrar 201 Two-Day Postconference Workshop (Day 1)

1:00 PM–5:30 PM

### Wednesday, July 17

#### Registrar 201 Two-Day Postconference Workshop (Day 2)

8:30 AM–5:00 PM

## Workshops

### Attend a Pre- or Postconference Workshop

AACRAO's Transfer Conference now takes place alongside AACRAO's Technology Conference. Attendees must register for one meeting, but will have the option of attending sessions of interest at either meeting. As an added bonus, you have the opportunity to register for the workshops held in conjunction with the Technology Conference (for an additional fee).

- **Enhancing Student Success: Definitions, Data, and Decisions** (Preconference Workshop)
- **Registrar 101 & FERPA** (Preconference Workshop)
- **Registrar 201** (Postconference Workshop)
- **The Registrar Forum @ Tech** (Preconference Workshop)
- **The Admissions Forum @ Tech** (Preconference Workshop)

You may enroll in these workshops by registering online or completing the registration form and adding the item under the ticketed items portion. Additional information on these workshops is available at [www.aacrao.org/Professional-Development/meetings/transfer2013.aspx](http://www.aacrao.org/Professional-Development/meetings/transfer2013.aspx)

**IMPORTANT NOTE:** Some of the timing of these workshops will overlap with the Opening Plenary Presentation at Transfer.

### Preconference Workshop

Sunday, July 14, 8:00 AM–11:15 AM  
Workshop Fee: \$110

#### Enhancing Student Success: Definitions, Data, and Decisions

Designed for those higher education professionals whose focus is faculty services, student data, student services, and academic advising, this workshop will focus on ways in which data can be used to develop and implement strategies to enhance student success. Following a discussion of how student success is defined, workshop participants will learn what data—much of which they are already collecting—and data mining techniques can be integrated with action plans to create effective student success initiatives. The workshop will close with

a discussion of determining what and how data can be used to plan strategically for continuous improvement of student success initiatives.

#### Workshop Leaders:

**Karen Thurmond**, *Director of Academic Advising and Degree Planning Resources, University of Memphis*

**Glenn Munson**, *Associate Registrar, University of Memphis*

### Registrar 101 & FERPA Preconference Workshop

Saturday, July 13, 8:30 AM–5:00 PM  
Sunday, July 14, 8:00 AM–11:15 AM

**Member Fee: \$375 by June 14; \$400 after June 14**  
**Nonmember Fee: \$425 by June 14; \$450 after June 14**

Spend a day and a half diving into the work of the registrar's office. This workshop is for those new to the profession and will address many of the "what" and "how" questions that make up the work of the registrar's office. A significant portion of the workshop will focus on understanding and applying FERPA. Attendees will leave the workshop with a greater understanding of the depth and breadth of the work of the registrar, where to find information and answers, and a solid network of professional colleagues.

### Registrar 201 Postconference Workshop

Tuesday, July 16, 1:00 PM–5:30 PM  
Wednesday, July 17, 8:30 AM–5:00 PM

**Member Fee: \$375 by June 14; \$400 after June 14**  
**Nonmember Fee: \$425 by June 14; \$450 after June 14**

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.

## Workshops

### The Registrar Forum @ Tech

Saturday, July 13–Sunday, July 14, 2013

Fee: \$345 (Conference registrant);  
\$495 (Forum attendance only)

#### Technology, Disruptive Change, and the Future of the Electronic Record

**The Registrar Forum @ Tech** is a dedicated, pre-conference set of sessions that will provide an environment to discuss the principles, issues, foundations, trends, and future directions of the profession both enabled, and bounded by information technology. The Forum will challenge registrars to consider the principles of our work, the current environment in which we operate (fiscal constraints, ERP administration, pervasive network, remote services, electronic security, plethora of service providers), the tools we use or should be using, and the opportunities (and challenges) that technology affords.

#### The Registrar Forum @ Tech Faculty

**Tom Black**, Associate Vice Provost for Student Affairs and Registrar, Stanford University

**Adrian R. Cornelius**, University Registrar, University of Maryland

**Mary Beth Myers**, Registrar, Indiana University Purdue University Indianapolis

**Scott Owczarek**, University Registrar, University of Wisconsin - Madison

#### The Registrar Forum @ Tech Session and Agenda

Saturday, July 13, 2013	
Registrar Forum (Session 1) <b>The Registrar and Technology</b>	2:30 PM–4:00 PM
Registrar Forum (Session 2) <b>Session Title–TBA</b>	4:15 PM–5:30 PM
Sunday, July 14, 2013	
Continental Breakfast for Participants	7:30 AM–8:00 AM
Registrar Forum (Session 3) <b>Session Title–TBA</b>	8:00 AM–9:30 AM
Break	9:30 AM–10:00 AM
Registrar Forum (Session 4) <b>Session Title–TBA</b>	10:00 AM–11:15 AM

### The Admissions Forum @ Tech

Saturday, July 13–Sunday, July 14, 2013

Fee: \$345 (Conference registrant);  
\$495 (Forum attendance only)

#### Beyond the Flash: Impactful Enrollment Technologies

Has there ever been a more pronounced period of competition and pressure to land a class that meets (or exceeds) our institutional targets? There are so many different technical tools, applications, analytics, and methods available to target those we feel would be good students on our campuses. What can you harness? What technology should be deployed? 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? Discuss and find answers to these pressing questions at **The Admissions Forum @ Tech**. Learn about the future direction of Strategic Enrollment Management where information technology must be harnessed in order to be successful.

#### The Admissions Forum @ Tech Faculty

**Melanie Gottlieb**, Director of Admissions Operations & International Campus Liaison, Webster University

**Stephen Handel**, Executive Director, National Office of Community College Initiatives, The College Board

**David Johnson**, Vice Provost, Office of Enrollment Management, Indiana University

#### The Admissions Forum @ Tech Session and Agenda

Saturday, July 13, 2013	
Admissions Forum (Session 1) <b>Technology in Enrollment Management</b>	2:30 PM –4:00 PM
Admissions Forum (Session 2) <b>Technology and the Transfer Student</b>	4:15 PM –5:30 PM
Sunday, July 14, 2013	
Continental Breakfast for Participants	7:30 AM–8:00 AM
Admissions Forum (Session 3) <b>Technology in Admissions Processing</b>	8:00 AM–9:30 AM
Break	9:30 AM–10:00 AM
Admissions Forum (Session 4) <b>Research and Analysis/Looking Forward to What's Next</b>	10:00 AM–11:15 AM



## Featured Speakers

Complete speaker biographies available at  
<http://www.aacrao.org/Professional-Development/meetings/transfer2013/speakers.aspx>



### Stephen J. Handel

Executive Director, National Office of  
Community College Initiatives, The  
College Board

### Opening Plenary Presentation

Sunday, July 14  
10:00 AM–11:15 AM

**Stephen J. Handel** is Executive Director of the National Office of Community College Initiatives at the College Board. In this capacity, Handel advocates for, and conducts research with, community colleges nationally and internationally, with a special focus on initiatives that advance educational access and equity for all students. Prior to joining the College Board, Handel was a member of the President's staff for the ten-campus University of California (UC) system. He served as UC's first Director of Community College Transfer Enrollment Planning, where he initiated strategic enrollment policies focusing on the needs of community college transfer students. During this time, Handel worked closely with colleagues at the California Community College Chancellor's Office to increase significantly the number of community college students transferring to a UC campus. Handel is the author of the *Community College Counselor Sourcebook* as



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well as other publications focusing on higher education issues, including *The Promise of the Transfer Pathway* and *Remediating Remediation* (with Ronald Williams), *Strengthening the Nation By Narrowing the Gap* (with James Montoya), and *Second Chance, Not Second Class: A Blueprint for Community College Transfer*. Handel earned his Ph.D. and M.A. degrees from UCLA, a B.A. from California State University, Sacramento, and an A.A. from Cosumnes River College.

### Session Information:

#### The Promise of Transfer: Reminiscences, Recommendations, and a Rant

President Obama's College Completion Agenda, along with the lessons learned from the Great Recession and inexorable changes in the complexion and character of the nation, have combined to create a "transfer student moment" for higher education. It presents educators with unique challenges that—if addressed with verve and creativity—will fashion campuses richer in diversity, a citizenry better trained to meet the workforce needs of the future, and a nation boasting higher postsecondary completion rates. A tall order, no doubt, but the die was cast a century ago when the leaders of the nation's elite four-year institutions collectively advanced the notion of the "junior college," open admission institutions that became the greatest American educational experiment of the 20th Century.

Now operating in their third century, community colleges enroll nearly half of all undergraduates in the U.S., granting a half million associate's degrees and certificates every year. Nevertheless, with a nation hungry for increasingly well-educated students, the *raison de d'être* of these institutions—preparing students for transfer and the baccalaureate degree—remains mired in inter-institutional intransigence, with a transfer rate representing only a small portion of the students who wish to earn a four-year degree, despite data revealing that eight in 10 new, first-time students in community colleges wish to transfer.

This session examines the fundamentals of the community college-four-year institution transfer partnership, documents the increasing desire of students to transfer, identifies factors that predict a resurgence of this pathway, and recommends strategies to enhance this vital academic conduit as envisioned by education progressives over 100 years ago.



## Featured Speakers


**Paul Fain**

Senior Reporter, Inside Higher Ed

**Shared Panel Presentation**

**Monday, July 15**

**11:30 AM–12:30 PM**

Paul Fain is a senior reporter with *Inside Higher Ed*, where he covers community colleges, for-profit

institutions and the national college completion agenda. From 2004 to 2011, Fain was a senior reporter with *The Chronicle of Higher Education*, where he wrote broadly about college leaders, finance and governance.

Fain has contributed chapters to two edited volumes on innovations in higher education, which are slated to be published in 2013 by the Harvard University Press and the Stanford University Press. He is regularly asked to speak at conferences and has been widely cited in the news media. Before joining *The Chronicle*, Fain reported for *C-VILLE Weekly*, a newspaper in Charlottesville, Va. Fain's writing has won numerous awards, including the 2008 Dick Schaap Excellence in Sports Journalism Award and a 2006 second-place prize for beat reporting from the Education Writers Association.


**Thomas C. Black**

Associate Vice Provost for Student Affairs & University Registrar, Stanford University

**Shared Panel Presentation**

**Monday, July 15**

**11:30 AM–12:30 PM**

**Thomas Black** is the Associate Vice Provost for Student Affairs and University Registrar at Stanford University. He has worked in higher education for over thirty-five years in various administrative positions, serving in registrar positions at the University of Chicago, Duke University, and the University of North Carolina at Chapel Hill. He has worked to perfect the electronic transcript and a safe means of delivering it via the Internet. He is interested in increasing the exchange of student data using standards while ensuring only authorized access to that information. Most recently, his interests have expanded to the development of electronic portfolios. Tom received his bachelor's and master's degrees from Penn State University.


**Michael V. Reilly**

Executive Director, AACRAO

**Shared Panel Presentation**
**Moderator**

**Monday, July 15**

**11:30 AM–12:30 PM**

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:**
**Future Trends in Higher Education—A Discussion**

We have all heard and know about the issues facing higher education institutions. The circumstances include financial stress (loss of public money-subsidy/research/etc., shrinking endowments, elasticity of tuition demand, etc.), public expectation of labor market credentials and competencies, advances in the technology supporting the delivery of courses and instruction, the rise of Massive Open Online Courses, the rise of a course/competency as a commodity, the globalization of the higher education market, cross-border relationships, and many, many more. What are the major factors influencing these issues and perceptions? Has technology led to a "disruptive" change in higher education? Can technology lead to great opportunities in U.S. higher education? Do we need to consider how assessment is performed and what constitutes a terminal credential? What else is coming?

Come hear a distinguished panel discuss the future trends affecting higher education in the U.S. and around the world as we progress through the 21st century. AACRAO Executive Director Mike Reilly will convene a distinguished panel of higher education experts to discuss, analyze, and prognosticate the future of our professions.

## Featured Speakers



### Lee Furbeck

*AACRAO Transfer Conference  
Director*

Dr. Lee Furbeck joined the Office of Admissions at the University of Kansas in 2006, and has played a key role in advising internal and external policy makers in

the areas of transfer admissions and recruitment and transfer credit policies and practices. As Senior Associate Director for Admissions, she is responsible for KU's transfer recruitment efforts, transfer credit evaluation, and transfer credit policy. Dr. Furbeck is a leader and active member of various campus and state groups working toward seamless transfer for students.

Within AACRAO, Dr. Furbeck has also served as chair of the Transfer and Articulation Professional Activities Committee, the Professional and Staff Development Committee, and as a member of the Nominations and Elections Committee. She has also been a part of the Public Policy Task Force, and the Transfer Student Task Force and has been active in both the Upper Midwest and Kansas state/regional associations. She has presented multiple times at the national level and published a manuscript chapter and articles on transfer-related issues and original research in the area of transfer recruitment and retention.

Dr. Furbeck received her B.A. and M.A. degrees in English from the University of Kentucky. She received her Ph.D. in English/Early American Literature from the University of Missouri—Columbia. This is her fifth year coordinating the program for AACRAO Transfer.



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## Forum Speakers

### Registrar Forum @ Tech Faculty

#### Thomas C. Black

*Associate Vice Provost for Student Affairs & University Registrar, Stanford University*



Thomas Black is the Associate Vice Provost for Student Affairs and University Registrar at Stanford University. He has worked in higher education for over thirty-five years in various administrative positions, serving in registrar positions at the University of Chicago, Duke University, and the University of

North Carolina at Chapel Hill. He is an honorary member of the Southern Association of Collegiate Registrars and Admissions Officers and the Carolinas Association of Collegiate Registrars, and he frequently presents at the national conferences of the American Association of Collegiate Registrars and Admissions Officers. Tom is also a member of the National Student Clearinghouse Advisory Board. He has worked to perfect the electronic transcript and a safe means of delivering it via the Internet. He is interested in increasing the exchange of student data using standards while ensuring only authorized access to that information. Most recently, his interests have expanded to the development of electronic portfolios. Tom received his bachelor's and master's degrees from Penn State University.



#### Adrian R. Cornelius

*University Registrar, University of Maryland*

Adrian Cornelius' career spans over 20 years of administrative and teaching experience in higher education. Adrian developed a passion for education early in his life,

and pursued a bachelor's degree in education, graduating magna cum laude from Universidad de Oriente, in Venezuela. While in college, Adrian became particularly interested in the field of education administration. He later obtained a master's degree in higher education administration from Baruch College of the City University of New York, a specialist degree in education leadership from Georgia Southern University, and a doctorate degree in higher education administration from Georgia Southern University.

Adrian's higher education administration career includes: Assistant Registrar at LaGuardia Community College, Registrar for the New Jersey Medical School and the Graduate School of Biomedical Sciences at the University

of Medicine and Dentistry of New Jersey (UMDNJ), University Registrar of New College of Florida, and Dean of Enrollment Management at Savannah State University. Adrian currently serves as University Registrar at the University of Maryland, College Park, since October 2011.

Among his most notable accomplishments, Adrian was President of the Florida Association of Collegiate Registrars and Admissions Officers (FACRAO). He has been actively involved in the implementation of student information systems (including Web services); spearheaded the development and implementation of an innovative Web-based student grading system; successfully implemented enrollment management processes and services; and has worked extensively on improving office efficiencies and support services to students, advisors, faculty, staff, and other stakeholders through the use of innovative technology.



#### Mary Beth Myers

*Registrar, Indiana University Purdue University Indianapolis*

Mary Beth Myers began her career in the Registrar profession as a clerical/support team member of the Registrar's Office at Indiana University Bloomington. She had just completed her Bachelor's degree

in Administrative Systems from the School of Business as a "non-traditional" student/wife/mother/full time IU employee. Mary Beth moved through the ranks at the IU Office of the Registrar to Associate Registrar. During that time, she pursued her graduate degree receiving a Masters of Public Affairs. Mary Beth was also drafted to the Indiana University Student Information Systems Project Team. In August of 2004, she picked up roots from Bloomington, IN and moved to Indianapolis to become the Registrar the Indiana University Purdue University Indianapolis.

Throughout her career, Mary Beth's passion has been service. She attended the Disney Institute workshop in the 1990's and "was hooked." Mary Beth was a member of one of the earlier AACRAO Taskforces to re-write the FERPA Guide, has attended and presented at numerous AACRAO conferences, and has been most actively involved in AACRAO in recent years as a member of the faculty of the Registrar Forum at AACRAO Tech. She currently serves as 1<sup>st</sup> Vice President for Indiana AACRAO and is Chair of the Local Arrangements Committee for the 2013 Great Lakes conference (a joint annual meeting that occurs every three years including Indiana, Michigan, and Ohio).



## Forum Speakers



### **Scott Owczarek**

*University Registrar, University of Wisconsin–Madison*

Scott has been the University Registrar at UW-Madison since January 2011, serving as the University's leader in developing and delivering services and programs related to student records, enrollment, graduation, and the management of and access to student information. In his role, he also supports the teaching mission of the University by providing faculty and instructional staff curriculum management, classroom scheduling, and grading services. Scott serves as the University's primary data custodian for student academic records; as well as serving as the University's compliance officer for the Family Education Rights and Privacy Act (FERPA).

Before coming to UW-Madison, Scott was at Michigan State University where he worked since 2007 as the associate registrar for enrollment services and classroom scheduling. From 1998-2004, Scott worked in the Office of the Registrar and the College of Lifelong Learning at Wayne State University in Detroit as the associate registrar for academic records.

Along with Scott's 14 years of experience in a registrar's office at three comprehensive, complex, research institutions, he earned his Bachelor of Science degree in Information Systems Management and a Masters of Business Administration from Wayne State University.



## **Admissions Forum @ Tech Faculty**



### **Melanie Gottlieb**

*Director of Admission Operations & International Campus Liaison, Webster University*

Melanie Gottlieb is the Director of Admission Operations & International Campus Liaison for Webster University's home campus location in St. Louis, Missouri, and also serves as AACRAO's Vice President for International Education.

Melanie joined the Enrollment Management division of Webster in 2004, serving in the areas of enrollment technology, training and system implementation, international education evaluation and policy development for Webster's global network of 108 campus locations. Prior to her role at Webster, she served as the Registrar of Marlboro College in Vermont.

Melanie earned an MA in Information Science from the University of Missouri–Columbia and a BA in History / American Studies from Marlboro College.



### **Stephen J. Handel**

*Executive Director, National Office of Community College Initiatives, The College Board*

Stephen J. Handel is Executive Director of the National Office of Community College Initiatives at the College Board. In this capacity, Handel advocates for, and conducts research with, community colleges nationally and internationally, with a special focus on initiatives that advance educational access and equity for all students. Prior to joining the College Board, Handel was a member of the President's staff for the ten-campus University of California (UC) system. He served as UC's first Director of Community College Transfer Enrollment Planning, where he initiated strategic enrollment policies focusing on the needs of community college transfer students. Handel is the author of the Community College Counselor Sourcebook as well as other publications focusing on higher education issues, including *The Promise of the Transfer Pathway* and *Remediating Remediation* (with Ronald Williams), *Strengthening the Nation By Narrowing the Gap* (with James Montoya), and *Second Chance, Not Second Class: A Blueprint for Community College Transfer*.

## Forum Speakers

**Dr. David B. Johnson**

*Vice Provost Office of Enrollment Management, Indiana University-Bloomington*

Dr. David B. Johnson was appointed Vice Provost for the Office of Enrollment Management (OEM) at Indiana University in January,

2011, after a national search and having served as Interim Vice Provost since June, 2010. As the Vice Provost, David provides leadership and management to a strong and robust organizational team encompassing the offices of Admissions, Registrar, Student Financial Assistance, Scholarships, First-Year Experience, Strategic Planning and Research, Admissions Operations, Strategic Communications and Marketing, OEM Administration and Fiscal Affairs, and the new Student Central.

Prior to his current appointment, David was the Associate Vice Provost for Enrollment Management at Indiana University since May, 2007. As Associate Vice Provost at IU Bloomington, he had responsibility for budget and resource planning, human resources, systems design and development, 21st Century Scholars recruitment, interactive communications, scholarships, and enrollment research. He has also worked on recruiting, marketing and programming initiatives that seek to attract academically talented students to IU. David's past professional experiences include the areas of admissions, recruitment, orientation, alumni development, enrollment management research, and testing services. David is a frequent presenter at national and regional conferences. He has published or presented on student persistence, college affordability, student recruitment, using data in decision making, predictive modeling in student recruitment, and other topics related to student access and success.



St. Augustine Church in Tucson



## Session List

### Tentative Sessions List

#### 2-year Institutions

- Beyond Basics: Integrating Solutions to Encourage Transfer, Degree Completion, and Employment Success
- Major Trends with Two-Year, Placement-Tested Students
- PASSport Partnership: The Importance of Community College and University Partnerships
- STU 210 Transfer Strategies: Effective Practices in Transfer Student Transition

#### 4-year Private Institutions

- Be Our Guest: The Importance of Hosting Transfer Students on Campus
- Beyond Basics: Integrating Solutions to Encourage Transfer, Degree Completion, and Employment Success
- Establishing a Comprehensive Transfer Marketing Plan
- Filters in the Transfer Pipeline
- Making General Education Requirements Transfer-Student Friendly
- STU 210 Transfer Strategies: Effective Practices in Transfer Student Transition

#### 4-year Public Institutions

- Adult Learner Recruitment and Retention Best Practices
- Be Our Guest: The Importance of Hosting Transfer Students on Campus
- Establishing a Transfer Articulation Office: A Case Study
- Facilitating a Culture of Success for Transfer Students
- How to Win Friends and Influence Transfer Credit Policy
- Parkland Pathway to Illinois: Paving the Road from a Comprehensive Community College to a Research I Land Grant Institution
- PASSport Partnership: The Importance of Community College and University Partnerships

#### Admissions Recruitment and Marketing

- Adult Learner Recruitment and Retention Best Practices
- Be Our Guest: The Importance of Hosting Transfer Students on Campus
- Dual Degree Program: New Approach to Degree Completion
- Establishing a Comprehensive Transfer Marketing Plan
- International Articulation Agreements: Beyond the Photo-Op
- Marching Forward: Veterans, Prior Learning, and Student Success

#### Degree Partnerships

- Dual Degree Program: New Approach to Degree Completion
- Facilitating a Culture of Success for Transfer Students
- Parkland Pathway to Illinois: Paving the Road from a Comprehensive Community College to a Research I Land Grant Institution
- Seamless Transfer for Education in Michigan: A STEM Partnership Model
- Understanding the Military's College Incentive Programs

#### Distance Learning

- Awarding Upper-Division Credit via a Transfer Credit Rubric

#### Emerging Issues

- How to Coordinate and Ease Transferability of Credit Awarded for Prior Learning
- Jump Start Appalachian: A Transition and Retention Program
- Seamless Transfer for Education in Michigan: A STEM Partnership Model
- The Promise of Transfer: Reminiscences, Recommendations, and a Rant



## Session List

### International Institutions

- International Transfer Credit Evaluation: Resources to Expand Your Evaluator Toolbox
- International Articulation Agreements: Beyond the Photo-Op

### Other

- AACRAO & Federal Relations Update
- Issuing a Military Degree Plan: Identifying, Tracking and Evaluating

### Public Policy and Legislation

- AACRAO & Federal Relations Update
- What Do We Know about State-Level College Transfer Policy, Research, and Effectiveness?

### Research, Policy, Practices

- Filters in the Transfer Pipeline
- How to Win Friends and Influence Transfer Credit Policy
- Major Trends with Two-Year, Placement-Tested Students
- Marching Forward: Veterans, Prior Learning, and Student Success
- The Promise of Transfer: Reminiscences, Recommendations, and a Rant
- What Do We Know about State-Level College Transfer Policy, Research, and Effectiveness?

### Student Services

- Improving Student Satisfaction with a Transfer Student Services Center
- Jump Start Appalachian: A Transition and Retention Program
- Streamlining the Credit Evaluation Pathway Through Organizational Redesign and Technology Tools
- Transfer Credit Process Redesign and Change Management

### Transfer Credit Evaluation

- Awarding Upper-Division Credit via a Transfer Credit Rubric
- Establishing a Transfer Articulation Office: A Case Study
- How to Coordinate and Ease Transferability of Credit Awarded for Prior Learning
- Improving Student Satisfaction with a Transfer Student Services Center
- International Articulation Agreements: Beyond the Photo-Op
- International Transfer Credit Evaluation: Resources to Expand Your Evaluator Toolbox
- Issuing a Military Degree Plan: Identifying, Tracking and Evaluating
- Making General Education Requirements Transfer-Student Friendly
- Streamlining the Credit Evaluation Pathway Through Organizational Redesign and Technology Tools
- Transfer Credit Process Redesign and Change Management
- Understanding the Military's College Incentive Programs
- Why Does My Fish Need Legs? Evolve Your Transfer Process with Powerful Solutions from CollegeSource

### Vendor

- Why Does My Fish Need Legs? Evolve Your Transfer Process with Powerful Solutions from CollegeSource

## Hotel & Travel Information

### Reserving Your Room

We encourage you to reserve your room through AACRAO's housing block, which reduces housing penalties for the association and helps us keep meeting expenses low for you. In addition, we advise you to be aware of any unsolicited e-mails from third-party agents regarding hotel rooms. Please be aware that such companies are NOT affiliated with AACRAO and that we discourage you from making your room reservations through such organizations. So please reserve your room through the AACRAO room block to receive the best rates and to ensure the security of your transaction.

### Conference Hotel (all sessions will be held here)

#### JW Marriott® Starr Pass

3800 W. Starr Pass Boulevard  
Tucson, Arizona 85745  
Phone: (520) 792-3500

Cradled in the Tucson Mountains, the 540-room JW Marriott Starr Pass is the newest Tucson resort to open in 18 years. Rich in culture, history and natural beauty, this area in Arizona called Starr Pass is simply amazing. Featuring a 20,000 square foot spa, 27 holes of golf, seven restaurant dining options, and 88,000 square feet of indoor and outdoor event space, this Tucson resort encompasses everything you could need or want. No other Tucson resort compares.

### Conference Rate

The special conference rate is \$149 plus tax single/double. There is an optional daily resort fee of \$25 plus tax. This fee includes high-speed internet and wireless internet access in your guestroom, unlimited local and domestic long distance calls, complimentary self-parking, daily fitness activities, complimentary kids meal for dinner at Signature Grill (12 and under only, limit of 2 kids per paying adult), 15% off all gift and clothing purchases at the Resort Hashani and Golf shops, unlimited use of golf driving range with complimentary Callaway Clubs, two bottled waters delivered with turndown service.

### Hotel Reservations

#### Cut-off Date for Reservations: Monday, June 24, 2013

AACRAO has a limited block of rooms and availability cannot be guaranteed. Early reservations are recommended.

To make your hotel reservation, call (877) 622-3140 and mention that you are attending the AACRAO Transfer Conference. You can also reserve your room online at <http://www.aacrao.org/Professional-Development/meetings/transfer2013/hotel.aspx>

### Airports

#### Tucson International Airport–TUS

*Hotel direction:* 13 miles NW

*Estimated taxi fare:* \$38 (one way)

#### Phoenix Sky Harbor International Airport–PHX

*Hotel direction:* 114 miles SE

*Estimated ground transportation fee:* \$350

**For more details on the JW Marriott Starr Pass and traveling to Tucson, including information on hotel policies, parking, AACRAO's travel agency and travel discounts, visit <http://www.aacrao.org/Professional-Development/meetings/transfer2013.aspx>**

## Hotel & Travel Information

### Special Daily Hotel Traditions

#### Trail Adventures

**6:30 AM**

Each morning a professional guide is available to take you on a hike through Tucson Mountain Park. Walk along Lorraine Lee Trailhead and experience the sense of history and natural beauty as you step over rocks that are millions of years old and traverse the mountainside filled with Saguaros, Prickly Pear cactus, Mesquite, Palo Verde, and Acacia.

#### The Mitakuye Oyasín (*All my Relations*) Native American Morning Ritual

**7:30 AM**

Begin each day by reflecting on the connection we all have with nature and each other, finding focus and creating lasting memories. In a ritual that is centuries old, you will have the opportunity to make your intentions known to the universe through the traditional burning of sage.

#### The Legend of Arriba, Abajo Toast

**5:30 PM**

Watch the sunset and experience the special tequila toast honoring the tradition of Pancho Villa. The Legend of Arriba, Abajo goes back to a traditional Mexican custom where a prospective groom that wishes to marry his beloved asks for her hand in marriage through her father.



Enjoy the views and scenery while hiking from the JW Marriott Starr Pass



## Registration Information

The registration pricing below is for **Transfer Conference** attendance. Online registration as well as the downloadable paper registration form can be accessed at [www.aacrao.org/Professional-Development/meetings/transfer2013/registration.aspx](http://www.aacrao.org/Professional-Development/meetings/transfer2013/registration.aspx)

If you would like to enroll in **Enhancing Student Success, The Registrar 101/FERPA Workshop, Registrar 201, The Registrar Forum @ Tech, or The Admissions Forum @ Tech**, please note that they are considered workshops. You may add a Workshop or Forum

to your registration under the Workshop Section of either online registration or the paper form.

**AACRAO considers anyone not affiliated with a college or university to be a Corporate Participant.**

Corporate Participant Registration is for those companies/ organizations that are exhibiting, presenting, or sponsoring at the Annual Meeting. If your company is not engaging in any of the aforementioned activities, then you must register through the standard registration link or register online through the Corporate Registration category. Fees are listed below.

Registration Fees:	Key Code: PDF		
Registration Category	By June 14	After June 14	On Site
<b>FIRST</b> registrant from a <b>MEMBER</b> institution	\$575	\$700	\$750
<b>SECOND</b> registrant from a <b>MEMBER</b> institution	\$520	\$645	\$695
<b>THIRD</b> and additional registrant from a <b>MEMBER</b> institution	\$475	\$600	\$650
<b>FIRST</b> registrant from a <b>NONMEMBER</b> institution	\$675	\$800	\$850
<b>SECOND</b> registrant from a <b>NONMEMBER</b> institution	\$620	\$745	\$795
<b>THIRD</b> and additional registrant from a <b>NONMEMBER</b> institution	\$575	\$700	\$750
<b>Admissions Forum @ Tech</b> with full meeting registration	\$345		
<b>Admissions Forum @ Tech</b> registration only	\$495		
<b>Registrar Forum @ Tech</b> with full meeting registration	\$345		
<b>Registrar Forum @ Tech</b> registration only	\$495		
<b>CORPORATE MEMBER</b> (not exhibiting, presenting or sponsoring)	\$1200	\$1325	\$1375
<b>CORPORATE NONMEMBER</b> (not exhibiting, presenting or sponsoring)	\$1500	\$1625	\$1675
<b>PRESENTER</b>	\$475		
<b>GUEST</b> registration for Spouses, Partners, Children 12 and over	\$40		
<b>GUEST</b> registration for Children under 12	Complimentary		

### 3 Easy Ways to Register

1. To pay with a credit card, go to Online Registration at <http://registration3.experientevent.com/showCRO132/>

**OR**

2. Download the respective registration form at <http://www.aacrao.org/Professional-Development/meetings/transfer2013/registration.aspx> and complete and fax the form to: (301) 694-5124
3. To pay with a check, complete and mail the respective form to:

**AACRAO—IV**  
**PO Box 37500**  
**Baltimore, MD 21297-3500**



Saguaro national park

## Registration Information

### Registration Fees

Registration will be available on-site for an additional \$50 fee, although attendees are encouraged to register in advance. We cannot guarantee that registrations received after July 5, 2013 will be processed prior to the meeting. Guest tickets are available for spouses, companions, and children of registrants. The registration fee is waived for children under 12. Registered guests may attend the Networking Reception on Sunday. Workshops require an additional fee.

Your AACRAO Transfer Conference registration fee includes:

- Three days of plenaries, breakout sessions, and small group discussions
- Two continental breakfasts and one luncheon
- Session handouts
- Networking reception

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.

Early bird registration deadline is June 14. Registrations must be faxed or postmarked by that date to qualify for the early bird registration rate.

Presenters registering at a discounted registration rate 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 (301) 694-5124. Substitutions may be made without penalty.

#### Deadlines for refund of conference and workshop registration fees

By June 14—\$50 processing fee

From June 15 to July 5—\$150 processing fee

After July 5—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.

### Special Needs

If you have special needs and require accommodation to fully participate, please e-mail a description of your requirements by July 5, 2013 to [meetings@aacrao.org](mailto:meetings@aacrao.org). Should you require special hotel accommodations, please notify the hotel when making your reservation.

### Questions?

**Registration only:** Call (866) 229-3691 or e-mail [aacraotransfer@experient-inc.com](mailto:aacraotransfer@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](mailto:meetings@aacrao.org)



# 2013 AACRAO Transfer Conference Registration Form

14 - 16 July 2013 • Tucson, AZ

Fax to: 301-694-5124  
Mail to: AACRAO - IV  
PO Box 37500  
Baltimore, MD 21297-3500  
Questions call: 866-229-3691  
301-694-5243 or  
Email: AACRAOTransfer@experient-inc.com

Key Code: \_\_\_\_\_

Please print clearly.

First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Badge Name \_\_\_\_\_

Title \_\_\_\_\_ E-mail \_\_\_\_\_

Institution/Company \_\_\_\_\_ Telephone\* \_\_\_\_\_

Address \_\_\_\_\_ Fax\* \_\_\_\_\_

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 June 14	After June 14	On Site
FIRST registrant from a MEMBER institution	<input type="checkbox"/> \$575	<input type="checkbox"/> \$700	<input type="checkbox"/> \$750
SECOND registrant from a MEMBER institution	<input type="checkbox"/> \$520	<input type="checkbox"/> \$645	<input type="checkbox"/> \$695
THIRD & additional registrant from a MEMBER institution	<input type="checkbox"/> \$475	<input type="checkbox"/> \$600	<input type="checkbox"/> \$650
FIRST registrant from a NONMEMBER institution	<input type="checkbox"/> \$675	<input type="checkbox"/> \$800	<input type="checkbox"/> \$850
SECOND registrant from a NONMEMBER institution	<input type="checkbox"/> \$620	<input type="checkbox"/> \$745	<input type="checkbox"/> \$795
THIRD & additional registrant from a NONMEMBER institution	<input type="checkbox"/> \$575	<input type="checkbox"/> \$700	<input type="checkbox"/> \$750
ADMISSIONS FORUM @ Tech with Full Meeting Registration	<input type="checkbox"/> \$345		
ADMISSIONS FORUM @ Tech Registration Only	<input type="checkbox"/> \$495		
REGISTRAR FORUM @ Tech with Full Meeting Registration	<input type="checkbox"/> \$345		
REGISTRAR FORUM @ Tech Registration Only	<input type="checkbox"/> \$495		
CORPORATE MEMBER (not exhibiting, presenting or sponsoring)	<input type="checkbox"/> \$1200	<input type="checkbox"/> \$1325	<input type="checkbox"/> \$1375
CORPORATE NONMEMBER (not exhibiting, presenting or sponsoring)	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$1625	<input type="checkbox"/> \$1675
PRESENTER (Session ID _____)	<input type="checkbox"/> \$475		
GUEST registration for Spouses, Partners, Children 12 and over	<input type="checkbox"/> \$40		
GUEST registration for Children under 12	<input type="checkbox"/> Complimentary		

Total Registration Fee \$ \_\_\_\_\_

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

\*Indicates events only available to full meeting participants.

Networking Reception Sun 5:00pm ☐ Yes, I'd like to attend. ☐ No, thank you.

\*Continental Breakfast and Presentation Mon 7:15am ☐ Yes, I'd like to attend. ☐ No, thank you.

\*Luncheon Mon 11:30am ☐ Yes, I'd like to attend. ☐ No, thank you.

\*Continental Breakfast and Presentation Tue 7:30am ☐ Yes, I'd like to attend. ☐ No, thank you.

## 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 \$ \_\_\_\_\_

Total Amount to be Charged \$ \_\_\_\_\_

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

## Special Interests (check all that apply)

☐ Presenter ☐ First Timer  
☐ 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 +

## 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

## Area of Responsibility (check all that apply)

☐ Records/Registration ☐ Admissions  
☐ Information Technology ☐ Financial Aid  
☐ Enrollment Management ☐ Bursar  
☐ Academic Advising ☐ Student Affairs  
☐ Institutional Research  
☐ Other \_\_\_\_\_

## Title (check only one)

☐ President/Chancellor  
☐ Chief Academic Officer  
☐ Chief Information Officer  
☐ Vice President  
☐ Associate/Assistant VP  
☐ Director/Registrar  
☐ Associate/Assistant Director  
☐ Other \_\_\_\_\_

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

## Meeting Attendance

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

## Special Meal Request

☐ Vegetarian ☐ Vegan  
☐ Food Allergy \_\_\_\_\_

## Special Service

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



Register by the early bird deadline of June 14 and save \$125 on your registration!

# Determining New Pathways Towards Student Success

## 2013 AACRAO Transfer Conference

sponsored by



July 14–16, 2013 • JW Marriott Starr Pass • Tucson, AZ • [www.aacrao.org](http://www.aacrao.org)

### Thank You to Our Transfer Conference Sponsors



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Washington, D.C. 20036  
[www.aacrao.org](http://www.aacrao.org)