

GACRAO 2011 Annual Conference Planning Agenda

Food Provided at sessions in highlighted in green

Saturday, October 8, 2011

Begin	End	Event	Location
4:00 PM	6:30 PM	Executive Committee	Walnut Grove
4:00 PM	6:30 PM	Registration Set-up	Registration Center

Sunday, October 9, 2011

Begin	End	Event	Location
9:00 AM	11:00 AM	Executive Committee	Walnut Grove
9:00 AM	11:00 AM	Continuous Break / Breakfast for GISEM/EC	Break Area
9:00 AM	5:00 PM	GISEM & Conference Registration	Registration Center
10:00 AM	3:45 PM	GISEM Workshop	Keys Branch
2:00 PM	4:00 PM	Pre-conference workshop: GAcollge 411: Benefits to your Institution Sarah Baumhoff-GSFC This session will provide insight on how an institution can benefit from using the features available on GAcollge411. In addition, it will provide information on updating the institution's information on the site. The session will also allow time for feedback and input from participants about the GAcollge411 website.	Johnson Branch
12:30 PM	4:30 PM	Pre-conference workshop: W.E.A.L.T.H. - Mentoring Program	Creekside Pavilion
3:00 PM	6:00 PM	Exhibitor Set Up/Hotel Check-in	Conference Center Hallway
3:30 PM	5:00 PM	New Professionals Workshop/Reception	Cedar Knob A
5:15 PM	6:45 PM	General Reception	Hospitality Cabin
7:00 PM	8:00 PM	Association Dinner- Sponsored by CollegeSource, Inc.	Sunset Pavilion
8:30 PM	10:30 PM	Entertainment - Band	Sunset Pavilion
10:30 PM	12:00 AM	Hospitality Suite Open	Hospitality Cabin

Sunday, October 9, 2011

Begin	End	Event	Location
9:00 AM	9:45 AM	Registration/Check-in and Reception	Registration Center
10:00 AM	10:45 PM	Reception Assembly for Newcomers	Keys Branch
10:45 AM	11:45 PM	Session I-B: Second Year Attendees Group Discussion Kelly Vickers	Johnson Branch
12:00 PM	1:15 PM	Lunch- Enrollment Leadership Dr. Scot Lingrell-Associate Vice President for Enrollment Management, University of West Georgia	Cedar Knob A/B
1:30 PM	2:30 PM	TCSG Enrollment Growth in a Challenging Environment	Keys Branch

		Dr. Nichole Kennedy-Executive Director, Student Affairs, Technical College System of Georgia	
2:45 PM	3:45 PM	TBD, Dr. Brian Dalton-Senior Vice President for Strategic Planning, Mercer University	Keys Branch
5:15 PM	6:45 PM	General Reception	Hospitality Cabin

Monday, October 10, 2011

Begin	End	Event	Location
7:00 AM	8:00 AM	Buffet Breakfast - Sponsored by	Served in Break Area / Seating Salon I-IV
8:15 AM	9:15 AM	Opening Session and Keynote Speaker: Ron Jackson, TCSG Commissioner	Salon I-IV
9:15 AM	10:15 AM	GISEM Workshop- Predictive Modeling Rodney Miller, Dean of Records, Covenant College	Keys Branch
7:45 AM	12:00 PM	Conference Registration	Registration Center
9:15 AM	4:00 PM	Exhibit Area Open GACRAO Store Open	Conference Center Hallway
9:30 AM	10:15 AM	Strategies to deal with being over- committed Alicia Caudill-Gainesville State College Do you have crumbs in your keyboard because you eat at your desk too often? Do you add more things to your "to do" list than you cross off? Do you feel lost without your access to e-mail on your smart phone? Join this interactive discussion and work to define your priorities and decide what level of commitment is right for you. Explore who defines your over-commitment. Discuss reasons you may be over-committed and strategies for finding better balance in your life. Come prepared to share your ideas and to laugh along the way!	Cedar Knob A-Professional Development
		Understanding and Implementing Recent Changes to the Post 9/11 GI Bill Melody Kessler & Dr. Rodney Parks-UGA Recent changes – most of which become effective August 1, 2011 – affect how our student veterans and their dependents choose a school and how they pay. Understanding these changes is vital to proper management of educational benefits for both the student and the institution. This session will present some "best practices" and facilitate discussion on how to best meet the needs of our veteran students under the new regulations and	Cedar Knob B- Registration/Records

		procedures related to the Post 9/11 GI Bill.	
		<p>Effectively Communicating with High School Guidance Counselors Kate Henderson and Allison Doty-Auburn</p> <p>The importance of effective communication between high school guidance counselors and colleges and universities is imperative. In the ever-busy world of college guidance, what is the best way to communicate with our High School Guidance Counselors and use their talents to assist in our recruitment efforts without draining them of their time? This session will discuss the use of technology, campus visits and information sessions (disguised as luncheons!) that assist with this task.</p> <p>At Auburn University we use technology to keep counselors informed daily of their students' application process via the Student Application Status System (SASS) and quarterly through the High School Counselor Chronicle. We'll also discuss how Auburn University's High School Counselor Advisory Board is not only a tool to better our recruitment practices but to "train" high school counselors to assist colleagues in their area. You'll also learn why our counselors don't mind taking off a few hours every spring to attend our High School Counselor Appreciation Luncheon complete with a synopsis of the year, updates from campus and dessert!</p>	Mining Gap-Admissions/Recruitment
		TBD	Johnson Branch-Enrollment Management
		<p><i>Millions of transfer students, one solution: The Transfer Evaluation System(TEs) from College Souch Shelly May-College Source</i></p> <p>TES@ is an innovative service for researching, evaluating, tracking, managing, and course reporting transfer equivalencies online. Desktop access to over 45 million course descriptions and a suite of powerful tools means tremendous time savings for transfer credit evaluators and fast, accurate service to transfer students.</p>	Chimney Top-Vendor/Registration/Records
		<p>The Game of Life: Retention Edition Kelly Billings-Chattahoochee Technical College</p> <p>The challenges and obstacles students face in everyday life that can contribute to</p>	Walnut Grove-Admissions/Recruitment

		dropping or stopping out. The challenges of running successful retention programs at multi-campus colleges and the issues and differences working with traditional versus nontraditional student populations. It will also include an overview of the successful programs and retention efforts implemented at Chattahoochee Technical College.	
10:30 AM	11:15 AM	Financial Aid 101 Angela Harlow-Reinhardt University	Cedar Knob A-Professional Development
		We survived and you can, too! Learning Community Registration for All First-Year Students Tracey Batchelor and Abby Hogan-University of West Georgia During this session, attendees will receive a brief overview of Shorter University's Learning Community structure and learn significant registration issues that were resolved in order to register all freshmen (including learning community placement) prior to summer orientation. Whether attendees are new to the Learning Community model or have well-established Learning Communities on their own campuses, this session will be interactive, informative and valuable to anyone involved with the freshman registration process. Student feedback and involvement will also be included.	Cedar Knob B-Registration/Records
		Dress in the Workplace Melanie Mirande-Armstrong Atlantic State University	Johnson Branch-Professional Development
		Immigration 101 Greg Moor-Chattahoochee Technical College This session is designed to give a basic overview of immigration for admissions, registrar and financial aid officers. The session will take the mystery out of the seemingly inscrutable and complex web of immigration regulations, terminology, and processes. You will learn about the various government agencies involved in the immigration processes and how institutions and students interact with these agencies. Basic government regulations, visa classifications, immigration terminology, who is eligible to study, international admission processes, and undocumented students will be covered. FERPA issues related to international students will be outlined. Immigration is constantly changing but this session will provide basic knowledge needed for you to deal more confidently with international students.	Chimney Top-Admissions/Recruitment

		<p>The Golden Rule of Customer Service David Jenkins, Georgia Southwestern State University and Melanie Finalyson, Darton College</p> <p>How would you want to be treated if you were going through the college admissions process? What do future students and parents think about the customer service they receive from colleges during the “college shopping” process? This is a question that we all need to be addressing. This session will focus on ways that we can pass along solid customer services practices to our fellow staff members to keep our students and parents happy and increase enrollment.</p>	Walnut Grove-Professional Development
		<p>Electronic Transcripts made easy Joe Roof-National Student Clearinghouse</p>	Mining Gap-Registration/Records
11:30 AM	12:15 PM	Concurrent Sessions	
		<p>GA-TRACS Daphne Blackmon-Board of Regents, USG</p>	Cedar Knob A- Admissions/Recruitment and Registration/Records
		<p>TBD Jim Nordone, Savannah Technical College</p>	Cedar Knob B- Admissions/Recruitment
		<p>The Dual Enrollment Option for High School Students Janet Orr-Georgia Perimeter College</p>	Johnson Branch- Admissions/Recruitment
		<p>So your paperless- now what? How imaging changes processes in Enrollment Management areas, and an experience from Brenau University Barbara Wilson and Redenna Poole-Breanu University</p>	Chimney Top- Registration/Records
		<p>New Student Orientation Online Caroline Angelo and Andrea Daniel-Athens Technical College</p>	Walnut Grove- Admissions/Recruitment
		<p>TBD Avow Systems</p>	Mining Gap- Registration/Records/Vendor
12:30 PM	1:45 PM	<p>President’s Luncheon Sponsored by</p>	Salon I-IV
2:00 PM	2:45 PM	<p>E-mail: Friend or Foe Missy Cusack-Chattahoochee Technical College</p> <p>Is E-mail your friend or your foe? E-mail is supposed to make our work lives easier, right? This light-hearted session will be a discussion of e-mail management, etiquette, pitfalls, and advice for the workplace. Remind yourself of some e-mail dos and don’ts that may have gotten lost in your inbox.</p>	Cedar Knob A-Professional Development

		<p>UWG ESC's Impact on RPG Jennifer Maxwell and Jennifer Jordan- University of West Georgia</p> <p>The Enrollment Services Center (ESC) at the University of West Georgia is taking initiative to improve Retention-Progression-Graduation (RPG) on campus. UWG uses an electronic degree audit system (SCT's Degree Works) that we call "Wolf Watch", to assist undergraduate students and advisors in planning a path toward graduation.</p> <p>In 2010-2011 the ESC was awarded a grant to fund RPG programs to locate at risk students. The funding has provided programs such as:</p> <ul style="list-style-type: none"> • Wolf Watch Wednesdays, where students are encouraged to come to the ESC lab for assistance in understanding their Wolf Watch • Brochures about Graduation and Wolf Watch; • Post cards about graduation application deadlines, • Creating reports to find "off track" students • Partnering with advisors and other departments on campus to assist "off track" or "at risk" students, • Providing presentations and training sessions to students, faculty, and staff on the use of Wolf Watch. 	Cedar Knob B-Enrollment Management
		<p>Dress for Success Melanie Mirande-Armstrong Atlantic State University</p>	Johnson Branch-Professional Development
		<p>Changes to the HOPE Program Sarah Baumhauff-GSFC</p> <p>This session will cover the changes included in HB326 to the HOPE Program.</p>	Chimney Top-Admissions/Recruitment/Vendor
		<p>From Hayrides to Double Decker buses: Improving the campus visit experience at UWG Ketty Ballard and Justin Barlow-University of West Georgia</p> <p>Two years ago, the daily campus tour experience at UWG faced significant challenges. Since then, the University of West Georgia Office of Admissions has undergone a major restructuring, and the</p>	Walnut Grove-Admissions/Recruitment

		<p>daily campus tour program has been targeted as a high priority tool for recruiting incoming students. This restructuring was generated by a step-by-step evaluation of the overall tour experience that included everything from the reservation process, to the parking available for visitors, to the storytelling aspect of the tour experience, to the caliber of student tour guide, and beyond. Through these changes at UWG, we have created a template of tips and ideas for other institutions to draw from by hearing about our own experiences. Discussion about where our UWG tour program is headed, including future implementations, will also be included.</p>	
		<p>Go Fish! Johnny Kahn-Gainesville State College</p> <p>This session will cover training for student ambassadors or tour guides using the FISH! Philosophy. Topics will cover tour training, office responsibilities, team building exercises, expectations, communication, and professional development. Attendees will leave with the knowledge and tools to get the most out of their students in order to have successful tours every time.</p>	<p>Mining Gap- Admissions/Recruitment</p>
2:45 PM	3:15 PM	<p>Afternoon Break – Sponsored by</p>	<p>Conference Center Hallway</p>
3:15 PM	4:00 PM	<p>Lead from where you are. How our Values Determine our Leadership Mack Palmour-Gainesville State College</p> <p>Do you have to be the “boss” to be a leader? All of us, regardless of our role in our jobs, our church or our community lead every day. The purpose of this workshop, through discussion, group activities and film is to look at our values and determine what we value and how it affects our leadership in our world.</p>	<p>Cedar Knob A-Professional Development</p>
		<p>“Lights! Camera! Action! Using Video in Recruitment at UWG Amy Shoemaker-University of West Georgia</p> <p>The University of West Georgia will be presenting a session on the use of campus developed videos in Admissions and Recruitment. The presentation would touch on the topics coordinating involvement across campus, the positive relationships needed with your marketing department to help film and edit the pieces, as well as the creativity to stand out against other</p>	<p>Cedar Knob B- Admissions/Recruitment</p>

		institutions. We currently have several completed and in progress videos we would like to share as part of the presentation.	
		From Diapers to Diplomas Panel	Johnson Branch- Admissions/Recruitment
		Jennifer Copeland-Demand Engine	Salon I
		Vendor	Salon II
		Vendor	Salon III
4:15 PM	5:15 PM	GISEM Round Table Discussion and Wrap - Up	Keys Branch
4:15 PM	5:00 PM	Is This the Right Bus? Hiring the right people: A Strengths-based approach. Scot Lingrell and Ketty Ballard-University of West Georgia Hiring the right people the first time is one of the most important things we can do for our institutions. A bad hire can wreak havoc on resources and morale, waste precious time, and require a lot of effort we would rather be using on more productive efforts. In this session the presenters will outline a Strengths-based hiring process that focuses on Behavioral Interviewing, so that the true talents of the candidate are revealed.	Cedar Knob A-Professional Development
		Apps...not just for admissions anymore Melanie Mirande-Armstrong Atlantic State University	Cedar Knob B- Admissions/Recruitment
		It's Time to Go Online: Using Technology to Improve Admissions Operations at Technical Colleges Charlotte Dudley-Georgia Piedmont Technical College Attend this seminar and learn how the Office of Admissions at DeKalb Technical College partners with their Information Technology Division to utilize advanced technology solutions that enhance communications with students about the enrollment process. Come and see how we send acceptance letters and student-specific incomplete letters electronically. You will also learn how to allow students to check their admission status and schedule their COMPASS Placement Test online. If delivering exemplary student services through technology is a top priority at your institution, this seminar is for you.	Johnson Branch- Admissions/Recruitment
		Josh-Digital Architecture	Chimney Top- Records/Registration/Vendor
		AD" It Up!: The Partnerships, Positives, and Pitfalls in Working With Your Administration,	Walnut Grove

		<p>PR Department and Advertising Agencies on Ad Campaigns John McEveven & John Lester-Columbus State University</p> <p>Once you convince your administration you need to advertise, how do you maximize the effectiveness of the end products? This session will review how to craft partnerships inside and outside the institution to ensure your advertising campaign works.</p> <p>This session will examine in depth the internal and external partnerships and the metrics needed to ensure and measure the success of advertising campaigns promoting a college or university, especially when entering a new market. The perspectives of the two experienced co-presenters, one being in Enrollment Management and the other being in Public Relations, offer insights into such issues as building the case for substantial investments in advertising and branding, cross-departmental budgeting and fiscal resources, choosing and working effectively with your advertising agency partners and administration, and building accountability and metrics into the process such that you know whether you've made a good investment.</p>	
		Vendor	Mining Gap
5:00 PM	6:00 PM	Hospitality Suite Open	Hospitality Cabin
		Heavy H' or does Movie Night and Trivia	Conference Center Hallway & Salon I-II
9:00 PM	11:00 PM	Hospitality Suite Open	Hospitality Cabin

Tuesday, October 11, 2011

Begin	End	Event	Location
7:30 AM	8:45 AM	President's Breakfast/GISEM Graduation/Buffer Breakfast - Sponsored by	Salon I-IV
9:00 AM	10:15 AM	Round Table -TCSG-Admissions	Johnson Branch
		Round Table-USG Admissions	Cedar Knob A
		Round Table-TCSG-Registrar	Cedar Knob B
		Round Table-USG-Registrar	Salon I
		Round Table-Private Institutions	Salon II
		Round Table-WEALTH	Salon III
10:30 AM	12:00 PM	Closing Session	Salon I-IV
12:30 PM	1:30 PM	Executive Committee	Walnut Grove