AACRAO Technology & Transfer Conference

eProgram
JULY 8–10, 2018
HYATT REGENCY MINNEAPOLIS ◼ MINNEAPOLIS, MN
WWW.AACRAO.ORG

SPONSORED BY
CollegeSource®
AACRAO
Simplify Transfer

TES® is an all-in-one solution for researching transfer credit, tracking evaluations, and managing equivalencies. Transferology™ is the nation-wide network that provides students with personalized answers on how their college credits and other learning experiences transfer to higher education institutions within the network.

More Powerful Together

Together, TES and Transferology streamline the transfer process by enabling Advisors/Staff to create evaluation tasks based on student interest.

Advanced Integration

- Send up to 10 evaluation tasks per request
- Request evaluations for individual or grouped courses
- Watch evaluation progress and give students faster and better transfer info

Get more info and free training webinars at collegesource.com

or give us a call at **(800) 854-2670**!
# Table of Contents

- Welcome Letter .......................................................... iv
- Conference Director & Advisory Committee ........ v
- Sponsors ........................................................................ vi
- Important Reminders .................................................. vii
- Hotel Floor Plans ......................................................... viii
- Key Locations .............................................................. 1
- Meeting at a Glance ..................................................... 2
- Featured Speakers ......................................................... 4
- Key Competencies and Proficiencies ......................... 7
- Pre-Conference Workshops ........................................ 8
- Innovation Hub ............................................................ 10
- Conference Sessions & Events ................................. 14
  - Sunday, July 8 ............................................................. 14
  - Monday, July 9 ........................................................... 23
  - Tuesday, July 10 ......................................................... 44
- Exhibitors ................................................................. 52
- Exhibit Floor Plan ...................................................... 56

## Welcome Letter

AACRAO

Technology & Transfer Conference

July 8–10, 2018 • Hyatt Regency Minneapolis • Minneapolis, MN • www.aacrao.org

Stay in touch with

AACRAO

- mobile.aacrao.org
- facebook.com/AACRAO
- linkedin.com/company/AACRAO
- @AACRAO
- instagram.com/AACRAO
Dear Colleague,

On behalf of myself and the Technology & Transfer Conference Advisory Committee, welcome to Minneapolis! We are thrilled to have a range of professions represented at the conference—admissions, registrar, retention, IT, enrollment management, transfer center, and financial aid—all engaged in the many facets of student services technology and student transfer issues.

We have scheduled over 100 sessions, as well as preconference workshops, roundtables, and networking events to give you a personalized experience. For the second year, we have identified sessions for our Innovation Hub, which identifies and highlights emerging technologies and innovative solutions that will help institutions improve services for students and facilitate student success. Topics identified for the Innovation Hub are labeled in the program.

Our programming will keep you busy during the day, however, be sure to take time to explore. Minneapolis is unlike any other city—with its chain of lakes, as well as 200 miles of walking, biking, and cross country ski trails within the city limits. Also known for a vibrant arts and music scene that rivals New York City, as well as the best shopping in the region and world-class museums, Minneapolis offers the perfect blend of natural beauty and urban sophistication.

If you are looking to improve your transfer practices, or if you apply technology to your work as a higher education professional, the AACRAO Technology & Transfer Conference is your one-stop resource. So, whether you have responsibilities in one area or both, we’re pleased that you’re here to have fun, network, and learn!

We truly hope the 2018 AACRAO Technology & Transfer Conference meets your personal and professional expectations.

Mark Simpson
AACRAO Technology & Transfer Conference Director
University Registrar
Iowa State University
2018 AACRAO Technology & Transfer Conference Director

Mark Simpson  
University Registrar, Iowa State University

Mark Simpson earned a bachelor’s degree in social psychology from Park University and a master’s in educational leadership from Brigham Young University. He began working in higher education in 1994 and has served as a Director of Admissions and Scholarships at Snow College, Assistant Registrar at Brigham Young University, a University Registrar at Weber State University, and most recently at the University of Utah, as Director of Student Affairs Strategic Initiatives as well as Director of Enterprise Student Systems.

Mark has presented at multiple conferences, served as President of UACRAO, President of Utah Council for Secondary/Post-secondary Relations, was an active member of the SPEEDE Committee, and in 2016, was selected to take on the role as Director of AACRAO’s Technology & Transfer Conference.

Technology & Transfer Conference Advisory Committee Members

John Papinchak  
University Registrar,  
Carnegie Mellon University

Donna Petras  
Professor, Higher Education Consultant

Monterey Sims  
Director of Admissions & Evaluation,  
University of Phoenix

George Terry  
Assistant Vice President for Admissions Technology and Operations, High Point University
Thank You to Our Technology & Transfer Conference Sponsors

Technology & Transfer Conference Sponsor

CollegeSource®

CollegeSource, Inc. has been creating information technology solutions for higher education since 1971. More than 2,000 institutions and millions of users worldwide utilize CollegeSource products for degree audit, degree planning, and transfer articulation.

Badge Holders

Hotel Key Cards

Totebags

Conference Photography

Research Partnership

Research Partnership

CollegeSource

CollegeScheduler®

by Civitas Learning

parchment

Turn Credentials into Opportunities.

Lifetouch

Special Events

Starfish

by Hobsons

National Student Clearinghouse

Research Center
As a courtesy to our presenters and fellow attendees, kindly remember to silence all of your electronic devices while attending the sessions.

Internet Access at the Hotel
There will be Wi-Fi provided for attendees in all of the meeting rooms (not including the Exhibit Hall) and in public lobby spaces. Each guestroom will also have complimentary Internet.
- Username: Hyatt Meeting Space
- Password: techtransfer

AACRAO Engage Mobile App
Download the app to get meeting updates, search the program, view facility maps, submit session evaluations, and more!
Visit: mobile.aacrao.org/

Stay Connected with the AACRAO Community
Follow us @AACRAO and share your conference experiences by using #techtransfer18.

Opening Reception in the Exhibit Hall
Sunday, 5:30 PM–7:00 PM
Exhibit Hall, Main Level
Attend the welcome reception and enjoy hors d’oeuvres and a complimentary drink courtesy of CollegeSource. Take time to network with colleagues and engage with our exhibitors, who will highlight the latest technology innovations, useful tools, and cost-effective products for your institution. The Exhibit Hall will be open Sunday and Monday.
Drink ticket provided by CollegeSource

Visit the AACRAO Bookstore
AACRAO publications include how-to guides, handbooks, and cases from the field. The AACRAO Bookstore will be located in the Exhibit Hall.

Little Free Library: Take a Book, Donate a Book
Little Free Libraries are book exchange sites intended to increase reading and literacy, and expose readers to authors they may never have read. If you have a book to share, please drop it off at the Little Free Library set up near registration.

Prize Drawings
Visit our exhibitors for the chance to win prizes such as cash and gift certificates! Tear off the card on your Schedule at a Glance, collect signatures, and drop off your entry at the AACRAO booth in the Exhibit Hall. It's that easy!

Higher Education Hotspots
Help AACRAO identify higher education hotspots by leaving your mark on the world map near the registration area. We are asking attendees at each of our meetings to identify their institution on the map to illustrate the reach of AACRAO’s global network.

Photography
Lifetouch Special Events will be taking pictures throughout the meeting. We will post the pictures to the web after the meeting.
Second Level Meeting Rooms
STREAMLINING THE STUDENT EXPERIENCE

Sunday, July 8 / 2:15 – 3:15 pm / Greenway B

When it comes to accessing critical information and campus resources, students often have to rely on a handful of impersonal, disconnected apps and a barrage of information and resources. And, if the information or technology isn’t widely adopted by students, the journey can be even more fragmented. Join us for a discussion on how to deliver a unified, streamlined student experience – from new student on-boarding to career exploration – that expands channels through which institutions support students and helps to remove simple barriers that can knock students off-course.

SESSION SPEAKER
James Wallen
Vice President

COME SAY HI
311
We're at Booth Number 311
All sessions and events are located at the Hyatt Regency Minneapolis.

1300 Nicollet Mall
Minneapolis, MN 55403 USA
Phone: (612) 370-1234

**KEY LOCATIONS**

- **Exhibit Hall**
  Main Level

- **AACRAO Booth and Bookstore**
  Exhibit Hall, Main Level

**Speaker Lounge**

*Minnehaha, Second Level*

AACRAO will provide presentation computers in all meeting rooms, which will be networked to a central computer. **You should plan to use the networked laptop.**

Presenters are required to check in at the Speaker Lounge. Please stop by at least four hours prior to your presentation to verify that your presentation is formatted properly on the presentation computers.
MEETING AT A GLANCE

SATURDAY, JULY 7

Registration Open
8:00 AM–5:00 PM
Nicollet Promenade, Main Level

How to Develop, Write, and Implement a SEM Plan One-Day Workshop
(Additional fee required)
8:30 AM–5:00 PM
Lakeshore B, Main Level

Preconference Two-Day Workshops
(Additional fee required)
8:30 AM–5:00 PM
–International Transfer Credit
  Mirage, Second Level
–The Transfer Toolkit
  Lakeshore A, Main Level

SUNDAY, JULY 8

Registration Open
7:00 AM–5:00 PM
Nicollet Promenade, Main Level

Speaker Lounge
7:00 AM–5:00 PM
Minnehaha, Second Level

Exhibit Hall Open
3:00 PM–7:00 PM
Exhibit Hall, Main Level

AACRAO Booth and Bookstore
3:00 PM–7:00 PM
Exhibit Hall, Main Level

Breakfast for Workshop Attendees
7:30 AM–8:00 AM

Preconference Workshops (Day 2)
(Additional fee required)
8:00 AM–11:30 AM
–International Transfer Credit
  Mirage, Second Level
–The Transfer Toolkit
  Lakeshore A, Main Level

SPEEDE Committee Meeting
9:00 AM–12:00 PM
Greenway F, Second Level

Corporate Partner Conversation
By invitation
9:30 AM–11:30 AM
Skyway AB, Second Level

Lunch on Your Own
11:30 AM–1:00 PM

Breakout Sessions
1:00 PM–2:00 PM

Breakout Sessions
2:15 PM–3:15 PM

Refreshment Break in Exhibit Hall
3:15 PM–4:00 PM
Exhibit Hall, Main Level

Opening Plenary Presentation
4:00 PM–5:30 PM
Nicollet Ballroom, Main Level

Sheetal J. Patel, Associate Director and Content Lead for the Career Management Center, Stanford Graduate School of Business

Opening Reception in Exhibit Hall
5:30 PM–7:00 PM
Exhibit Hall, Main Level
MONDAY, JULY 9

Registration Open
7:00 AM–5:00 PM
Nicollet Promenade, Main Level

Speaker Lounge
7:00 AM–5:00 PM
Minnehaha, Second Level

Exhibit Hall Open
7:30 AM–12:30 PM & 2:30 PM–3:45 PM
Exhibit Hall, Main Level

AACRAO Booth and Bookstore
7:30 AM–12:30 PM & 2:30 PM–3:45 PM
Exhibit Hall, Main Level

Continental Breakfast in Exhibit Hall
7:30 AM–8:15 AM
Exhibit Hall, Main Level

Breakout Sessions & Roundtables
8:15 AM–9:15 AM

Refreshment Break in Exhibit Hall
9:15 AM–10:00 AM
Exhibit Hall, Main Level

Breakout Sessions & Roundtables
10:00 AM–11:00 AM

Breakout Sessions & Roundtables
11:15 AM–12:15 PM

Conference Luncheon and Plenary Presentation
12:30 PM–2:30 PM
Nicollet Ballroom, Main Level

Shanna Smith Jaggars, Assistant Vice-Provost of Research in Undergraduate Education, The Ohio State University

TUESDAY, JULY 10

Registration Open
7:30 AM–12:00 PM
Nicollet Promenade, Main Level

Speaker Lounge
7:00 AM–11:15 AM
Minnehaha, Second Level

Continental Breakfast
7:30 AM–8:00 AM
Greenway Promenade, Second Level

Breakout Sessions
8:00 AM–9:00 AM
Greenway Rooms, Second Level

Breakout Sessions
9:15 AM–10:15 AM
Greenway Rooms, Second Level

Closing Plenary Presentation
10:30 AM–11:30 AM
Nicollet Ballroom, Main Level

John O’Brien, President and CEO, EDUCAUSE
Mike Reilly, AACRAO Executive Director
OPENING PLENARY

Sunday, July 8
4:00 PM–5:30 PM
Nicollet Ballroom, Main Level

Communication and Technology for a Changing Generation: Gen Z & 2025

There is changing happening all around us. One of the most relevant changes to higher education professionals is the current shift in our student body from Gen Y to Gen Z. How do we change to help our students on their transformational journeys? Dr. Sheetal Patel will speak about how we can adapt communication and technology to meet the demands of an ever-changing generation.

Presenter
Sheetal J. Patel, Associate Director and Content Lead for the Career Management Center
Stanford Graduate School of Business

Dr. Sheetal J. Patel is a fourteen-year veteran of creating engaging brands, marketing communication strategies, and stories that effectively impact people’s lives. Her recent research has focused on transforming learning and technology for Generation Z and brand management in higher education. She is currently the Associate Director and Content Lead for the Career Management Center at the Stanford Graduate School of Business, and consults regularly in the area of marketing and branding.

Throughout her career, Patel has served in marketing communication roles in Stanford Student Affairs, University of North Carolina at Chapel Hill, the University of Texas at Arlington, and Sulekha LLC. She also served as tenure-track faculty at the University of Texas at Arlington. She has a Ph.D. in Strategic Communication from the University of North Carolina at Chapel Hill; and a Master’s degree in Advertising and two Bachelor’s degrees in Advertising and Public Relations from the University of Texas at Austin.

Patel has published work in journals, such as International Journal of Nonprofit and Voluntary Sector Marketing, Journal of Advertising Education and Journal of Health Communication. She was awarded the prestigious NACE/Chevron Award by the National Association of Colleges and Employers for achievement and innovation in branding. She has also been the recipient of over $225,000 in fellowships, grants, and scholarships for her research.

CONFERENCE LUNCHEON AND PLENARY

Monday, July 9
12:30 PM–2:30 PM
Nicollet Ballroom, Main Level

Guided Pathways from Community College to University

Across the entire postsecondary landscape, colleges are beginning to expand their focus from access and enrollment to student success and completion. Building from her 2015 book, Redesigning America’s Community Colleges: A Clearer Path to Student Success, Shanna Smith Jaggars will discuss her recent research on the challenges facing community college students who intend to transfer to four-year universities, and how universities can partner with their sender community colleges to support both access and academic success for transfer populations.

Presenter
Shanna Smith Jaggars, Assistant Vice-Provost for Research in Undergraduate Education
The Ohio State University

Shanna Smith Jaggars is Assistant Vice-Provost for Research in Undergraduate Education at The Ohio State University, where she provides evidence-based support for efforts to improve access and academic success among all the university’s undergraduates. Previously, Dr. Jaggars was Assistant Director of the Community College Research Center, Teachers College, Columbia University.

Dr. Jaggars has published extensively on student success topics in journals such as The Journal of Higher Education, Economics of Education Review, Educational Evaluation and Policy Analysis, Journal of Research on Educational Effectiveness, Community College Review, Computers & Education, and American Journal of Distance Education. She also currently serves as an Associate Editor for the journal Online Learning. Her 2015 book from Harvard University Press (co-authored with Thomas Bailey and Davis Jenkins), Redesigning America’s Community Colleges: A Clearer Path to Student Success, distills a wealth of research evidence into a playbook for college redesign.
CLOSING PLENARY

Tuesday, July 10
10:30 AM–11:30 AM
Nicollet Ballroom, Main Level

7 Insights at the Intersection of Student Success & Technology

Both AACRAO and EDUCAUSE are engaging their membership in efforts to improve student success. How are these associations leveraging their resources and how might they create synergies among campus professionals who are approaching student success from different perspectives?

Presenter
John O’Brien, President & CEO
EDUCAUSE

John O’Brien is President and CEO of EDUCAUSE, a nonprofit association whose mission is to advance higher education through the use of information technology. Throughout his 25-year career in higher education, John has served as a leader in technology, academics, and institutional leadership. He was a faculty leader in instructional technology, a statewide IT project leader, and associate vice chancellor/deputy CIO at the system level. He has been a provost and college president in the Minnesota State Colleges and Universities (MnSCU) system, the fifth largest higher education system in the country.

Prior to his appointment at EDUCAUSE, he served as senior vice chancellor of academic and student affairs. John holds a bachelor’s degree in English and English education from Augustana College, a master’s degree in Anglo-Irish Literature from the University of Dublin (Trinity College), and a doctorate in English from the University of Minnesota.

Presenter
Michael Reilly, Executive Director
AACRAO

Mike Reilly serves as the Executive Director of the American Association of Collegiate Registrars and Admissions Officers (AACRAO). 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 the state of Washington. He has 25 years of experience in university administration, admissions and enrollment management, including having been the Associate Vice President for Enrollment Management at both Central Washington University and Humboldt State University.

He recently served on the American Council on Education Board of Directors and is currently on the American Council on Education’s Commission on Education Attainment and Innovation and the College Board’s Access and Diversity Collaborative Advisory Council. He is a frequent writer and speaker on public policy matters impacting higher education.
A Partner As Diverse As Your Students’ Education Paths

ID# 8128  Monday, July 9, 2018  11:15 AM to 12:15 PM

Parchment understands the changing student pathways. Experience the suite of services that supports you and your students every step of the way.

BOOTH 405
Come say hello!
Core Competencies

- Change Management
- Collaborative Decision-Making and Consensus-Building
- Diversity and Inclusion
- Holistic and Systemic Thinking

Interpretation and Application of Institutional and External Data
- Leadership and Management
- Problem Solving
- Professional Integrity

Communication
- Technological Knowledge
- Professional Development and Contributions to the Field

Admissions Core Proficiencies

- Creating a Communications Plan
- Developing Speeches and Presentations
- Evaluating Emerging Technologies
- Market Analysis
- Reporting Progress Toward Enrollment Goals
- Strategic Staffing and Operations
- Utilizing Social Media

Enrollment Management Core Proficiencies

- SEM Assessment
- Developing Enrollment Mix
- SEM Leadership
- Staffing Leadership
- Enrollment Technology

Records & Academic Services Core Proficiencies

- Reporting and Institutional Research
- Data Systems Management
- Knowledge of Student Records Management Law, Policy, and Governance
- Record-Keeping and Data Stewardship
- Academic Policy and Curriculum Delivery
- Operations and Business Process Management
- Graduation, Commencement and Academic Events

Cross-Functional Proficiencies

- Transfer and Articulation
- Assessing Prior International Education
- International Recruitment and Marketing
You may register for the following preconference workshops on-site—visit the conference registration desk.

**7907: HOW TO DEVELOP, WRITE, AND IMPLEMENT A SEM PLAN**

*Saturday, July 7*

8:30 AM–5:00 PM  
Lakeshore B, Main Level  

**Fee:** $339

Developing a healthy enrollment at your college or university is more than short-term recruitment and marketing tactics. It requires long-term, focused work that brings together faculty, administrators, staff, and even students. This full-day workshop will teach you the core concepts of Strategic Enrollment Management (SEM) and walk through the steps required to create campus-wide buy-in for the development and implementation of a SEM plan.

**Presenters:**
Tom Green, AACRAO Consulting  
Michele Sandlin, AACRAO Consulting

**7961: 2-DAY INTENSIVE: INTERNATIONAL TRANSFER CREDIT WORKSHOP**

*Saturday, July 7*

8:30 AM–5:00 PM  

*Sunday, July 8*

8:00 AM–11:30 AM  
Mirage, Second Level  

**Fee:** $950

This two-day workshop will focus on the application of best industry practices to the evaluation of foreign educational records, with a specific focus on calculating possible transfer credit.

**Presenters:**
LesLee Clauson Eicher, AACRAO International  
Julia Funaki, AACRAO International

**7966: THE TRANSFER TOOLKIT**

*Saturday, July 7*

8:30 AM–5:00 PM  

*Sunday, July 8*

8:00 AM–11:30 AM  
Lakeshore A, Main Level  

**Fee:** $499

This session will help attendees leverage available resources by building their individual transfer toolkit. Topics include identifying best practices in transferring credit, exploring how to write articulation agreements, designing strong enrollment partnerships, and addressing best practices in transfer policy.

**Presenters:**
Seth Kamen, Montgomery College  
Katie Schwienteck, York College Pennsylvania
We’ve Been Busy Researching the World’s Education Systems… so You Don’t Have to!

AACRAO EDGE (The Electronic Database for Global Education) is the most comprehensive and cost-effective resource on post-secondary education systems around the world. The online database houses over 230 country profiles featuring:

- Educational Ladders
- Secondary and Post-Secondary Grading Systems
- Sample Credentials
- Placement Recommendations
- Accreditation and/or Recognition
- Verification Processes
- And more!

Simplify your evaluation process and sign up today!

Learn More/Sign Up
edge.aacrao.org
edge@aacrao.org
THE AACRAO INNOVATION HUB:
EMERGING TECHNOLOGIES FOR STUDENT SUCCESS

The AACRAO Innovation Hub is a member resource that highlights emerging technologies and innovative solutions to help institutions improve services and facilitate student success. There are four areas of focus (blockchain, data visualization, data integration, and chatbot/virtual agent/artificial intelligence), with a series of sessions featured in the Innovation Hub track at the conference.

Blockchain:
Blockchain refers to a bookkeeping method that “chains” together entries so that they are very difficult to modify later. It provides a way for large groups of unrelated companies to jointly keep a secure and reliable record of their transactions.

Data Integration:
Many campuses have found themselves needing to add applications and programs to meet specific goals that were not adequately served by their SIS. This data integration challenge has limited institutions’ ability to develop more real-time services to students who are in need of academic assistance, and generally made it difficult or impossible to make improvements in student service delivery.

Data Visualization:
Data-informed decision making is a goal of nearly every institution, yet there is a struggle to organize data and present it in ways that are understandable to policy makers, academic leadership, and students. How can institutions improve the presentation and visualization of their data?

Chatbot/Virtual Agent/Artificial Intelligence:
Many chatbots are presented to customers in a user-friendly format, such as a virtual agent, which creates an experience that resembles a real-life interaction in a store or office. For higher education, chatbots and virtual agents present possibilities for improving student services by engaging students in spaces where they may be more familiar and comfortable.
INNOVATION HUB SESSIONS

7785: Blockchain Untangled: Why Does it Matter to You?
Sunday, July 8: 1:00 PM–2:00 PM
Lakeshore BC, Main Level

Confused by all the technical talk among registrars about blockchain and what it means for our profession? Hear how one registrar demystified blockchain and learn the basics to be able to imagine embracing it for transcript and other credential exchanges.

Presenter
Helen Garrett, University of Washington—Seattle Campus

8018: Keep Between the Lines: Exploring Good Governance of Data Integration
Sunday, July 8: 2:15 PM–3:15 PM
Lakeshore BC, Main Level

As secure as you may wish to maintain them, institutional data must be shared, exchanged, and invested, to both prove and improve their worth. This session explores how student record and other institutional data can—with careful guidance—complement your school in the interactions it has with other institutions, agencies, systems, and outreach initiatives.

Presenters
Scott Campbell, University of Chicago
Andrew Hannah, University of Chicago

7832: Serving as Registrar: Refereeing the Demigods & Reaching Campus Goals through Data Visualization Techniques
Monday, July 9: 8:15 AM–9:15 AM
Lakeshore BC, Main Level

This presentation will share refereeing techniques to get faculty to play nicely in the sandbox. We will share some of the obstacles, misnomers, challenges, misunderstandings, fallacies, and headaches that the registrar faces, along with simple data visualization techniques to reach your institution’s goals.

Presenters
Carla Boyd, University of Minnesota—Duluth
Ken Myers, University of Minnesota—Crookston

8150: Demystifying Today’s Tech Buzzwords: A Hitchhiker’s Guide to AI, Blockchain, and Semantic Web Technologies in Education
Monday, July 9: 10:00 AM–11:00 AM
Lakeshore BC, Main Level

Distributed ledgers, artificial intelligence, semantic web, oh my! Each of these technologies promises potentially transformative applications for higher education. However, in today’s buzzword-filled emerging tech ecosystem it’s increasingly difficult to separate real opportunities for innovation from techno hocus-pocus. This session aims to provide a no-nonsense guide to these three tech trends, their current and future applications in higher education, and how to separate fact from fiction when making decisions about piloting or purchasing solutions for you and your institution.

Presenter
Matt Gee, Brighthive
7858: Challenges and Solutions for Data Integration: A Report from and Discussion with the Comprehensive Learner Records Project Data Integration Work Group

Monday, July 9: 11:15 AM–12:15 PM
Lakeshore BC, Main Level

As part of the AACRAO-NASPA Comprehensive Learner Records (CLR) project supported by Lumina Foundation, a work group of AACRAO records professionals addressed the challenges of data integration across multiple institutional data platforms. After meeting, the work group then convened a larger group of potential solution providers to consider how those challenges may be met. The result is a draft white paper.

Presenters
Tom Black, Johns Hopkins University
Matt Gee, Brighthive
Tom Green, AACRAO Consulting
Shelby Stanfield, University of Texas Austin

7896: Tableau Reporting Solutions to Delayed/Backlogged PeopleSoft Enhancements

Monday, July 9: 3:15 PM–4:15 PM
Lakeshore BC, Main Level

Learn how to use customizable Tableau reporting to support key functions in the registrar’s office, and how Tableau can be used to visualize data to help streamline internal processing and provide better data to student services officers.

Presenters
Kylie Borges, Stanford University
Jim Chen, Stanford University
Is Your Staff Prepared to Implement Your International Plan?

AACRAO International is committed to the professional development of your international admissions and credential evaluation staff. We offer affordable, customized training on a variety of topics, including (but not limited to):

- Undergraduate and Graduate International Admissions
- Country-specific training based on your international recruitment plan
- International Transfer Credit Practices
- Compliance/Record Keeping
- Short-term programs
- Study Abroad

To host an AACRAO training on your campus or in your area, contact us for a custom quote!

Contact Us for More Information

202.263.0290 • international@aacrao.org
SESSIONS—SUNDAY

SUNDAY, JULY 8 AT A GLANCE

Registration Open
7:00 AM–5:00 PM
Nicollet Promenade, Main Level

Speaker Lounge
7:00 AM–5:00 PM
Minnehaha, Second Level

Exhibit Hall Open
3:00 PM–7:00 PM
Exhibit Hall, Main Level

AACRAO Booth and Bookstore
3:00 PM–7:00 PM
Exhibit Hall, Main Level

Breakfast for Workshop Attendees
7:30 AM–8:00 AM

Preconference Workshops (Day 2)
(Additional fee required)
8:00 AM–11:30 AM

–International Transfer Credit
  Mirage, Second Level

–The Transfer Toolkit
  Lakeshore A, Main Level

SPEEDE Committee Meeting
9:00 AM–12:00 PM
Greenway F, Second Level

Corporate Partner Conversation
By invitation
9:30 AM–11:30 AM
Skyway AB, Second Level

Lunch on Your Own
11:30 AM–1:00 PM

Breakout Sessions
1:00 PM–2:00 PM

Breakout Sessions
2:15 PM–3:15 PM

Refreshment Break in Exhibit Hall
3:15 PM–4:00 PM
Exhibit Hall, Main Level

Opening Plenary Presentation
4:00 PM–5:30 PM
Nicollet Ballroom, Main Level

Sheetal J. Patel, Associate Director and Content Lead for the Career Management Center, Stanford Graduate School of Business

Opening Reception in Exhibit Hall
5:30 PM–7:00 PM
Exhibit Hall, Main Level
### Breakout Sessions
**Sunday, 1:00 PM–2:00 PM**

#### 7776: Supporting System Owners in Best-of-Breed Environments
**Sunday, 1:00 PM–2:00 PM**
*Greenway J, Second Level*

Macalester College, like many institutions, is bringing more best-of-breed software solutions online for functional areas. Learn how we’re approaching the varied technical, support, and management proficiencies of the system owners across campus. We bridge competencies to protect high service levels and strong data stewardship, paving the way for more robust integration.

**Presenter**  
*Addy Free*, Macalester College

#### 7969: The Death of PDF Archives
**Sunday, 1:00 PM–2:00 PM**
*Greenway C, Second Level*

This presentation will show how the University of Iowa’s Registrar’s Office has evolved in its delivery of data pertaining to the Student Profile. There will be a brief overview of the interactive dashboards that we’ve created, as well as a live demo on how to create a Tableau Dashboard.

**Presenter**  
*David Johnson*, University of Iowa

#### 8168: Schedmule™: Build Class Schedules with Confidence and Ease
**Sunday, 1:00 PM–2:00 PM**
*Greenway A, Second Level*

The latest cloud offering from CollegeSource, Schedmule, is a hosted scheduling platform that helps students plan their academic term. Students can build schedules manually or let Schedmule’s powerful algorithm automatically generate combinations based on preferences. The modern platform allows students to connect with friends to share schedules, and take them on the go with calendar exporting.

**Presenter**  
*Troy Holaday*, CollegeSource, Inc.
7829: MyPlan@Iowa: A Path to Timely Degree Completion  
Sunday, 1:00 PM–2:00 PM  
Greenway H, Second Level

The University of Iowa is developing and implementing a system that will allow students at all levels to effectively plan their academic career based on curricular road maps developed by colleges and departments. These tailored plans will include all coursework in the recommended sequence for a program, as well as suggestions for co-curricular milestones. This tool will also provide real-time aggregate data for course offering demand analysis and resource planning.

Presenters  
William Evanson, University of Iowa  
Julie Fell, University of Iowa  
Rebekah Tjelmeland, University of Iowa

7976: Through the Gate: Mapping the Transfer Landscape for Community College Students  
Sunday, 1:00 PM–2:00 PM  
Lakeshore A, Main Level

With initiatives to improve transfer success taking root in California, the RP Group is examining ways to increase transfer. This session introduces quantitative findings from phase one of our “Through the Gate” transfer study. This research focuses on high-leverage learners whose course-taking shows them at or near the transfer gate, but who have not yet made it through to a four-year institution. We will discuss who these students are and explore what may be impeding their progress.

Presenter  
Darla Cooper, The RP Group

7955: FERPA: Leveraging Technology and Lessons Learned at CU Boulder  
Sunday, 1:00 PM–2:00 PM  
Greenway E, Second Level

CU Boulder’s Office of the Registrar is leveraging PeopleSoft customized functionality to improve how we address and adhere to FERPA laws. Come learn about the CU security passphrase; CU Guest Access, which is a student authorized third-party portal; and our FERPA consent to release process. Presenters will review recent changes from a functional user perspective, discuss challenges with getting students on board, and share what has been gained from implementing these changes.

Presenters  
Kristi Wold-McCormick, University of Colorado Boulder  
Reid Kallman, University of Colorado Boulder

8123: Certified Electronic Diplomas—The Most Advanced Electronic Credential  
Sunday, 1:00 PM–2:00 PM  
Greenway B, Second Level

The presenters will discuss the current credential landscape and how to leverage technologies as they relate to validation, security, and why the CeDiploma® is uniquely suited to become the global standard. Find out more about program and learning outcomes, along with Apostille updates and vendor alliances that will enhance the student experience. Johns Hopkins University is seeing the future of this information in a digital credential.

Presenters  
Tom Black, Johns Hopkins University  
Christopher Jackson, Paradigm  
Hans Cooper, Johns Hopkins University
**8130: Simplify Course Search and Registration Through Unified Data Presentation**  
Sunday, 1:00 PM–2:00 PM  
Greenway I, Second Level

CourseLeaf FocusSearch (FS) helps students to quickly and easily register for classes by streamlining the presentation of course data into a central course search and registration solution. Students search for classes and build their schedule using personalized course recommendations based on their academic profile. Registrars lower administrative maintenance, eliminate redundant information, and reduce strain on their SIS by retiring multiple systems, while providing real-time registration data such as seat fill-rates.

**Presenter**  
Lee Brintle, CourseLeaf from Leepfrog Technologies, Inc.

**8153: EU GDPR: Overview and Requirements**  
Sunday, 1:00 PM–2:00 PM  
Greenway D, Second Level

The European Commission published a General Data Protection Regulation in December 2015, replacing the Data Protection Directive that had been in place for more than 20 years. Enforcement began May 25, 2018. This session will address: who the regulation applies to and how to assess your readiness in complying with the regulation; how an institution can build a plan that includes best practices; how to conduct a gap assessment; timeline needed; and how to launch your plan.

**Presenters**  
Julia Funaki, AACRAO International  
Mark McConahay, Indiana University—Bloomington

---

**8154: How Ohio State is Using iPads to Transform the Student Experience**  
Sunday, 1:00 PM–2:00 PM  
Greenway G, Second Level

This fall, The Ohio State University will deploy 10,000 iPads to new students on the main and four regional campuses. This provided an opportunity to launch apps specifically for Ohio State students and to redesign classes knowing that each student has the same technology. Hear how the university used this as a transformative opportunity and how Enrollment Services, University Registrar and Student Financial Aid were engaged in the partnership.

**Presenter**  
Jack Miner, The Ohio State University

---

**7827: TES-ting the Waters of Transfer Technology**  
Sunday, 2:15 PM–3:15 PM  
Greenway C, Second Level

The Online and Professional Studies division of California Baptist University is using technology to help with transfer-course articulations. This session will explore how we got started with TES and Transferology and how we use them to support our goal of being a transfer-friendly institution.

**Presenter**  
Amber Andrade, California Baptist University
**SESSIONS—SUNDAY**

**7840: It's Just Scheduling: How the University of Minnesota Schedules 10,000 Classes into 1,200 Rooms**  
Sunday, 2:15 PM–3:15 PM  
Greenway G, Second Level

Scheduling at the University of Minnesota is a complex, decentralized process. UMN provides an enterprise-level class scheduling system that supports all five campuses, hundreds of departments, and thousands of staff, faculty, and students. We will walk through all phases of the scheduling production calendar and the associated software and business processes that allow the UMN to place 10,000 classes into 1,200 rooms every semester.

**Presenter**
Christine Mounts, University of Minnesota

---

**7846: Guided Pathways: The Functional Use of College Systems to Support Recruitment, Retention and Completion**  
Sunday, 2:15 PM–3:15 PM  
Greenway A, Second Level

A community college registrar and a faculty member will chronicle the processes and systems developed to support guided pathways at a large multi-campus community college. This presentation will discuss the national research findings on guided pathways, as well as the community college’s response to improve the student experience. Learn about the phases of implementation, along with successes and barriers.

**Presenters**
Rachel Erkkila, Des Moines Area Community College  
Jeanie Kerber, Des Moines Area Community College

---

**7853: A 360 Degree Approach to Transfer Success**  
Sunday, 2:15 PM–3:15 PM  
Greenway D, Second Level

Creating a culture of transfer at an 11 (soon to be 12) campus community college district can be difficult. Learn how Austin Community College is using a 360 degree approach to instill transfer awareness, support, and preparation in all areas of the community college experience. Discussion will include transfer programming, advisor training, partnership events, and faculty training that support the college’s guided pathways model.

**Presenter**
Teresa Renee Esparza, Austin Community College

---

**7854: Streamlining the Student Experience**  
Sunday, 2:15 PM–3:15 PM  
Greenway B, Second Level

When it comes to accessing critical information and campus resources, students often have to rely on a handful of impersonal, disconnected apps and a barrage of information and resources. And, if the information or technology isn’t widely adopted by students, the journey can be even more fragmented. Join us for a discussion on how to deliver a unified, streamlined student experience—from new student on-boarding to career exploration—that expands channels through which institutions support students and helps to remove simple barriers that can knock students off-course.

**Presenter**
James Wallen, Civitas Learning
7972: AACRAO Federal Relations Update  
Sunday, 2:15 PM–3:15 PM  
Greenway J, Second Level

Join William Gil, AACRAO’s Director of Government Relations, as he provides an update on the Higher Education Act (HEA) reauthorization and other issues that are of interest to conference participants.

Presenter  
William Gil, AACRAO

8003: Mission Possible: Creating a Unified Approach in a Decentralized Environment  
Sunday, 2:15 PM–3:15 PM  
Greenway H, Second Level

Multiple campuses with transfer evaluators reporting through different lines, differences in student populations, and specialized programming and curriculum created a unique challenge in implementing consistent transfer policies and practices. In this session, we discuss how we maximize existing technology and build relationships to navigate our way to a collaborative process for transfer.

Presenters  
Jason Harris, Campbell University  
Jamie Kipfer, Campbell University

8018: Keep Between the Lines: Exploring Good Governance of Data Integration  
Sunday, 2:15 PM–3:15 PM  
Lakeshore BC, Main Level

As secure as you may wish to maintain them, institutional data must be shared, exchanged, and invested, to both prove and improve their worth. This session explores how student record and other institutional data can—with careful guidance—complement your school in the interactions it has with other institutions, agencies, systems, and outreach initiatives.

Presenters  
Scott Campbell, University of Chicago  
Andrew Hannah, University of Chicago

8110: Leveraging Technology to Ensure Compliance During Campus Crises  
Sunday, 2:15 PM–3:15 PM  
Greenway E, Second Level

This presentation covers the technical aspects of urgent responsiveness to imposed policies (required vaccinations and felony conviction reporting), which mandated technical solutions by the Office of the Registrar in collaboration with other critical units on campus.

Presenters  
Jacob Jones, The University of Alabama Birmingham  
Rebecca Mathern, Oregon State University
**SESSIONS—SUNDAY**

**8126: Join the Transcript Revolution! Reduce Your Workload and Delight Your Students with the Clearinghouse's Transcript Service**
Sunday, 2:15 PM–3:15 PM
Greenway I, Second Level

Join the nearly 1,000 schools already using the Clearinghouse’s service and hear how it has transformed their transcript production and delivery. In addition to the online ordering and electronic delivery options, we can also print and mail your paper transcripts. Come see the new ordering pages (making the ordering process even easier), hear about our relationship with Liaison (easy transcript delivery to over 40 CASs), and learn about our other new features and functionality.

**Presenter**
Nancy Penna, National Student Clearinghouse
Casey Wallen, National Student Clearinghouse

**Refreshment Break in Exhibit Hall**
Sunday, 3:15 PM–4:00 PM
Exhibit Hall, Main Level

**8021: Opening Plenary: Communication and Technology for a Changing Generation: Gen Z & 2025**
Sunday, 4:00 PM–5:30 PM
Nicollet Ballroom, Main Level

There is changing happening all around us. One of the most relevant changes to higher education professionals is the current shift in our student body from Gen Y to Gen Z. How do we change to help our students on their transformational journeys? Dr. Sheetal Patel will speak about how we can adapt communication and technology to meet the demands of an ever-changing generation.

**Presenter**
Sheetal Patel, Stanford Graduate School of Business

**Opening Reception in the Exhibit Hall**
Sunday, 5:30 PM–7:00 PM
Exhibit Hall, Main Level

Attend the welcome reception and enjoy hors d’oeuvres and a complimentary drink courtesy of CollegeSource. Take time to network with colleagues and engage with our exhibitors, who will highlight the latest technology innovations, useful tools, and cost-effective products for your institution.

*Drink ticket provided by CollegeSource*
WHEN YOU **SUCCEED**, SO DO YOUR STUDENTS.

*Improve outcomes for your institution, processes, and people.*

You’re committed to your students’ success. To support positive student outcomes, you must also support your institutional success — even in the face of rapid change, limited resources, heightened competition, and complex challenges.

At AACRAO Consulting, your institutional success is our only focus. As part of the respected, non-profit American Association of Collegiate Registrars and Admissions Officers (AACRAO), we provide unbiased expertise, proven best practices, and practical solutions that empower you to:

- Reach your enrollment and retention goals
- Align your enrollment strategy with your institution’s mission
- Improve student services, success, and satisfaction
- Enhance staff organization, knowledge, and productivity
- Leverage technology to increase efficiencies and results

**START SEEING GREATER SUCCESS FROM YOUR PEOPLE, PROCESSES, TECHNOLOGY AND STUDENT OUTCOMES. CONTACT AACRAO CONSULTING AND LET’S GET TO WORK.**
MONDAY, JULY 9 AT A GLANCE

**Registration Open**
7:00 AM–5:00 PM
Nicollet Promenade, Main Level

**Speaker Lounge**
7:00 AM–5:00 PM
Minnehaha, Second Level

**Exhibit Hall Open**
7:30 AM–12:30 PM & 2:30 PM–3:45 PM
Exhibit Hall, Main Level

**AACRAO Booth and Bookstore**
7:30 AM–12:30 PM & 2:30 PM–3:45 PM
Exhibit Hall, Main Level

**Continental Breakfast in Exhibit Hall**
7:30 AM–8:15 AM
Exhibit Hall, Main Level

**Breakout Sessions & Roundtables**
8:15 AM–9:15 AM

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

**Conference Luncheon and Plenary Presentation**
12:30 PM–2:30 PM
Nicollet Ballroom, Main Level
**Shanna Smith Jaggars**, Assistant Vice-Provost of Research in Undergraduate Education, The Ohio State University

**Dessert Break in Exhibit Hall**
2:30 PM–3:15 PM
Exhibit Hall, Main Level

**Breakout Sessions & Roundtables**
3:15 PM–4:15 PM

**Breakout Sessions & Roundtables**
4:30 PM–5:30 PM
Continental Breakfast in the Exhibit Hall
Monday, 7:30 AM–8:15 AM
Exhibit Hall, Main Level
Start your day with a delicious breakfast in the exhibit hall. Relax with a cup of coffee while getting to know our exhibitors.

Breakout Sessions & Roundtables
Monday, 8:15 AM–9:15 AM

7813: Roundtable: Electronic Exchange of Student Records (EDX)
Monday, 8:15 AM–9:15 AM
Greenway F, Second Level
Join this electronic transcript exchange discussion with the AACRAO Speede Committee. The committee will provide updates on their state/province contacts and initiatives, as well as the revised EDX Primer. It’s an opportunity to ask questions, and share experiences, issues, and tips related to the electronic exchange of student education records and transcripts.

Facilitators
W. Matthew Bemis, University of Southern California
Jerald Bracken, Brigham Young University
Tuan Anh Do, San Francisco State University
Patrick Elliott, Harford Community College
Jeff Elliott, University of Missouri—Columbia
Doug Holmes, Ontario Universities’ Application Centre
Joey LaConte, University of Colorado Boulder
Michael Maysilles, Caldwell University
Susan Reyes, San Diego State University
Monterey Sims, University of Phoenix

7830: One-Stop, Unlimited Possibilities
Monday, 8:15 AM–9:15 AM
Lakeshore A, Main Level
Murray State University began operating a seasonal one-stop student service location—Racer One Stop—during peak semester periods in January 2017. Come learn how Murray State began the process of creating Racer One Stop, which offices were involved, and how key stakeholders from across campus came together to offer quality service at a convenient location.

Presenter
Tracy Roberts, Murray State University

7832: Serving as Registrar: Refereeing the Demigods & Reaching Campus Goals through Data Visualization Techniques
Monday, 8:15 AM–9:15 AM
Lakeshore BC, Main Level
This presentation will share refereeing techniques to get faculty to play nicely in the sandbox. We will share some of the obstacles, misnomers, challenges, misunderstandings, fallacies, and headaches that the registrar faces, along with simple data visualization techniques to reach your institution’s goals.

Presenters
Carla Boyd, University of Minnesota—Duluth
Ken Myers, University of Minnesota—Crookston
7833: Enrollment Reporting for a Variety of Term Structures and SSCR Error Resolution
Monday, 8:15 AM–9:15 AM
Greenway C, Second Level

Are you considering developing new terms? This session will cover details of enrollment reporting logic used to draft enrollment reports for NSC for multiple term structures. These include: standard non-module (full-term classes), standard module (5 & 8 week classes back-to-back), non-standard module (5 week classes in a 25 week term), along with summer required and summer not required variations. We will also cover conquering the SSCR errors caused by multiple overlapping terms.

Presenters
Jason Bentley, Concordia University
Twi Tish, Concordia University

7839: DIY Must Have: An Open Concept for Electronic Credentials
Monday, 8:15 AM–9:15 AM
Greenway D, Second Level

Colorado Technical University (CTU) will take you beyond issuing electronic credentials, to understanding how students use electronic credentials and how university departments continue to collaborate and support these improvements to the CTU student experience.

Presenters
Heather Sharbaugh, Colorado Technical University
Colleen Wilson, Colorado Technical University

7841: Pre-Enrollment at Indiana University
Monday, 8:15 AM–9:15 AM
Greenway G, Second Level

This summer marks the 3rd year IU is utilizing a pre-enrollment program for incoming freshmen. Using tools developed by the registrar, over 4,000 students will be designated, assigned to a class, and enrolled. The designation tool provides student context and a means to create subgroups. Each subgroup is serially packaged and fed into the assignment tool to build a conflict-free schedule, and then fed into the SIS to complete registration.

Presenters
Ethan Bernhardt, Indiana University
Mike Carroll, Indiana University
Chrys Ford, Indiana University
Darren Hawkins, Indiana University

Monday, 8:15 AM–9:15 AM
Greenway A, Second Level

The Common Application’s mission of access, equity, and integrity hasn’t changed—but higher education and the students who pursue it have. What started in 1975 as an experiment among 15 selective private colleges has evolved into a membership organization of more than 750 diverse institutions serving over 1 million applicants. Come learn about how we are leading change and meeting the needs of today’s students and colleges with a new transfer application and data analytics tool.

Presenters
Kyran Kennedy, The Common Application
Ariana Ortega, The Common Application
8012: Transfer Transformation: Reengineering the Transfer Credit Process for Improved Efficiency and Outcomes
Monday, 8:15 AM – 9:15 AM
Greenway J, Second Level

Join NC State to hear how the reorganization of their transfer credit process and creation of General Education wildcard transfer credits provided faster, more efficient, and more accurate credit articulation for external transfer students.

Presenter
John Harrington, North Carolina State University

8013: Tailoring Events for Transfer Students: UW Bothell’s First STEM Day
Monday, 8:15 AM – 9:15 AM
Greenway H, Second Level

Like most institutions, University of Washington Bothell focuses on campus recruiting events geared towards first-year students; this leaves transfer students out of the picture. This year we got creative and implemented STEM Day, which targets STEM transfer students in an effort to get them on campus. Learn how UW Bothell rolled out STEM Day, our pitfalls and successes, and how you might carry out a similar program on your campus.

Presenters
Kelli Adams, University of Washington Bothell
Mia McCurdy, University of Washington Bothell

8111: The Role of the Registrar in Curriculum Management
Monday, 8:15 AM – 9:15 AM
Greenway E, Second Level

Come learn about research findings regarding the role of the registrar in curriculum management. This session will describe the research outcomes of faculty leaders (in curriculum) and registrars at large, four-year research institutions. They were asked about the role that registrars play in the logistics and management of setting up curriculum for students, and whether or not the circumstances change based on the shared governance model at those institutions.

Presenter
Rebecca Mathern, Oregon State University

8127: Are You Getting the Maximum Value From Your Partnership with the National Student Clearinghouse?
Monday, 8:15 AM – 9:15 AM
Greenway B, Second Level

Whether you have partnered with us for years, or are new to the Clearinghouse, this session is for you! Learn about our services and how they can help you. See the new exciting developments with StudentTracker and StudentTracker Premium, SecurePrint (our print to mail transcript service), My Hub, and electronic diplomas. Learn about our Audit Resource Center, reverse transfer, and more.

Presenters
Nancy Penna, National Student Clearinghouse
Casey Wallen, National Student Clearinghouse
8122: TES® and Transferology™: Simplify Transfer  
Monday, 8:15 AM–9:15 AM  
Greenway I, Second Level

Evaluating transfer courses can be challenging and time-consuming. With over 100 million course descriptions in TES, you can research courses and institutions, track course changes over time, secure faculty approval on matches, and easily establish and maintain a robust set of equivalencies and transfer pathways. TES is also fully-integrated with the Transferology network, providing hundreds of thousands of students annually with access to your transfer information and helping you recruit and retain students. Students can easily request additional information from your institution, ensuring you are connecting with prospective students. Recruiting just one transfer student with Transferology can more than justify the entire year’s subscription. Join us to learn more about TES and Transferology!

Presenter
Shelly Jackson, CollegeSource

Breakout Sessions & Roundtables  
Monday, 10:00 AM–11:00 AM

7847: Roundtable: Transfer  
Monday, 10:00 AM–11:00 AM  
Greenway F, Second Level

Join this roundtable discussion for all things transfer—questions, best practices, ideas to share, and conversation with transfer professionals.

Facilitator
Katie Schwienteck, York College Pennsylvania

7851: Head in the Cloud, Feet on the Ground: A Cloud Migration Love Story  
Monday, 10:00 AM–11:00 AM  
Lakeshore A, Main Level

Learn about one institution’s big leap into the Cloud. Hear how The Ohio State University made the decision to move from on-premises to the Cloud, the lessons learned to-date, key data governance considerations, and how to plan for life after go-live.

Presenter
Jack Miner, The Ohio State University
8166: Title IX and the Role of the Registrar
Monday, 10:00 AM–11:00 AM
Greenway J, Second Level

Now that Title IX coordinators are active on all of our campuses and the stakes are even higher for compliance, the role of the registrar vs. the Title IX coordinator when conducting investigations and collecting student records might be unclear. This session features an overview of Title IX and its impact on the work of the registrar. The presenter will lead a discussion on the impact Title IX is having on grading and the student’s academic history.

Presenter
Helen Garrett, University of Washington—Seattle Campus

7897: MyTransferCredit: Technology in a Shifting and Changing Market
Monday, 10:00 AM–11:00 AM
Greenway C, Second Level

Franklin University is able to provide on-demand unofficial transfer credit evaluations that provide transparency and shorten the buying cycle for prospective students. MyTransferCredit (MTC) is a web-based application that links prospective students directly to the University’s transfer credit and articulation database. MTC provides estimated degree completion dates and a monetary value of the credit toward the total cost of the degree.

Presenter
Frank Yanchak, Franklin University

7951: What is AACRAO SPEEDE? And What Does It Do for Me?
Monday, 10:00 AM–11:00 AM
Greenway D, Second Level

Find out what the SPEEDE Committee does and how it can help you with your electronic data exchange.

Presenters
W. Matthew Bemis, University of Southern California
Jerald Bracken, Brigham Young University
Tuan Anh Do, San Francisco State University
Patrick Elliott, Harvard Community College
Jeff Elliott, University of Missouri—Columbia
Doug Holmes, Ontario Universities’ Application Centre
Joey LaConte, University of Colorado Boulder
Michael Maysilles, Caldwell University
Susan Reyes, San Diego State University
Monterey Sims, University of Phoenix

7959: Transfer Technology to Engage Stealth Shoppers, Minimize Credit Loss, and Guide Students to Enrollment
Monday, 10:00 AM–11:00 AM
Greenway B, Second Level

How can you identify transfer prospects when more than half are ‘stealth shoppers’? How can you provide prompt credit estimations when each evaluation is unique? How can you keep prospects on track when two-thirds of prospective transfers drop out of the process? In this session, we will share best practices on how institutions are using technology to address each of these questions.

Presenters
Scott Booth, EAB
Leonor Keller, EAB
8006: Engaging the New Kids on the Block: A Truly Interactive Transfer Seminar Experience
Monday, 10:00 AM–11:00 AM
Greenway G, Second Level

Discover how UNC Charlotte created a Transition Seminar course designed to immerse incoming students into the campus community. The course was developed with the intent to engage transfer students in academic skill development, career exploration, and connection to the university. The presenters will facilitate classroom experiences, discuss assignments, and share concrete instructional strategies in this interactive session.

Presenters
Jordan Bullington, University of North Carolina Charlotte
Jami Dawkins, University of North Carolina Charlotte

8116: Tracking Diploma Status
Monday, 10:00 AM–11:00 AM
Greenway H, Second Level

This session will detail how the University of Minnesota Office of the Registrar moved from tracking diploma status in Excel to using our SIS (PeopleSoft) using mostly delivered functionality.

Presenter
Dan Delaney, University of Minnesota

8164: Social Media as Professional Development
Monday, 10:00 AM–11:00 AM
Greenway A, Second Level

Social Media is not just a way to reconnect with friends from your past or share what's going on in your day. It has also become a rich environment for professional development, allowing you to network and connect with colleagues across the globe and delve deeper into conversations about hot topics in your field. Attend this session to discuss ways to enhance and enrich your professional network online.

Presenter
Kess Knight, AACRAO

8121: Tracking Transfer Students Across the Nation: What are They Doing?
Monday, 10:00 AM–11:00 AM
Greenway E, Second Level

Did you know that 40% of first-time students start their higher education in community colleges? While the majority intend to transfer to four-year colleges and universities and earn their bachelor's degrees, not many are able to do so. There's also been a decrease in the bachelor's degree completion rate amongst the community college cohort, providing a clear need for reverse transfer. Come hear the Clearinghouse talk about the latest research on transfer students and reverse transfer.

Presenter
Michelle Blackwell, National Student Clearinghouse
**8133: Improve Data Quality using the Consequences of Publication**  
Monday, 10:00 AM–11:00 AM  
Greenway I, Second Level

Catalog and curriculum content power critical elements of the CLR. As these elements get broader visibility, it becomes increasingly important that they are accurate, integrated into the SIS, and editorially ready for publication. Learn how CourseLeaf’s SIS sync and catalog publishing tools can effectively deliver on your master data management plan, and how hundreds of other institutions have upgraded their program requirements, learning outcomes, and competencies into publishable content.

**Presenter**  
Lee Brintle, CourseLeaf from Leepfrog Technologies, Inc.

---

**7746: CMU and Their Degree Audit: New Adventures in Navigating the Vendor Landscape**  
Monday, 11:15 AM–12:15 PM  
Greenway D, Second Level

Carnegie Mellon implemented a new degree audit application in March 2018. We will share the highs and the lows of the research and exploration process, lessons learned, and new adventures in seeking to implement a new degree audit product.

**Presenters**  
Jamie Brandon, Carnegie Mellon University  
John Papinchak, Carnegie Mellon University

---

Monday, July 9: 10:00 AM–11:00 AM  
Lakeshore BC, Main Level

Distributed ledgers, artificial intelligence, semantic web, oh my! Each of these technologies promises potentially transformative applications for higher education. However, in today’s buzzword-filled emerging tech ecosystem it's increasingly difficult to separate real opportunities for innovation from techno hocus-pocus. This session aims to provide a no-nonsense guide to these three tech trends, their current and future applications in higher education, and how to separate fact from fiction when making decisions about piloting or purchasing solutions for you and your institution.

**Presenter**  
Matt Gee, Brighthive

---

**7815: Considerations & Best Practices in Electronic Transcript Exchange: EDI, XML, PDF**  
Monday, 11:15 AM–12:15 PM  
Greenway E, Second Level

A panel of experts will discuss the considerations and best practices for electronic exchange of student transcripts.

**Presenters**  
Tuan Anh Do, San Francisco State University  
Michael Maysilles, Caldwell University  
Susan Reyes, San Diego State University
7852: Using Business Intelligence and Central IT to Make Processes More Efficient at the University of Oregon: Two Case Studies
Monday, 11:15 AM–12:15 PM
Greenway G, Second Level

The presenters will discuss the various gains UO has made in our transfer and end of term/graduation processes by using Cognos/BI and other applications in collaboration with central IT. Learn how we streamlined processes, saved thousands of hours of staff time, and improved data integrity. Attendees should be able to apply these ideas at their own institutions even if they are not using these specific tools.

Presenter
Fraser Barron, University of Oregon

7856: Optimizing Degree Audit Data to Automatically Schedule Students for Graduation
Monday, 11:15 AM–12:15 PM
Lakeshore A, Main Level

The University of Minnesota (PeopleSoft CS 9.2) is leveraging degree audit data (APAS/DARS) from a custom Student Degree Progress data platform to intelligently apply the Expected Graduation Term and automatically apply students for graduation. Come join our session to learn how our cross-functional team is using this data to remove hurdles and improve student success.

Presenters
Adrienne Bricker, University of Minnesota—Twin Cities
Amber Celotti, University of Minnesota—Twin Cities
Rachel McKessock, University of Minnesota—Twin Cities

7858: Challenges and Solutions for Data Integration: A Report from and Discussion with the Comprehensive Learner Records Project Data Integration Work Group
Monday, 11:15 AM–12:15 PM
Lakeshore BC, Main Level

As part of the AACRAO-NASPA Comprehensive Learner Records (CLR) project supported by Lumina Foundation, a work group of AACRAO records professionals addressed the challenges of data integration across multiple institutional data platforms. After meeting, the work group then convened a larger group of potential solution providers to consider how those challenges may be met. The result is a draft white paper.

Presenters
Tom Black, Johns Hopkins University
Matt Gee, Brighthive
Tom Green, AACRAO Consulting
Shelby Stanfield, University of Texas Austin

7931: The Transfer Evaluation Process In PeopleSoft: A Team Effort
Monday, 11:15 AM–12:15 PM
Greenway C, Second Level

For approximately twelve years, the Undergraduate Registrar’s Office and the Undergraduate Admissions Office at Azusa Pacific University have teamed up to communicate with potential transfer students using simple reports and forms. Although it is an on-going process, we are now sending out clear, 100% PeopleSoft-generated evaluations that enable the student to determine their future educational goals at APU.

Presenter
Melinda Blunt, Azusa Pacific University
AACRAO’s Strategic Enrollment Management Endorsement Program (SEM-EP) is designed to provide a well-defined professional development program and career advancement track for enrollment service professionals. For the individual, completion of the program is a valuable addition to a resume and a formal recognition by AACRAO regarding professional readiness to conquer current and future challenges in the field. For the institution, the program will offer a better way to evaluate the preparedness of prospective employees for SEM positions.

**How long is the program?**
The SEM-EP is tied to the most recent SEM material and trends in the field. The program is designed to be completed in 12 to 18 months.

**What do I receive when I complete the program?**
AACRAO will provide you with official documentation to verify your successful completion of the SEM-EP professional development curriculum. Graduates will be listed on the AACRAO SEM-EP national web registry.

**Program Eligibility**
- Five years experience in the field of SEM (Registrar, Admissions, Recruitment, Financial Aid or related fields as determined by the SEM-EP program committee).
- Individual must be employed (full or part time) by an “accredited” post-secondary institution.
- Provide a one page vita or resume reflecting career experience, professional accomplishments and education.
- Hold a minimum of an earned baccalaureate degree from an accredited institution.

**Curriculum**
The SEM-EP faculty are drawn from highly experienced professionals in the field of enrollment service.

1. **SEM 101 Online Course**
   A four week course to develop a baseline understanding of SEM.

2. **Webinars**
   Three pre-recorded webinars on topics focused on key components of SEM.

3. **Field Visits**
   Visits to three approved institutions of distinct types followed by a written report guided by prescribed questions. In addition, attendance at the AACRAO Annual Meeting or AACRAO Annual Meeting will fulfill one of the field visit requirements.

4. **Capstone Research Experience**
   All SEM-EP candidates are expected to conduct a brief research capstone project during the course of the curriculum. The assignment focuses on tracking and analyzing a local population of students from the candidate’s institution and concludes by reporting conversion outcomes or conducting an annotated literature research project.

Learn more at aacrao.org/SEMEP

For more information on this and other professional development opportunities, visit: aacrao.org
7824: Using Systems, Servers, Vendors, and Standards to Innovate, Automate and Improve Service
Monday, 11:15 AM–12:15 PM
Greenway J, Second Level

The presenters will share how they have successfully partnered with service providers to enhance student services at their institutions. They will also highlight how they have leveraged internal systems and web services to automate many high-volume, time sensitive processing operations critical to student services delivery.

Presenters
W. Matthew Bemis, University of Southern California
Jim Bouse, University of Oregon
Doug Holmes, Ontario Universities’ Application Centre
Matt Schill, University of Nebraska At Omaha

8008: Transforming Transfer Admissions: Adapting Advising Models to Meet Transfer Student Needs
Monday, 11:15 AM–12:15 PM
Greenway H, Second Level

The University of Washington Bothell has transformed our transfer admissions advising—treating admissions counseling as academic and career advising, as opposed to a transactional model of checking off requirements. The presenters will discuss how this new advising model, admissions flow, and CRM provide an optimal student experience, staying true to the small-campus and student-centered approach.

Presenters
Kelli Adams, University of Washington—Bothell
Mia McCurdy, University of Washington Bothell
Melanie Querimit, University of Washington—Bothell

8125: Catalog and Curriculum Management: Best Practices and New Technologies
Monday, 11:15 AM–12:15 PM
Greenway B, Second Level

Does your staff get bogged down with catalog and curriculum management processes that move at the speed of paper? Attend this session to find out about new technology designed to reduce curriculum approval and catalog production time, increase transparency, and save valuable faculty and staff hours.

Presenter
Tabitha Prociśe, DIGARC

8128: A Partner as Diverse as Your Students’ Education Paths
Monday, 11:15 AM–12:15 PM
Greenway I, Second Level

Higher education is no longer a straight path. Dual enrollment, reverse transfer initiatives, certificate programs—all of these, and more, create the diverse education space that students of all ages take part in. And there’s one partner that’s always there for every major turn in that journey. At Parchment, we’re excited to lead the way in credential exchange. Our suite of services centralizes the collection of incoming admissions documents, streamlines the processing of all records, and introduces the most comprehensive diploma platform on the market. Attend our session and experience the difference between an average vendor and a true partner.

Presenter
Jason Weaver, Parchment
8163: Roundtable: Managing Records for Closed Institutions
Monday, 11:15 AM–12:15 PM
Greenway F, Second Level

For students who have attended a higher education institution that has closed its doors, gaining access to their transcripts can be an arduous process. This roundtable will be a discussion of current practices for managing student records from closed institutions and an opportunity to share ideas for how we might improve these practices.

**Facilitator**
**Mike Reilly**, AACRAO

8019: Conference Luncheon and Plenary Presentation: Guided Pathways from Community College to University
Monday, 12:30 PM–2:30 PM
Nicollet Ballroom, Main Level

Across the entire postsecondary landscape, colleges are beginning to expand their focus from access and enrollment to student success and completion. Building from her 2015 book, *Redesigning America’s Community Colleges: A Clearer Path to Student Success*, Shanna Smith Jaggars will discuss her recent research on the challenges facing community college students who intend to transfer to four-year universities, and how universities can partner with their sender community colleges to support both access and academic success for transfer populations.

**Presenter**
**Shanna Smith Jaggars**, The Ohio State University

Dessert Break in the Exhibit Hall
Monday, 2:30 PM–3:15 PM
Exhibit Hall, Main Level
AACRAO Technology & Transfer Conference

CAESARS PALACE LAS VEGAS | JULY 14–16, 2019

SPONSORED BY

CollegeSource®

AACRAO

www.aacrao.org
NAVIGATING TRANSFER CREDITS

OVER $\frac{1}{3}$ OF STUDENTS TRANSFER at least once before earning their bachelor’s degree, many also crossing state lines in the process.*

Be ready with the NEW Transfer Credit Practices of Designated Educational Institutions and The Transfer Handbook: Promoting Student Success, your go-to resources for comprehensive data, regulations, state-by-state transfer credit practices, and recommendations for admissions, advising, enrollment, financial aid, registrar, and retention professionals who work with transfer students.

To order or for more information please visit the AACRAO Bookstore at www.aacrao.org/bookstore or call (202) 263-0292.

Breakout Sessions & Roundtables
Monday, 3:15 PM–4:15 PM

7834: Creating a One-Stop Student Services Center (U Central): Improving Quality through the Integration of Services
Monday, 3:15 PM–4:15 PM
Lakeshore A, Main Level

This session will offer information on how UTRGV transformed traditional student services into a student-centered model through the redesign of its organization, technology, facilities, processes, and communication.

Presenter
Deborah Gilchrist, The University of Texas—Rio Grande Valley

7835: Innovative Transfer Outreach: Personalizing the Transfer Process at a Large National University
Monday, 3:15 PM–4:15 PM
Greenway H, Second Level

Today’s generation of transfer students expects personalized attention and information. Hear how members of the Big Ten have enhanced their outreach to transfer students through personalized recruitment, communication, and pre-advising strategies.

Presenters
Kelly Waggoner, Indiana University
Peg Wier, Purdue University—Main Campus

7836: Guide to Best Practices: Transfer and Prior Learning Credit
Monday, 3:15 PM–4:15 PM
Greenway C, Second Level

The recently published Guide to Best Practices: Transfer and Prior Learning Credit provides recommendations on how to build a comprehensive transfer and prior learning credit policy. This session will explore the origins of the work, review the recommendations, and seek feedback on future reiterations.

Presenter
Seth Kamen, Montgomery College

7850: Listening Session: AACRAO’s Work Group on Student Identity
Monday, 3:15 PM–4:15 PM
Greenway J, Second Level

AACRAO currently has a work group helping define policy recommendations and best practices for working with transgender students. Participants can get an update on the progress and provide input on best practices from your institution. This is an opportunity for AACRAO members to learn from each other and to help influence the final recommendations of the work group.

Presenter
Jack Miner, The Ohio State University
SESSION — MONDAY

7863: Roundtable: Guided Pathways
Monday, 3:15 PM—4:15 PM
Greenway F, Second Level

This roundtable discussion is focused specifically on Guided Pathways—best practices, state initiatives, current research, etc. Come join the conversation.

Facilitators
Mark Simpson, Iowa State University
Shanna Smith Jaggars, The Ohio State University

7896: Tableau Reporting Solutions to Delayed/Backlogged PeopleSoft Enhancements
Monday, 3:15 PM—4:15 PM
Lakeshore BC, Main Level

Learn how to use customizable Tableau reporting to support key functions in the registrar’s office, and how Tableau can be used to visualize data to help streamline internal processing and provide better data to student services officers.

Presenters
Kylie Borges, Stanford University
Jim Chen, Stanford University

7963: PESC Geo Code: A User Case Study
Monday, 3:15 PM—4:15 PM
Greenway G, Second Level

Recently, USC and IERF completed a pilot/proof of concept project using the new PESC-approved GEO code. The PESC GEO code—conceived and developed through international collaboration within the PESC community and GDN—provides a unique index value of schools, by country, for the sole purpose of exchanging digital credentials. The presenters will share their experiences with implementing the GEO code index within their electronic data transactions. The session will also highlight the importance of this index in the global exchange of digital credentials.

Presenters
W. Matthew Bemis, University of Southern California
Jim Kelly, Educational Credential Evaluators
Michael Sessa, PESC

7973: Automating Transfer Credit Applicability With Requirement Categories
Monday, 3:15 PM—4:15 PM
Greenway I, Second Level

Application of transfer credit does not have to be limited to exact course equivalencies. Using “information flag” requirement automations, the University of Colorado has automated the application of transfer credit based on course content. The categorization empowers current students, advisors, admissions staff, new students, and prospective students with a quick reference for credit application. This can help a student maximize their prior learning.

Presenters
Kim Diawara, University of Colorado Boulder
Camden Farmer, University of Colorado Denver
7975: Reverse Transfer: Federal Legislation, FERPA and Implementation at the Institutional Level
Monday, 3:15 PM–4:15 PM
Greenway A, Second Level

This panel will provide an overview of the work that the AACRAO government relations team has done to advance reverse transfer legislation at the federal level, discuss possible impacts to FERPA, and highlight institutional efforts to utilize reverse transfer to increase education attainment levels.

Presenters
Michelle Blackwell, National Student Clearinghouse
William Gil, AACRAO
LeRoy Rooker, AACRAO

7995: Documentation: From Brains or Binders, Into a Knowledge Base
Monday, 3:15 PM–4:15 PM
Greenway D, Second Level

Some offices are better than others at keeping their business process or standard operating procedure documentation updated and well-organized. After staff turnover, we re-prioritized documentation—in the form of a knowledge base—as preparation for the future. Learn about the requirements we identified for the knowledge base technology we sought, our training and adoption strategy, as well as the various successes and pain points encountered.

Presenter
Addy Free, Macalester College

8132: Eliminate the Chaos of Curriculum & Catalog Management
Monday, 3:15 PM–4:15 PM
Greenway B, Second Level

Institutions that rely on old-fashioned methods—like paper forms, spreadsheets, and PDF documents—to manage their curriculum, catalog, and approval process are consistently falling behind, stressing out, and making mistakes. It’s nearly impossible to keep details straight, see relationships between courses and programs, understand the impact of changes, determine the status of proposals, and get staff to contribute correctly. See how to turn things around with Kuaii’s cloud-based software.

Presenter
Sean Warren, Kuali

8131: CourseLeaf Section Scheduler Defines the Best Schedule for Student Success
Monday, 3:15 PM–4:15 PM
Greenway E, Second Level

CourseLeaf Section Scheduler (CLSS) automatically coordinates the process of decentralized scheduling, providing a robust toolset to build and visualize section offerings and meeting patterns. Schedulers can plan and update their courses in compliance with defined rules, improve use of classroom space, and achieve better student access to classes. Easily publish more accurate information back to SIS and other room scheduling software. The end result is a profound increase in departmental efficiency and a broadly distributed schedule perfect for student registration.

Presenter
Joanie Shafer, CourseLeaf from Leepfrog Technologies, Inc.
SESSIONS—MONDAY

Breakout Sessions & Roundtables
Monday, 4:30 PM–5:30 PM

7789: The Innovation of the Interstate Passport
Monday, 4:30 PM–5:30 PM
Greenway C, Second Level

This session will describe the Interstate Passport, which is a network of colleges and universities providing students nationwide general education transfer. The presenter will provide an update on the number of passports being awarded, and report on the success of the project. The ability to issue passports helps each institution to recognize student achievement and serves as a valuable recruiting tool.

Presenter
Arthur Squire, WICHE (Western Interstate Commission on Higher Education)

7857: The Comprehensive Learner Records Project: Phase II Overview and Update
Monday, 4:30 PM–5:30 PM
Greenway A, Second Level

The session will provide an overview of the Comprehensive Learner Records Project, including work on co-curricular and competency-based records, data integration, and degree audit. It will also provide a discussion with the audience on where this work is heading and possible future developments of the student record.

Presenters
Tom Green, AACRAO Consulting
Michele Sandlin, AACRAO Consulting

7874: The Next Big Jump in Technology and Standards
Monday, 4:30 PM–5:30 PM
Greenway D, Second Level

Through partnerships with AACRAO, ARUCC, SPEEDE, GDN and with its membership, PESC is facilitating the next big jump in technology and standards. Technologies such as JSON, (JavaScript Object Notation), Request and Response, EdExchange and GEO code will be explained.

Presenters
Jason Weaver, Parchment, Inc.
Jim Kelly, Educational Credential Evaluators

7992: Transforming Transfer Credit Evaluation University Wide
Monday, 4:30 PM–5:30 PM
Greenway I, Second Level

The University of Minnesota Twin Cities has implemented a transfer evaluation system (TES) to provide a transparent and consistent business process to evaluate transfer courses across all academic departments. This session will highlight the implementation timeline, discuss collaboration techniques, and share lessons learned along the way, as well as where we stand six months from launch date.

Presenters
Laura Butchko, University of Minnesota
Emilee Hemme, University of Minnesota—Twin Cities
Stephanie Sutton, University of Minnesota
8001: The Credential Connection: Are You on Board?
Monday, 4:30 PM–5:30 PM
Greenway G, Second Level

Both online and traditional institutions are poised to take advantage of one of the latest innovations in higher education: the extended transcript. The presenters will explore the benefits of using credentials on an extended transcript.

Presenters
Kelly Brooks, Capella University
Heather Schroeder, Capella University
Stacy Sculthorp, Capella University

8005: FERPA and Social Media
Monday, 4:30 PM–5:30 PM
Greenway H, Second Level

Join a discussion about FERPA and social media. Share your scenarios and discuss how to help faculty and staff be aware of FERPA implications when posting course and student organization activities to various forms of social media. Gold stars if your institution has FERPA social media guidelines you can share!

Presenters
Adrienne Bricker, University of Minnesota—Twin Cities
Tina Falkner, University of Minnesota—Twin Cities
Rhonda Kitch, North Dakota State University—Main Campus

8007: Transforming the College Application into a Simple Survey
Monday, 4:30 PM–5:30 PM
Greenway J, Second Level

With services like Amazon and Netflix shaping the expectations of online consumers, the landscape of the college application is shifting. Learn how IU Online worked to demystify the college application process as we review our outside-the-box thinking that turned a survey instrument into a flexible college application. Join us for a discussion on removing barriers to the college application without affecting the integrity of the applicant pool.

Presenters
Mitchell Farmer, Indiana University
Kayla Miller, Indiana University

8124: Increasing Office Efficiency to Attain Business and Career Goals
Monday, 4:30 PM–5:30 PM
Greenway B, Second Level

How do you and your staff set goals for the upcoming year? For the next week? For today? What practices do you have in place that help the team increase efficiency in the office to achieve those goals? A long-time manager will discuss the strategies to help you and your team set goals and be more effective, and ultimately more successful.

Presenter
Mark Hommerding, LifeTouch Special Events
8147: Roundtable: GDPR  
Monday, 4:30 PM–5:30 PM  
Greenway F, Second Level

The European Union’s General Data Protection Regulation was implemented on May 25, 2018. We will discuss how institutions readied themselves for GDPR, and what has occurred since implementation.

Facilitator  
Julia Funaki, AACRAO

8151: Is This the End of the Registrar as We Know It?  
Monday, 4:30 PM–5:30 PM  
Lakeshore BC, Main Level

Digital credentialing, public ledgers (blockchain), multi-tenet shared platforms, credential self-sovereignty, data analytics, enrollment management structures, and AI could lead to dramatic changes in the registrar profession. Could these functions be performed with a shared service approach or be automated entirely? What would be our role and function? Is this utopia or dystopia? Join us for a discussion of our professional future.

Presenters  
Tom Black, Johns Hopkins University  
Mark McConahay, Indiana University—Bloomington

8155: Leveraging Technology for Guided Pathways Success  
Monday, 4:30 PM–5:30 PM  
Greenway E, Second Level

In this session, learn how institutions are leveraging their existing technology systems to support their pathways initiatives—from degree audit tools keeping students on track, to analytics that lay out a clear path and alert when students stray from that path, to transfer equivalency support that provides a seamless path from two- to four-year degree completion or cross-transfer.

Presenter  
Tim Dawson, Ellucian
STAY CONNECTED WITH THE
AACRAO Community through
the AACRAO Engage Mobile
App & Social Media

Download the AACRAO
Engage Mobile App
Use your mobile device to get meeting updates,
search the program, view facility maps, and more!
To download the app, visit: mobile.aacrao.org/

Like us on Facebook
Stay current with higher education news by
LIKING us at facebook.com/AACRAO

Follow us on LinkedIn
Take advantage of your network and FOLLOW
us at linkedin.com/company/AACRAO

Share with us on Twitter
Follow @AACRAO on Twitter to get meeting
updates and receive invitation-only information.
SESSIONS—TUESDAY

TUESDAY, JULY 10 AT A GLANCE

Registration Open
7:30 AM–12:00 PM
Nicollet Promenade, Main Level

Speaker Lounge
7:00 AM–11:15 PM
Minnehaha, Second Level

Continental Breakfast
7:30 AM–8:00 AM
Greenway Promenade, Second Level

Breakout Sessions
8:00 AM–9:00 AM
Greenway Rooms, Second Level

Breakout Sessions
9:15 AM–10:15 AM
Greenway Rooms, Second Level

Closing Plenary Presentation
10:30 AM–11:30 AM
Nicollet Ballroom, Main Level
John O’Brien, President and CEO, EDUCAUSE
Mike Reilly, AACRAO Executive Director

Breakout Sessions
Tuesday, 8:00 AM–9:00 AM

7819: PDF Transcript Recommendations, Best Practices, and Tips for Optimization
Tuesday, 8:00 AM–9:00 AM
Greenway B, Second Level

Are you thinking about or using PDF transcripts in any way (sending or receiving)? We will give some tips to make your implementation easier.

Presenters
Jeff Elliott, University of Missouri—Columbia
Doug Holmes, Ontario Universities’ Application Centre

7844: All Aboard! Effectively On-boarding Transfer Students through Collaboration
Tuesday, 8:00 AM–9:00 AM
Greenway A, Second Level

Campuses tend to put most of their resources into onboarding new first-year students. However, the onboarding of transfer students is equally important and presents some unique challenges and opportunities. Learn how one campus changed its onboarding strategies for transfer students to help them acclimate academically and socially—and how this affected the satisfaction and retention of these students.

Presenter
Isabel Walters, University of Wisconsin—Eau Claire

7849: Is This Foreign University Recognized (Accredited)? Best Practices for International Transfer Credit
Tuesday, 8:00 AM–9:00 AM
Greenway C, Second Level

In this session, you will learn how to determine if a foreign higher education institution is “recognized”—whether it has the appropriate status in its own country for us to consider transfer credit from this institution. The presenter will define accreditation and recognition in the U.S. and abroad; share statutes, regulations, and laws that determine recognition of a higher education institution; and explore resources for determining institutional status in countries around the world.

Presenter
LesLee Clauson Eicher, AACRAO International
SESSIONS—TUESDAY

7872: Applying FERPA in Real-Life Settings  
Tuesday, 8:00 AM–9:00 AM  
Greenway J, Second Level

We think we understand the Family Educational Rights and Privacy Act (FERPA) until we’re tested by specific real-life situations. This highly interactive session (bring your mobile device) allows participants to share how they would interpret and apply FERPA in realistic scenarios.

Presenters  
LeRoy Rooker, AACRAO  
Daniel Weber, Northeastern Illinois University

8002: From No Tech to High Tech: Winston-Salem State University’s Degree Works Implementation  
Tuesday, 8:00 AM–9:00 AM  
Greenway I, Second Level

After years of processing degree plans and degree audits the “old school” way, Winston-Salem State University has entered a new era of technology. Learn about the steps Winston-Salem State University took in order to implement Degree Works and provide faster, cleaner, and more efficient ways for its students and the university to be successful.

Presenters  
Donna Durham-Pierre, Winston-Salem State University  
Eduardo Romero, Winston-Salem State University  
Sharon Stoddard, Winston-Salem State University

7998: Transfer Within and Without  
Tuesday, 8:00 AM–9:00 AM  
Greenway G, Second Level

This session will discuss leveraging technology to better facilitate domestic and international student mobility. Case studies from British Columbia and Manitoba will be presented. Learn about our evolving practices, cultures, and the opportunity costs of decisions made regarding design and use.

Presenter  
Jennifer Kook, BC Council on Admissions & Transfer

8010: Building Version 2 of an Existing Application  
Tuesday, 8:00 AM–9:00 AM  
Greenway H, Second Level

Years of developing new applications have proven that solving problems in the Registrar’s Office truly is a matter of tracking a moving target. We will compare and contrast how the University of Alabama refreshed two very different processes and got better utility out of technology we were already using. We’ll highlight how tools such as Argos, Self-Service Banner, and Box can be used to leverage resources for making better processes at your institution.

Presenter  
Michelle Daughhetee, University of Alabama
8011: Going Digital: An Electronic Form to Process Evaluation Requests for Prospective Online Students  
Tuesday, 8:00 AM–9:00 AM  
Greenway D, Second Level

We developed an in-house semi-automated form to inform prospective online students how transfer courses may be applicable to undergraduate degree requirements. Once evaluations are complete, the appropriate party receives a unique link and access key via email to view the results in a mobile-friendly version and a downloadable PDF. This session will include details on the purpose, history, design, and implementation of the project.

Presenters  
Laura Cruz, Florida International University  
David Granda, Florida International University

8157: Update: Veterans Reporting and Service Member Data Flow Re-Engineering  
Tuesday, 8:00 AM–9:00 AM  
Greenway E, Second Level

AACRAO has recently formed a new Veterans Reporting and Support work group. Updates will include: new AACRAO webpage, email address, listserv, work group review and discussion of data elements, and recently developed talking points. This format will allow input from attendees. Screen reader support enabled.

Presenters  
John Fletcher, East Carolina University  
Joe Rasmussen, University of Wisconsin—Madison

7774: Transfer Mentor Program: A Concurrent Advising and Enrollment Pilot Program  
Tuesday, 9:15 AM–10:15 AM  
Greenway D, Second Level

Southeast Missouri State University (SEMO), Jefferson College, and Three Rivers College began piloting a Transfer Mentor Program in Spring 2017. The student will have access to a transfer mentor and SEMO's online degree audit system to assist with planning and tracking a clear pathway towards a bachelor's degree.

Presenter  
Brooke Lockhart, Southeast Missouri State University

7781: Why Four-Year Campuses Should Love Transfer Students  
Tuesday, 9:15 AM–10:15 AM  
Greenway C, Second Level

The University of Hawai'i System is comprised of two-year and four-year campuses. Data from the 10-campus system will be presented to make a compelling case about transfer students—they are just as or more successful than native students (students that start and finish at the same campus) and should be highly sought after. Attendees can utilize similar measures and comparisons to encourage their campus to love transfer students.

Presenter  
Susan Nishida, University of Hawaii System
2018 AACRAO Technology & Transfer Conference

**SESSIONS—TUESDAY**

**7817: EDX Adoption and Policy Analysis in Maryland: A Look at New Dissertation Research**
Tuesday, 9:15 AM–10:15 AM
Greenway G, Second Level

Over the years, AACRAO has periodically published data on the adoption of electronic record exchange. As the new standards (EDI, XML, and PDF) spread through the market, researchers have published little new research related to EDX. The presenter is addressing this need through dissertation research for Frostburg State University’s Doctor of Education program. This session will provide the fresh data, looking at EDX adoption rates, and provide a policy analysis with the State of Maryland.

**Presenters**
Patrick Elliott, Harford Community College
Doug Holmes, Ontario Universities’ Application Centre

**7873: FERPA Update and Q&A**
Tuesday, 9:15 AM–10:15 AM
Greenway J, Second Level

FERPA, the primary federal law that protects student privacy, has seen increased discussion over the last two years. LeRoy Rooker, former director of the Family Policy Compliance Office at the U.S. Department of Education, will discuss the journey into the unknown in the wake of a new administration and Congress. A portion of the session will be devoted to answering your FERPA questions.

**Presenter**
LeRoy Rooker, AACRAO

**7965: Don’t Fear the “Transfer Triangle”: Triangulation Across the UC and Cal State Systems**
Tuesday, 9:15 AM–10:15 AM
Greenway I, Second Level

With the assist.org database and the triangulation method, UC Davis has made over 1,900 equivalency matches to other UC and Cal State courses, making auto-articulation of these courses possible. UC Davis would like to share this method with other institutions who have similar course articulation databases.

**Presenter**
Heather Redmon, University of California—Davis

**8004: Leveraging Technology to Increase Retention/Student Support Inter-departmentally at a Small College**
Tuesday, 9:15 AM–10:15 AM
Greenway A, Second Level

Follow the journey of a small (less than 1,000 students) school's attempt to strengthen retention efforts inter-departmentally in an otherwise historically siloed school with dwindling resources. We will discuss the importance of a reporting system that draws from an SIS, and the advantages and risks of using third-party technology such as Google Docs. Share your best practices, ideas, and experiences with using technology (particularly third party) to support your own student success.

**Presenter**
Delphine Hwang, San Francisco Art Institute
8023: Tracking Doctoral Student Milestones and Degree Progress in your Student Information System
Tuesday, 9:15 AM–10:15 AM
Greenway H, Second Level

The University of Chicago created milestone and degree progress tracking for several graduate areas through PeopleSoft Campus Solutions. The outcome is improved business processes, enhanced reporting and analytics capabilities, effective faculty advisor to doctoral student communication, and rationalization around extender systems in the academic units.

Presenters
Scott Campbell, University of Chicago
Leigh Ann Drevs, University of Chicago
Zach Swartz, University of Chicago

8158: Calendaring, Catalogs, and Curriculum, Oh my!
Tuesday, 9:15 AM–10:15 AM
Greenway B, Second Level

What is the role of the registrar in advising faculty in the development and implementation of curriculum? How does the registrar account for and record the unique and innovative ways that curriculum is being designed? Come and hear the first-hand experiences of the University of Texas at Austin as they outlined and developed specific curriculum guidelines and organized colleges and schools around issues of calendaring, catalogs, and curriculum.

Presenter
Brenda Schumann, University of Texas at Austin

8170: Roundtable: Data Integration
Tuesday, 9:15 AM–10:15 AM
Greenway F, Second Level

Building from the White Paper on Data Integration by the AACRAO Workgroup on this topic, this roundtable will provide attendees to speak with the Workgroup members and their peers about the various issues with and approaches to data integration today. All attendees are encouraged to read the white paper online and come with their comments and questions as active participants in the discussion. Related sessions to this roundtable include 7858 and 8067, both held on Monday, July 9.

Facilitators
Tom Black, Johns Hopkins University
Matt Gee, Brighthive
Tom Green, AACRAO Consulting
Mark McConahay, Indiana University Bloomington
Shelby Stanfield, University of Texas at Austin

8020: Closing Plenary: 7 Insights at the Intersection of Student Success & Technology
Tuesday, 10:30 AM–11:30 AM
Nicollet Ballroom, Main Level

Both AACRAO and EDUCAUSE are engaging their membership in efforts to improve student success. How are these associations leveraging their resources and how might they create synergies among campus professionals who are approaching student success from different perspectives?

Presenters
John O’Brien, EDUCAUSE
Michael Reilly, AACRAO
The first PDF academic catalog came out in 1993. It was probably made on this computer.

If you’re still using PDF, it’s time to update how you manage your catalog and curriculum.

Even if you have a homegrown solution, you’re already behind nearly 600 other institutions using a DIGARC catalog. With colleges and universities competing for a shrinking pool of applicants, it’s more important than ever that your catalog management solution helps you recruit and retain students.

- Reduce catalog production time by 75%
- Enable interactive and rich media

Find out why we’ve been the industry-leader since 2001.
Visit digarc.com
To find or post a job, visit jobs.aacrao.org or e-mail us at jol@aacrao.org

AACRAO Jobs Online is the only employment site specialized for admissions, enrollment management, student service and other higher education administration professionals.
Now accepting nominations for those who exemplify the very best and brightest in Higher Education. The AACRAO Awards.

Each year, AACRAO, a global leader in higher education recognizes outstanding individuals that advance the association and the profession. If you know a worthy candidate, please visit awards.aacrao.org to submit your nomination. Questions? Contact awards@aacrao.org.

The AACRAO Guide to Graduation Ceremonies provides everything needed to design a unique and memorable event from start to finish. Its twenty-one chapters cover key areas such as logistical arrangements, commencement programs, diplomas, regalia, and academic honors, as well as special considerations including early commencement, graduate ceremonies, and serving veterans.
EXHIBITORS

AACRAO Technology & Transfer Conference Sponsor

CollegeSource, Inc.
Booth 306

CollegeSource*

Jennifer Wright
1327 E. Kemper Road, Suite 3000
Cincinnati, OH 45246
Phone: 513-834-8768
Email: jennifer@collegesource.com
www.collegesource.com

CollegeSource, Inc. has been creating information technology solutions for higher education since 1971. More than 2,000 institutions and millions of users worldwide utilize CollegeSource products for degree audit, degree planning, and transfer articulation.

AACRAO

AACRAO

Janie Barnett
One Dupont Circle NW, Suite 520
Washington, DC 20036
Phone: 202-293-9161
Email: corporateinfo@aacrao.org
www.aacrao.org

The American Association of Collegiate Registrars and Admissions Officers (AACRAO) is one of the nation’s oldest and largest higher education associations. Widely regarded as the leading authority on the emerging field of enrollment management, the association is a recognized source of information on student admissions, academic records, and international education. AACRAO serves as an independent advocate for the collegiate sector on a broad range of policy issues in Washington. The Association’s policy agenda is founded on the principles of academic autonomy, access and accountability.

BMI Imaging Systems, Inc.
Booth 402
Jake Walker
1115 E. Arques Avenue
Sunnyvale, CA 94085
Phone: 408-736-7444
Email: jwalker@bmiimaging.com
www.bmiimaging.com

BMI Imaging Systems offers imaging/scanning/digitizing of records from all formats: microfilm, microfiche, aperture cards, paper, legacy data etc. Import digital files directly into your records management system or SIS. This is an extremely affordable solution to retrieve records without expensive indexing. Records management services and software options are available.

Badge Holders Sponsor

College Scheduler by Civitas Learning
Booth 311

Madeline Dell
100 Congress Avenue, Suite 300
Austin, TX 78701
Phone: 512-692-7175
Email: partnerships@civitaslearning.com
www.collegescheduler.com

College Scheduler provides a schedule planning solution for students and institutional stakeholders. By bringing student-centric design to scheduling and registration, College Scheduler simplifies one of the most critical points on the journey toward degree completion. Students are empowered to find the perfect schedule, enabling institutional staff to dedicate more time to advisory coaching, while using insights from the platform to more effectively plan course offerings.
**Course Match (by Cognomos)**

Matt Boulos  
1600 Webster Street, Unit 206  
San Francisco, CA 94115  
Phone: 312-522-7105  
Email: matt@cognomos.com  
www.cognomos.com  

Course Match is a next-generation course registration platform created by Harvard and Carnegie Mellon economists that makes course registration fair for every student. Our advanced algorithm guarantees that each student receives the best schedule possible, while making administration incredibly easy no matter how complex the registration is.

**CourseLeaf from Leepfrog Technologies**

Greg Soare  
2451 Oakdale Blvd, Suite 100  
Coralville, IA 52241  
Phone: 319-337-3877  
Email: info@leepfrog.com  
www.courseleaf.com  

Leepfrog Technologies redefines all aspects of higher education planning from course inception to registration with their growing suite of CourseLeaf solutions – Catalog, Curriculum, Section Scheduler, and FocusSearch. Building off 23+ years of excellence in software development, Leepfrog continues its mission to provide the pathway for student success with its latest module – FocusSearch– a next-generation, student-facing interface that delivers a truly personalized course search and pre-registration experience.

**Credentials Solutions**

Mindy Starcher  
One Northfield Plaza, Suite 501  
Northfield, IL 60093  
Phone: 847-716-3030  
Email: starcher5@credentialsolutions.net  
www.credentialsolutions.net  

Credentials Solutions develops innovative transcript solutions to fit the unique needs of higher education. RoboRegistrar® automates transcript processing while an expansive electronic network allows for the exchange in PDF, EDI, and XML formats. Coupling this electronic transcript reach with print mail service, eRoboMail® streamlines the entire transcript process.

**Hotel Key Cards Sponsor**

**DIGARC**

Christy Wessel  
5015 So. Florida Avenue, Suite 304  
Lakeland, FL 33813  
Phone: 863-709-9012  
Email: sales@digarc.com  
www.digarc.com  

DIGARC leads the way with expertly-built catalog and curriculum solutions backed by “crazy responsive” customer care. Acalog™ is our groundbreaking catalog product, which engages students and prospects with a rich set of web features, including a mobile-friendly interface. Working seamlessly with Acalog, Curriculog™ streamlines curriculum reviews and approval processes.

**Research Partnership Sponsor**

**Starfish by Hobsons**

Marnie Grow  
50 E Business Way, Suite 300  
Cincinnati, OH 45241  
Phone: 513-985-4168  
Email: marnie.grow@hobsons.com  
www.hobsons.com  

Hobsons helps students identify their strengths, explore careers, create academic plans, match to best-fit educational opportunities, and reach their education and life goals. Through our solutions, we enable thousands of educational institutions to improve college and career planning, admissions and enrollment management, student success and advising for millions of students around the globe.
Jenzabar

Pete Denly
101 Huntington Avenue, Suite 2200
Boston, MA 02199
Phone: 617-492-9099
Email: pete.denly@jenzabar.com
www.jenzabar.com

Jenzabar is a leading provider of enterprise software, strategies, and services developed exclusively for higher education. The company offers integrated, innovative solutions to advance the goals of academic and administrative offices across the campus and throughout the student lifecycle. As a trusted partner serving more than 1,000 campuses worldwide, Jenzabar has over four decades of experience supporting the higher education community.

Kuali

Dan Curtis
3300 N. Ashton Blvd, Suite 300
Lehi, UT 84043
Phone: 760-582-5401
Email: dan.curtis@kuali.co
www.kuali.co

Kuali believes colleges and universities should spend less on administration and more on teaching and research. Thoughtfully-designed open-source software, built specifically for higher education and delivered from the cloud, simplifies administrative processes to significantly reduce costs for student services, financials, research, and continuity planning.

Conference Photography Sponsor

Lifetouch Special Events

Mark Hommerding
2771 104th Street, Suite F
Urbandale, IA 50312
Phone: 515-278-6500
Email: gradteam@lifetouch.com
commencements.lifetouch.com

Need help with your commencement planning and execution? Do you want to have great photographs at your commencement? We can do both! Lifetouch Special Events has been photographing hundreds of college-level commencement ceremonies for over 30 years. We have experience and expertise, and we enjoy collaborating with schools to help their commencement ceremonies go well and ensuring that each graduate gets a great image to remember it by.

Research Partnership Sponsor

National Student Clearinghouse

Casey Wallen
2300 Dulles Station Blvd., Suite 220
Herndon, VA 20171
Phone: 703-742-4200
Email: cwallen@studentclearinghouse.org
www.studentclearinghouse.org

This year, the National Student Clearinghouse is celebrating its 25th anniversary as education’s trusted partner. Founded as a nonprofit by the higher education community in 1993, the Clearinghouse has become the leading provider of educational reporting, data exchange, verification, and research services with more innovations on the way. We can’t wait to share our latest service updates with you, including what’s new with Enrollment Reporting and our compliance resources; our line of FAST, FASTER, and FASTEST Transcript Services and new NSC SecurePrint option; our new StudentTracker Premium Service and how it can transform your understanding of student pathways; our solutions supporting student mobility, including Reverse Transfer and our Myhub student portal; and much more. 25-years and counting, our journey together continues!

Paradigm

Elizabeth Kunde
2600 Performance Ct.
Virginia Beach, VA 23453
Phone: 757-333-4823
Email: elizabethk@paradigm-corp.com
www.paradigm-corp.com

Paradigm, Inc is a full-service diploma and diploma cover company that specializes in the printing and direct mailing of documents straight to students. We offer a simple, quick, and stress-free service that will save you valuable time, space, and labor. With exceptional customer service, 10-day turnaround times, superb accuracy, a simple online ordering system and competitive pricing, why not switch today?
**Totebag Sponsor**

**Parchment**

Leonard Napolitano  
7001 N Scottsdale Road, Suite 1050  
Scottsdale, AZ 85253  
Phone: 480-719-1646  
Email: info@parchment.com  
www.parchment.com

Parchment is the most advanced academic credential management system available, allowing learners, academic institutions and employers to request, verify, and share credentials in simple and secure ways. The platform has helped millions of people and thousands of schools and universities exchange more than 20 million transcripts and other credentials globally. Founded in 2003, Parchment is headquartered in Scottsdale, AZ, with offices in California, Colorado, Michigan, Washington, DC and Toronto.

**Stellic Inc**

Sabih Bin Wasi  
3333 Coyote Hill Rd. PARC  
Palo Alto, CA 94043  
Phone: 408-858-7029  
Email: sabih@stellic.com  
www.stellic.com

Stellic is a holistic student success platform (interactive degree planning, scheduling, auditing, advising) developed by recent Carnegie Mellon graduates for today's students' needs. We provide a powerful interface that engages students to control their degree progress and course selection—while colleges can access rich data to make insightful decisions.

**The Common Application**

Dan Obregon  
3003 Washington Boulevard, Suite 1000  
Arlington, VA 22201  
Email: dobregon@commonapp.org  
www.commonapp.org

The Common Application is a not-for-profit member organization of more than 700 colleges and universities in the U.S. and around the world. Since 1975, The Common Application has been committed to the pursuit of access and integrity in the college admission process.

**UniversityTickets**

Derek Mitchell  
1500 Route 208  
Wallkill, NY 12589  
Phone: 845-764-9800  
Email: dmitchell@universitytickets.com

UniversityTickets is a leading provider of ticketing services exclusively for colleges and universities. Founded in 1999, UniversityTickets offers simple, cost-effective ways for college and university organizations to issue tickets and collect payment via the internet. Our products, including an innovative commencement ticketing platform, were born in a college environment and have been built from the ground up around the unique needs of college event ticketing.

**Xap Corporation**

George Yang  
100 Corporate Pointe, Suite 350  
Culver City, CA 90230  
Phone: 424-750-3915  
Email: gyang@xap.com  
www.xap.com

XAP is the industry leader in providing students and adults with online tools to explore careers and discover, plan, and apply to colleges and universities. XAP’s products are used by thousands of K-12 institutions, colleges and universities.
AACRAO On the Road

AACRAO’s most popular workshops coming soon to a campus near you!

Our seasoned practitioners will provide you with training and updates on the following topics:

- AACRAO International: The Basics
- FERPA
- Admissions Leadership Academy
- AACRAO International: Around the World
- Core Concepts of SEM
- Registrar 101 & FERPA

For more information, please visit

www.aacrao.org/events-training/meetings/aacrao-on-the-road
Get the Answers You Need from the Expert in Student Outcomes

The National Student Clearinghouse offers services and reports that draw on our unique student-level information resources. You can access our nationwide coverage of enrollment and degree records via StudentTracker®, helping you meet growing reporting demands.

The National Student Clearinghouse Research Center offers the timeliest look at enrollment and completion trends and student pathways through its reports. Our research team can also work with you on custom projects.

Read our Research Center reports and learn more about our custom research option at nscresearchcenter.org.

Join Michelle Blackwell, National Manager, Reverse Transfer for:
“Tracking Transfer Students across the Nation, What Are They Doing?”
Monday, July 9 • 10:00-11:00 am • Greenway E

Visit booth #505 to learn more about our new Premium Service for StudentTracker and how to lock in our special introductory pricing.