



TACRAO Annual Meeting

November 18-20, 2009

Knoxville Hilton
Knoxville, Tennessee

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TACRAO Annual Meeting 2009

Knoxville, Tennessee

Fabulous Knox-Vegas

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Do you Tweet?

The official Twitter hashtag for the conference is #TNACRAO. If you have a Twitter account, please contribute your thoughts and observations about the conference by tagging your tweets with #TNACRAO.

Conference Sessions at a Glance

Thursday, November 19th

Session 1 **8:30 a.m. – 9:15 a.m.**

- 1.1 Avoiding summer melt in a stressful economy
- 1.2 Immigration Basics for Admissions and Records Professionals
- 1.3 Getting the Most from Social Networks
- 1.4 Certified eTranscripts Now!: Create, Secure and Deliver

Session 2 **9:30 – 10:15 a.m.**

- 2.1 Fun and Unique ways to train new Admission Counselors
- 2.2 NCAA Certification
- 2.3 The Post-9/11-Gi Bill
- 2.4 Assisting Tennessee Students' Postsecondary Success: an ACT Programs and Services Update

Session 3 **10:45 – 11:30 a.m.**

- 3.1 Preaching to the Masses: Connecting Your Message to Any Audience
- 3.2 How To Do More With Less: Saving Money/Resources in Challenging Economic Times
- 3.3 HOPE: Who Has It, Who Doesn't, and Who Wants It?
- 3.4 Engagement for Better Outcomes: Banner Enrollment Management Suite Today

Session 4 **2:00 p.m. – 2:45 p.m.**

- 4.1 Recruiting and Advising of the Premed Student
- 4.2 FERPA: What's New
- 4.3 Higher Education as a Career
- 4.4 Using New and Innovative Solutions from the National Student Clearinghouse to Improve Services While Cutting Staff Time and Cost: Including the Newest Transcript Exchange

Session 5 **3:15 – 4:00 p.m.**

- 5.1 Home School Fairs
- 5.2 Introduction to FERPA
- 5.3 Lost In the Shuffle: 21st Century Challenges for Tennessee's Black Enrollment
- 5.4 Education Investment Planner – Boost Your Yield by Helping Families Plan Early for College Costs

Session 6 **4:15 – 5:00 p.m.**

- 6.1 The Transfer Student
- 6.2 Facebook to Facebook: Communicating with Today's Students
- 6.3 Online Withdrawal Using Workflow
- 6.4 TACRAO Greatest HITS

Friday, November 20th

Session 7

8:30 – 9:45 a.m.

7.1 Change according to Mama and Aunt Ruby

Session 8

10:00 – 10:45 a.m.

8.1 Registrar's Forum

8.2 Admissions Forum

8.3 Enrollment Management Forum

Session 9

10:45 – 11:15 a.m.

Door prizes and Wrap Up Session

January 31 – February 3, 2010

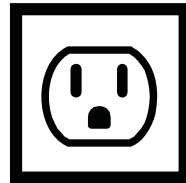
RENEW



RECONNECT



RECHARGE



SACRAO 2010 • CHATTANOOGA

Please make plans to join your fellow Tennesseans as TACRAO hosts the 63rd SACRAO Annual Meeting in Chattanooga, Tennessee.

The early bird and hotel deadline is January 8, 2010. Online registration is available now at www.sacrao.org.

TACRAO members attending SACRAO are encouraged to make reservations at the historic Sheraton Read House to make room for our out of state guests at the Marriott.

Wednesday, November 19, 2008

1 - 4:30 p.m.

**Registration Open
Exhibitor Displays Open
Mezzanine**

4:00 p.m.

**First-Time Attendees Meeting
Great Smoky Center BC**

Come and get to know your TACRAO Board Members and learn the ropes of the TACRAO Annual Meeting.

5 – 5:30 p.m.

**Opening Session
Salon C**

6:00 p.m.

The BIG EVENT: Casino Night
Sponsored by ACT
Ballroom

Do you feel lucky? We sure hope so. This year's Big Event is counting on it. Please plan on joining the TACRAO Board and your colleagues for a night of food and fun Vegas-style. The Big Event will be onsite at the Knoxville Hilton, but be sure to be on time. Seats at the tables will be going fast. There's a game for everyone no matter your skills. Play money will be provided and prizes will be auctioned off at the end of the night. Games will include:

- Three-Card Poker
- Roulette
- Craps
- Bingo
- and more...

Thursday, November 20, 2008

7:30 - 11:30 a.m.

**Registration
Mezzanine**

7:30 - 4:30 p.m.

**Exhibitor Displays
Mezzanine**

7:30 - 8:30 a.m.

**Continental Breakfast
Great Smoky BC**

8:30 a.m. – 9:15 a.m.

Session 1

Session 1.1

Salon A

Avoiding summer melt in a stressful economy

Looking for ways to reduce the summer melt on your campus? In these economic times we knew it would take extra effort and resources to combat the melt that many campuses experience. Join us to hear about ways the Saint Louis University community came together to ensure our deposited students would enroll.

Presenter: Jean Marie Gilman
Dean of Undergraduate Admission
Saint Louis University

Heather Brock
Program Coordinator
Saint Louis University

Chair/Recorder: Audrey Welch
Admissions Advisor
Volunteer State Community College

Session 1.2

Salon B

Immigration Basics for Admissions and Records Professionals

Tired of battling the alphabet soup of visas and immigration issues? Come and learn the basics that will help you navigate commonly-encountered issues specific to admissions and records. Topics will include language proficiency, documentation, SEVIS record keeping, residency, and FERPA.

Presenter: Courtney Shaffer
International Student Coordinator
Pellissippi State Community College

Chair/Recorder: Maria Gonzalez
Director of Admissions & Recruitment
Roane State Community College

Session 1.3

Sequoyah 3

Getting the Most from Social Networks

Everyone has heard of Facebook by now, but Facebook is just the beginning of the social networking tools available for free or at little cost to your institution. In many cases, you can use these tools to leverage your position online and increase your communication with all levels of constituencies for little to no cost. If you're ready to move beyond Facebook, this session is for you.

Presenters: Tim Amyx
Director of Admissions & College Registrar
Volunteer State Community College

Chair/Recorder: Vanessa Palmer
Director of Admissions
Tennessee Tech University

Session 1.4 **Hiawassee** **Certified eTranscripts Now!: Create, Secure and Deliver**

The method for transcript ordering, delivery and tracking is matched well with our current 24/7/365 client base of students, alumni, employers and other 3rd party recipients. Avow Systems offers the very first end-to-end solution for document creation, security and delivery for any official document, especially transcripts. Learn about the Avow +ADDs solution and how our "hands off" system supports greater efficiency, security, service and a "Go Green" initiative.

Presenter: Dennis J. Dulniak, Ed.D.
Vice President for Higher Education Services
Avow Systems, Inc.

Chair/Recorder: Telaina Wrigley
Registrar
Austin Peay State University

9:30 a.m. – 10:15 a.m. **Session 2**

Session 2.1 **Salon A** **Fun and Unique ways to train new Admission Counselors**

Gaining four new admissions counselors this past fall, we are no strangers to training new counselors! We share with you the new and fun ways we promoted hands on learning, training, and developing of our new and seasoned counselors.

Presenters: Kelly Bryan
Admissions Counselor
University of Tennessee Knoxville

Leslie Sanderfur
Admissions Counselor
University of Tennessee Knoxville

Andrew Wood
Admissions Counselor
University of Tennessee Knoxville

Chair/Recorder: Megan Mitchell
Transfer Coordinator
Austin Peay State University

Session 2.2

Salon B

Assisting Student-Athletes in Their Progress toward Degree While Adhering to NCAA and University Rules

Those responsible for the NCAA certification of athletes have two sets of rules to adhere to, their respective university rules and policies and the NCAA rules and regulations. Most of the time the two different entities rules complement each other, but occasionally, it takes extra effort to maintain conformity to each set of regulations. It is our main concern as NCAA certification analysts to check for adherence to the NCAA and university rules and policies. Secondly, it is our goal to assist athletic and academic advisors in treating student-athletes as individuals to ensure that they have earned a degree after their athletic eligibility becomes exhausted.

Presenter: Nancy Greene
Administrative Assistant for NCAA Certification
Tennessee Tech University

Chair/Recorder: Pam Carey
Asst Director of Records & Registration
Volunteer State Community College

Session 2.3

Sequoyah 3

The Post-9/11-GI Bill

In 2008, there was approved new VA educational benefits effective August 1, 2009 entitled Post-9/11-GI Bill. Many schools are impacted by this new education program and the registrars and financial aid offices deal primarily with certifying students to the VA. Come and hear about the changes, impacts, and benefits of Post-9/11 GI Bill to educational facilities.

Presenter: Melissa Cole
Education Liaison Representative
Department of Veterans Affairs

Chair/Recorder: Sheryl Gray
Dean of Enrollment Services & Registrar
Carson Newman College

Session 2.4**Hiawassee****Assisting Tennessee Students' Postsecondary
Success: an ACT Programs and Services Update**

This session will include a review of pertinent college readiness data for the 2009 graduates of Tennessee high schools. Additionally, information about the first ever in-school, weekday (April 2009) ACT Test Administration in Tennessee will be covered. ACT Updates, including brief comments regarding the EXPLORE and PLAN Program administrations in Tennessee, and implications for Tennessee postsecondary institutions will be featured. Time for a Q and A is included.

Presenter: Mary Hendrix
Director, P-16 Assessment Services
Southeast Region
ACT

Chair/Recorder: Kristen Brewer
Admissions Counselor
Austin Peay State University

10:15 a.m. - 10:45 a.m.**Break
Great Smoky Center BC**



Whether you are responsible for admissions, retention, advising, placement, student services, or making top-level administrative decisions for your institution, better information will help you do a better job.

ACT is your ally!

Our wide range of research and information services—AIM, EOS, EIS, Predictive Modeling, and Survey Services—can help you:

- Recruit students
- Advise and place students
- Enhance teaching and learning
- Retain students
- Promote institutional effectiveness

To put our programs to work for you, call the ACT Atlanta Office at 404/231-1952 or visit www.act.org.

ACT

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Session 3.1**Salon A****Preaching to the Masses: Connecting Your Message to Any Audience**

Have you ever given an admissions presentation to group of students who did not look or talk like you? Chances are we all have. This session is design for new admission counselors to assist them in recruiting diverse populations. Using a systematic approach participants will leave this session more prepared to connect with their high school audience and more comfortable presenting in urban, rural, and suburban classrooms.

Presenters: Eric Stokes
Assistant Director Undergraduate Admissions
The University of Tennessee

Chair/Recorder: Rachel Carmack
Admissions Advisor
Volunteer State Community College

Session 3.2

Salon B

How To Do More With Less: Saving Money/Resources in Challenging Economic Times

In the current state of the economy and institutional budgets, enrollment professionals have to learn ways to utilize the limited resources allocated. Learn how to cut costs, save money, go greener, and still deliver necessary service

- Presenters:
- Sheryl Burnette
University Registrar
East Tennessee State University
 - Teresa Thomas
University Registrar
Middle Tennessee State University
 - Sheryl Gray
Dean of Enrollment Services & Registrar
Carson Newman College
 - Donna Mack
Asst Director of Records
Roane State Community College
 - Cheryl Norris
Registrar
University of Tennessee, Knoxville
- Chair/Recorder: Janice Choate
Asst Registrar
Lipscomb University

Session 3.3

Sequoyah 3

HOPE: Who Has It, Who Doesn't, and Who Wants It?

In working for a private college outside the state of Tennessee, I'd like to provide an outside perspective on how out of state colleges and universities compete with the TN HOPE Scholarship. Furthermore, I plan to provide information on other "HOPE" scholarship programs such as the GA HOPE and how TN schools can better utilize this information in their recruiting efforts.

- Presenters: Ryan Harrison
Admissions Counselor
Berry College
- Chair/Recorder: Mona Snell
Recruitment Representative
University of Memphis

Session 3.4 Hiawassee Engagement for Better Outcomes: Banner Enrollment Management Suite Today

Reaching out more effectively to identify and enroll students, creating the kinds of personalized communications you need to engage and retain students, and building better relations with your alumni are critically important -- especially now. With Banner Enrollment Management Suite you can better identify and engage prospective students, current students, and alumni and personalize and track the strategies you use to communicate with them. With a better understanding of your constituents and your programs, you can provide better visibility into institutional performance, giving executives, managers, and institutional researchers the information they need to track progress toward goals and objectives. Join SunGard Higher Education to hear how the Banner Enrollment Management Suite can help you engage with your constituents more holistically and cost-effectively as they progress from prospective student to enrolled student, to alumni.

Presenter: Christine McCormick
General Manager
Student & FA Consulting
SunGard

Chair/Recorder: Kate Howard
Asst Director of Recruitment & Orientation Services
University of Memphis

**11:45 a.m. –1:45 p.m.
Luncheon & Business Meeting**

Salon CDE

Session 4.1**Salon A****Recruiting and Advising of the Premed Student**

This session will help identify those qualities necessary for a student to be successful in a premedical program, and ultimately in medical school. This session will also address appropriate majors for students wishing to enter medical school, what science courses to take, and when to take the MCAT. We will also discuss general advice to give to the premedical student on how to navigate the premedical curriculum.

Presenter: Dr. Alan Biel
Dean for Research and STEM Initiatives
Lincoln Memorial University

Chair/Recorder: Marlin Curnutt
Coordinator of Enrollment Development
Walters State Community College

Session 4.2**Salon B****FERPA: What's New?**

Topics that will be covered include: Contacting parents in the case of a health-or-safety emergency; Revisions to policy with an articulated threat by a student against himself or others; How to ensure electronic student records meet the guidelines; What you should know about the expanded definition of school officials; Providing access to education records for research purposes, and; Access to education records between institutions where a student has been admitted or attended.

Presenter: Lydia Norfleet
Associate University Registrar
Vanderbilt University

Chair/Recorder: Beth Rogers
Registrar/Director of Records & Registration
Tennessee Tech University

Session 4.3 Higher Education as a Career

Sequoyah 3

Dr. Warren Nichols, President of Volunteer State Community College, will share about his path to the presidency. Dr. Nichols has many life experiences and career opportunities that shape not only him as a person but also influence his leadership style. Come and learn from his experiences and gain insight as to how you may prepare for a long term career in higher education.

Presenters: Dr. Warren Nichols
President
Volunteer State Community College

Chair/Recorder: Tim Amyx
Director of Admissions & College Registrar
Volunteer State Community College

Session 4.4 Using New and Innovative Solutions from the National Student Clearinghouse to Improve Services While Cutting Staff Time and Cost: Including the Newest Transcript Exchange

Hiawassee

The National Student Clearinghouse is the acknowledged national leader in verifying enrollment and achievement for the more than 17 million students who attend college. This session will focus on services which can help offices improve their efficiency while empowering students to be more informed and responsible. This presentation will include a look at: Electronic Transcript Exchange, Transcript Ordering, using Degree Verify as an income stream, Student Self Service and Student Tracker.

Presenter: Paul Taylor
Regional Director
National Student Clearinghouse

Chair/Recorder: Sheryl Burnett
Registrar
East Tennessee State University

2:45 p.m. – 3:15 p.m.

**Break & Door Prizes
Great Smoky Center BC**

**Session 5.1
Home School Fairs****Salon A**

Homeschooling has increased in popularity over the last several years. Many colleges are making the recruitment of these students a high priority. One of the best ways to recruit these students are to bring them to campus as part of a Home School Fair. This session will examine how the best way to identify these students and their parents and how to develop and implement a successful Home School Fair.

Presenter: Marlin Curnutt
Coordinator of Enrollment Development
Walters State Community College

Chair/Recorder: Matt Hannah
Asst Director of Admissions
Middle Tennessee State University

**Session 5.2
Introduction to FERPA****Salon B**

FERPA is 35 years old! The basics in light of current higher education environment. Discussions on identity management, electronic signature, Soloman Amendment, and Health & Safety.

Presenters: Beth Rogers
Registrar/Director of Records & Registration
Tennessee Tech University

Chair/Recorder: Patrice Cheatham
Asst Registrar
Austin Peay State University

Session 5.3

Sequoyah 3

Lost In the Shuffle: 21st Century Challenges for Tennessee's Black Enrollment

The glory years of college enrollment for Black students in Tennessee has passed. Each one of Tennessee's public universities face challenges recruiting Black students. Join us in a discussion about where our Black graduates are enrolling, the challenges we all face in recruiting, and strategies we can implement to counter such obstacles.

Presenter: Eric Stokes
Assistant Director Undergraduate Admissions
The University of Tennessee Knoxville

Charlie Folsom
Director Undergraduate Admissions
The University of Tennessee Knoxville

Chad Fulton
Assistant Director Undergraduate Admissions
The University of Tennessee Knoxville

Chair/Recorder: Katie Brown
Admissions Counselor
Austin Peay State University

Session 5.4

Hiwassee

Education Investment Planner – Boost Your Yield by Helping Families Plan Early for College Costs

The Education Investment Planner is a revolutionary new tool that helps families make informed decisions about the best ways to pay for college. When families do their financial homework, it may help you get prospective students to say “yes” to your school faster.

Presenters: Sonja McMullen
Senior Account Executive
Sallie Mae

Chair/Recorder: Donna Mack
Asst Director of Records
Roane State Community College

**Session 6.1
The Transfer Student****Salon A**

This session will be a discussion and sharing of ideas regarding all aspects related to transfer students. Topics to be covered in this open forum will include recruitment initiatives, orientations offered, on-campus services provided to transfer students, non-traditional transfer students, and challenges with engaging transfer students within the university.

Presenter: Megan Mitchell
Transfer Coordinator
Austin Peay State University

Matt Hannah
Asst Director of Admissions
Middle Tennessee State University

Chair/Recorder: Marissa Canella
Admissions Counselor
Austin Peay State University

**Session 6.2
Facebook to Facebook: Communicating with Today's
Students****Salon B**

Counteract the often-used statement of “nobody told me” by making your office more internet-savvy. This session will review the necessities of a user-friendly office webpage, along with the benefits of Facebook and Twitter in student communication.

Presenters: Laura Bass
Assistant Registrar
University of Tennessee at Chattanooga

Chair/Recorder: Brenda Rector
Registrar
Roane State Community College

Session 6.3 Online Withdrawal Using Workflow

Sequoyah 3

This session will cover the automation of Online Withdrawal utilizing the workflow process. This process will show you the student, faculty and Registrar's Office role in the procedure. Not only will you cut down on processing time...you will save trees by eliminating the use of paper!

Presenter: Telaina Wrigley
Registrar
Austin Peay State University

Chair/Recorder: Tim Amyx
Director of Admissions & College Registrar
Volunteer State Community College

Session 6.4 TACRAO's Greatest Hits

Hiawassee

Humor takes many forms. Join us in a creative endeavor to develop songs (parodies) that reflect the joys and traumas of our professional workdays. You can take these songs back to your office and use them as staff meeting ice breakers, general morale boosters, or college professional development opportunities. You can create hit tunes such as Kenny Rogers "You Picked a Fine Time to Drop Me for Fines", and Herb Alpert's "I Need This 'A'", and "Form Free" and "Do You Know the Way to Registrations?" Feeling shy and short on creativity? You can sing along or steal the materials for later use. Surgeon General Warning: This session may cause side aches due to extensive laughter.

Presenters: Amy Deaton
Assoc Director of Admissions
Austin Peay State University

Chair/Recorder: Alan Lancaster
Coordinator
Tennessee State University

5:15 p.m. Evening on Your Own

**6:30 p.m. Past President's Dinner
Leaving from the Hilton Lobby
Sponsored by SunGard Higher Education**



Because education is about new beginnings.

For your prospective student it might be the first step in a journey that will open new doors. For your enrolled student it might be a challenge met and mastered. For your alumnus it might be the moment when giving back suddenly feels better than looking back. With new CRM capabilities in Banner Enrollment Management, you can target and engage all your constituents more personally and effectively. And make sure every new beginning will be one that lasts.

SUNGARD HIGHER EDUCATION

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Friday, November 21, 2008

7:30 - 8:15 a.m.

**Breakfast
AACRAO Greetings & Service Project Presentation
Salon C**

8:30 - 9:45 a.m.

Session 7

Session 7.1

Salon B

Keynote Speaker:

Patsy Hatfield Lawson

Change according to Mama and Aunt Ruby

This keynote focuses on adaptations people have to make when they either choose or are forced to make change in their life. While telling the story of how Mama and Aunt Ruby and other neighbors coped differently with the change in their lives, Patsy teaches her audiences about good and bad adjustments to change, the stages of change, and how to make the process of change easier. From this keynote her audiences gain:

- new knowledge to help with family and business relationships
- feel better about themselves
- reduce their fears of change
- see themselves as problem solvers
- better ability to cope with loss

Chair/Recorder: Heather Harper
Asst Director of Admissions
Volunteer State Community College

10:00 – 10:45 a.m. **Session 8**

Session 8.1 **Salon A**
Registrar’s Forum

Session 8.2 **Sequoyah 3**
Admissions Forum

Session 8.3 **Hiawassee**
Enrollment Management Forum

10:45 – 11:15 a.m. **Session 9**

Session 9.1 **Salon D**
Conference Wrap Up & Door Prizes

11:30 a.m. **Board of Directors Meeting**
2008 and 2009 members
Board Room

Special Thanks

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To our SACRAO and AACRAO Reps

Paul Wiley, AACRAO
Tim Culhan, SACRAO

To our Local Arrangements Committee

And to all the Session Presenters and Chairs!

Want to be more involved in TACRAO?

**Your state-wide professional organization
needs you!**

**If you would like to serve on a committee, help
coordinate a TACRAO event, assist with
coordinating state-wide college fairs, or even
serve on the Board of Directors, simply
contact a current Board member today or
complete the “I will Volunteer Sheet”.**

**TACRAO is a professional, non-profit
organization whose purposes are:**

- **the exchange of ideas and information on and
about higher education in the State of
Tennessee and nation as a whole,**
- **to promote the advancement of higher
education**
- **to promote and support the professional
development of and the friendly sprit of
cooperation and unity among its members,
and**
- **to act as coordinating agency among its
members**

Check out the TACRAO Website

www.tnacrao.org

You'll find easy access to

- the membership directory
- a schedule of TACRAO activities
- TACRAO news
- and much more valuable information



**Thank you for attending the 2009
TACRAO Annual Meeting!**

Do you Tweet?



The official Twitter hashtag for the conference is #TNACRAO. If you have a Twitter account, please contribute your thoughts and observations about the conference by tagging your tweets with #TNACRAO.