2021 Annual Conference



November 3–5, 2021 Omni Hotel New Haven, CT

Featuring:

Sessions on transfer, trends in higher ed, mentorship, onboarding, non-traditional students, and more!

Keynote by Dr. Joseph A. Bertolino, President of Southern Connecticut State University

NEACRAO After Dark entertainment at Barcade



Welcome note to the membership

Welcome, friends and colleagues, to the 74th Annual Conference in New Haven, CT!

I hope all of you and your families are happy and healthy as we reconnect for the first time in two years. This year we are pleased to offer you sessions in the areas of admissions/enrollment management, registrar/records, and professional development. I encourage all of you to visit our valued exhibitors who have some amazing products and services to offer you and your school.

Above all, I want to thank you for registering for this conference. Despite the challenges associated with registering for this event, you are here, and without you we wouldn't be. Please consider getting involved with our organization so that we can work together to continue the mission of the organization. A great way to start is joining us at our January Planning Meeting, scheduled for January 7, 2022 at Bay Path University.

My hope for members at this year's conference is to find a taste of the old "normal", meet some new friends and colleagues, and take new knowledge and skills back to the office. On behalf of the entire NEACRAO Council, I hope that you have a great conference.

Sincerely,

Alexander Wolniak

NEACRAO President 2020-2021



NEACRAO Welcome Reception

You are invited to the NEACRAO Welcome Reception

Wednesday, November 3 4:30–6:30 p.m. 19th Floor

All conference participants are invited to the reception. Come as you are (casual) and enjoy hors d'oeuvres and a cash bar.

Conference Schedule

Wednesday, November 3

3–5 p.m. Conference Registration Lobby Pre-assembly **4:30–6:30 p.m.** NEACRAO Welcome Reception 19th Floor

All RCD participants and NEACRAO conference attendees are welcome to attend! Debrief from the day or gear up for the conference.

Thursday, November 4

marsday, November 4				
7:30 a.m.–12 p.m.	. Conference	Registration	Lobby Pre-assembly	
8 a.m.–5 p.m.	Exhibitors Open Exhibitor list on pages 14-15			
8–9 a.m.	Breakfast		Ballroom	
9–10 a.m.	Session 1	Descriptions and l	ocations on pages 4-5	
10:15-11:15 a.m	Session 2	Descriptions an	d locations on page 6	
11:30 a.m12:30 p.m.	Session 3	Descriptions an	d locations on page 7	
12:30–2 p.m Luncheon, Business Meeting & Keynote Speaker Ballroom Join us for the annual business meeting of NEACRAO, including departure of officers and election of new officers (see nomination list on page 13), awards for exemplary service, and our keynote speaker. See keynote bio on pages 8-9.				
2:15–3:15 p.m.	Session 4	Descriptions and	locations on page 10	
3:30–4:30 p.m.	Session 5	Descriptions and	locations on page 11	

Friday, November 5

8–9 a.m.	. Breakfast	Ballroom	
9 a.m.–11 a.m	Exhibitors Open Exhibitor list on pages 14-15		
9:15–10:15 a.m.	. Session 6	Descriptions and locations on page 12	
10:30–11:30 a.m.	. Session 7	Descriptions and locations on page 13	

See page 11 for information.

8-10 p.m. NEACRAO After Dark at Barcade

NEACRAO

What does NEACRAO stand for?

NEACRAO is the New England regional association of AACRAO, the American Association of Collegiate Registrars and Admissions Officers, whose purpose is "to promote the advancement of higher education in its fullest and broadest implications." We are an all-volunteer organization dedicated to supporting more than 800 members representing almost 150 institutions from Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont.

How can I get involved?

- Facilitate a session: introduce a session at the Annual Conference and coordinate evaluations. Easy to do and a quick way to get involved!
- Join a committee: most committees work with the vice presidents to create Annual Conference and RCD sessions and activities for the organization.
- Serve as a co-chair: co-chairs coordinate and run the various portions of RCD and the Annual Conference.
- Join the Board: the Executive Board governs the Association and is responsible for its overall activities and functions. Attendance at day or day-and-a-half meetings in January, March, and June are expected.

Check out all the committees, co-chairs, and Executive Board positions on the back page!

Conference Session Descriptions

Session One

Thursday, November 4, 9–10 a.m.

1A: Transfer Advocacy: Lessons from the Ever Given

College A

In March of 2021, a massive cargo ship named the Ever Given disrupted the global economy by blocking a vital shipping lane. It was estimated that this blockage of cargo was costing roughly 400 million dollars an hour. This session will use the situation with the Ever Given to highlight some close parallels to higher education, in particular, to the populations of students starting at community colleges and transferring to complete a four-year degree. Participants will be challenged to think about their current policies for transfer students and will be given examples of how the Connecticut State Colleges and Universities (CSCU) System Office and Southern Connecticut State University have worked to go beyond the articulation agreement to establish transfer friendly policies and procedures.

Presenters:

Steve Marcelynas, Director of the Office of Transfer and Articulation, Connecticut State Colleges and Universites

Kaitlyn Hoffmann, Assistant Director of Transfer Student Services, Southern Connecticut State University



Conference Session Descriptions

1B: Improve with Improv *College B*

Improvisation is not just "Whose Line is it Anyway?" This interactive session is for anyone interested in incorporating a new mindset into your work with students, colleagues, and other community members. Using the basic tenets of improvisation, we will explore building leadership and team-oriented approaches focused on engagement to create collaborative environments and change the way we think about our interactions and relationships with the world around us and ourselves. No background in improv necessary!

Presenter:

Sean Racine, Director of Marketing and Admissions, Bishop Brady High School

1C: Trends in Higher Education: New Buzzwords and Strategic Directions

Wooster

Higher Education has changed at a lightning pace since the Spring 2020 term. Institutions have been infused with unprecedented funds from the federal and state governments. Is this a sustainable trajectory? This session will look at the trends, new buzzwords and strategic directions as higher education emerges into the new normal.

Presenter:

Stanley DeMerritt, PhD, Vice President for Student Affairs, South Plains College, Vice President for Finance, AACRAO

1D: How a Single Credential Management Platform Can Make a Difference at Your Institution George

What efficiencies could you create in the Registrar's office if there was one platform to manage all credentials including transcripts, diplomas, certificates, and badges? A comprehensive credential system is becoming essential to creating a simple, consistent learner experience across digital and print requests, all while freeing up time for more strategic projects. Hear how institutions have saved time and money moving to a comprehensive platform and how they are better serving their students with a modern credential experience.

- 1. Learn about the efficiencies that a comprehensive credential management system can provide your institution.
- 2. See real life results from moving to a single platform for transcripts and diplomas.
- 3. Hear about how other institutions are creating meaningful digital student experiences.

Presenters:

Kate Krieger, Regional Sales Manager, Parchment

Joe Cornelius, Sr. Account Executive & Team Lead, Higher Education, Parchment

We would love to hear your thoughts on the sessions you attended!
Submit your session evaluations easily at neacrao.org/feedback!

Conference Session Descriptions

Session Two

Thursday, November 4, 10:15–11:15 a.m.

2A: Storytelling and Stigma: How Your Voice Can Change Perception of Community College

College A

Community colleges have been in the United States a half century, yet inaccurate assumptions about lack of rigor and prestige still exist. It's time to elevate our voice beyond our campuses - as recent NACAC data shows some of the highest levels of stigma exist on the part of parents, families, and students. How do we better engage the audience that for too long has dismissed community college?

Presenter:

Marcia Rosbury-Henne, Dean of Admissions & Enrollment, Mount Wachusett Community College

2B: Pause. Reset. Succeed. College B

The past 18 months have provided us with many reasons to pause and reflect. Our experiences in changing and challenging conditions uncovered new ways to work, play and live. While some old practices are no longer relevant, new habits, needs, and norms emerged as effective strategies towards more balanced lives. This session will explore our paths to total well-being, what we need, and how to get it.

Presenter:

Michele Vancour, Associate Dean, College of Health and Human Services, Southern Connecticut State University

2C: Automated Graduation Clearance: From Audit to Award

You have all heard the adage "work smarter not harder" and that is what this session is all about! A lean management exercise of your audit process along with leveraging some key elements from today's technology can result in several efficiencies that allow you to maximize the value of your audit process to provide clear student communication on progress-to-degree, encourage on-time completion, support academic advising, and accelerate turnaround time of degree conferral.

Presenters:

Alicia Carroll, Registrar, Southern Connecticut State University

Jen Ruggiero, Assistant Registrar, Southern Connecticut State University

2D: The Value of Integrated Academic Operations

George

Don't lose students to inefficient, outdated processes. Get and graduate more students while optimizing resource utilization with Coursedog's integrated academic operations software. A product suite built for forward-thinking campuses.

Presenter:

Maggie Pote, Business Development Representative, Coursedog

Eric Wengenroth, Regional Director of Strategic Sales, Coursedog

We would love to hear your thoughts on the sessions you attended!

Submit your session evaluations easily at neacrao.org/feedback!

Conference Session Descriptions

Session Three

Thursday, November 4, 11:30 a.m.—12:30 p.m.

3A: Becoming and Undocufriendly Institution

College A

Undocumented students account for 2% of all students in higher education; however, that percentage could be higher if institutions adopt "Undocufriendly" policies and procedures. Learn how Southern Connecticut State University (SCSU) created a task force to evaluate and advance its efforts to become more accessible to all students regardless of their immigration status.

Presenter:

Esteban Garcia, Associate Bursar, Southern Connecticut State University

3B: You're on Mute: The Good, the Bad, and In-between of Hiring and Onboarding

College B

With campuses closed to visitors (and to many staff) over the past two years, we have had to rely on technology and remote communication to screen, interview, hire, onboard, and train new staff members. Perhaps like many of you, we have seen significant turnover since March 2020. This has required us to invent ways to hire people remotely and to onboard them effectively, to welcome them to the team, and to instill a sense of belonging at Harvard and on our team. This is a work in progress. Come for a fun discussion of the highlights and lowlights of our experiences, and share what has worked for you.

Presenters:

Ethel Falaise, Associate Registrar of the

Faculty of the Arts & Sciences, Harvard University

Mike Burke, Registrar of the Faculty of the Arts & Sciences, Harvard University

3C: Community College Roundtable

Wooster

Life in an admissions or registrar's office at a community college has unique challenges and processes. Let's take some time together to discuss recent events in our offices, what we've learned from them, how we can prepare for the future, and collectively troubleshooting issues you're presently facing.

Moderators:

Jannie Gilson, Registrar, Massasoit Community College

Bryn Nowell, Admissions Counselor, Holyoke Community College

3D: Clearinghouse Updates: Data-Driven Decision-making and Expanded Student Services George

Come and discuss the ways we have pivoted to serve institutions during one of the most dramatic times in higher education history. This session will introduce new and innovative services as well as provide an update on product enhancements to current programs. You will gain insight into how NSC is dedicated to serving your institution across multiple departments and initiatives. This includes data services to support your student success initiatives and comprehensive credentials access support services for your students and alumni.

Presenter:

Sue Ledwell, Regional Director, Northeast, Nat. Student Clearinghouse

Annual Conference Keynote Speaker

Luncheon, Business Meeting & Keynote

Thursday, November 4 12:30-2 p.m.

Ballroom

Dr. Joseph A. Bertolino

In July 2016, Joe Bertolino, Ed.D., was named the 12th President of Southern Connecticut State University, a public institution of 10,300 students in New Haven, CT. President Joe, as he is affectionately known, has been a social justice educator for 28 years, and is passionate about student success and access to higher education.

During his short time at the helm of Southern, he has outlined the following priorities: raising the University's profile, expanding community outreach and partnerships; strategic enrollment recruitment and retention and streamlining students' path to earning a degree.

Early initiatives include a new branding campaign that is reintroducing the University to the region and beyond the creation of new degree programs including a degree in Utilities Mgt. in partnership with Gateway Community College, nationally and the first DSW program in New England. The University's first comprehensive enrollment plan and new community partnerships at multiple levels to establish Southern as a good neighbor.



Administrative leadership in higher education has long been Dr. Bertolino's passion. From 2012-16, he served as President of Lyndon State College in Lyndonville, Vermont, where he instituted a plan of "Moving Forward," reintroducing Lyndon State as "the College" of the Northeast Kingdom of Vermont. Previously, he served as Vice President for Enrollment Management and Student Affairs at Queens College/City University of New York from 2004-2012.

Dr. Bertolino is an author, lecturer, and teacher, having presented hundreds of programs to tens of thousands of students at over 600 colleges and conferences nationwide. He has authored numerous articles and book chapters, and is the co-author of Let The Games Begin, A Guide

Annual Conference Keynote Speaker

For Peer Mentors (2012). His research interests include student immigration (with an emphasis on undocumented immigrants and the Dreamers), campus community engagement, campus social change, leadership development, and LGBTQIT student issues.

He has been recognized with numerous outstanding professional awards. President Joe is a member of seven different national honor societies including Omicron Delta Kappa and Golden Key. The American College Personnel Association presented him with the prestigious Annuit

Coeptis Award twice as an outstanding new professional and as an outstanding senior professional.

His undergraduate alma mater, the University of Scranton, presented him with the 2011 Frank O'Hara Award in Education—the highest award given jointly by the University and the National Alumni Society. Most recently, President Bertolino has been recognized by the Southern Connecticut Úrban League with the 2017 Diversity Award and the Alpha Phi Alpha New Haven and Delta Sigma Phi presented him with the H. Harvey Hebert Distinguished Alumni Award for Service to the Fraternity, one of the highest awards bestowed by the organization.

Dr. Bertolino has served on numerous national and local boards including the American Red Cross, the YMCA of the

Pines, Catamount Arts, Northeast Vermont Boys & Girls Club, Northeast Vermont Youth Services, Northeast Vermont Regional Hospital, The Samara Fund and the St. Johnsbury Development Corporation, just to name a few. President Joe was appointed by Vermont Governor, Peter Shumlin to serve on the New England Board of Higher Education. Currently, President Bertolino serves on the boards of the American Association of State Colleges & Universities; the American Council on Education (ACE) Council of Fellows: New **Haven Mayors Economic** Development Committee, New Haven Promise, the Central Connecticut Coast YMCA, the New Haven International Festival of Arts and New Haven Farms.

He earned his doctorate in higher education administration and organizational leadership from Columbia University, Teachers College in 2003, a master's in social work from Rutgers University in 1990, and a bachelor of science in psychology and sociology from the University of Scranton in 1986.

Dr. Bertolino lives with his partner of 25 years, Bil Leipold, Ed.D., and their three dogs, Wanamassa (a Shih Tzu), Willoughby (a Llasa-Cocker Spaniel Mix) and Woodlock (Corgi). Together, Joe and Bil have 11 godchildren and two grandsons.



Conference Session Descriptions

Session Four

Thursday, November 4, 2:15–3:15 p.m.

4A: More College Access for Non-Traditional Students via Online Learning

College A

There has always been a growing need for more postsecondary access for non-traditional students (Leblan, 2015), which is defined as "A student with any of the following characteristics: has delayed enrollment, attends part time, works full time while enrolled, is considered financially independent for purposes of determining financial aid, has dependents other than a spouse, is a single parent, or does not have a high school diploma" (Schmidt, 2009). This session will show not only how increased access via online learning benefits that non-traditional student population, but the institution as well.

Presenter:

Khalifa Niasse, Admissions Counselor, Salem State University

4B: Education as Professional Development

College B

Hear from a panel of professionals who have decided to go back to school while employed to further their education. Learn about the joys and hurdles that come with going back to school after starting a career, and how pursuing additional education can be a form of professional development.

Moderator:

Craig Canfield, Associate University Registrar, Yale University

4C: AACRAO Updates

Wooster

Come find out what is happening with AACRAO and how it can benefit your institution and the profession.

Presenter:

Stanley DeMerritt, PhD, Vice President for Student Affairs, South Plains College, Vice President for Finance, AACRAO

4D: Paradigm: Credentialing at its best. The easiest, quickest, most advanced solutions for both paper and electronic credentials in the industry!

George

In this fast-paced, constantly evolving, global job market, your graduates need to prove their achievements guicker than ever before. From the immediacy of a desired social post to Graduate School Applications, or the necessities of online job hunting, the expectations have changed. The need to be there first and in a differentiated manner is paramount to their success. Solution: Paradigm offers the most comprehensive credential platform for both its clients and their learners. Come and participate in this informative session as we reveal the details of PIE, the Paradigm Integrated Experience, featuring our exquisite printed diplomas, our leading digital CeDiploma®, CeCertificate®, and the ScholarRecord®(CLR), together with our optimized services DirectShip™ to students, MyHold™, and MyReorder™. All integrated with affordable presentation products for your ceremonies and the most efficient turnaround times, we make life easier for you and your staff while your learners experience exceptional results!

Presenter:

Elizabeth Kunde, Executive Director of Sales, Paradigm

Conference Session Descriptions

Session Five

Thursday, November 4, 3:30–4:30 p.m.

5A: Virtual is Here to Stay: Helping Students Make the Most of Virtual College Visits

College A

Now that campuses are opening up again one thing is for sure, colleges will continue to offer virtual visit options for prospective students. This workshop will address how students can strategically use virtual visits in the college search process.

Presenter:

Sharon Carlson, Owner, Carlson Education Consulting

5B: M.A.S.S. Mentorship Program *College B*

NEW! Introducing NEACRAO's M.A.S.S. (Mentoring and Supporting Staff) Program - a unique professional development program designed for mid-level professionals to advance their skills, build relationships, and identify paths for professional growth. As an organization with more than 1,000 professional members, the M.A.S.S. program is designed for professionals in the field of Student Records/ Registrar's Office and Admissions/ **Enrollment Management with at least** one year of experience in their field. Participants are challenged to enhance and develop skills, relationships, and build a professional disposition that distinguishes themselves from others in the field. Join the session to learn more for yourself or your staff/colleagues.

Presenter:

Marcia Rosbury-Henne, Dean of Admissions & Enrollment Management, Mount Wachusett Community College

5C: Leveraging Your Curricular Management Software to Optimize Student Success *George*

Campuses use curricular software to drive administrative efficiency and accuracy, but how can it also drive positive student outcomes? Join us to learn how campuses are leveraging CourseLeaf to support student success in areas including Learning Outcomes, Career Pathways, and Diversity, Equity and Inclusion. We hope to see you there!

Presenter:

Al Vital, Account Executive, CourseLeaf

Join us for NEACRAO
After Dark Thursday 8–10
p.m. at Barcade, located
at 56 Orange St in New
Haven! You'll enjoy two
drink tickets per person,
appetizers and desserts,
and unlimited game play
for two hours!

Attendees must be 21+ and present a photo ID.

We would love to hear your thoughts on the sessions you attended!
Submit your session evaluations easily at neacrao.org/feedback!

Conference Session Descriptions

Session Six

Friday, November 5, 9:15-10:15 a.m.

6A: You've Got Mail! Leveraging your CRM to increase open rate and yield

College A

Drip communication plans are a great tool to keep your graduate program in the forefront of prospective students minds. How do you track the success rate and impact of which emails actually pull the reader in and cause them to take action? Join us as we discuss utilizing your CRM to increase open rate, link engagement, and how to bring a prospective student through not just a drip campaign but the enrollment pipeline!

Presenters:

Lisa A. Galvin, EdD, Associate Dean of Graduate Enrollment Management, Southern Connecticut State University

Molly Murphy EdM, Assistant Director of Graduate Recruitment and Student Success, Southern Connecticut State University

6B: Daring Leaders, Courageous Cultures

College B

Daring leaders say the unsaid, unsurface what's been pushed down, and bring to light what is in the shadows and corners. Daring leaders must care for and be connected to the people they lead. We have to dig into the humanity of our work, even though it's messy. If we want people to fully show up in all aspects of work, we have to be vigilant about creating a culture in which people can feel safe, seen, heard, and respected. This presentation will discuss

the findings and of Brene Brown and other researchers on how to cultivate braver, more daring leaders and create more courageous cultures and also ideas on how to operationalize those findings.

Presenter:

Kory Riddle, Associate University Registrar, Yale University

6C: The Evolving Use of Names and Pronouns For Students. Faculty, and Staff in Higher Education

Wooster

Much has changed since we first presented on this topic at NEACRAO nearly ten years ago, but one thing is constant: using people's appropriate names and pronouns contributes significantly to a sense of belonging and inclusion at an institution. This is not limited to students; faculty and staff need support from registrars and admissions officers to help everyone live their authentic lives on campus. Come for an update on the evolving use of chosen names and pronouns in higher education. We invite you to share your experiences, wisdom, and questions with the group.

Presenters:

Evelyn Jimenez, Associate Registrar of the Faculty of Arts and Sciences, Harvard University

Mike Burke, Registrar of the Faculty of Arts and Sciences, Harvard University

We would love to hear your thoughts on the session's you attended! Submit your session evaluations easily at neacrao.org/feedback!

Conference Session Nominations **Descriptions**

Session Seven

Friday, November 5, 10:30–11:30 a.m.

7A: Admissions/Enrollment Roundtable

College A

With a focus on technology, join our roundtable discussion for insight into challenges, best practices and areas of growth for all things CoA, CRM, TES and any other acronyms in the admissions world. Bring your questions and ideas and let's harness our intellectual capital to brainstorm solutions to the ever evolving task of optimizing admissions technology to work smarter and not harder.

Moderator:

Carla Flynn, Director of Transfer Student Services. Southern Connecticut State University

7B: Registrar Roundtable College B

This is an open forum for discussion of issues or current topics concerning the policies and practices in a registrar or records office. Topics will depend upon the interests of attendees, but may include compliance with regulations, best practices, helpful hints or tips, distribution of responsibilities, COVID-19, etc. Bring your questions or concerns and share your experience, or simply absorb the conversation.

Moderator:

Ari Kaufman, Assistant Director - Project & Compliance Management, Office of the Registrar, Berklee College of Music

The following individuals have been nominated for open positions on the NEACRAO Board:

President-Elect: Trisha Amaral. **UMass Amherst**

Vice President for Professional Development: Craig Canfield, Yale University

Treasurer-Elect: Eric Johnson, Mount Wachusett Community College

Nominations will also be accepted on the floor of the Business Meeting.



NEACRAO 2022 Planning Meeting

Open to all members

Friday, January 7, 2022 (snow date Friday, January 14) 10 a.m.-3 p.m. **Bay Path University** Longmeadow, MA

Conference Exhibitors



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Conference Exhibitors

education, and organizations all on a single platform, we provide efficient, easy-to-use products to securely exchange and engage with credentials. The Parchment platform has helped millions of learners exchange more than 100 million credentials globally. We help turn credentials into opportunities.

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www.parchment.com



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2020-2021 Executive Board

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Katie Walo, Massasoit Community College

Registration

Andrew DePaolo, Bay Path University

Antoine Blalark

Reverse College Day

Sarah Dorsey, Mount Wachusett Community College

Interested in participating in a NEACRAO committee? Questions or concerns? Contact us! Contact information for all board and committee members can be found on our website: neacrao.org

Save the date!

2022 NEACRAO **75th**Annual Conference

November 2-4, 2022