

UNDER CONSTRUCTION: REBUILDING OUR FUTURE

**MISSOURI ASSOCIATION OF COLLEGIATE REGISTRARS
AND ADMISSIONS OFFICERS (MACRAO)
OCTOBER 24-26, 2021**



2021 MACRAO 85th Annual Conference



Keynote Speaker Alex Demczak

Alex Demczak is a former SEC quarterback for the Missouri Tigers. He graduated with a degree in Communication and a minor in Business.

Alex is an inspiring communicator, facilitator and trainer who challenges businesses, schools, sports teams, and non-profits to maximize their potential and make a difference.

He is also the author of Thrive U. The inspirational book is a collection of stories from 100 collegiate and professional athletes from across the country. The book has been used by many youth groups, schools, and businesses as a resource to help others maximize their platform and Thrive rather than simply survive.

The Alex Demczak Companies
info@ThriveSpeak.com
217.316.9228

2021 MACRAO 85th Annual Conference



Interim Executive Director of AACRAO Melanie Gottlieb

Melanie assumed the role of Interim Executive Director of AACRAO in May of 2021, after nearly six years as the Deputy Director. She came to the national office with 18 years as an AACRAO member, with experience in records & registration, enrollment management and international recruitment and credential evaluation. Melanie served as the 2007-08 President of MACRAO.

Melanie will be presenting an **AACRAO Update on Tuesday morning at 7:45 am** during our breakfast and also will be presenting a breakout session on **Monday at 1:30pm**.

2021 MACRAO 85th Annual Conference

Silver Sponsors



Bronze Sponsors



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2021-2022 Slate of Officers MACRAO Executive Board

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2021 MACRAO 85th Annual Conference

Sunday, October 24

1:00 pm—5:45 pm Registration Open in Camden Lobby

3:00 pm—5:45 pm Exhibits Open in Lakeside Room

2:00 pm—3:15 pm Pre-Conference Workshop

Strategic Planning at Missouri Department of Higher Education and Workforce Development (DHEWD) – What's Ahead

Grand Glaize Room

Presenter: Sarah Salmons & Alicia Erickson (DHEWD)

Moderator: Brenda Selman, University of Missouri—Columbia

3:30 pm—5:00 pm Pre-Conference Workshop

Missouri Department of Higher Education and Workforce Development Updates

Grand Glaize Room

Presenters: Sarah Salmons & Alicia Erickson (DHEWD)

Moderator: Brenda Selman, University of Missouri—Columbia

Description: Come hear from MDHEWD about updates on the CORE 42, Degrees When Due, Dual Credit, Mental Health, COTA and changes in MDHEWD

5:00 pm—5:45 pm First-Timers Orientation

Grand Glaize Room

Presenter: Zakery Tierney, University of Missouri—St. Louis

Description: This session provides an opportunity for those attending their first MACRAO conference to network with seasoned members and each other. Make the most of your MACRAO experience by attending this fun session.

5:45 pm—6:30 pm Exhibits Open & Conference Welcome

Lakeside Room

6:30 pm—8:30 pm Building BBQ Smokehouse Dinner & Games

Lakeside Room



2021 MACRAO 85th Annual Conference

Monday, October 25

7:30 am—11: am Registration Open in Camden Lobby

7:00 am—7:45 am Breakfast Buffet

Harbor Ballroom

7:30 am—3:30 pm Exhibits Open

Lakeside Room

7:45 am—8:45 am Opening Session & Keynote Address

Harbor Ballroom

Alex Demczak, Keynote Speaker

9:00 am—10:00 am Breakout Sessions

Session 1—The Power of Positive Leadership Workshop (Grand Glaize)

Presenter: Alex Demczak

Moderator: Ryan Meador, Metropolitan Community College

Description: Take the next steps after the Keynote Address. This session will be applying the principles of the keynote address in a fun and interactive workshop. Alex will also go more in depth on his topics.

Session 2—Prior Learning Credit (Osage)

Presenters: Jennifer Thorpe & Diane Hibbs, Columbia College

Moderator: Scott Fiedler, Ozarks Technical Community College

Description: Columbia College awards a variety of transfer credits, from military coursework and occupations, to credits for current police officers and corrections officers. Our Credit for Prior Learning (CPL) programs give students academic credit for what they already know through work and life experience. We'll discuss the various types of CPL offered, the standards for quality used to evaluate CPL, our success rates, and the pitfalls too! This session is for both those with a CPL program currently in place and those just starting a venture into the CPL world. Come gather tips and tricks and share any best practices you may have learned along the way!

2021 MACRAO 85th Annual Conference

Monday, October 25

10:00 am—10:15 am

Refreshment Break—Exhibits Open

Lakeside Room

10:15 am—11:15 am

Breakout Sessions

Session 3—Long Term Effects of Covid (Osage)

Presenters: Amy Carlson University of Missouri— Kansas City, Danielle Faucett University of Missouri — St. Louis, & Carla Whitney University of Missouri—Columbia

Moderator: Cindy Otts, Park University

Description: UM System panel discussing how COVID has changed the landscape of higher education, specifically in a Registrar's Office. We will touch on what COVID related mandates and rules are still in place at our institutions and cities, classroom scheduling, course modality changes, software and processes used, changes to student meetings and submitting forms, etc. Come with questions and ideas; we are all here to learn and build our skill sets!

Session 4—Engaging Non-traditional Students (Grand Glaize)

Presenter: Zakery Tierney, University of Missouri—St. Louis

Moderator: Bart Tibbs, Missouri State University

Description: The presentation will seek to highlight the factors that distinguish non-traditional students from their traditional counter-parts in higher educational settings. First, to give context, a non-traditional student is generally regarded as someone over the age of 24. That has some college credit, and has been removed from their course work for a minimum of three years. There are a variety of reasons a student may seek to transition away from school, such as job status, relocation, or life event. Whatever the reason, returning to school after a long period of time can result in challenges thus requiring our educational institutions to understand their needs and provide resources appropriate for their return to their academic life.

11:15 am—12:30 pm

Luncheon & MACRAO

Business Meeting

Presenter: **President—Terri Vogel, Northwest Missouri State University**

Harbor Ballroom



2021 MACRAO 85th Annual Conference

Monday, October 25

12:45 pm—1:15 pm Silver Sponsor Presentations



CourseLeaf—Learn How an Innovative Scheduling Process is Helping Campuses Thrive (Grand Glaize)

Presenters: Danielle Faucett, University of Missouri—St. Louis &
Julie Conlon, Account Executive at Leepfrog Technologies

Moderator: Alisa McFerron, Southeast Missouri State University

Searching for a way to make scheduling easier for staff and better for students? Join us to learn how the University of Missouri - St. Louis has implemented section scheduling software that streamlines submissions, reduces errors and policy violations, employs enhanced reporting features, and focuses on the need for students to secure the classes they need to graduate on time.



Ad Astra—Course Scheduling and Student Success (Osage)

Presenter: Rebecca Hougland, Regional Vice President at Ad Astra

Moderator: Tyrome Petty, University of Missouri-Saint Louis

Many institutions are quickly adapting to their new normal and know that core aspects of managing their academic enterprise, such as course scheduling, need to be fundamentally transformed. Many institutions are utilizing different tools and solutions in the post-lock down world to optimize for student success and financial sustainability. Our new framework Managing the Academic Enterprise highlights how you can break down silos and start anywhere, go anywhere by focusing on solutions with the greatest impact for your institution. Within this framework, we will discuss how collaboration and effective use of meaningful data can be used to ensure student success and fiscal responsibility. Highlights include instructional capacity, course schedule refinement, pathway, enrollment, and financial health of your academic programs, and the needed infrastructure to support your goals.

2021 MACRAO 85th Annual Conference

Monday, October 25

1:30 pm—2:30 pm Breakout Sessions



Session 5—A Best Practice approach to the Global Convention on Recognition of Qualifications Concerning Higher Education: Doing your best for all students and scholars (Grand Glaize—Prerecorded Session)

Presenter: Melanie Gottlieb, AACRAO

Moderator: Terri Vogel, Northwest Missouri State University

Description: The Global Convention on Recognition of Qualifications concerning Higher Education (GC) is a framework intended to reduce obstacles faced by those seeking education and employment outside their country. AACRAO's long history of international credential evaluation and global mobility come together in the session. Utilizing a self-Assessment tool designed for HEIs we will discuss how the principles of the GCR and AACRAO's values of access and equity intersect and align to facilitate and enhance our international enrollment operations. *This is a prerecorded session.*

Session 6—MACRAO Strategic Plan Listening Session (Osage)

Presenter: Ryan Meador, Metropolitan Community College

Description: The current strategic plan for MACRAO was adopted in 2014 and the board has decided its time to review the plan. This session is a chance for members to share their vision, values and goals for the future of the organization. The Strategic Plan will assist the Executive Board in making informed choices related to short- and long-term goals.

2:30 pm—3:00 pm Refreshment & Snack Break

Exhibitor Appreciation and Drawing

Lakeside Room



2021 MACRAO 85th Annual Conference

Monday, October 25

3:00 pm—4:00 pm Breakout Sessions



Session 7—Inclusive Language: What to say and what not to say (Grand Glaize—Prerecorded Session)

Presenter: Dr. Justin Mallett, Northwest Missouri State University

Moderator: Terri Vogel, Northwest Missouri State University

Description: As the concept of intersectional identities is becoming more mainstream, front-facing offices in higher education have struggled with what language to use and what not to say. This session will provide the participants with information on utilizing gender neutral language, understand what inclusive language is, and what language is acceptable across the areas of race, gender and sexual orientation. With the audience being admissions and registrar personnel, this session will also provide participants with language to use with students, when to use the legal name, and documentation. This session will provide a “how-to” on developing and understanding inclusive language and how to engage in dialogue utilizing inclusive language.

This is a prerecorded session.

Session 8—Tech Talk: Alphabet Soup (Osage)

Presenter: Blaine Bredeman, Lincoln University

Moderator: Sandy Hinkle, Southeast Missouri State University

Description: If you’ve ever had trouble with the difference between a CRM, ERP, SIS, ODS, and COW then come get a crash course in all the different systems and acronyms that are so often thrown around in our modern workplace. We will cover the basics of what each kind of enterprise-level software system is and what their names mean. This is a safe-space for tech-dummies to ask the questions you always wanted to at work but didn’t want to admit you didn’t know.

2021 MACRAO 85th Annual Conference

Monday, October 25

4:15 pm—5:00 pm—Town Hall Sessions

Admissions (Grand Glaize)

Moderator: Alisa McFerron, Southeast Missouri State University

Enrollment Managers (Lakeside)

Moderators: Rob Hornberger, Missouri State University &
Doug Swink, University of Missouri—Kansas City

Registrar (Osage)

Moderators: Ryan Meador, Metropolitan Community College



*Past Presidents
Reception*

By Invitation Only

***Hosted by MACRAO President
Terri Vogel***

***Monday, October 25th
5:30 pm—6:30 pm***

Monday October 25th

5:30 pm—Dinner on your own

Remember to wear your college mask tomorrow!

2021 MACRAO 85th Annual Conference

Tuesday, October 26 — Wear Your College Mask Day

7:00 am—10:00 am Exhibits Open in Lakeside Room (Optional for Exhibitors)

7:00 am—7:45 am Breakfast Buffet

Harbor Ballroom

7:45 am—8:30 am AACRAO Update

Harbor Ballroom

AACRAO Representative **Melanie Gottlieb** Interim Executive Director of AACRAO
Presidential Transition—**Terri Vogel**, Northwest Missouri State University

8:45 am—9:45 am Breakout Sessions

Session 9—Registrar's Role in Curriculum Management (Grand Glaize)

Presenters: Tyrome Petty & Theresa Keuss, University of Missouri—St Louis

Moderator: Connie Holder, Mineral Area College

Description: Do you ever feel like you have very little input regarding Curriculum Management but are expected to "just make it work?" Let's exchange ideas, tips and tricks, or strategies that may help us navigate this challenging road

Session 10—Comprehensive Learner (Osage)

Presenters: Ashli Grabau, & Brenda Selman, University of Missouri—Columbia

Moderator: Laurie Wall, Missouri State University-West Plains

Description: The University of Missouri (Mizzou) is developing a Comprehensive Learner Record. A CLR captures students' curricular and cocurricular learning experiences; assists them in identifying skills, knowledge or abilities they have acquired during their higher education career; integrates learning across experiences; and enables students to communicate these elements during and after their time in college. Since the presentation in 2019, MU has continued to develop the CLR, piloted several processes and developed a prototype. Come to this session to learn more about one institutions work in this emergent area.



2021 MACRAO 85th Annual Conference

Tuesday, October 26 — Wear Your College Mask Day

9:45 am—10:00 am Refreshment & Snack Break

Lakeside Room

10:00 am—11:00 am Breakout Sessions

Session 11—International Admissions Changes (Grand Glaize)

Presenters: Julie Myer, University of Missouri—Kansas City, Britta Wright, Columbia College, Ryan Griffin, University of Missouri—Columbia

Moderator: Paul Baker, College of the Ozarks

Description: This session will look at international student enrollment numbers and trends here in Missouri, the impact of the pandemic on international students, pandemic adaptations taken on by institutions to support international admissions, and a look at what we think international admissions and recruitment will look like in the future.

Session 12—Legislative Update (Osage)

Presenters: Brenda Selman, University of Missouri—Columbia & Nathan Hoff, Missouri State University

Moderator: Theresa Keuss, University of Missouri-Saint Louis

Description: This session will provide an overview of recent development in government relations, changes in state and federal legislation or rules that impact our work in higher education. In addition, there will be an update on the new structure and relationship between AACRAO and MACRAO for governmental issues

11:00 am—11:30 am Conference Closing—*Attendance prizes will be drawn!*

Harbor Ballroom

11:30 am—12:30 pm Board & Committee Chair Organization Meeting

Harbor Ballroom

**Thank you to our
2021 MACRAO Conference
Sponsors and Exhibitors!**

Vendor Exhibit Location & Hours:

Lakeside Room

Sunday, October 24

3:30 pm to 5:45 pm

Monday, October 25

7:30 am to 3:30 pm

Tuesday, October 26

7:30 am to 10:00 am

(Optional for Exhibitors)





C O U R S E L E A F

CATALOG • CURRICULUM • SCHEDULE • REGISTRATION • SYLLABI

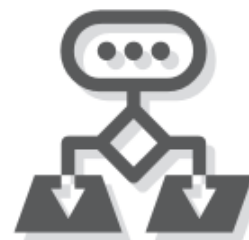
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2021 MACRAO 85th Annual Conference



Please take time to fill out a survey
for all MACRAO sessions using the
QR code or link:

<https://forms.gle/M1ubroVZMMweTSzq8>



Don't forget about the Sunday Evening Social
Join us for barbeque!

**From all of us on the MACRAO
Executive Board and Committees
THANK YOU!**

Sunday, October 24, 2021

1:00pm - 5:45pm	Registration Open - Camden Lobby
3:00pm - 5:45pm	Exhibits Open - Lakeside Room
2:00pm - 3:15pm	PreConference Workshop - Strategic Planning at MDHEWD Grand Glaize Room
3:30pm - 4:45pm	PreConference Workshop - DHEWD Information on; CORE 42, Degrees When Due, Dual Credit, Mental Health, & COTA – Grand Glaize Room
5:00pm - 5:45pm	First Timers Orientation – Grand Glaize Room
5:45pm - 6:30pm	Conference Opening & Welcome - Lakeside Room
6:30pm - 8:30pm	Opening Social - Lakeside Room

Monday, October 25, 2021

7:00am - 7:45am	Breakfast Buffet - Harbor Ballroom		
7:30am - 11:00am	Registration Open - Camden Lobby		
7:30am - 3:30am	Exhibits Open - Lakeside Room		
7:45am -8:45am	Opening Session With Keynote Address - Alex Demczak - Harbor Ballroom		
9:00am - 10:00am	Prior Learning Credit Osage	The Power of Positive Leadership Workshop Grand Glaize	
	Refreshment Break— Exhibits Open - Lakeside Room		
10:15am- 11:15am	Long Term Effects of Covid Osage	Engaging Non-traditional Students Grand Glaize	
	Luncheon & MACRAO Business Meeting - Harbor Ballroom		
12:45pm-1:15pm	Ad Astra—Course Scheduling and Student Success Osage	CourseLeaf—Learn How an Innovative Scheduling profess is Helping Campuses Thrive Grand Glaize	
	1:30pm-2:30pm	MACRAO Strategic Plan Osage	The Global Convention on Recognition of Quali- fications Concerning Higher Education Grand Glaize—Prerecorded Session
2:30pm-3:00pm		Refreshment Break - Last Chance to visit with all Exhibits - Exhibitor Appreciation & Drawings Lakeside Room	
3:00pm-4:00pm	Tech Talk: Alphabet Soup Osage	Inclusive Language: What to say and not to say Grand Glaize—Prerecorded Session	
4:15pm- 5:15pm	Registrar Town Hall Osage	Admissions Town Hall Grand Glaize	Enrollment Management Town Hall - Lakeside
	Dinner On Your Own		

Tuesday, October 26 - WEAR YOUR SCHOOL COLORS MASK

7:00am - 7:45am	Breakfast Buffet - Harbor Ballroom	
7:30am- 10:00pm	Exhibits Open - Lakeside Room	
7:45am -8:45am	AACRAO Update - Harbor Ballroom	
8:45am - 9:45am	Registrar's Role in Curriculum Management Osage	Comprehensive Learner Record Grand Glaize
	Refreshment Break - Exhibits Open - Lakeside Room	
9:45am - 10:00am	Legislative Update Osage	International Admissions Changes Grand Glaize
10:00am- 11:00am	Conference Closing - Harbor Ballroom	
11:00am-11:30am	2021-22 MACRAO Board Meeting - Harbor Ballroom	
11:30am-12:00pm		

