

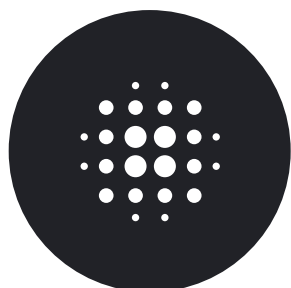
UMACRAO/WACRAO JOINT CONFERENCE 2021

Writing Our Own Resilience



UMACRAO

UPPER MIDWEST ASSOCIATION OF COLLEGIATE
REGISTRARS AND ADMISSIONS OFFICERS



NOVEMBER 1-5, 2021
ZOOM

UMACRAO/WACRAO JOINT CONFERENCE 2021

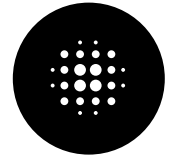
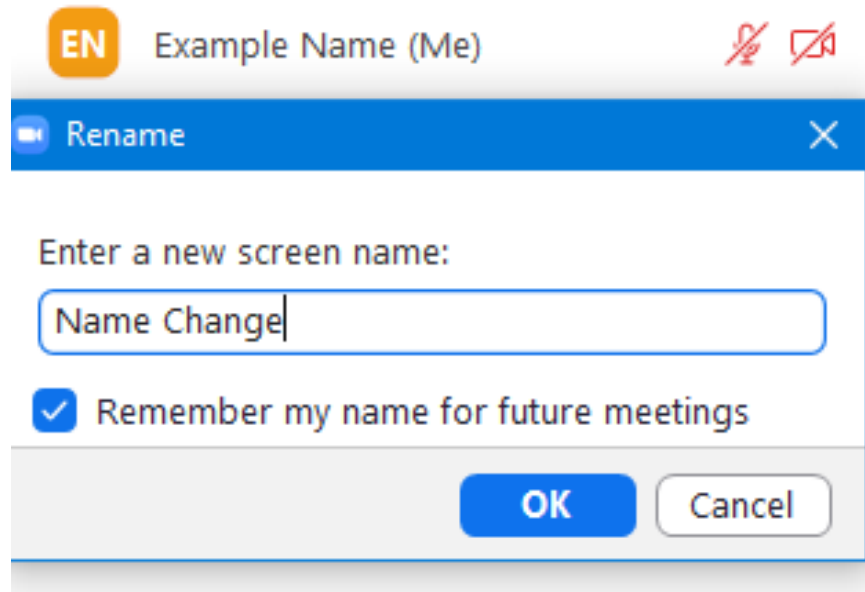
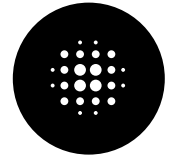


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UMACRAO/WACRAO JOINT CONFERENCE 2021



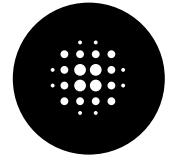
VIRTUAL NAMETAGS

Attendees are highly encouraged to update their Zoom display name while in sessions. This will assist the speaker and fellow attendees in knowing who you are. We recommend including your institution or affiliation to your display name. To change your display name after entering a Zoom meeting:

- Click on the “Participants” button at the top of the Zoom window
- Next, hover your mouse over your name in the “Participants” list on the right side of the Zoom window. Click on “Rename”.
- Enter the name you’d like to appear in the Zoom meeting and click on “OK”. We recommended your preferred first and last name; Institution/Affiliation.
- This will need to be repeated for each meeting you attend.

You can also elect to add and display your Pronouns by [editing your Zoom profile](#).

UMACRAO/WACRAO JOINT CONFERENCE 2021



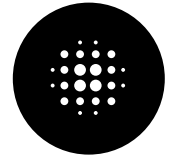
TECHNICAL SUPPORT

The Conference technical support team is here to help troubleshoot issues with the Zoom platform. We will be on call for participants, moderators, and presenters alike during sessions.

Note: Each session has a waiting room enabled to allow presenters set-up time. Sessions **do not** require passwords for entry. You will be admitted by the moderator when the presenter is ready.

Email us at umacraowacrao21.tech@gmail.com for support!

UMACRAO/WACRAO JOINT CONFERENCE 2021



NAMI

NAMI, the National Alliance on Mental Illness, is the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness.

NAMI started as a small group of families gathered around a kitchen table in 1979 and has blossomed into the nation's leading voice on mental health. Today, we are an alliance of more than 600 local Affiliates and 48 State Organizations who work in your community to raise awareness and provide support and education that was not previously available to those in need.

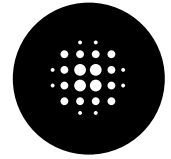
[Learn more about NAMI](#)

[UMACRAO/WACRAO Fundraiser](#)

Prize Drawings - All attendees who donate to NAMI will be entered into a raffle. The drawing will occur at the social event on Thursday, November 4.

This year's Philanthropy is generously sponsored by [Kuoli](#).

UMACRAO/WACRAO JOINT CONFERENCE 2021



THANK YOU, CORPORATE PARTNERS!



anthology

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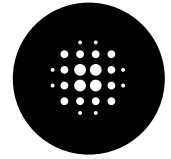
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[HERFF Jones](#)

4imprint

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UMACRAO/WACRAO JOINT CONFERENCE 2021



DAY 1

Monday, November 1, 8:30 a.m.–3:30 p.m.

8:30 a.m.–9:00 a.m.

WELCOME

Sara Sullivan & Beth Warner

<https://us02web.zoom.us/j/86009977764>

9:00 a.m.–10:00 a.m.

NAMI

National Alliance on Mental Illness

NAMI is the nation's largest grassroots mental health organization dedicated to improving the lives of all those affected by mental illness. NAMI provides education, support, advocacy and awareness so that we all live better lives.

NAMI envisions a world where all people affected by mental illness live healthy, fulfilling lives supported by a community that cares.

<https://us02web.zoom.us/j/82815576761>

10:30 a.m.–11:30 a.m.

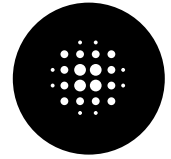
WRITING OUR OWN RESILIENCE

Nicole J. Phillips

Nicole Phillips has been favored by Oprah AND won a car on The Price is Right! But her favorite joy comes from spreading the message of the transformative power of kindness. She hosts NPR's The Kindness Podcast, has written 4 books and wrote The Forum's Kindness is Contagious column for 10 years. Nicole shares her perspective on resilience when she speaks about being the flower girl in her mom's prison chapel wedding and when being diagnosed with breast cancer on her 40th birthday. She enjoys speaking at conferences, events, and hosting professional development workshops all over the country.

<https://us02web.zoom.us/j/83079503969>

UMACRAO/WACRAO JOINT CONFERENCE 2021



DAY 1

Monday, November 1, 8:30 a.m.-3:30 p.m.

1:00 p.m.-2:00 p.m.

M 1.1: LARGE PUBLIC

Round Table

Discussion for institutions whose main source of funding is from the government with 5,000+ student enrollment.

<https://us02web.zoom.us/j/89421836762>

M 1.2: SMALL PUBLIC

Round Table

Discussion for institutions whose main source of funding is from the government with student enrollment 4,999 or less.

<https://us02web.zoom.us/j/89435932119>

2:30 p.m.-3:30 p.m.

M 2.1: TWO YEAR INSTITUTIONS

Round Table

Discussions for institutions in which an associates's degree is the highest degree award offered and/or special-focus designation.

<https://us02web.zoom.us/j/82166618368>

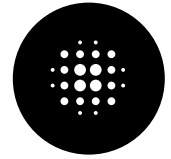
M 2.2: PRIVATE INSTITUTIONS

Round Table

Discussions for institutions in which main financial support is not from the government.

<https://us02web.zoom.us/j/89207121980>

UMACRAO/WACRAO JOINT CONFERENCE 2021



DAY 2

Tuesday November 2, 8:30 a.m.-3:30 p.m.

8:30 a.m.-9:30 a.m.

T 1.1: REGISTRAR TECHNICAL

Round Table

Discussion for Registrars at two-year institutions that offer specialized training in a particular industry or career.

<https://us02web.zoom.us/j/82436049988>

T 1.2: ADMISSIONS TECHNICAL

Round Table

Discussion for Admissions Officers at two-year institutions that offer specialized training in a particular industry or career.

<https://us02web.zoom.us/j/86550905820>

T 1.3: UW SYSTEM

Round Table

Updates for University of Wisconsin System institutions.

<https://us02web.zoom.us/j/81347300331>

9:30 a.m.-10:00 a.m.

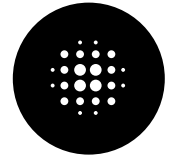
COFFEE BREAK

social/network

Grab your favorite mug and stop by our virtual coffee house for a quick chat with conference attendees. Feel free to come and go as you please during this 30-minute break.

<https://us02web.zoom.us/j/81155720233>

UMACRAO/WACRAO JOINT CONFERENCE 2021



DAY 2

Tuesday November 2, 8:30am-4pm

10:00 a.m.-11:00 a.m.

T 2.1: UW SYSTEM/REGISTRAR

Round Table

Discussion for UW System Registrar professionals

<https://us02web.zoom.us/j/83747608095>

T 2.2: REGISTRAR PRIVATE

Round Table

Discussion for Registrar professionals from institutions in which main financial support is not from the government

<https://us02web.zoom.us/j/83333092962>

T 2.3: UW SYSTEM/ADMISSIONS

Round Table

Discussion for UW System Admissions professionals

<https://us02web.zoom.us/j/81327970388>

1:00 p.m.-2:00 p.m.

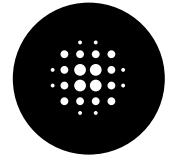
T 3.1: ADMISSIONS PRIVATE

Round Table

Discussions for Admissions professionals from institutions in which main financial support is not from the government.

<https://us02web.zoom.us/j/81238172029>

UMACRAO/WACRAO JOINT CONFERENCE 2021



DAY 2

Tuesday November 2, 8:30am-4pm

1:00 p.m.-2:00 p.m.

T 3.2: REGISTRAR PUBLIC

Round Table

Discussion for Registrar professionals from institutions whose main source of funding is from the government.

<https://us02web.zoom.us/j/89908459218>

T 3.3: ADMISSIONS PUBLIC

Round Table

Discussion for Admissions professionals from institutions whose main source of funding is from the government.

<https://us02web.zoom.us/j/83924921178>

2:30 p.m.-3:30 p.m.

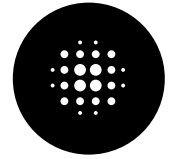
T 4.1: PRESIDENTIAL POP-IN

Networking

Drop by for a chat with your UMACRAO and WACRAO Presidents, past and present!

<https://us02web.zoom.us/j/83145174583>

UMACRAO/WACRAO JOINT CONFERENCE 2021



DAY 3

Wednesday, November 3,
8:30 a.m.–3:30 p.m.

8:30 a.m.–9:00 a.m.

W 1.1: HOW A SINGLE CREDENTIAL MANAGEMENT PLATFORM MADE A DIFFERENCE AT MARQUETTE UNIVERSITY

Parchment with Marquette

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

<https://us02web.zoom.us/j/87943303012>

W 1.2: COMMENCEMENT

Herff Jones

We will discuss commencement related process, products, problem solving and innovative ideas.

<https://us02web.zoom.us/j/89024484898>

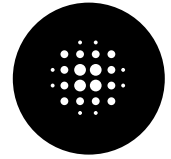
W 1.3: A NEW SCHEDULING PROCESS IS HELPING CAMPUSES THRIVE

CourseLeaf

There is a better way! Join us to learn how campuses are implementing a new scheduling system to streamline their schedule submissions, reduce errors and policy violations, and generate a schedule that allows students to secure the classes they need to graduate on time.

<https://us02web.zoom.us/j/84275346724>

UMACRAO/WACRAO JOINT CONFERENCE 2021



DAY 3

Wednesday, November 3,
8:30 a.m.–3:30 p.m.

9:00 a.m.–9:30 a.m.

W 2.1: PERSONALIZING THE JOURNEY TO SUCCESS

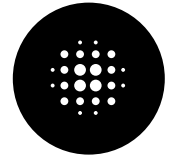
Anthology

Authentic student engagement is crucial to student success and it begins with recruitment. To foster student success, we must begin with an understanding of who the person is, who they wish to become, their needs and their goals. Learn how to apply truly individualized, personalized communications from prospecting through the student lifecycle.

Establishing success plans at matriculation can lead to greater success. The use of personalized journeys, detailed guidance that is tailored to a student, with the students participation and ownership are critical. Planning must go beyond simple personalized email. Presenting information on outcomes first, even during the recruitment cycle is also proving to be a competitive advantage for institutions. Through analysis of employment and labor data, aligning skills to courses, and including it in the student advising process layers in additional guidance checkpoints.

<https://us02web.zoom.us/j/85833639130>

UMACRAO/WACRAO JOINT CONFERENCE 2021



DAY 3

Wednesday, November 3,
8:30 a.m.–3:30 p.m.

9:00 a.m.–9:30 a.m.

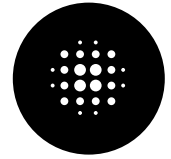
W 2.2: CREDENTIALING AT ITS BEST. THE EASIEST, QUICKEST, MOST ADVANCED SOLUTIONS FOR BOTH PAPER AND ELECTRONIC CREDENTIALS IN THE INDUSTRY!

Paradigm

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!

<https://us02web.zoom.us/j/84124339850>

UMACRAO/WACRAO JOINT CONFERENCE 2021



DAY 3

Wednesday, November 3,
8:30 a.m.–3:30 p.m.

9:00 a.m.–9:30 a.m.

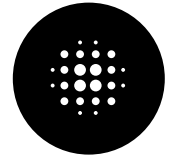
W 2.3: TAKE YOUR STUDENTS FROM INACTIVE TO ENROLLED WITH MOTIMATIC'S SOCIAL MEDIA SOLUTIONS

Motimatic

Come hear how Motimatic leverages social media and behavioral science to convert even the most challenging, stalled and inactive prospects and students. We all know that email, texts and phone calls are not as effective at converting and retaining students as they once were. Motimatic is a fully managed solution that complements your team's efforts. We do all the heavy lifting, and bring deep data and behavioral science insights to capture your students' attention right where they spend their time: on websites and social media. In this session, we'll share examples from our library of over 25k GuidePosts, and walk you through the core methodology and approach. We'll dig in to results we've achieved among new admits, recent stop outs and continuing students at institutions like yours. We partner with you on a no-risk, pay-only-for-results model. And since we can take you live in under 2 weeks, there's still time to impact your term enrollment numbers for the upcoming start and beyond.

<https://us02web.zoom.us/j/82329694355>

UMACRAO/WACRAO JOINT CONFERENCE 2021



DAY 3

Wednesday, November 3,
8:30 a.m.–3:30 p.m.

9:30 a.m.–10:00 a.m.

COFFEE BREAK

Sponsored by Stellic

Grab your favorite mug and stop by our virtual coffee house for a quick chat with conference attendees. Feel free to come and go as you please during this 30-minute break.

<https://us02web.zoom.us/j/88161454785>

10:00 a.m.–11:00 a.m.

W 3.1: FERPA (DIRECTORY INFO & ONLINE LEARNING) Q&A

Presenters, Tina Falkner and Stacey Tidball

Join UMACRAO FERPA experts, Tina and Stacey, for an informative FERPA session focused on directory information and online classes. This session will allow time for Q&A.

<https://us02web.zoom.us/j/84453280492>

1:00 p.m.–2:00 p.m.

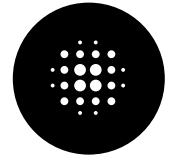
W 4.1: WHAT IT'S LIKE TO HAVE DEPRESSION AND ANXIETY: AN ANALOGY

Presenter, Caroline Jens

An estimated 26% of Americans ages 18 and older -- about 1 in 4 adults -- suffers from a diagnosable mental disorder. Depression, anxiety, and other brain disorders affect all of us in some way, either through personal experience or the experience of someone we know. Unfortunately, despite the prevalence of mental disorders in society, openly discussing mental health still hasn't been normalized. For those who have never experienced depression or anxiety as a mental disorder, and who do not have someone close to them with depression or anxiety, it can be hard to understand exactly what it is and how it manifests. Through the use of an analogy that most of us can (hopefully) relate to, this presentation will attempt to explain what it is like for those of us who suffer from depression and anxiety.

<https://us02web.zoom.us/j/88475326664>

UMACRAO/WACRAO JOINT CONFERENCE 2021



DAY 3

Wednesday, November 3,
8:30 a.m.–3:30 p.m.

1:00 p.m.–2:00 p.m.

W 4.2: USING SOCIAL MEDIA TO IMPROVE CONTINUING STUDENT RETENTION

Presenter, Jacki Briggs

It was already mid-July and despite extensive outreach, continuing students from Spring 2021 had yet to register for Fall. We decided to apply a new approach that had recently demonstrated promise with other groups of students. The UW Whitewater team partnered with Motimatic to drive registrations by reaching students online, directly in their social media feeds. We delivered supportive posts to our continuing students on a daily basis, helping them navigate the process and feel good about their choice to continue their degree journey at UW Whitewater in the fall. We exceeded registration goals in 10 days, and generated even more registrations with a follow-up project. Attend this session to hear Jackie Briggs, Director of Admissions, share more about UW Whitewater's strategy to increase registrations during this unprecedented time.

<https://us02web.zoom.us/j/86295082136>

2:30 p.m.–3:30 p.m.

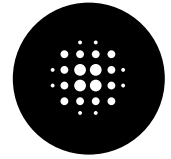
W 5.1: JEWISH ON CAMPUS...BEYOND HILLEL!

Presenters, Elliot Shavalian and Sarah Blank

In this session we will discuss supporting and advising Jewish students through the college search and application process both from a HS counselor and college admission lens.

<https://us02web.zoom.us/j/84900648702>

UMACRAO/WACRAO JOINT CONFERENCE 2021



DAY 3

Wednesday, November 3,
8:30 a.m.–3:30 p.m.

2:30 p.m.–3:30 p.m.

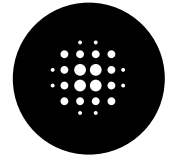
W 5.2: ENTERING THE U.S. HIGHER EDUCATION SYSTEM AS A TRANSFER STUDENT: WHY IS IT SO COMPLICATED?

Presenter, Jennifer Singer

Have you ever tried to advise a student transferring into the U.S. education system in mid-bachelor's degree study from a university outside the US? Their expectations versus reality rarely align, and it can be challenging to identify why. If the student has already completed two years at their previous institution, doesn't that mean they will start in the third year of the U.S. program? Why is there a difference between the number of credits that will transfer in and the number of credits that apply to the degree requirements? Let's explore how differences in education systems make transferring complicated. We begin with the basics and then review two cases: one regular transfer student, and one student coming through an institutional partnership.

<https://us02web.zoom.us/j/81655573485>

UMACRAO/WACRAO JOINT CONFERENCE 2021



DAY 4

Thursday, November 4,
8:30 a.m.–3:30 p.m.

8:30 a.m.–10:00 a.m.

UMACRAO BUSINESS MEETING

Plenary

Hosted by UMACRAO Executive Board

<https://us02web.zoom.us/j/89574146200>

WACRAO BUSINESS MEETING

Plenary

Hosted by WACRAO Executive Board

<https://us02web.zoom.us/j/85228938882>

10:00 a.m.–11:30 a.m.

LEGISLATIVE AND AACRAO UPDATES

Plenary

Presenters Bill Gil, Michelle Mott, and Philip Hunt

<https://us02web.zoom.us/j/86830896672>

1:00 p.m.–2:00 p.m.

FERPA PANEL

Panelists, Alex Frain, Lauren Gaecke, Chance McWorthy, Kathryn Stoltenberg, Diane Rupp

Join UMACRAO and WACRAO FERPA experts for an informative plenary session focused on a variety of FERPA topics.

<https://us02web.zoom.us/j/83205846279>

2:30 p.m.–3:30 p.m.

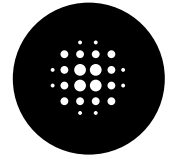
SOCIAL EVENT - TRIVIA!

social/networking

Team up with fellow conference attendees for a virtual Trivia game. Moderated by a professional Quiz Master to facilitate the game and keep things interesting!

Instructions to sign up will be given at the Opening Plenary.

UMACRAO/WACRAO JOINT CONFERENCE 2021



DAY 5

Friday, November 5,
8:30 a.m.–4:00 p.m.

8:30 a.m.–9:30 a.m.

F 1.1: PRESENT CHANGE TO CHANGE THE PRESENT

Presenter, Joni Krueger

We live in a world where it seems nothing is a sure thing. Pandemic aside, I would guess that the way you spend your time at work is probably very different than it was the day you started, whether you started a year ago or a decade ago. Learn a tip or two on how to cope with all that change, and even better to create the change you want and need to improve your situation in life.

<https://us02web.zoom.us/j/87030710800>

8:30 a.m.–9:30 a.m.

F 1.2: BUILDING RESILIENT TEAMS: MOVING FROM SURVIVING TO THRIVING

Presenters, Heather Pearson, Kristina C. Anderson, Ed.D., and Heather Kretz

This interactive session will explore the sources of your personal resilience as well as give you tools to help your teams thrive. As enrollment professionals, we have encountered enormous uncertainty and stress in our professional and personal lives over the past two years. We have also witnessed that stress and its impact on students and colleagues. The session facilitators have also encountered life-changing circumstances and will share insights from theory and lived experience as they lead you to reflect on and develop resilient selves and teams.

<https://us02web.zoom.us/j/89488184129>

9:30 a.m.–10:00 a.m.

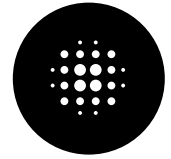
COFFEE BREAK

social/network

Grab your favorite mug and stop by our virtual coffee house for a quick chat with conference attendees. Feel free to come and go as you please during this 30-minute break.

<https://us02web.zoom.us/j/89327265500>

UMACRAO/WACRAO JOINT CONFERENCE 2021



DAY 5

Friday, November 5,
8:30 a.m.–4:00 p.m.

10:00 a.m.–11:00 a.m.

F 2.1: EMPLOYEE ENGAGEMENT: TAKING SURVEY RESULTS AND CREATING MEANINGFUL ACTION

Presenters, Ingrid Nuttall, Jamie Pettit, and James Harms

The University of Minnesota engages in an employee engagement survey every other year. The survey results provide units with data to help understand the areas in which teams are thriving as well as where they need attention and action. The Office of the Registrar has recently engaged in activities at the management level and with staff to hone in on specific areas of focus to create better engagement in the office. This presentation will cover the process used to refine our scope and discuss the areas of opportunity that staff are most keen on improving -- meaningful communication in a remote setting and better meeting management. This process is still in the early stages so we look to have an engaging discussion with session participants to also learn from what others are doing to promote employee engagement.

<https://us02web.zoom.us/j/82287635003>

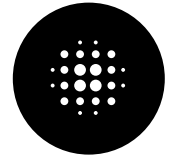
F 2.2: GRASSROOTS DEI: IMPLEMENTING A REGIONAL DEI COMMITTEE

Presenter, UMACRAO Diversity, Equity, and Inclusion Committee

In response to social justice issues that institutions and communities faced, members of UMACRAO implemented the first Diversity Equity and Inclusion (DEI) Committee. Join UMACRAO members to discuss executing initiatives at the regional level, hear about their journey to seek buy-in from key stakeholders, facilitate training and discussion sessions, and respond to social justice incidents.

<https://us02web.zoom.us/j/87498828207>

UMACRAO/WACRAO JOINT CONFERENCE 2021



DAY 5

Friday, November 5,
8:30 a.m.–4:00 p.m.

1:00 p.m.–2:00 p.m.

F 3.1: SMALL COLLEGES/COLLEAGUE USERS ROUNDTABLE

Presenter, Liesl Fowler

Come join this informal conversation with your small college colleagues and talk about everything from transcript evaluations to transcript processing and from FERPA to fillable forms. All ideas welcome. Your questions and expertise are what will make this session great!

<https://us02web.zoom.us/j/86309904015>

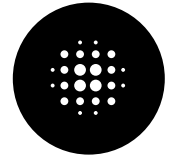
F 3.2: INVESTING IN YOU: HOW AND WHY TO GET INVOLVED

Panelists Amber Cellotti, Rhonda Kitch, Sara Sullivan, Joni Krueger, Ingrid Nuttall, Tina Falkner

Professional development is a great way to invest in yourself and others. Come hear from a variety of people about their professional development journey, what they've learned, how they have grown and what next steps might be.

<https://us02web.zoom.us/j/83703042309>

UMACRAO/WACRAO JOINT CONFERENCE 2021



DAY 5

Friday, November 5,
8:30 a.m.–4:00 p.m.

2:30 p.m.–3:45 p.m.

TO BE A PERSON OF INFLUENCE

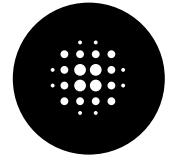
Presenter, Prakash Mathew

Prakash Mathew served as the Vice President for Student Affairs at North Dakota State University (NDSU) from 2006–2014. He retired after 38 years of service in student affairs of which 34 of those years was at NDSU and 4 years at Mankato State University. Mathew held positions including Hall Director, Director of Residence Life, Associate Dean and Dean of Student Life and Vice President of Student Affairs. He currently serves as Vice President Emeritus for Student Affairs. As the Vice President, he oversaw 23 departments and programs, over 370 staff and 850 graduate and undergraduate student employees and advocated on behalf of over 14,500 students. Prakash played a key role in bringing student issues and concerns to the forefront. Throughout his career and even into retirement students remain the central focus of his work. Upon his retirement in July of 2014, he served as the Interim Director of Athletics at NDSU.

Prakash has written a book titled “We Are Called...To Do The Right Thing” which was published in March 2021. The book is filled with personal accounts and stories from his childhood experiences, incredible values and principles taught by his parents, as well as his own insights and lessons he learned during his career. Most recently, Prakash was awarded with an Honorary Doctorate of Humane Letters from North Dakota State University.

<https://us02web.zoom.us/j/88629346479>

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CLOSING REMARKS

Sara Sullivan, UMACRAO

Alex Frain, WACRAO

<https://us02web.zoom.us/j/85146303044>

*Thank you for attending the 2021 UMACRAO/WACRAO
Joint Conference!*

We hope to see you all next year!



UMACRAO 2022 Annual Conference
Courtyard by Marriott
Moorhead, MN
November 2 - 4
www.umacrao.org

WACRAO 2022 Annual Conference
Holiday Inn Convention Center
Stevens Point, WI
November 2 - 4
www.wacrao.org