



**Arkansas Association of Collegiate Registrars and Admissions Officers**

# **2022 Annual Conference**

**“Coming Back Together”**

**Holiday Inn and Convention Center - Texarkana  
October 5-7**

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Fall 2022  
 October 5-7, 2022  
 Holiday Inn and Convention Center  
 5200 Convention Plaza Dr.  
 Texarkana, AR 71854

Wednesday, October 5 <sup>th</sup> Agenda		
Time	Description	Location
12:00 PM – 6:00 PM	Registration	Magnolia
3:00 PM – 6:00 PM	Vendor Area Open	West & North Gallery
6:00 PM – 8:30 PM	Welcome Dinner and Keynote	Ballroom B,C,D
9:00 - Midnight	Hospitality	Ballroom A and Hospitality Suite

Thursday, October 6 <sup>th</sup> Agenda		
Time	Description	Location
7:30 AM – 8:30 AM	Registration	Outside Magnolia
7:30 AM – 8:15 AM	New Attendees Breakfast	Magnolia
8:00 AM – 4:30 PM	Vendor Area Open	West & North Gallery
8:30 AM – 8:45 AM	Welcome Update	Ballroom B
8:45 AM – 9:45 AM	General Session	Ballroom B
T-1 10:00 AM – 11:00 AM	Maneuvering through FAFSA when Parents do not have a SSN	Magnolia
	How a Single Credential Management Platform Can Make a Difference at Your Institution	Room B
	It Takes All of Us – Cross-Campus Partnerships for Transfer Students	Room C
	Navigating Memberclicks	Room D
11:00 AM – 11:15 AM	Break with Exhibits and Vendors	West & North Gallery
T-2 11:15 AM – 12:15 PM	The Registrar of the Future	Room B
	Relationship Building 101	Room C
	Your Campus Deserves a 'S.M.I.L.E.'	Room D
12:15 PM – 2:30 PM	Lunch & Business Meeting	Ballroom A
2:30 PM – 2:45 PM	Break/Visit with Past Presidents	West & North Gallery

*Coming Back Together*

T-3 2:45 PM – 3:45 PM	Financial Aid for Admissions Counselors and Recruiters	Magnolia
	Paradigm Diplomas, Done Right: A Comprehensive Credentialing Solution	Room B
	How? Why? What are Deeper Conversations? – The Art of Positive Communication	Room C
	Behind the Scenes of Event Planning	Room D
3:45 PM – 4:00PM	Break with Vendors <i>and Drawing for Door Prize</i>	West and North Gallery
4:00 PM – 5:15 PM	Registrar’s Chat Admissions Chat	Pavilion Cabana
	Dinner: On Your Own	
9:00 - Midnight	Hospitality	Ballroom A and Hospitality Suite
<b>Friday, October 7th Agenda</b>		
<b>Time</b>	<b>Description</b>	<b>Location</b>
7:30 AM – 8:30 AM	Breakfast	Ballroom A
8:30 AM – 9:15 AM	Common Course Numbering	Room C
	Regional Recruitment: Lessons and Opportunities	Room D
9:15 AM – 9:30 AM	Break with Exhibits and Vendors	West & North Gallery
9:30 AM – 10:30 AM	Transfer Discussion	B & C
10:40 AM – 11:15 AM	Closing Session	B & C
11:15 AM – 12:15 PM	Executive Committee Meeting	Executive Board Room

## **T1 Breakout Sessions**

### **Maneuvering through FAFSA when Parents do not have a SSN**

Presenter(s): Sandra Carmona Jobe, Jacksonville Lighthouse High School

Audience: Admissions & Recruitment

Description: Citizen, Resident, DACA, Undocumented students, who can complete the FAFSA? Learn how to assist students who qualify for FAFSA, but parents do not have a SSN, navigate through the FAFSA process.

### **How a Single Credential Management Platform Can Make a Difference at Your Institution**

Presenter(s): Megan Goerz - Sr. Regional Manager, HE Solutions

Molly McLean - Sr. Account Executive, HE Solutions

Tammy Weaver - Registrar, Arkansas Tech University

Brandi Tripp - Associate Registrar, Arkansas Tech University

Connie Herring - Coordinator of Operations, Arkansas Tech University

Alexis Scrimshire - Associate Registrar, Arkansas Tech University

Audience: Registrars

Description:

What efficiencies could you create in the Registrar's office if there was one platform to manage all credentials including transcripts, diplomas, certificates, CLRs, 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.

Learning Outcomes:

- Learn how to scale your Registrar's office to serve modern-day students with efficient tools to track, manage and issue credentials
- Learn about the efficiencies that a comprehensive credential management system can provide your institution from transcripts to diplomas to micro-credentials and co-curricular transcripts
- See results from Arkansas Tech moving to a single platform for transcripts and diplomas
- Hear about how other institutions are creating meaningful digital student experiences

### **It Takes All of Us**

Presenter(s): Chris Riggins, Sabrina Billey, & Meagan Bowden, University of Central Arkansas

Audience: Admissions & Recruitment

Description: – Cross-Campus Partnerships for Transfer Students

### **Navigating Memberclicks**

Presenter(s): Heath Riddle-Sims, Hendrix College

Audience: ArkACRAO Members

Description:

Welcome to the new ArkACRAO.org! It's more than just a website, it's a way to connect with your colleagues across the state. During this session, we'll cover how to update your profile, join and create helpful forums, and navigate the new email lists that are replacing the AAACRAOL listserv.

*\*We highly recommend that at least one person from your institution attend this session to share updates about this system as the AAACRAOL listserv will not be used much longer!*

## **T2 Breakout Sessions**

### **The Registrar of the Future**

Presenter(s): Dave Wengel, SmartResume/iDatafy

Audience: Registrars

Description: Learn how leading registrars are completing their digital portfolios by offering certified SmartResumes to their students and alumni.

The year is 2025 and Registrar offices around the country are still trying to catch up with the innovation coming from Arkansas. For the past several years leading higher education institutions across the state have been issuing blockchain certified SmartResumes to students and alumni. The SmartResumes contain FERPA compliant directory contact data points (such as academic achievements, activities, etc.) that can help differentiate recipients when pursuing employment opportunities. Employers for the first time can both find certified job talent and also verify key academic credentials in real-time-- all while demonstrating no bias in their resume review due to the proprietary SmartResume underlying technology. Join our session to learn how leading higher education institutions in Arkansas have already begun to create the future with this groundbreaking technology.

### **Relationship Building 101**

Presenter(s): Sydney Welch, University of Central Arkansas

Audience: Recruitment

Description: Building relationships with multiple groups of people, including prospective students, school personnel, community constituents, parents, and fellow recruiters simultaneously.

### **Your Campus Deserves a 'S.M.I.L.E.'**

Presenter: Jennifer Cunningham, University of Arkansas Hope-Texarkana

Audience: Admissions and Registrars

Description: You're a smile away from a culture of Excellence

## **T3 Breakout Sessions**

### **Financial Aid for Admissions Counselors and Recruiters**

Presenter(s): Radeanna Garcia, University of Arkansas

Audience: Admissions & Recruitment

Description:

An experienced financial aid administrator, who now works as an Admissions Counselor, shares financial aid experiences and communication tactics to help bridge two important departments within any college or university. This session will provide Admissions Counselors with "ah-ha" moments where a student may have a specific situation that needs personal financial aid attention to assist with the completion of the FAFSA. Session will provide upcoming 2023-2024 FAFSA changes to be aware of when speaking to students and families about federal aid. We will discuss terminology and acronyms that Admissions Counselors can be familiar with and understand.

### **Paradigm Diplomas, Done Right: A Comprehensive Credentialing Solution**

Presenter(s): Ace Purvis

Audience: Registrars

Description:

Paradigm, Inc. offers the largest and most comprehensive credentialing platform in the U.S.

Whether paper or digital, our diplomas & certificates are done right, with integrity.

Experience the Paradigm Integrated Experience (PIE) – a platform that gives you, the client, full control of your orders. Easily upload data, manage “holds,” signatures, diploma reorders, tracking progress and

more – all backed with a 5–10-day turnaround, unsurpassed customer service, and an unmatched accuracy rate.

Our digital diplomas are widely accepted in place of apostilles, since they are the only credential validated against the domain (.EDU) of the institution, providing absolute authenticity, while also offering an optional and scalable CLR solution. *When integrity matters, make the Paradigm shift.*

### **How? Why? What are Deeper Conversations? The Art of Positive Communication**

Presenter(s): Frankye Jimenez, UACCM

Audience: Admissions, Recruitment & Registrars

Description: Positive Communication every day.

- Audience members will learn communication practices to best approach daily conversations in multiple context.
- Audience members will apply communication practices learned in activities to better understand the concepts.
- Audience members will reflect on the concepts and activities to better develop their sense of communication in their every day lives.

### **Behind the Scenes of Event Planning**

Presenter(s): Heath Riddle-Sims, Hendrix College

Audience: Admissions, Recruitment, & Marketing

Description: Everyone's events are unique, but are the basic building blocks really all that different?

Hear from a Slate school how events and communications are leveraged to create a smooth behind-the-scenes process for admission staff and additional campus constituents. It's not just the students that deserve a user-friendly process! NOTE: Processes and examples will be based on Slate tools.

## **F1 Breakout Sessions**

### **Common Course Numbering**

Presenter(s): Beth Stewart, University of Arkansas System & Tammy Weaver, Arkansas Tech University

Audience: Registrars

Description: A presentation focusing on preparation for implementation of common course numbering across public institutions. This goes beyond the ACTS course index. Identifying where changes need to be made - catalog, student information system course subject and number, repeated courses, degree check lists, degree audit systems, electronic and printed promotional materials.

### **Regional Recruitment: Lessons and Opportunities**

Presenter(s): Hailey Canada, Radeanna Garcia, Jessica Williams, & Emily Hartle, University of Arkansas

Audience: Admissions, Recruitment, & Registrars

Description:

Regional recruiters allow institutions to strategically provide a steady presence across their state or region. Regional recruitment can enhance service to students, families, and schools while reducing travel costs. While there are many positive reasons to consider regional recruiters, there are also challenges and important considerations to keep in mind. We do not claim to have perfected our process, but we are happy to share the resources we have collected and the lessons we have learned while building our in-state regional team for the University of Arkansas Office of Admissions. We hope to hear your ideas and experiences, as well.

**Keynote Speaker**



Andy Masters

Andy Masters, MA, CSP is an award-winning author and international speaker who has presented educational success and professional development programs for over 250+ U.S. Colleges and Universities—including many in Arkansas. Andy has written 5 books and earned 4 degrees, including achieving Distinguished Graduate honors from Webster University in Missouri. Andy has earned the prestigious "CSP" award/designation of the National Speakers Association (NSA), the highest international recognition for professional speakers, in which only 10% of over 5,000+ speakers worldwide have achieved.



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**Bronze Sponsor – \$500 Level**

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**Miscellaneous Information**

**Conference Wifi Information:**

ARKCC  
Event2019

**AACRAO Annual Meeting**

March 26-29, 2023  
Aurora, CO

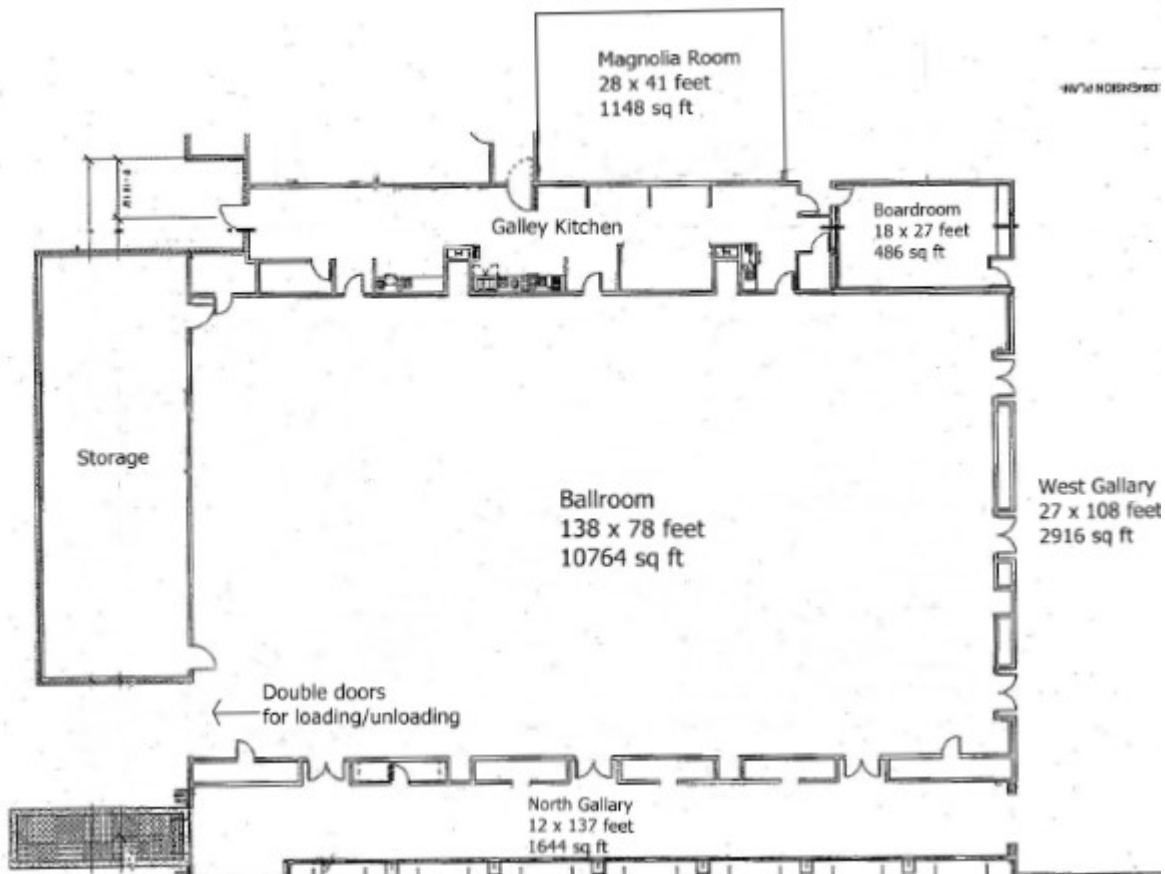
**SACRAO Annual Meeting**

February 5-8, 2023  
Charlotte, NC

**ArkACRAO Scholarship for SACRAO Registration Fees**

Deadline: November 15, 2022

## Conference Map



## Save the Date!

2023 ArkACRAO Fall Conference  
Embassy Suites  
Jonesboro, Arkansas  
October 4-6, 2023