

**Sharing Info with Students: The Communication Conundrum:** Chris Melton, Shoreline Community College

Over the last two years Shoreline Community College has developed a communication plan for new and continuing students. Using a combination of methods, we communicate information related to important quarterly dates, financial aid deadlines, graduation, financial literacy, and more, tracking open rates and click-throughs. Whether you're considering developing a communication plan or already have one in place, this is your opportunity to learn how to get started, what communications and methods are effective, and those that didn't get the hoped for response.

**WACRAO Legislative Update:** Cody Eccles, Director of Government Relations and Business Affairs, Council of Presidents

Come learn what is happening in Olympia and where the state is going relative to higher education funding and policy. The presentation will focus on the current funding context for public, higher education in Washington and present on key legislation passed in the 2019 session that will impact higher education at the state level today and in the future.

**A Deep Dive into Dual Credit State Policy from a Public Baccalaureate Perspective:** Dr. Julie Garver, Director of Policy and Academic Affairs, Council of Presidents

Dual credit chatter is at an all-time high in the news, at the dinner table, bills, and in policy discussions across sectors and state agencies. The presentation will focus on the most recent history and happenings around dual credit, where we are, the impact and questions for further consideration. ACA

**Radical Candor: How to be a kick butt boss without losing your humanity:** Laura Martin-Fedich, University of Puget Sound

Radical Candor: How to be a kick butt boss without losing your humanity. Regardless of your job title, this session is for all who want to be part of a high performing team and build a culture of trust. Based on the bestselling book by Kim Scott, this session will provide insightful advice and practical suggestions to inspire your team to do great work as you seek to find the sweet spot where you "care personally" and "challenge directly". This session is for anyone who is a boss and anyone who has a boss.

**Multicultural Outreach from Recruitment to Advising:** Joe Aguilar, South Puget Sound Community College, Miguel Ovies-Bocanegra, The Evergreen State College

It is no secret that students of color have been historically disenfranchised from higher education. Outreach to multicultural students from the recruitment process to advising brings some significant challenges higher education professionals have to overcome. Such as, where to start? Why is it important? What is the real difference I am making? What are the common practices? Etc. The aim of this workshop is to equip professionals with the information and best practices to execute effective outreach to multicultural students through the recruitment & advising process.

**Latin@ Center for Higher Education (L@ CHE): Retention Program for Self-Identified Hispanic/Latinx Students:** Cesar Rangel, Bellevue College

In 2012, the Latin@ Center for Higher Education (L@ CHE) was created and developed at Highline College. Its mission was to increase the enrollment, retention, and completion number of for-credit self-identified Hispanic/Latinx students. In this workshop, participants will learn how to create essential programming (i.e., Latin@ Summit, Speaker Series, Latino Club) strategies, college-level Latinx Experience curriculum, and analyze program quantitative and qualitative data.

**Veterans on Campus: What you need to know:** Randy Kelley, The Evergreen State College

This presentation is to familiarize the audience with the concerns that veterans bring with them when they first enroll into college and the types of support mechanisms that need to be in place to support not only veterans, but dependents and active duty also. We will briefly touch on issues that veterans experience in the classroom and in dealing with the college structure due to experiences they may have had in their military service such as TBI and PTSD. We will have a panel of veterans to talk about their personal experiences on entering college.

**More than a driver's license: How to answer residency questions when you aren't a residency officer:**

Gail Wootan, WSAC & Karen Khuu

This roundtable is for non-residency professionals who get a lot of questions about residency and want to be sure they are giving correct advice. The hosts will share some best practices and then open it up to the group to ask questions and share their own institutional processes. Frontline staff who work in admissions, registration, financial aid, and veteran services are encouraged to attend.

**PACRAO's Leadership Development Institute:** James Miller, UW Bothell

PACRAO has initiated a Leadership Development Institute (LDI) as a year-long development opportunity for emerging leaders in the professional arenas that PACRAO serves. PACRAO wants to play a key role in shaping its membership through thought leadership, professional development, and streams of development that encourage a broader spectrum of professionals to grow in the profession. This session covers the experience and progress of the LDI in its first year.

**The Changing Landscape in Higher Education Policy:** Terri Standish-Kuon, Independent Colleges of Washington

A round table discussion on the changing landscape in higher education policy concerns as it pertains to private, not-for-profit institutions in Washington state.

**Financial Aid Basics for Registrars and Admission Officers:** Bryan Gould, University of Puget Sound

A colleague encouraged me to consider this session to better familiarize the Registrar and Admission Officer community on basic rules and regulations for administering federal, state, and institutional financial aid, as well as outlining eligibility requirements and varying award sources/types.

**Building non-hierarchical professional support through peer mentorship: the meetings will continue until morale improves:** Ben Tucker, University of Puget Sound

Engaging with colleagues through a non-hierarchical peer mentoring relationship is an opportunity for people at all stages of their careers to support each other with empathetic listening, supportive accountability, and thoughtful critique. Peer mentorship provides opportunities to collaborate and share

insights about both personal and organizational challenges outside of formal hierarchical relationships. This practice provides space to creatively brainstorm new solutions to workplace challenges while allowing for open reflection and personal and professional growth. Attendees are invited to share their experiences of peer-mentorship and learn from the ideas of others. While the presenters' draw from their own experience in librarianship, the information is transferrable across professions.

**FERPA Time: Hot Topics, Accidental Breaches, and Other Delicate Scenarios:** Helen Garrett, UW Seattle

All of us who have access to student data are responsible for being compliant with the Department of Education's Family Educational Rights and Privacy Act (FERPA). Quite often it can be scary and intimidating when we do not know what we can release to whom and why. This session will highlight the hot topics and delicate scenarios that can occur with FERPA, while providing training and refreshing on the FERPA laws for both the novice and experts among the WaACRAO membership.

**Best Practices for Recruiting and Supporting Underrepresented High School Students:** Colton Lindelof, Esmy Farias, Julie Mercado, and Tara Starr, WSU Vancouver

The demographics are changing in Southwest Washington and our traditional practices are not appropriately serving our students. If we rely on college fairs and email campaigns, we would be neglecting a huge swath of our population. Instead, WSU Vancouver has implemented a hands-on approach for the recruitment and support of underrepresented students by building relationships, removing barriers, and working to gain the trust of our local students. This session will explore the culturally competent recruitment methods used by WSU Vancouver in Southwest Washington. Learn about the barriers we face, the methods we have implemented, the lessons learned and the results we have achieved.

**After Millennials - Connecting with GenX Parents & GenZ Students:** Jeff Kallay, Render Experiences

After two decades of recruiting and enrolling Millennials (and their Baby Boomer parents) After Millennials raises the importance of learning about and understanding the seismic generational shift happening on college campuses as post-9/11 Homeland/GenZ and their GenerationX parents are now the target audience. It provides historic background on American generations and key insights into understanding and connecting with this new student/parent cohort, with special attention to your campus visit.