

# WASHINGTON ASSOCIATION OF COLLEGIATE REGISTRARS & ADMISSIONS OFFICERS



**August 3, 2023**  
**Central Washington University**  
**Ellensburg**



## **WaACRAO Executive Committee Members**

**President:** Steve Downing, Bellevue College

**Vice President:** Arturo Torres, Central Washington University

**Past President:** Amanda Breslin, Pacific Lutheran University

**Secretary:** Vacant

**Treasurer:** Jeff Hill, DigiPen Institute of Technology

**Registration Coordinator:** Bailey Acord-Becker, Pacific Lutheran University

**On-Site Coordinator:** Arturo Torres, Central Washington University

**Hospitality Coordinator:** Rose Spodobalski-Brower, Central Washington University

**Vendor Coordinator:** Karen Khuu, Green River College

**Sessions Coordinator:** Karl Smith, Whatcom Community College

**Assessment Coordinator:** Megan Banford, University of Washington Seattle

**Web Coordinator:** Vacant

**Communications Coordinator:** Vacant

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## **MISSION STATEMENT**

To provide for the dissemination of information and the exchange of ideas related to statewide issues of mutual interest to member institutions.

To foster a better understanding of the activities of member institutions and to develop a spirit of cooperation, collaboration, and unity in addressing issues of mutual concern.

To promote the development of individual participants in areas that will enhance their performance as student services professionals.

To enhance communication amongst existing established groups within the state of Washington (private schools, public schools, etc.)

# BIG THANKS TO OUR 2023 CONFERENCE PARTNERS!

The WaACRAO leadership is dedicated to continually developing the relationships we have with our partners. Our partners play a vital role in supporting our association so we can provide professional development training and information for the WaACRAO members at the annual state conference.

## ***PREMIUM LEVEL PARTNERS:***

**Stellic** 

*To our sponsors: We kindly invite you to participate in our next annual WaACRAO conference. Early August, date coming soon! We hope you will join us!*

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*PREMIUM LEVEL PARTNERS:*

The logo for Motumatic is written in a red, cursive script. The letter 'M' is stylized with a long, horizontal tail that extends to the left. Two red, eight-pointed starburst symbols are positioned above the 'o' and 'a' in 'omatic'.

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*PREMIUM LEVEL PARTNERS:*



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# WaACRAO 2023

## Conference Program At a Glance

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**7:30 - 8:15**

**Conference check-in**

**8:15 - 9:25**

**Opening Remarks:** Steve Downing, *WaACRAO Board President*

**Central Welcome:** *From CWU President Jim Wohlpart,*

**Keynote:** **Melanie Gottlieb**, AACRAO Executive Director

**9:30 - 10:30**

**SESSION ONE**

Session Title	Presenter
HSI in the State of Washington	Arturo Torres, CWU
Joining Forces: Building a Stronger Future for Veteran Students through Interdepartmental Collaboration	Karen Khuu & Manila Mercurio, Green River College
Artificial Intelligence: Does it have a place in Higher Ed – a roundtable	Karl Ritter Smith, Whatcom Community College/ Allison Swenson, Eastern Washington University

**10:30 - 10:45**

**BREAK**

**10:45 - 11:45**

**SESSION TWO**

Session Title	Presenter
What are the compliance issues besides FERPA that I need to know	Helen Garrett, University of Washington
Climbing Higher: Expedition CWU	Andres Moreno, CWU
PACRAO Engagement – participating in upcoming conferences as a volunteer	Arturo Torres, CWU; Tina Miller, University of Washington; Jeff Hill, DigiPen Institute of Technology; Steve Downing, Bellevue College

**11:45 - 12:00**

**BREAK**

# WaACRAO 2023

## Conference Program At a Glance

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### 12:00 - 12:30 VENDOR SESSIONS

Session Title	Presenter
Paradigm Diplomas Done Right	Shawn Owen, Paradigm
How Unified Degree Management Can Impact Your Campus	Keven McKeever, Director of University Partnerships, Stellic
How to Reach, Motivate & Enroll More Students For Fall Registration	Haley Johnson; Regional VP, Education Solutions, Motimatic
Efficient Planning and Enrollment - The Fully Integrated & Automated Way	George Amalor, CEO, HighPoint Technology Solutions

### 12:30 - 1:30 LUNCH BREAK / NETWORKING

### 1:30 - 2:30 SESSION THREE

Session Title	Presenter
Residency Roundtable (Pt 1)	Maria Larsen, Everett Community College & Veronica Corral, Whatcom Community College
Results of Study of "No Holding Back" Initiative with WICHIE and AACRAO	Arturo Torres & Adrian Naranjo, CWU
Campus Tour	CWU Welcome Center

### 2:30 - 2:45 BREAK



# WaACRAO 2023

## Conference Program At a Glance

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### 2:45 - 3:30      SESSION FOUR

Session Title	Presenter
Residency Roundtable, Pt 2	Maria Larsen, Everett Community College & Veronica Corral, Whatcom Community College
The Way Forward for Higher Education	Melanie Gottlieb, Executive Director AACRAO

**3:30 - 3:45**      **CLOSING REMARKS & RAFFLE:** *Steve Downing, WaACRAO Board President & Arturo Torres, WaACRAO Board Vice President/2024 Board President*

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### **COMPLETE YOUR SESSION ASSESSMENTS!**

We'd love to hear your feedback on sessions so we can continue to improve each year. Please be sure to complete our assessment after each session. It should take no more than 2-5 minutes to complete!

# **WaACRAO 2023**

## *Session Descriptions*

### **SESSION ONE**

#### **SURC 137A: *Becoming an HSI in the state of Washington***

Presenter: Arturo Tores, University Registrar at Central Washington University.

Understanding the demographics of the state of Washington high school graduates, what does this mean and what are the opportunities? In addition, what are the next steps to becoming an HSI.

#### **SURC 137B: *Joining Forces: Building a Stronger Future for Veteran Students through Interdepartmental Collaboration***

Presenters: Karen Khuu, Veteran Transition Coordinator, Green River College. Manila Mercurio, School Certifying Official, Green River College. Military students (especially our veterans) are a special student population. Starting education after military service can be challenging for some. Making the process as simple and direct as possible is necessary for a smooth transition into higher education. Admitting and transitioning veteran students to higher education often times can not be treated the same way as one would for a traditional student. This interactive presentation will focus on some programs/processes that Green River College Veteran Services is implementing (and refining) to help support our military student population overcome barriers to their educational journey. This is also an opportunity to explore and share what your institution is doing to support our special student population.

# WaACRAO 2023

## *Session Descriptions*

### **SESSION ONE CONTINUED**

#### ***SURC 135: Artificial Intelligence: Does it have a place in Higher Ed – a roundtable***

Presenter: Karl Ritter Smith, Whatcom Community College/Allison Swenson, Eastern Washington University

Join us for this thought-provoking session where we explore the advantages and drawbacks of integrating AI in Higher Education and its implications for detecting AI-based Academic Integrity cases. By examining both sides of the coin, we will foster a deeper understanding of the challenges and opportunities that AI presents in higher education settings, empowering attendees to navigate the complex landscape of AI and academic integrity.

# **WaACRAO 2023**

## *Session Descriptions*

### **SESSION TWO**

#### ***SURC 215D: What are the Compliance Issues Besides FERPA That I Need to Know?***

Presenter, Dr. Helen Garrett, University Registrar and Chief Officer of Enrollment Information Services, University of Washington.

We often think of just FERPA when it comes to the topic of compliance, but there are a myriad of additional federal and state laws one needs to know and to adhere to as a member of a registrar team.

#### ***SURC 137B: Climbing Higher: Expedition CWU***

Presenter: Andres Moreno, Interim Director of Admissions, Central Washington University.

The Climbing Higher: Expedition CWU Workshop aims to empower educators with the knowledge and tools to implement similar events in their region effectively. We will delve into the objectives, activities, and benefits offered by this unique cohort program designed as a three-part series during the school year. Session highlights will include learning more about the background and purpose of the program, event structure and design, integration of a CRM, and resources required to make events sustainable and accessible to students and their support networks.

The Expedition CWU series was created by partnering with the South Central STEM Network Team at ESD 105 and Central Washington University (CWU). This cohort-based model allows incoming students to meet other high school students from across the region who are interested in attending CWU, meet university staff who can help support the transition from high school to college, and receive much-needed resources and guidance. The pilot program began in 2021 and has expanded to include a fourth event to address yield/ summer anti-melt initiatives.

# WaACRAO 2023

## Session Descriptions

### SESSION TWO CONTINUED

#### **SURC 137A: PACRAO Engagement - participating in upcoming conferences as a volunteer ?**

Presenters: Arturo Torres, CWU; Tina Miller, University of Washington; Jeff Hill, DigiPen Institute of Technology; Steve Downing, Bellevue College

Come here about experiences and opportunities to get involved with PACRAO such as the Leadership Development Institute (LDI), serving on a PACRAO committee or even running for a board position.

### VENDOR SESSIONS

#### **SURC 137A: Paradigm Diplomas Done Right**

Presenter: Shawn Owen, Director of Public Relations, Paradigm

Paradigm - The Complete Online Platform: 30+ Years Experience. Diplomas, Certificates, Covers, Digital & More. Speed (up to 24 hour turnaround). Accuracy. Quality. DirectShip™. MyReOrder™. MyHold™. Phenomenal Customer Service! Scalable CLR. When integrity matters, make the Paradigm shift.

#### **SURC 137B: How Unified Degree Management Can Impact Your Campus**

Presenter: Kevin McKeever, Director of University Partnerships, Stellic

This session describes how unifying the key components of degree management -- specifically audit, degree planning, and scheduling — can bring about tremendous impacts across campus. We'll share how Stellic's end-to-end platform is empowering students with more clarity and ownership over their academic journey, while enabling operational efficiency on the staff side through meaningful data and powerful reporting tools.

# **WaACRAO 2023**

## *Session Descriptions*

### **VENDOR SESSIONS CONTINUED**

#### ***SURC 135: How to Reach, Motivate & Enroll More Students For Fall Registration***

Presenter: Haley Johnson, Regional VP, Education Solutions

When we change how students think about higher ed, they start to act differently—and achieve success at critical moments in their educational journey. Today, 175+ colleges and universities leverage Motimatic’s proven motivation science and digital marketing expertise to improve enrollment and registration outcomes.

Join our session to learn how our fully managed, pay-only-for-results solution can help your team improve fall enrollment and registration immediately. We will walk you through the methodology and approach, with a specific emphasis on the results observed by your Western peers.

#### ***SURC 215D: Efficient Planning and Enrollment—The Fully Integrated & Automated Way***

Presenter: Goerge Amalor, CEO, HighPoint Technology Solutions

HighPoint will demonstrate a fully integrated and automated planning solution with a personalized pathway to graduation that sits inside of PeopleSoft. Key features include generating an automated sequence of courses, demonstrating the ability to share and communicate plans between advisors and students, one-click registration for students, and pre-built analytics for enrollment management. This solution is 100% real-time, and student data stays in-house.

# **WaACRAO 2023**

## *Session Descriptions*

### **SESSION THREE**

#### **SURC 215D: *Residency Roundtable***

Presenters: Maria Larsen, Interim Director of Enrollment Services/Registrar, Everett Community College. Veronica Corral, Associate Director for Admissions and Enrollment Operations/Associate Registrar, Whatcom Community College

This session is for anybody interested in roundtable discussions pertaining to residency topics. The focus will be on best practices for communication processes, resolving undetermined residency statuses and visa situations, reclassification processes and use of the Washington State Higher Education Residency Affidavit (SB5194). We encourage active engagement and conversation! Please be sure to bring your questions, process maps, residency forms and best practices. We are looking forward to talking with you!

Note: This session lasts for two hours.

#### **SURC 137A: *Result Study of “No Holding Back” Initiative with WICHIE and AACRAO***

Presenters: Arturo Torres, University Registrar, Central Washington University. Adrian Naranjo, Business Intelligence Analyst, Central Washington University

The session will cover the year-long student on the "No Holding Back" initiative supported and in conjunction with WICHIE and AACARO organizations. The focus is on enrollment holds at the university and removing barriers to student enrollment. We will discuss the data collection process and our findings. We will describe the proposed solutions, partnerships across the campus, and implementation strategies that we will be undergoing.

#### **Meet outside SURC Ballroom: *Campus Tour***

Take a walk and enjoy our lovely host college!

# **WaACRAO 2023**

## *Session Descriptions*

### **SESSION FOUR**

**SURC 215D: *Residency Roundtable*** continues until 3:30

**SURC 215 Ballroom: *Collaboration and Convergence***

Presenter: Melanie Gottlieb, Executive Director, AACRAO

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In this interactive session, we will share insights from a recent joint AACRAO and UPCEA survey on the relationship between the professional and continuing education and traditional academic offerings and highlight the challenges and opportunities for institutions to strengthen their value proposition, enrich their SEM planning efforts, and attract adult learners into their programs. We will explore the ways in which the participants' campus practices relate to the survey data, and depart with ideas to support their institutions to move forward from where they are.



# WaACRAO 2023

## *Meet Your Presenters*

**Arturo Torres**, University Registrar at Central Washington University with over 17 years of experience in higher education. Strong focus and expertise in change management, team building, and faculty collaboration. First-generation, neo-traditional student who looks to enhance student access and the student experience in higher education. With a bachelor's degree in Public Administration Law Enforcement and a master's degree in Public Administration, Non-Profit Management, I understand the political and strategic planning necessary when working with local state and federal government, university administrators, and the public. I have a strong work ethic and a strong commitment to public service and integrity.

**Karen Khuu** (she/her) is the Veteran Transition Coordinator with Veteran Services at Green River College. She assists veterans and military connected students by connecting them to opportunities and resources on/off campus, help service members with the transition from military service to college education, and other direct support to ensure current and prospective veterans and military-connected students overcome barriers to their educational success. Prior to GRC, she worked at UW Seattle for 7+ years with the Office of the University Registrar as one of the two residency officers processing residency for tuition purposes. She is also actively involved with PACRAO (currently serving as Treasurer) and WaACRAO (2021 Past President).

**Manila Mercurio** (she/her) is the School Certifying Official with Veteran Services at Green River College. She has been supporting veteran/military students, serving in different roles, since 2014. She also worked at Green River College as a VA workstudy student while pursuing her education. Prior to working in Higher Education, she served in the US Navy.

**Allison Swenson** (she/her) Bachelors degree from Eastern Washington University in Applied Developmental Psychology, Masters degree from Kansas State University in Academic Advising with an emphasis in Administration. Experience in EWU Housing and Res. Life, SCC as an OA3 in the Dean's Office of Science & Arts and BHIT, and then over 6 years in various roles in the EWU R&R and Academic planning office including transcript evaluations, graduation evaluator, and now serving as a Admin Regulations Analyst. As someone who assists students daily in their degree audit and pursuit of an undergraduate degree, she sees the students who need a little help navigating hurdles and aims to provide equitable experiences for these students while balancing the importance of maintaining academic integrity.

# WaACRAO 2023

## *Meet Your Presenters*

**Maria Cristina Larsen** (she/her/ella) is the Interim Director of Enrollment Services and Registrar at Everett Community College. She oversees processes related to admissions, residency, registration, records management, FERPA compliance, graduation, and more. Maria seeks to remove barriers for students in Enrollment Services process' by keeping universal design, accessibility and DEI at the center of the work. In the 7 years that Maria has worked in Enrollment Services, she has had the chance apply these practices to the residency determination for tuition purposes and the residency reclassification process at EvCC.

**Veronica Corral**, Associate Director of Admissions and Enrollment Operations/  
Associate Registrar, Whatcom Community College

**Melanie Gottlieb**, Executive Director, AACRAO (American Association of Collegiate Registrars and Admissions Officers). Melanie is the first woman to hold the role of Executive Director in the association's history after nearly six years as the Deputy Director. She brings a global perspective rooted in an understanding of the technological proficiency and flexibility needed to move AACRAO forward. Melanie 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. She has served the association in a variety of volunteer leadership roles throughout her career, most recently as Vice President for International Education on the AACRAO Board of Directors. Melanie earned an MA in Information Science from the University of Missouri - Columbia and a BA in History / American Studies from Marlboro College in Vermont.

**Dr. Helen B Garrett** became UW's inaugural University Registrar and Chief Officer of Enrollment Information Services in February 2016. Helen has an extensive background in Admissions, Registration, Student Affairs, and Enrollment Management Systems from Lane Community College (OR), University of Oregon, Whittier College, University of Southern California, and Michigan State University. Helen has served as president of the Pacific Association of Collegiate Registrar and Admissions Officers, and has held additional leadership positions in state, regional, and national professional organizations. She is a national trainer on FERPA and presents at conferences on issues related to professional development. Helen holds a BA in Business Administration and MA in College and University Administration from Michigan State University, and a doctorate in Education from Oregon State University's Community College Leadership Program.

# WaACRAO 2023

## *Meet Your Presenters*

**Andres Moreno** is currently the interim Director of Admissions at CWU. He has extensive experience in recruiting new students, Campus Visits experiences, and working with Traditionally Underrepresented Student Groups outreach and recruitment efforts. He is passionate about higher education opportunities for all students, specifically first-generation and low-income students. His commitment to creating an inclusive and welcoming learning environment has been crucial for CWU as it becomes an HSI.

**Shawn Owen** 40 years experience in sales and client relations. Currently Director of Client Relations & Sales Strategies at Paradigm, Inc.

**Kevin McKeever**, Director of University Partnerships, Stellic

**George Amalor**, founder and CEO of HighPoint Technology.

**Steve Downing** has over 22 years of experience in higher education and currently serves as the Dean of Enrollment Management at Bellevue College. He has been involved in the WaACRAO board for the past two years but first attended WaACRAO in 2010. He has also served PACRAO in a variety of roles such as Vice President for Publications Information Technology and LAC co-chair in 2020.

**Karl Ritter Smith**, Director of Entry and Enrollment Services/Registrar at Whatcom Community College since 2022. I have over 20 years experience in higher education, specifically in Enrollment Services. I have the privilege of managing and advocating for systems that allow students to access higher education, and it's my mission to create safe spaces for students and staff to be who they are, and push for our system to be equitable and transparent.

**Jeff Hill**, Vice President, Admissions and Outreach, DigiPen Institute of Technology.

**Tina Miller**, Senior Associate Registrar and Chief Residency Officer, University of Washington.

# WaACRAO 2023



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## **INTERESTED IN BEING A PRESENTER?**

WaACRAO strives to promote best practices, provide legislative updates, information exchange about innovative trends in technology and many more! We are always looking for presenters to share their knowledge/insight with the WaACRAO members. This is an amazing opportunity to not only share your knowledge with your fellow colleagues but add this experience to your list of accomplishments!

We kindly invite you to participate in our next annual WaACRAO conference as a presenter! Early August, ! We hope you will join us!

## The History of WACCRAO/WACRAO/WaACRAO

In 1968, the first official meeting of the Washington State Community College Registrars and Admissions Officers (WACCRAO) met. It included representatives from all of Washington's community colleges.

By 1976, the term "Association" had been added to the group's official title.

In 1992, in response to the addition of the technical colleges to the state's community college system, the name was once again changed to the Washington Council of Registrars and Admissions Officers (WACRAO).

Perhaps as a result of the World Wide Web, and the increased ability to freely communicate, confusion developed over the WACRAO acronym. Constituents from across the nation incorrectly assumed the acronym belonged to Washington Association of Collegiate Registrars and Admissions Officers, a state subsidiary of AACRAO and PACRAO that most certainly included all higher education institutions within the state.

Examples of such state subsidiaries associated with PACRAO/AACRAO are: AzACRAO-Arizona; BCRA-British Columbia; CACCRAO-California; OrACRAO-Oregon; UACRA-Utah; WARUCC-Western Canada

Other admissions and registration groups that formed independently of WACRAO within Washington's higher education system include:

- ICORA: Comprised of all Washington public baccalaureate institutions
- PROW: Comprised of Washington private baccalaureate institutions

And still other related Washington statewide groups, both formal and informal, include:

- Credentials Evaluator group
- AWISA: Association of Washington International Student Affairs
- A yearly Residency workshop group

In fall of 2002, the topic of a need to change the WACRAO acronym was introduced under the leadership of that year's president. Discussion continued during both the winter and spring 2003 meetings. At the Spring 2003 meeting, the group decided to officially vote on whether to pursue a new name and acronym. As a result, in the fall of 2003, the succeeding WACRAO president finalized the name change and bylaws amendment process.

In winter of 2004, WACRAO was officially changed to ARC, Admissions and Registration Council (ARC).

Over the next several academic years, ARC continued its discussions of partnering with its 4-year public and private constituents to create a true WACRAO organization. This possibility was presented to both constituents mentioned above and was consistently met with positive responses.

A grassroots steering committee was formed and came together on September 12, 2005 to discuss the possibility of a Washington ACRAO endeavor. Additional members were solicited to add balance and representation from each constituent group.

The suggestion for the WaACRAO acronym was to avoid confusion with Wisconsin's version, which already bears the WACRAO acronym.