



## 2012 Conference and

### Pre-Conference Workshops

***Strategic Enrolment Leadership: Student Success is  
Everyone's Goal***

**June 25-28, 2012  
Ottawa Marriott Hotel**

## 2012 PROGRAM

### Monday, June 25, 2012

7:30 – 9:30 am Victoria Ballroom Foyer	<b>Registration Desk Open for Pre-Conference Workshop Attendees Only</b>
9:00 am – 4:30 pm Wellington Salon (3 <sup>rd</sup> Floor)	<p><b>Workshop 1 – SEM Canadian Style: From Recruitment to Student Success</b> Presenters: Jody Gordon, Associate Vice President, Students, Kwantlen Polytechnic University Richard Levin, Executive Director, Enrolment Services and University Registrar University of Toronto</p> <p>This highly interactive <u>full-day</u> session looks at the spectrum of SEM activities through a particularly Canadian lens. The workshop will review some core concepts of SEM as it is practiced in Canada and challenge participants to apply those concepts, recognizing differing institutional contexts and challenges. Participants will be assigned to groups, asked to develop recruitment and student success strategies and reflect on the principles involved.</p> <p><i>(Lunch is provided for registered participants in Cartier III – Lower Level)</i></p>
9:00 am – 12:00 noon Rideau Salon (3 <sup>rd</sup> Floor)	<p><b>Workshop 2 – XML and Web Services Primer</b> Presenters: Jam Hamidi, Senior Technical Analyst, BCcampus, Doug Holmes, Programmer Analyst III, Ontario Universities' Application Centre Sebastian Baba, Systems Analyst, Ontario College Application Service</p> <p>Are you the "techy" person in the Registrar's Office working to stay on top of technology changes? Is your world of batch files changing to XML transfers using Web Services? This half-day session will give an introduction to the new standards that are</p>

	being developed and how they can affect what you are doing. BCcampus is utilizing these services in their expansion and in the process needs to assist partner institutions to adopt these new practices. Having an understanding of the technology will assist in ensuring a better success in the transition that can occur at your institution.
11:30 am – 1:30 pm Victoria Ballroom Foyer (2 <sup>nd</sup> Floor)	<b>Registration Desk Open for Afternoon Workshop Attendees to Register</b>
1:00 pm – 4:00 pm Rideau Salon (3 <sup>rd</sup> Floor)	<p><b>Workshop 4 - A Data Driven Approach to Setting and Meeting Institutional Retention Goals</b> Presenter: Jay Goff, Vice President of Enrollment and Retention Management, Saint Louis University</p> <p>Moderator: Elisabeth Paradis, Registrar, OCAD University</p> <p>This workshop is designed for institutional leaders and faculty to discuss how data coordination and planning between divisions is fundamental to accurately analyzing institution-specific retention issues. The featured model can help your institution benchmark and identify key changes needed to improve student persistence. Attendees will learn how policy changes and intervention strategies increased graduation rates by 12% and guided plans for additional retention success in the future. All participants will walk away with useful materials to help them strategize for increasing student success</p>
1:00 pm – 4:00 pm Dalhousie Salon (3 <sup>rd</sup> Floor)	<p><b>Workshop 5 – Getting the Skinny on Fraudulent Documents</b> Presenter: Roger W. Hur, Manager, International Credential Evaluation Service (ICES)</p> <p>Attend this pre-conference workshop and learn the advanced forms of document fraud plaguing the Canadian educational industry. Admission professionals in both graduate and undergraduate areas will find this session valuable and appropriate particularly with the technology advancements and tactics used by those engaging in fraud. Protecting the academic integrity and reputations of institutions by being diligent in preventing document fraud remain essential considerations of admissions and registrarial staff. With the growing prevalence of document fraud impacting educational institutions and employers, institutional staff involved in admissions, registrars' offices and career centres will find this session essential and helpful.</p>
3:30 pm – 6:00 pm Victoria Ballroom Foyer	<b>Registration Desk Open for All Attendees to Register</b>

## Tuesday, June 26, 2012

7:00 am – 5:00 pm Victoria Ballroom Foyer	<b>Registration Desk Open</b>
7:30 am – 8:45 am Victoria Ballroom	<p><b>Full Breakfast Buffet for All Attendees</b> <i>Enjoy a full breakfast buffet to kick off the first morning of the Conference. Buffet closes at 8:45 am to prepare for the start of the Plenary session.</i></p>
8:55 am Victoria Ballroom	<p><b>Welcome and Opening Remarks</b> Joanne Duklas, ARUCC President, Assistant Vice President, Enrolment Management &amp; University Registrar, York University</p>

<p>9:05 am – 10:05 am Victoria Ballroom</p>	<p><b>Plenary Session I – Keys to Thriving Enrolments in the New Economy</b> Jay W. Goff, Vice President of Enrolment and Retention Management, Saint Louis University</p> <p>Moderator: Joanne Duklas, ARUCC President and Assistant Vice President, Enrolment Management &amp; University Registrar, York University</p> <p>Due to the current economic and demographic shifts, higher education in North America is facing profound and pervasive changes in its basic business models and planning assumptions. These changes impact most of the primary factors that influence student enrolments: pricing and institutional aid, student loans, philanthropic support, investment strategies, curriculum delivery and design, international programs, enrolments and student support services, and government appropriations. Using a strategic enrolment management filter to identify solutions to the most challenging issues can be a key to ongoing student and institutional success in the coming years.</p> <p><i>Jay W. Goff is the Vice President of Enrolment and Retention Management at Saint Louis University. With over 20 years experience in university enrollment, strategic planning and communication programs, he believes in building a team-oriented and data-driven workplace that stresses service-focused student success plans. His mission-centric approach has achieved record enrolments, retention and graduation rates.</i></p> <p><i>Mr. Goff has been active in helping higher education professionals and students develop leadership skills and engage in strategic planning. He has written articles and presented workshops at many regional and national programs, mostly focusing on the values of team building and training, quality student-service systems and data-driven planning. He has worked with over 30 public and private institutions throughout the United States, Turkey, Canada, Mexico, China, Sri Lanka, Oman and Malaysia. Jay's consulting has focused on the use of operational audits and benchmarking data to assist institutions in improving student success and recruitment rates.</i></p>
<p>10:05 am – 10:45 am Laurier Salon, Albert Room &amp; Foyer (Lower Level)</p>	<p><b>EXHIBITS &amp; REFRESHMENTS</b> Take time to learn of the latest products and services from the ARUCC 2012 Exhibitors. Refreshments are available throughout the exhibit area.</p>
<p>10:45 am – 12:00 Noon</p>	<p><b>BLOCK A Concurrent Sessions</b></p>
<p>Cartier I (Lower Level)</p>	<p><b>A1 – The Future-Ready Campus: Planning for 2025</b> Ken Steele, Senior Vice President, Academica Group</p> <p>Moderator: Robert Perrier, Manager of Undergraduate Recruitment, Lakehead University</p> <p>In this fast-paced, entertaining, and sometimes startling presentation, Ken synthesizes a vast array of research, news, trends and forecasts to provide an unparalleled “big picture” view of the higher education world of the not-too-distant future. By 2025, there will be far fewer traditional-aged college and university students in most regions of Canada, but a higher proportion of them will be participating in PSE. Government funding will be more targeted and is unlikely to keep pace with escalating costs. New technologies will transform delivery modalities, the nature of texts, and approaches to pedagogy in the classroom. Public and political pressure will have heightened for outcome-based evaluation of PSE, from student completion to knowledge transfer, employment and return on investment.</p>

<p>York Salon (Lower Level)</p>	<p><b>A2 – Experiments in Collaboration: The Learning Commons at York University</b>  Presenter: Mark Robertson, Associate University Librarian for Information Services,  York University</p> <p>Moderator: Wayne Paquet, Registrar, Nova Scotia Agricultural College</p> <p>Over the past decade learning commons have emerged at campuses as an innovative approach to the support for student learning. Despite the appearance of a single movement, learning commons have taken on different flavours and have come to embody a variety of visions and principles. York University’s new Learning Commons officially opened in October 2010 after several years of planning and development. This session will contrast different learning commons models, and how one institution developed its Learning Commons, from student learning space, to academic support hub, to a model of radical collaboration.</p>
<p>Rideau Salon (3<sup>rd</sup> Floor)</p>	<p><b>A3 – Tightly Integrating Enrolment and Budget with a Distributed Web-Based Application</b>  Presenters: Mario Verrilli, Senior Academic Planning and Budget Analyst,  Peter Rowley, Director of Applications and Integration,  Rose Orlando, Project Manager, York University</p> <p>Moderator: Amy Halliday, Manager, Scheduling &amp; Enrolment Reporting, George Brown College</p> <p>Financial pressure has forced York University to dramatically step up its efforts to control costs while maintaining a quality education for more than 50,000 students. These efforts are focused on harmonizing processes among Faculties and improving the University’s planning, budgeting, and resource cost tracking capabilities.</p> <p>At the heart of these initiatives lies a custom web-based software application known as the Academic Resource Management (ARM) system. ARM is an application that coordinates instructor workload management, contract faculty hiring, graduate student utilization, and budget oversight. ARM has provided a mechanism to support integrated planning by linking curriculum with enrollments, full-time and part-time faculty complement and budget.</p> <p>Participants will learn how:</p> <ul style="list-style-type: none"> <li>• Student data management systems can be integrated with other University systems to allow for integrated planning.</li> <li>• Better integration of systems has allowed for streamlining of processes resulting in more timely information to students.</li> <li>• Linking enrolment and budget allows Faculties to leverage real time data to support decision making related to cost/benefit of adjusting course space to better respond to student demand.</li> </ul>
<p>Albion Salon (Lower Level)</p>	<p><b>A4 – The AODA in Action: What You Need to Know</b>  Presenter: Richard Armstrong, Programmer/Analyst III, Ontario Universities’ Application Centre</p> <p>Moderator: Trudy Sykes, Director of Operations, Ontario Universities’ Application Centre</p> <p>This session will provide a practical overview on AODA (Accessibility for Ontarians with Disabilities Act) outlining the key concepts about AODA and what you need to understand. Participants will gain an understanding of:</p> <ul style="list-style-type: none"> <li>• Timelines for complying with AODA legislation as it pertains to websites</li> <li>• What is Web Accessibility?</li> </ul>

	<ul style="list-style-type: none"> <li>• Examples of web accessibility issues</li> <li>• Making websites accessible</li> <li>• As a registrar, what do you need to know about web Accessibility?</li> </ul>
Wellington Salon (3 <sup>rd</sup> Floor)	<p><b>A5 – Pan-Canadian Standards in International Credential Assessment</b>  Presenters: Natasha Sawh, CICIC Coordinator,  Michael Ringuette, Information Officer, Canadian Information Centre for International Credentials(CICIC) at the Council of Ministers of Education Canada (CMEC)</p> <p>Moderator: Sarah Hildebrandt, Manager, Graduate Studies, OCAD University</p> <p>Funded through HRSDC, CICIC, under the aegis of CMEC embarked on a multi-phase project aimed at facilitating the assessment of academic credentials for the admission of foreign students to Canadian colleges and universities. Equally, the project focuses on helping internationally-trained newcomers integrate into the workforce by improving the consistency and the portability of their academic assessments across Canada.</p> <p>The presentation will provide members with a better understanding of the Pan-Canadian Quality Standards in International Credential Assessment project and describe the various reference tools developed to aid the assessment community with their assessment practices, mainly the Quality Assurance Framework.</p>
Cartier III (Lower Level)	<p><b>A6 – Evidence-Based Proactive Student Relationship Management</b>  Presenters: Glenn Keeler, Registrar, The King’s University College  Shekar Kadaba, Vice President of Consulting Services, Rethink55</p> <p>Moderator: Joanne Duklas, Assistant Vice President, Enrolment Management &amp; University Registrar, York University</p> <p>In 2010, The King's University College embarked on further enhancing student relationship throughout the entire student lifecycle from prospect to alumni through a data management approach. The approach emphasized the need to provide the right information at the right time, to the right staff or faculty member. Through this approach, King's implemented InfoHub, an online portal aimed at facilitating intra and cross departmental collaboration, access to relevant information and staff self-service thereby eliminating any possible bottlenecks in student services.</p> <p>But as with most initiatives, the road to InfoHub was filled with challenges from a people, process and technology perspective. This presentation is a case study on InfoHub, on King's approach to enhancing student relationships and the need for a strategy and solution to data management.</p> <p>The presentation emphasizes the need to empower staff with access to in time information, facilitate cross departmental collaboration and enhance student self-service. Additionally, the presentation provides strategies for enrolment management through the enhancement of structure and delivery of services to the current student body.</p>
Cartier II (Lower Level)	<p><b>A7 – Student Mobility in Ontario: A Changing Landscape for Students and Institutions</b>  Presenters: Peter Gooch, Senior Director, Policy and Analysis, Council of Ontario Universities and Maureen Callahan, Interim Executive Director, Ontario Council on Articulation and Transfer (ONCAT)</p> <p>Moderator: Sharon Kinasz, Registrar, Humber College</p> <p>This session will include a panel discussion with representation from the Ontario colleges and universities in relation to the provincial government initiatives on credit</p>

	transfer in the province. An overview and context for the new directions and strategies for success will be discussed.
12:00 noon – 1:00 pm Victoria Ballroom (2 <sup>nd</sup> Floor)	<b>LUNCH for all delegates</b>
1:00 – 1:30 pm Laurier Salon, Albert Salon & Foyer (Lower Level)	<b>EXHIBITS OPEN</b> <i>Take this opportunity to visit the exhibit booths prior to the afternoon session.</i>
1:30 pm – 2:45 pm	<b>BLOCK B Concurrent Sessions</b>
Cartier II (Lower Level)	<p><b>B1 – Data-Driven Planning to Manage University and College Enrollments - A US Perspective</b> Presenter: Jay Goff, Vice President of Enrollment and Retention Management, St. Louis University</p> <p>Moderator: Ray Darling, Registrar, Wilfrid Laurier University</p> <p>This workshop will provide the opportunity for conference participants to interact with Plenary Session speaker, Jay Goff. He will be prepared to expand on the models and data he presents in the opening address. Discussions will focus on fundamentals of adopting a strategic enrolment management approach to institutional and academic planning.</p>
Cartier III (Lower Level)	<p><b>B2 – From Ideas to Implementation: Academic Success in Student Transition</b> Presenters: Deirdre Brown, Project Manager, Enrolment Services, Coby Thurmeier, Project Manager, Enrolment Services, Mark Johnston, Associate Director, Records, Registration &amp; Student Information Services, University of British Columbia</p> <p>Moderator: Brandi Borman, Assistant Registrar, Huron University College</p> <p>In May 2010 the University of British Columbia (UBC) undertook a project to radically transform the recruitment, admission and registration processes for new undergraduate students. A highly structured business process re-engineering (BPR) methodology project resulted in 700+ ideas for producing a dramatically different and new way of doing things. This presentation will review the approach taken to move from recommendations to reality including a real-time reflection from the inner workings of a major change initiative still underway. Discussion will include lessons learned (to date), an overview of approach details (structure, framework and resources), and questions throughout will be encouraged.</p>
Wellington Salon (3 <sup>rd</sup> Floor)	<p><b>B3 – An Organizational and Qualitative Approach to Improving Course Scheduling</b> Presenter: Duncan Hill, Departmental Supervisor, Historical Studies, University of Toronto – Mississauga</p> <p>Moderator: Margaret Bura, Senior Client Representative, Enterprise Applications &amp; Solution Integration, University of Toronto</p> <p>Focusing on timetabling processes at the University of Toronto Mississauga (UTM), the session will show how increasing enrolment interacts with a decentralized timetabling process to limit the flexibility of course schedules and the resultant impact on educational quality. The session will also examine possible organizational changes aimed at improving scheduling processes, and ultimately, improving the undergraduate educational experience.</p>

<p>Rideau Salon (3<sup>rd</sup> Floor)</p>	<p><b>B4 – The Decline and Fall of the Print Calendar at the University of Saskatchewan</b>  Presenter: Russell Isinger, Registrar and Director of Academic Services, University of Saskatchewan</p> <p>Moderator: Clay MacDougall, Deputy Registrar, Student Implementation Team Lead, Humber College</p> <p>The print Calendar was eliminated at the University of Saskatchewan as of 2007, making Saskatchewan one of the first of a growing group of Canadian universities to go entirely paperless. This presentation will describe the experience of moving to an online Calendar as seen from the perspective of the Registrar's office. Lessons learned - both positive and negative - will be discussed and key strategies outlined for those institutions considering a similar move.</p>
<p>Albion Salon (Lower Level)</p>	<p><b>B5 – Pan-Canadian Quality Assurance Framework for the Assessment of International Academic Credentials</b>  Presenters: Natasha Sawh, CICIC Coordinator, Michael Ringuette, Information Officer, Canadian Information Centre for International Credentials(CICIC) at the Council of Ministers of Education Canada (CMEC)</p> <p>Moderator: Richard Levin, Executive Director, Enrolment Services and University Registrar, University of Toronto</p> <p>This session will focus solely on the Quality Assurance Framework that CICIC developed with the support of its stakeholders to guide and streamline the practice of academic credential assessment. Participants will be provided with a description of the framework's background, features, methodology, and benefits. Educational institutions will also be shown opportunities in which they can adhere to the framework without compromising their existing institutional policies.</p>
<p>Cartier I (Lower Level)</p>	<p><b>B6 – Demographic Change in Canada: Early Results from the 2011 Census and a Look Ahead</b>  Presenter: Doug Norris, Senior Vice President and Chief Demographer, Environics Analytics</p> <p>Moderator: Lori-Ann Beckford, Assistant Registrar – Liaison, Nipissing University</p> <p>Canada is undergoing substantial demographic change. Population growth varies widely by age and growth is increasingly concentrated in the large urban areas. Cultural diversity is rapidly changing as a result of immigration and the emergence of a large young second generation cohort.</p> <p>This presentation will draw on new data on the size and age structure of Canada's population from the 2011 Census to look ahead at future population growth. The changing cultural diversity will also be profiled along with trends in income and living arrangements of young adults. Finally there will be a brief discussion of potential data issues that might arise with the new voluntary National Household Survey data to be released in 2013.</p>
<p>York Salon (Lower Level)</p>	<p><b>B7 – Psychographic Segmentation: Uncover Your Institution's Secret DNA</b>  Presenters: Kirk Kelly, Partner, CRI  Kathleen Massey, University Registrar and Executive Director, Enrolment Services, McGill University</p> <p>Curious about why certain students are attracted to your school? Wondering whether your institution is offering the right combination of educational opportunities and services for students who choose your school? Need data to refine your marketing strategy? Explore the possible applications of psychographic segmentation - dividing a market into segments according to the lifestyles and attitudes of its customers - to</p>

	answer these and other questions
2:45 pm – 3:15 pm Laurier Salon, Albert Salon & Foyer (Lower Level)	<b>EXHIBITS &amp; REFRESHMENTS</b>  <i>Take time to find out what products &amp; services are available for your institution.</i>
3:15 – 4:30 pm	<b>BLOCK C Concurrent Sessions</b>
Cartier I (Lower Level)	<p><b>C1 – Extreme Makeover: Enrolment Services Edition</b>  Presenters: James Ridge, Associate Vice-President, Enrolment Services &amp; Registrar  Lisa Collins, Project Director, Enrolment Services,  Maggie Hartley, Associate Registrar &amp; Director of Records, Registration, Student Info Services and Undergraduate Admissions, University of British Columbia</p> <p>Moderator: Joanne Duklas, Assistant Vice President, Enrolment Management &amp; University Registrar, York University</p> <p>A student service revolution is taking place at the University of British Columbia! Beginning in June 2012, UBC Enrolment Services will assign an Enrolment Service Professional to each incoming student. Each Enrolment Service Professional will work directly with a portfolio of 250 students across the full range of enrolment services from recruitment to graduation. Join James and Lisa as they discuss this exciting change journey from a unit-based organizational structure to a student-centred service model.</p>
Salon York (Niveau inférieur)	<p><b>C2 – Réorganisation d'un "one-stop shop" suite à un projet d'analyse (en français)</b>  Présentatrice : Vivianne Khayat, Gestionnaire, InfoService, Université d'Ottawa</p> <p>Modératrice : Anne Donovan, Registraire adjoint, Cycles supérieurs, Université d'Ottawa</p> <p>L'Université d'Ottawa s'est doté d'un « one-stop-shop » en 1997 qui eut pour mandat d'agir comme premier point de contact pour les étudiants potentiels, inscrits et gradués. Après plusieurs années d'expérience, un projet a été mis en place pour revoir ce modèle, l'encadrer dans la nouvelle réalité et les nouvelles orientations stratégiques de l'université, redéfinir ses objectifs et établir des mesures de performance du service.</p> <p>Cette présentation fera un survol de l'historique du service, du projet d'analyse et de la mise en œuvre des recommandations.</p>
Wellington Salon (3 <sup>rd</sup> Floor)	<p><b>C3 – Scheduling: Can You Find a Balance That Works</b>  Presenter: Carla DaSilva, Scheduling Manager, University of British Columbia</p> <p>Moderator: Amy Halliday, Manager, Scheduling and Enrolment Reporting, George Brown College</p> <p>One person's special requirement is another's unfortunate restriction. When a schedule is created, various departments will demonstrate a variety of specific needs and requirements, which may compete with student timetabling requirements and institutional goals for improvement of space utilization.</p> <p>This presentation will describe how the University of British Columbia balances these needs while allowing growth and aligning scheduling with forward thinking initiatives. We'll discuss UBC's scheduling goals, our course scheduling process, and the initiatives we have undertaken (and would like to undertake) in creating the academic course schedule which is so important to our students and faculty.</p>

<p>Cartier II (Lower Level)</p>	<p><b>C4 – Optimizing Student Retention and Success</b>  Presenter: Leslie Kaufman, Chief Executive Officer, Decision Academic</p> <p>Moderator: W. Aaron House, Manager, Student Awards &amp; Brock Leaders Citizenship Society, Brock University</p> <p>The ability to build student retention and success has become a top priority—driving institutions to seek academic advising, planning, and curriculum management tools that can successfully address this challenge. Students, educational systems and institutions, and academic professionals want tools that can support them through academic life. Navigator Suite provides a set of web-based tools that address the management of calendar/catalog, curriculum, degree audit, and transfer articulation process. It enables students to confidently and intelligently plan their academic progress. Navigator Suite also allows academic professionals to work with students and guide them towards a successful graduation.</p> <p>This presentation explores and demonstrates how students can take ownership of their academic path and, institutions and academic professionals can guide them confidently along this path – optimizing student retention and success.</p>
<p>Cartier III (Lower Level)</p>	<p><b>C5 – Key Research Related to International Student Recruitment, Admission and Retention</b>  Presenter: George Khoury, Director, Membership Services and Public Relations, Canadian Bureau for International Education</p> <p>Moderator: Heather Brown, Associate Registrar, Admissions/Liaison, Nipissing University</p> <p>This session provides an overview of key research related to international student recruitment, admission and retention. The presentation will outline various dimensions of international student support to enhance results, and compare approaches across jurisdictions.</p>
<p>Rideau Salon (3<sup>rd</sup> Floor)</p>	<p><b>C6 – Standards and Research: Can Standards Make the Task Easier? How and for Whom?</b>  Presenter: Peter Seto, Director, Office of Institutional Analysis &amp; Planning, Mount Royal University</p> <p>Moderator: Kate Ross, Registrar and Executive Director, Student Enrolment, Simon Fraser University</p> <p>This presentation will speak to the importance of standardization of administrative data for statistical research. It will outline the difficulties in conducting research with administrative data when concepts are not standardized as well as provide a summary of the type of research that are conducted with administrative data collected from postsecondary institutions.</p>
<p>Albion Salon (Lower Level)</p>	<p><b>C7 – Implementing a Comprehensive Knowledge Base That Your People Will Use</b>  Presenter: Glen Brauer, Business Analyst, Eleware</p> <p>Moderator: Doug Huckvale, Assistant Director, Recruitment, Carleton University</p> <p>As a Registrar, you often have your hands full trying to satisfy the needs of students while also satisfying the needs of staff. Implementing a knowledge base which doesn't become a burden to your staff can be a challenge. The Eleware Knowledge Base student was designed with both editors and end users in mind. Such features include the ability for end users to receive email notifications on changes to the knowledge base which are grouped together, instead of trickling in as they are changed in the system. Feedback is also easily collected in the system, and editors are notified by email when information becomes expired. We believe that the ideal knowledge</p>

	<p>base system is the one which is truly organic and which adjusts as needed.</p> <p>The Eleware system is the only knowledge base system which incorporates not only text-based information, but interactive flowcharts. It is also the only system which is designed to work on hand held devices such as the iPad. Come and find out how the Eleware system is being used to help postsecondary institutions take control of information.</p>
4:30 pm – 5:45 pm Laurier Salon, Albert Salon & Foyer (Lower Level)	<p><b>RECEPTION in the EXHIBIT AREA</b></p> <p><b>Sponsored by The Tribal Group.</b> Plan to attend this mix 'n mingle reception that features delicious foods and an opportunity to connect with the 2012 Exhibitors and your ARUCC colleagues before you enjoy the evening in the city of Ottawa.</p> <p><i>Don't forget the complimentary drink ticket you received with your badge.</i></p>
5:45 pm onward	<b>Free evening</b>

### Wednesday, June 27, 2012

7:30 am – 5:00 pm Victoria Ballroom Foyer (2 <sup>nd</sup> Floor)	<b>Registration Desk Open</b>
7:30 am – 8:45 am Victoria Ballroom	<p><b>Full Breakfast Buffet</b></p> <p><i>All registered delegates are invited to attend.</i></p>
8:00 am – 8:45 am Cartier II Salon (Lower Level) <b>Closed Session for ARUCC members only</b>	<p><b>ARUCC Biennial General Meeting</b></p> <p><i>The formal business of the Association will be discussed at the Annual General Meeting.</i></p>
9:00 am – 10:15 am	<b>BLOCK D Concurrent Sessions</b>
Albion Salon (Lower Level)	<p><b>D1 – Effective Academic Governance at Simon Fraser University</b> Presenter: Patrick Loughheed, Director, Business &amp; Policy Analysis, Simon Fraser University</p> <p>Moderator: Angelique Saweczko, Director, Enrolment Services, University of Regina</p> <p>This session will review the results of research conducted at Simon Fraser University in Spring 2012. Building on previous work, SFU's senators were surveyed and a selection was interviewed to dig into notions of Senate's effectiveness as a decision-making body. Senators were surveyed on their perceptions, and potential changes are suggested to make Senate a more effective body.</p>
Cartier III (Lower Level)	<p><b>D2 – Do Student Supports or Interventions Have An Impact on Student Success</b> Presenters: Ursula McCloy, Research Director, Higher Education Quality Council of Ontario Nancy Miyagi, Manager of Institutional Research, George Brown College</p> <p>Moderator: Debra lafrate, Associate Registrar, George Brown College</p> <p>Since HEQCO was established in 2007, it has funded the evaluation of several interventions and supports intended to improve student success. The first part of the presentation will review whether these student supports or interventions have had an impact persistence and student performance. The second part of the presentation will provide an in-depth overview of one of the first evaluations funded by HEQCO, the Student Success Program (SSP) at George Brown College (GBC). The SSP is a suite of initiatives that include early alert, on-going orientation, and academic</p>

	<p>competence. This three-year study involved detailed tracking of student performance in two programs of study, and also included the perceptions of the program by faculty, students and staff. The effect of participation on grades and persistence of the students as well as the programs overall impact on the college, will be discussed.</p>
Rideau Salon (3 <sup>rd</sup> Floor)	<p><b>D3 – When There Aren’t Enough Hours in an Academic Day</b>  Presenter: Tom Nault, Associate Registrar, Director of Academic Scheduling and Admissions, University of Toronto</p> <p>Moderator: Pauline Belanger, Manager, Registration, Records &amp; Scheduling, University of Ottawa</p> <p>Engineering students are known for having complex academic scheduling needs due to their heavy course loads and the need for conflict free schedules, at least in the junior years. At the University of Toronto this was compounded by our Engineering programs becoming more inter-disciplinary and with the introduction of several Engineering Minors. Learn how the Faculty of Applied Science and Engineering at the University of Toronto has addressed some of these challenges through conducting a scheduling review.</p> <p>Participants will learn to:</p> <ul style="list-style-type: none"> <li>• Understand the complex environment academic scheduling works in</li> <li>• Identify barriers in their scheduling processes</li> <li>• Identify the key stakeholders that are involved in the scheduling process</li> <li>• Understand some of the strategies used by the University of Toronto to remove (or reduce) barriers in the scheduling process</li> </ul>
Cartier II (Lower Level)	<p><b>D4 – Developing Strategic Financial Aid Opportunities That Enhance Student Success</b>  Presenter: Joanne Duklas, Assistant Vice President, Enrolment Management &amp; University Registrar, York University</p> <p>Creating and promoting opportunities for students to enhance their leadership, mentoring and student engagement are essential components for ensuring student success. York University, a primarily commuter university with over 55,000 students, created and launched a family of WorkStudy initiatives that allowed for thousands of innovative on-campus placement opportunities to be created each with decisive retention and career enhancement outcomes. Research at York (RAY), College Life at York (CLAY) and York Engaged Students (YES) are unique on-campus employment programs without equal in Canada and possibly beyond. Find out how one large urban university is working to enhance retention and student experience while preparing students for future careers.</p>
Cartier I (Lower Level)	<p><b>D5 – From Recruitment to Retention: A Holistic Approach to Supporting Mature and Transfer Students</b>  Presenters: Melissa Melo, Manager, Recruitment  Jennifer DeDominicis, Campus Registrar,  Joe Varamo, Manager, Academic Advising and Registration, University of Guelph-Humber</p> <p>Moderator: Effie Gatsinos, Assistant Registrar, Student Recruitment, University of Guelph</p> <p>More commonly we are welcoming “non-traditional” students to our campuses and so the strategies for working with these students must also be “non-traditional”. At the University of Guelph-Humber in Toronto, mature and transfer students make up approximately 20% of our total population. We will discuss our holistic approach to supporting mature and transfer students – collaborating across departments from</p>

	<p>recruitment to admission, academic and student support services. This session will provide you with best-practice examples and strategies on the stages of recruitment, admission and retention of non-traditional students, the challenges we have faced, as well as lessons learned.</p>
<p>Wellington (3<sup>rd</sup> Floor)</p>	<p><b>D6 – Why Data Standards and How PESC Can Help</b>  Presenters: Jam Hamidi, Senior Technical Analyst, BCcampus,  Bill McKee, Director of Operations, Ontario College Application Service,  Trudy Sykes, Director of Operations, Ontario Universities' Application Centre,  Kelly McMullen, Business Analyst, Alberta Post-Secondary Application System</p> <p>Moderator: Julie Parna, Director, Admissions Assessment and Document Processing,  York University</p> <p>Creating more electronic partnerships is critical in developing PSE in Canada. Continually being pressured to do more with less, we need to provide expanded services such as transcript exchanges and data for statistical reporting effectively and efficiently. Four Canadian Application Centres will share their experience of putting into practice the use of North American Community developed Data Standards and how this has allowed them to be successful in improved data exchanges. Postsecondary Electronic Standards Council (PESC) is becoming the best practice in this area. Attendees will find out how this is being incorporated into the development and modernization of the centres.</p>
<p>Salon York (Niveau inférieur)</p>	<p><b>D7 - L'admission dans les universités canadiennes de titulaires de diplômes de fin d'études secondaires européens : l'exemple du baccalauréat français</b>  Présentateurs : Bruno Bigi, Proviseur du Lycée Claudel, Ottawa  Myriam Fournier Dulac, Inspectrice pour l'Amérique du Nord, ministère de l'Éducation nationale  Thomas Michelin, Conseiller culturel, Ambassade de France au Canada</p> <p>Modérateur : Hans Rouleau, registraire, Université Bishop's</p> <p>Le développement de la mobilité étudiante et de l'internationalisation de l'enseignement supérieur conduit les universités, partout dans le monde, à élargir leurs territoires de recrutement. Cette tendance impose aux services d'admission d'évaluer des candidatures issues de systèmes d'enseignement qui peuvent être différents du système local (contenus des programmes, méthodes d'enseignement, évaluation des élèves). Les étudiants européens, en particulier français, sont de plus en plus nombreux à choisir de poursuivre leurs études supérieures au Canada. Les « bacheliers » issus de lycées français implantés au Canada (Montréal, Ottawa, Toronto, Calgary, Vancouver) choisissent en grande majorité de poursuivre leurs études supérieures dans une université canadienne.</p> <p>Cet atelier aura pour objectif de présenter les spécificités de baccalauréat français et de l'option internationale du baccalauréat, de mieux faire connaître le réseau des lycées français du Canada comme espace de recrutement de candidats de haut niveau pour les universités canadiennes, d'appréhender les attentes des services d'admission et de discuter les défis soulevés par l'évaluation de ce type de candidature.</p>
<p>10:15 am – 10:45 am  Laurier Salon, Albert  Salon &amp; Foyer  (Lower Level)</p>	<p><b>EXHIBITS &amp; REFRESHMENTS</b></p> <p><i>Refreshments available in the Exhibit Hall</i></p>

10:50 am – 12:05 pm	<b>BLOCK E Concurrent Sessions</b>
Cartier I (Lower Level)	<p><b>E1 – Social Media and Strategic Enrolment Management</b>  Presenters: Donna Cope, Director, Print &amp; E-Media Communications, Division of Vice President of Students,  Laura D’Amelio, Manager, Print &amp; E-Media Content Development, Division of Vice-President of Students, York University</p> <p>Moderator: Shari Nemirovsky, Admissions Team Lead, Undergraduate Recruitment and Admissions, University of Western Ontario</p> <p>This session will cover a comprehensive social media plan, based on York University’s own successes, that supports strategic enrolment goals and objectives (communicating with, recruiting and converting high quality students). This requires the establishment of social media protocols, key messaging, training staff and students and effectively targeting students through the appropriate content and sites. We’ll discuss analytics and assessment to ensure the impact is worth the dedicated resources and review the risks behind taking ventures into new social media, particularly for international students. Topics include: administration, content development, privacy, monitoring, and success measurement to help guide attendees when creating a complete social media plan.</p>
Cartier III (Lower Level)	<p><b>E2 – Parents of Post-Secondary Students: Failing to Cut the Apron Strings or Bridge Over Troubled Water?</b>  Presenter: Alan Wiseman, Registrar, University of the Fraser Valley</p> <p>Moderator: Heather Brown, Associate Registrar, Admissions/Liaison, Nipissing University</p> <p>This presentation gives an introduction to the topic of parents and their involvement in post-secondary education. It will provide an overview of the presenter's doctoral research to date. This research focuses on the ways in which parents directly connect with institution's Student Services departments and why they do so. The presentation itself will provide an overview of current research on the topic, a look at the theoretical lens being used in this study (Attachment Theory), and a summary of the methods being employed (Survey &amp; Focus Groups). It will conclude with suggested lessons designed to offer application for practice.</p>
Rideau Salon (3rd <sup>nd</sup> Floor)	<p><b>E3 – University of Toronto’s St. George Campus Examination Centre: An Integrated and Dedicated Examination Facility</b>  Presenters: Steven Bailey, Director, Office of Space Management,  Andy Allen, Manager, Office of Space Management, University of Toronto</p> <p>Moderator: Ray Darling, Registrar, Wilfrid Laurier University</p> <p>The presentation will introduce the University of Toronto’s St George Campus Examination Centre, which was opened on September 2008. It is an integrated, accessible facility supporting the test and examination writing of more than 1,000 students at a single sitting including 105 stations dedicated to the provision of alternate accommodations. The presentation will include a discussion of the factors and decision process leading to the creation of the Examination Centre including the planning process, a visual tour and description of the facility and finally some lessons learned from the operation of the facility after a little more than 3 years under our belt.</p>
Cartier II (Lower Level)	<p><b>E4 – Mapping Out Student Success on the Academic High-Way</b>  Presenters: Neil Neebar, Assistant Registrar, Student Records, Registration and Convocation  Sandra Speller, Associate Registrar, Student Success, University of Toronto Mississauga</p>

	<p>Moderator: David Marasco, University Registrar, Algoma University</p> <p>When students register for courses it is typically a “bottom up” approach with little to no foresight past the upcoming year. By highlighting the individual goals in the beginning, students are able to make better decisions on which courses to take and which path will lead them to earn their degree. MAPS accomplishes this by allowing the student to visually track their progress, set new goals, and make informed decisions while planning for courses. If we can assist our students to be more informed about degree paths as well as their progress we can graduate more students in shorter time and for less cost to them.</p>
<p>Salon York (Niveau inférieur)</p>	<p><b>E5 – Normes pancanadiennes de qualité pour l'évaluation des diplômes d'études internationaux</b></p> <p>Présentateur : Michael Ringuette, Centre d'information canadien sur les diplômes internationaux au Conseil des ministres de l'Éducation (Canada)</p> <p>Financé par RHDC, le CICDI, sous l'égide du CMEC, a lancé un projet en plusieurs étapes qui vise à faciliter l'évaluation des diplômes d'études pour favoriser l'admission des étudiantes et étudiants internationaux dans les collèges et universités du Canada. L'objectif du projet est également d'aider les nouvelles personnes arrivantes ayant été formées à l'étranger à intégrer le marché du travail, en améliorant la comparabilité et la portabilité de leurs diplômes d'études, et ce, dans l'ensemble du Canada.</p> <p>La présentation permettra aux membres de mieux comprendre le projet « Normes pancanadiennes de qualité pour l'évaluation des diplômes d'études internationaux ». Elle décrira les divers outils de référence qui ont été conçus dans l'optique d'aider la communauté des évaluatrices et évaluateurs de diplômes d'études dans ses pratiques d'évaluation, en mettant l'accent sur le Cadre d'assurance de la qualité.</p>
<p>Wellington Salon (3<sup>rd</sup> Floor)</p>	<p><b>E6 – Postsecondary Electronic Standards Council (PESC): Why Canadian Higher Education Should Get Involved</b></p> <p>Presenters: Bill McKee, Director of Operations, Ontario College Application Service, Michael Sessa, President &amp; CEO, Postsecondary Electronics Standards Council Jam Hamidi, Senior Technical Analyst, BCcampus</p> <p>Moderator: John Curtis, Registrar, Centennial College</p> <p>Come and find out about the Postsecondary Electronic Standards Council (PESC), an organization set up to facilitate the creation of standards both for data elements themselves and the means by which these are communicated between organizations. Hear about the various standards that are being used in the United States and how Canada can incorporate and build on this through a newly formed Canadian PESC User Group. PESC also works towards cooperative partnership among many levels of the education sector including secondary, government, vendors and post secondary institutions.</p>
<p>Albion Salon (Lower Level)</p>	<p><b>E7 - Admission of Students from European Secondary Schools to Canadian Universities: the example of the French Baccalaureate</b></p> <p>Presenters: Bruno Bigi, Principal of Lycée Claudel, Ottawa Myriam Fournier Dulac, Inspector for North America, French Ministry of Education Thomas Michelon, Cultural Counsellor, Embassy of France in Canada</p> <p>Moderator: Deb Falconi, Deputy Registrar, Admissions and Service Initiatives, Humber College</p> <p>The development of student exchanges and the internationalization of higher education are pushing universities around the world to expand their recruitment area. This trend forces admissions departments to evaluate applications from education</p>

	<p>systems that are different from local education systems (program content, teaching practices, student evaluation).</p> <p>European students, and French students in particular, are increasingly choosing to pursue their higher education in Canada. The majority of the graduating students from the French lycée school system in Canada (Montreal, Ottawa, Toronto, Calgary, Vancouver) choose to continue their studies in a Canadian university.</p> <p>The goal of this workshop will be to present the specific features of the French baccalauréat and the international baccalauréat option, to introduce the network of French lycées in Canada as a place for finding high-level applicants for Canadian universities, to understand the expectations of admissions departments, and to discuss the challenges posed by the evaluation of this type of application.</p>
12:05 pm – 1:40 pm Victoria Ballroom	<p><b>ARUCC 2012 AWARDS LUNCHEON</b>  <i>All ARUCC 2012 Conference delegates are invited to attend this lunch which pays tribute to the 2012 award recipients.</i></p>
1:45 pm – 3:00 pm	<p><b>BLOCK F Concurrent Sessions</b></p>
York Salon (Lower Level)	<p><b>F1 – Successfully Integrating the Workforce following a Strike (Roundtable)</b>  Presenters: Kathleen Massey, University Registrar and Executive Director, Enrolment Services and Johanne Houle, Director of Organizational Development and Learning, McGill University</p> <p>Moderator: Robert Perrier, Manager of Undergraduate Recruitment, Lakehead University</p> <p>Several post-secondary institutions have experienced strikes within the past year and are living with the challenges of reintegrating the workforce following what can be a divisive experience. Unaddressed, this could lead to post-strike conflict within the workplace and negatively affect services to students and other clients. McGill colleagues present ideas for pan-institutional planning, and on-the-ground implementation of a reintegration plan that provides tools for managers to anticipate and deal with these potential challenges. This session has an organizational development and learning focus. McGill will be used as a case study, with a specific emphasis on Enrolment Services.</p>
Cartier III (Lower Level)	<p><b>F2 – Student Success Strategies and Challenges – Sharing of Best Practices (Roundtable)</b>  Facilitators: Joanne Duklas, Assistant Vice President, Enrolment Management and University Registrar, York University  Dr. Vincent Tinto, Distinguished University Professor, School of Education, Syracuse University</p> <p>Join Dr. Vincent Tinto and Joanne Duklas for a facilitated roundtable conversation revolving around themes and questions shaping the thinking and action of academic and administrative education professionals involved in strategic enrolment leadership and student success. Come prepared to explore the following topics:</p> <ol style="list-style-type: none"> <li>1. Best practice examples: What student success programming options have you explored and what types of learning outcomes have you achieved?</li> <li>2. Policy: What types of policy initiatives have you championed or supported that have improved the experience for students?</li> <li>3. Evidence based outcomes: How have you benchmarked the success of these initiatives?</li> <li>4. Collaboration and governance: How have you collaborated with faculty and governance committees at your institution or through your association to improve student degree completion and success and what techniques might you recommend others consider using?</li> </ol>

	<ol style="list-style-type: none"> <li>5. Student engagement: What examples can you share of how you or your organization have involved students in creating policies, procedures or programs that support student mobility and retention and engage them in their learning experience?</li> <li>6. Frameworks: What student success frameworks have proven particularly ideal for your school's cultural milieu or your association's efforts?</li> <li>7. Challenges and Opportunities: What are some of the challenges you have encountered when seeking to improve retention? Were there untapped opportunities? Where might we all considering heading into the future?</li> </ol> <p>Regardless of the role you hold at your school or in your organization, you either lead or support student success recruitment and retention initiatives. Come prepared to share best practices and to contribute to a thoughtful learning discussion so that we each might gain from your experience with enhancing strategic enrolment leadership and student success. In keeping with the strategic enrolment leadership theme of the conference, this session has broad appeal and welcomes participants from across the education spectrum.</p>
<p>Cartier II (Lower Level)</p>	<p><b>F3 – Restricted Learning Spaces: What's Mine Is(n't) Yours</b>  Presenters: Kathy-Jo Pinder, Assistant Registrar, Academic Scheduling, York University and Carla DaSilva, Scheduling Manager, University of British Columbia</p> <p>Moderator: Amy Halliday, Manager, Scheduling &amp; Enrolment Reporting, George Brown College</p> <p>Restricted learning spaces (formal and informal), to which access is limited to members of a particular department, can be a contentious issue. What principles underlie the control of teaching spaces, and how are these principles manifested as guidelines or practices? Who funds these spaces, and who, if anyone, monitors their utilization? Once access is determined, how transparent are the results to the community - who has access to view room availability and usage? In this roundtable session you will be invited to share your institution's practices, initiatives, and ideas regarding this contentious topic.</p>
<p>Albion Salon (Lower Level)</p>	<p><b>F4 – Graduate Student Success Management: A Workflow Systems Project</b>  Presenter: Gillian Robinson, Director, Strategic Planning and Administration, University of Calgary</p> <p>Moderator: Deborah Russell, Graduate Admissions &amp; Records Officer, Wilfrid Laurier University</p> <p>This session focuses on The Graduate Student Academic Progress Report at the University of Calgary. This project set out to automate the required annual review process for thesis-based students. An electronic, auto-populated form was developed which incorporates automated workflow enhanced by the generation of pre-set email communication for the sequence of input, approvals and feedback. This supports the transparency and feedback important to student success, maximizes the use of information already held in the records and allows for the focus of attention to the comparatively few students who will benefit from intervention. While this is not intended to replace in-person meetings between student and supervisor, it does add some standardization and uniformity to the feedback process.</p> <p>This specific project relates to graduate students but the technology can be applied in multiple ways to different communities</p>
<p>Cartier I (Lower Level)</p>	<p><b>F5 – Transfer Credit: Meeting the Challenges</b>  Presenter: Lucy Bellissimo, Associate Registrar, Systems &amp; Communications, York University</p>

	<p>Moderator: June Cupido, Associate Registrar, Admissions &amp; Recruitment, Sheridan College</p> <p>As a leader in transfer credit opportunities for post-secondary students, York University has worked to build a scalable and sustainable data and process environment to meet the increasing demands of student mobility. This interactive seminar will outline the challenges in handling transfer credit students including gaps in data, internal policy issues, timing, and differences in curriculum delivery among institutions.</p> <p>Part of this session will allow for participants to share their perspectives and solutions to transfer credit challenges.</p>
Wellington Salon (3 <sup>rd</sup> Floor)	<p><b>F6 – Canadian Use of PESC: Roundtable</b>  Presenters: Bill McKee, Director of Operations, Ontario College Application Service, Michael Sessa, President &amp; CEO, Postsecondary Electronic Standards Council, Jam Hamidi, Senior Technical Analyst, BCcampus</p> <p>Moderator: Trudy Sykes, Director of Operations, Ontario Universities' Application Centre</p> <p>A panel of experts, influencers and stakeholders around the development and implementation of PESC standards discuss where Canadian Higher Education should focus its priority on the development and implementation of standards.</p>
Rideau Salon (3 <sup>rd</sup> Floor)	<p><b>F7 – ARUCC Research Committee Roundtable</b>  Moderator: Kate Ross, Registrar &amp; Executive Director of Student Enrolment, Simon Fraser University</p> <p>This is a must-attend session for ARUCC members interested in participating in a discussion about how they can improve their research capability and capacity.</p>
3:00 – 3:40 pm Laurier Salon, Albert Salon & Foyer (Lower Level)	<p><b>FINAL OPPORTUNITY TO MEET WITH EXHIBITORS</b></p> <p><i>Take this opportunity to meet with the ARUCC 2012 Exhibitors one final time while enjoying hot or cold refreshments.</i></p>
3:40 – 4:55 pm	<p><b>BLOCK G Concurrent Sessions</b></p>
Cartier I (Lower Level)	<p><b>G1 – What's the Right Answer?: Ethical Dilemmas in the Registrar's Office</b>  Presenters: Asa Kachan, Assistant Vice President Enrolment Management &amp; Registrar, Mairead Barry, Associate Registrar &amp; Director of Admissions, Dalhousie University</p> <p>Moderator: David Marasco, University Registrar, Algoma University</p> <p>Increasingly, in the Registrars' Offices of Canadian Universities we face problems that challenge our established practices and moral obligations. Many of us struggle with issues to which any resolution would transgress what we know to be right. How do we make decisions in these types of situations? What are our legal obligations to our students and institutions? Using case studies of various ethical dilemmas, with input from the audience and advice from legal counsel we will explore what best practices should be used to find a fair resolution to these difficult situations.</p>
Cartier III (Lower Level)	<p><b>G2 – The Future of Recruitment, Retention and Alumni/Donor Relations is HERE!</b>  Presenters: W. Aaron House, Manager, Student Awards &amp; Brock Leaders Citizenship Society, Brock University  Larry Sparkman, Director, Luckyday Foundation Citizenship Scholars Program, University of Southern Mississippi</p>

	<p>Moderator: Robert Perrier, Manager of Undergraduate Recruitment, Lakehead University</p> <p>Join W. Aaron House &amp; Dr. Larry Sparkman as they walk you through how and why they created Honours Societies at their universities and the amazing results they have had recruiting, retaining and developing students.</p>
Wellington Salon (3 <sup>rd</sup> Floor)	<p><b>G3 – Scheduling for Course Accessibility and Resource Optimization</b>  Presenters: Kate Ross, Registrar &amp; Executive Director of Student Enrolment, Simon Fraser University  Alan Wiseman, Registrar, University of the Fraser Valley</p> <p>Moderator: Kathy-Jo Pinder, Assistant Registrar, Academic Scheduling, York University</p> <p>This session provides an overview of a scheduling policy developed in 2008 to increase course accessibility for undergraduate students and to optimize classroom usage at Simon Fraser University. The presentation will discuss the components of the scheduling policy including the consultative process used to develop and implement the policy, the use of meeting pattern tables, primetime restrictions, and the timing of scheduling other events and casual room requests. It will also discuss how the Schedules team at Simon Fraser University applies this policy and how we regulate and enforce it with departments. Finally, impacts of the policy on enrolment management issues will be discussed.</p>
Cartier II (Lower Level)	<p><b>G4 – Ensuring an Excellent Beginning for All First Year Students: One University’s Journey through the Foundation of Excellence Process</b>  Presenters: Jody Gordon, Associate Vice President, Students, Student Life and Community, Kwantlen Polytechnic University  Drew Koch, Executive Vice President, John N. Gardner Institute for Excellence in Undergraduate Education</p> <p>Moderator: Effie Gatsinos, Assistant Registrar, Recruitment, University of Guelph</p> <p>If we had an excellent beginning for all first-year students, what would that look like? With support, guidance and leadership from the Gardner Institute’s Foundation of Excellence (FoE), one university, Kwantlen Polytechnic University (KPU), spent this past year asking this very question. With involvement from over 130 faculty, staff and students, KPU engaged in this strategic planning, evidence-based process with a focus on improving the first-year experience of their students. In this session we will review the FoE process, a self-study that yields an action plan that institutions subsequently implement over three-to-five years to improve first-year and/or transfer student success and retention. We will also hear from KPU, as our inaugural Canadian university participant, on their experiences with the FoE process including highlights from their final action plan, how this process altered the culture at their institution and what lies ahead for them in improving the experience of their first-year students as they begin to roll-out their plan.</p>
Rideau Salon (3 <sup>rd</sup> Floor)	<p><b>G5 – How We Learned to Stop Worrying and Love Calculating the CGPA for Admissions</b>  Presenters: Laurens Verkade, Manager, Graduate Admissions  Mark Quinsey, Subject Matter Expert, Graduate Admission Project, McGill University</p> <p>Moderator: Rose Lavoie, Manager, Admissions, Student Recruitment &amp; Second Career, Northern College</p> <p>The first deliverable of the multi-year McGill Graduate Admissions Project is a semi-automated web-based CGPA Calculator, programmed in DRUPAL and supported by an extensive database of country and school-specific grade ladders. This allows for faster, simplified calculations (workload reduction) and faster turnaround of</p>

	admissions applications. This session will provide a history and overview of the work done to conceptualize and build this admissions tool, ensuring that it meets the needs of admitting units and the centralized Graduate Studies office, in order to enhance the experience of applicants and allow us to provide a better service.
Albion Salon (Lower Level)	<p><b>G6 – Essential Capacities Required for Developing a Student Retention Early Warning System</b>  Presenter: Mark Conrad, Senior Institutional Analyst, York University  Nathasha Macdonald, Senior Analyst, Office of Institutional Research &amp; Planning, Carleton University</p> <p>Moderator: Lucy Bellissimo, Associate Registrar, Systems and Communications, York University</p> <p>Several essential capacities are required of any institution that wants to implement and continuously improve a system for the early identification of individual students at risk of dropping out. Among other things, these capacities support efforts to achieve one key element of such an early warning system: the ability to furnish accurate estimates of retention risks for individual students, and to do so early enough in the academic year for timely and relevant interventions to be made. We will reflect on our experiences-to-date with a project aimed at developing and using some of these essential capacities within an action inquiry framework.</p>
York Salon (Lower Level)	<p><b>G7 – Beyond the Data Element Standards – What is PESC Developing?</b>  Presenter: Jam Hamidi, Senior Technical Analyst, BCcampus</p> <p>Moderator: Doug Holmes, Programmer Analyst III, Ontario Universities' Application Centre</p> <p>Many of us see standards as relating to data elements. Hear how the Postsecondary Electronic Standards Council (PESC) has addressed many of the issues around the definition and transport of educational data. Learn about the standardized web services offered by PESC and their application to everyday problems. BCcampus is developing its electronic communications based on the PESC standards with the goal to reduce development time, manage security and easily enable new partnerships.</p>
5:00 pm – 6:15 pm Victoria Ballroom Galleria (3 <sup>rd</sup> Floor)	<p><b>Reception</b>  Join your ARUCC colleagues for this end-of-day reception before heading out for the evening. Enjoy delicious food and drink with your colleagues and then enjoy a free evening to explore the city, take in some Ottawa International Jazz Festival Events and/or enjoy some of the fine restaurants in the downtown area.</p> <p><i>Don't forget the complimentary drink ticket for this reception included with your badge.</i></p>

### Thursday, June 28, 2012

7:30 am – 5:00 pm Victoria Ballroom Foyer (2 <sup>nd</sup> Floor)	<p><b>Registration Desk Open / PCCAT Conference Registration</b>  <i>All PCCAT Conference Attendees (including those already attending ARUCC) should check in at the Registration Desk to pick up their PCCAT 2012 Conference materials</i></p>
7:30 am – 8:45 am Victoria Ballroom (2 <sup>nd</sup> Floor)	<p><b>Full Breakfast Buffet</b>  <i>All registered ARUCC and PCCAT delegates are invited to attend.</i></p>
8:55 am Victoria Ballroom (2 <sup>nd</sup> Floor)	<p><b>Welcome to PCCAT Delegates</b>  Ron Woodward, Chair, Pan-Canadian Consortium on Admissions and Transfer (PCCAT)</p> <p><b>ARUCC Conference Closing Remarks</b>  Hans Rouleau, ARUCC President 2012-2014, Registrar, Bishop's University</p>

<p>9:05am – 10:10 am Victoria Ballroom</p>	<p><b>Keynote Address: Rethinking Institutional Action Towards Student Success</b>  Presenter: Dr. Vincent Tinto, Distinguished University Professor, School of Education, Syracuse University</p> <p>Moderator: Hans Rouleau, ARUCC President 2012-2014, Registrar, Bishop's University</p> <p>Dr. Vincent Tinto, North America's pre-eminent scholar on student success theory, will explore issues related to student success and provide a framework to guide administrative and academic leadership in this closing keynote for the ARUCC Conference and opening keynote for the PCCAT Conference. Compelling questions challenge strategic enrolment leadership and the answers are not exclusively achieved by any one association or student success champion. What can postsecondary institutions in the new economy do to ensure student success and improve retention rates? What framework might be proposed? What areas deserve particular attention? Strategic leaders in postsecondary education must turn their attention to every aspect of recruitment and retention when weighing in on the matter of student success.</p> <p>Dr. Tinto will share reflections and research in keeping with his newest publication release: <i>Completing College: Rethinking Institutional Action</i>. Recognizing the value and variability of student success programming beyond the lecture hall, Tinto points to the classroom as the centre of student education and life, and therefore the primary target for institutional action. Join us for this engaging and insightful presentation. For those interested in continuing the discussion, see Session H7 for details on a learning conversation session supported by a panel of experts that will follow the keynote.</p> <p><i>Professor Tinto received his Ph.D. in education and sociology from The University of Chicago. He is currently Distinguished University Professor at Syracuse University. He has carried out research and has written extensively on higher education, particularly on student retention and the impact of learning communities on student growth and attainment. He has consulted widely with Federal and State agencies, with independent research firms, foundations, and with two and four-year institutions of higher education on a broad range of higher educational issues, not the least of which concern the retention and education of students in higher education. He serves on the editorial boards of several journals and with various organizations and professional associations concerned with higher education. He chaired the national panel responsible for awarding \$5 million to establish the first national center for research on teaching and learning in higher education and served as Associate Director of the \$6 million National Center on Postsecondary Teaching, Learning, and Assessment funded by the U.S. Office of Education.</i></p> <p><i>Professor Tinto is involved in a number of national initiatives to improve college completion including Completion by Design funded by the Bill and Melinda Gates Foundation, the Roadmap Project of the American Association of Colleges and Universities, the Institute of Higher Education's Pathways to College Network project funded by the Lumina Foundation for Education, the American Council on Education Commission on Higher Education, and the American Association of Community Colleges' Community Colleges: 21st Century Initiative. He also serves as a Senior Scholar for the Pell Institute for the Study of Opportunity in Education and the Council for Opportunity in Education.</i></p> <p><i>His new book from The University of Chicago Press, entitled <i>Completing College: Rethinking Institutional Action</i>, lays out a framework for institutional action and shows how it can be applied to enhance the success of students in both two and four-year institutions.</i></p>
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10:10 am – 10:30 am Victoria Ballroom Foyer	<b>Refreshment Break</b>
10:30 – 11:45 am	<b>BLOCK H Concurrent Sessions</b>
Cartier III (Lower Level)	<p><b>H1 – Integrating Services at McGill: A Case Study Focused on Change Management, Leveraging Technology and Evaluation</b></p> <p>Presenters: Jocelyne Younan, Associate Registrar (Services) and Chief Invigilator, Romesh Vadivel, Associate Director, McGill University Kathleen Massey, University Registrar and Executive Director, Enrolment Services, McGill University</p> <p>Moderator: Deidre Brown, Communications Change Manager, University of British Columbia</p> <p>Learn how the McGill team transformed its collective mindset from ‘this isn’t possible, it’s far too complex’ to ‘this makes sense, what else can we change?’ through its project to integrate front line services for students. Plan to engage in a frank and challenging discussion about how to negotiate and collaborate with colleagues across the institution, how to measure success, and what it means to foster a learning organization. Details about the McGill service model will be provided.</p>
Rideau Salon (3 <sup>rd</sup> Floor)	<p><b>H2 – Implementing a Phone Contact Centre: Why, How and What it Has Done</b></p> <p>Presenters: Patrick Lougheed, Director, Business and Policy Analysis, Simon Fraser University, Alan Wiseman, Registrar, University of the Fraser Valley</p> <p>Moderator: Stella Holly, Program Coordinator, Undergraduate Program Services, University of Guelph</p> <p>In 2011, in an effort to improve customer service over the phone, Simon Fraser University implemented a hosted contact centre technology product. The system has allowed greater monitoring and control over calls, provided new features to callers, improved reporting, and provided feedback that can be used to further improve our processes and service. The session will review the situation before implementation and the rationale, the product selection process, the project itself, and look at what the outcomes are 8 months later.</p>
Cartier I (Lower Level)	<p><b>H3 – Scheduling and That Damn Registrar: A Strategic Approach to a Cultural Shift</b></p> <p>Presenter: David Johnston, Associate Vice-Provost (Enrolment) and Registrar, University of Calgary</p> <p>Moderator: Ray Darling, University Registrar, Wilfrid Laurier University</p> <p>A new building and a large renovation project led the University of Calgary to a comprehensive review of its scheduling and timetabling process. Using extensive data produced as part of a strategic scheduling check-up we engaged a process improvement expert to map our antiquated timetabling practices. Partnering with campus stakeholders and our software provider we have now created a contemporary scheduling policy and are building a new timetable optimizing the limited instructional space available and creating a student centric schedule of classes. This presentation will review the process undertaken, reveal results, and discuss lessons learned and future directions.</p>
Cartier II (Lower Level)	<p><b>H5 – Post-Secondary Student Mobility Across Canada and Within Ontario: Report on PCCAT’s National Research Project</b></p> <p>Presenters: PCCAT Research Subcommittee Members</p> <p>Moderator: Clay MacDougall, Deputy Registrar, Student Implementation Team Lead, Humber College</p>

	<p>The Pan-Canadian Consortium on Admissions and Transfer (PCCAT) recently completed a survey of all universities in Canada to determine the extent of inter-jurisdictional mobility and transfer of post-secondary students. The presenter will summarize the findings from this study, including the numbers of students moving across provincial/territorial borders, the provinces and institutions students move from and to, whether mobile students receive transfer credit, their gender and age, and the programs that they enroll in at the receiving institution. The presenters will provide information from another survey on the movement of post-secondary students among Ontario post-secondary institutions.</p>
<p>York Salon (Lower Level)</p>	<p><b>H6 – A Vendor’s Perspective – Are PESC Standards an Achievable Goal?</b>  Presenters: Leslie Kaufman, CEO, Decision Academic  Dave Mathews, Director, Canadian Solution Centre, Ellucian</p> <p>Moderator: Doug Holmes, Programmer Analyst III, Ontario Universities’ Application Centre</p> <p>Many post-secondary institutions are using packaged SIS systems. How are vendors seeing the drive to standards and how are they adjusting their packages to support stronger interchanges between various institutions? Is co-opetition really a feasible option? How are vendors involved in and using the PESC standards? These issues and more will be discussed.</p>
<p>Wellington Salon (3<sup>rd</sup> Floor)</p>	<p><b>H7 – Reflections on the Keynote and Student Success</b>  Panelists: Dr. Vincent Tinto, Distinguished University Professor, School of Education, Syracuse University,  Susan Gottheil, Vice-Provost (Students), University of Manitoba  Robert Fleming, Executive Director and Co-Chair, BC Council on Admissions and Transfer</p> <p>Moderator: Joanne Duklas, Assistant Vice President, Enrolment Management &amp; University Registrar, York University</p> <p>Come join a panel of experts including Keynote speaker Dr. Vincent Tinto, and representatives from ARUCC and PCCAT for a learning conversation focused on student success. Reflective questions to ponder include the following: What type of strategic opportunities might be considered to affect improvements on our campuses? How might we use the framework provided by Dr. Tinto and / or other experts to affect change in our schools and associations? What might our experts or you suggest we should be doing to promote change in and near the classroom? What are some of the challenging outcomes related to student success? What new strategies or evidence might we consider to leverage opportunities and mitigate challenges? Join your colleagues and our panel of experts to further reflect on the keynote conversation in a more intimate session.</p>
<p><b>11:45 am</b></p>	<p><b>ARUCC Conference Concludes</b>  <i>Safe Journey Home</i></p>