

Preview with More to Come: GACRAO Concurrent Sessions & Topic Descriptions

Athens, GA October 28-31, 2017

Year-Long Registration for New Freshman: Georgia College has used a homegrown process called POUNCE (Pre-Orientation Undergraduate Course Enrollment) to register first time freshmen since 2000. This collaboration between Academic Advising, the Registrar's Office, and academic departments was initially designed to encourage early confirmation deposits, to increase yield by building foundational relationships between students and departments, and to free up valuable time during summer orientations. In 2013, the university expanded this program and began registering all 1400 new first time students for their fall and spring semester courses between February and May of the students' senior year in high school. Presenters will share information about both the one-term and year-long processes, discuss benefits and drawbacks of the year-long program, and share some important lessons learned. **Presenters: Georgia College and State University**

GATracs and the Future of Credit Transfer Tools in Georgia: GATRACS (Georgia Articulation Cooperative Services), a partnership of the USG, TCSG, GICA, GSFC, and the GADOE, has some exciting new initiatives. We will soon unveil the redesigned GATRACS transfer student planner. The new version offers users a more streamlined, user-friendly experience. It will also be mobile friendly to encourage people to use it on any device they choose. In addition, we will soon offer degree audits through Ellucian Degree Works to plan the most efficient path to a degree. And for high school students, we will soon launch a web page that allows them to find out which colleges and technical colleges will accept their AP, CLEP, IB, and AICE course credit. **Presenters: GATracs**

Becoming the Socrates of Your Communication Plan: This session is designed to have admissions offices take a step back to see exactly what they are sending their potential students, applicants and accepted students. This session will allow those in charge of communications plans to think in a more holistic fashion to assist in the recruitment and matriculation of beginning students. **Presenters: Augusta University**

FERPA Scenarios: Do you ever question what is or what is not covered by FERPA? At what point is the student officially enrolled? When is consent required prior to disclosing student information? As the guardians of student record data, complying with FERPA is a crucial component of our profession and day to day operations. Students trust us with their sensitive academic, and personal information, and it's our responsibility to earn that trust. Attendees will leave the session with a greater understanding of FERPA and how Georgia Tech's Office of the Registrar is engaging audiences by applying scenarios at training sessions. **Presenters: Georgia Institute of Technology**

Graduation and Bar Codes: We all have busy schedules, whether it is recruiting, processing, or whatever we do in Enrollment Management. How do we handle more tasks being given to us, with what seems like less tools to handle the job? This session will look at creative ways to handle more, with less.

Presenters: Spelman College

Technical Colleges Orientation: More than Just Talking Heads: At West Georgia Technical College, we pride ourselves in student success through quality education that is career focused and affordable. Through enrollment is important, we care just as much about the retention of our students. We want to share with you how our in person orientation is a good retention tool and how to make it engaging and beneficial to traditional and nontraditional students. **Presenters: West Georgia Technical College**

Meeting Students Where They Are: Tips for Engagement: Meeting Students Where They Are: Tips for Social Media Engagement covers various platforms that admissions counselors can utilize to effectively communicate with students. These platforms range from social media sites, texting, and current student utilization through blogs or social media takeovers to ZeeMee. Join us in learning how you can optimize your communication tactics by reaching students in the way they want to be reached. **Presenters: multiple colleges and Universities –panel set-up**

KISS my GRITS--Implementing an Automated Immunization Process to Save Time and Resources: Change has been necessary at Kennesaw State University to meet the challenges presented by USG immunization requirement tracking. Staffing constraints, policy changes and student population growth over two campuses forced a review of our business processes and allowed the introduction of batch processing and automation. In this presentation, we'll walk through the steps to implementation, provide an overview of the current process and reveal "gotchas" and tips along the way. **Presenters: Kennesaw State University**

How to Handle More, With Less: We all have busy schedules, whether it is recruiting, processing, or whatever we do in Enrollment Management. How do we handle more tasks being given to us, with what seems like less tools to handle the job? This session will look at creative ways to handle more, with less. **Presenters: College of Coastal College & Long Island University**

Building Counselor Relationships through a CRM (Slate): In the College Admissions Process, there is an ongoing need to keep on improving the interaction between Admissions Offices and the High School Counselors we interact with daily. Using the CRM Slate, UGA has managed to create a number of interaction points to keep high school counseling offices better informed and set up a communication flow with these offices. Using Slate's portal design, UGA has allowed high school counselors to view the status of their applicants, submit/upload required documents, and view admission decisions in a secure

online system. In addition, school officials are able to input data about future students and receive timely emails about our process. **Presenters:** University of Georgia

Military & Veteran Students: Who Are They and What Do They REALLY Need to Succeed: The military experience is unique and often affects a veteran's success in college, either positively or negatively. This engaging and entertaining session will present the challenges faced by military-connected students, followed by practical, innovative, and tested 'best practices'. Gain a better understanding for serving this unique population and then be introduced to staff & faculty training programs, peer-to-peer advising, mentoring programs, community collaboration, and more. **Presenters: Georgia State University**

Transfer Tools To Maximize Your Recruiting Efforts: TES® and Transferology™ from CollegeSource work together to help you create a more transfer-friendly environment. TES draws on the CollegeSource database of more than 90 million course descriptions, from over 106,000 catalogs. Your staff can research incoming credit, as well as conduct evaluations. Transferology is a student-facing, nation-wide network available online 24x7x365, providing students with fast answers regarding how their credits may transfer. With TES and Transferology you can save staff time, evaluate transfer credit more efficiently, reach more prospective students, and provide quick answers to attract more transfer students. **Presenters:** CollegeSource

LGBT Sensitivity Training: UGA Safe Space: LGBTQQIP2SAA. What does that mean? Attend this session to learn more about LGBT students, faculty, and staff and how you can best support them through behavior, actions, and language. **Presenters:** University of Georgia

Manage Diplomas, Verifications, Transcripts and All Student Records with a Comprehensive Digital Credentials Platform: Today's students live digitally. They want to send their official records anywhere worldwide with the click of a button. They expect to showcase their accomplishments on social media. Parchment's comprehensive digital credentials platform lets you do all that and more! Issue digital diplomas, send credentials securely, print and mail (including tracking!) the same day, and receive records into a unified inbox for streamlined processing and evaluation. With the power of a single platform, academic credentials are fast, secure, and finally able to be put to work. **Presenters: Parchment**

On the Road, Again! Have you been recruiting for multiple years and are looking for ways to use your expertise and continue to grow professionally? Join us as we discuss ways to utilize your experience recruiting to develop recruitment strategies and yield for your institution. In addition, we will discuss ways to maximize your professional experience while mentoring those around you in the profession. **Presenters: Augusta University & Columbus State University**

"I Love It When a Plan Comes Together"-Hannibal, A-Team: Whether you are considered, Hannibal, Face, B.A. or the crazy Murdock in your office, we all have a part in strategically yielding students. This session explains the importance of finding your institution's niche market and recruiting effectively to ensure students matriculate. Tactics such as: keeping data current, create innovative ideas, following trends and taking on more responsibility is part of making an A-Team. Remember they once said, you couldn't fly a tank, however, Hannibal had different plans. **Presenters: University of Alabama at Birmingham**

Off Balance: Getting Beyond the WORK-LIFE BALANCE MYTH to Personal and Professional Satisfaction. **Presenters: Abraham Baldwin Agricultural College**

Defining Leadership in the 21st Century and how it can be applied to the world of college recruiting: We live in a fast-paced, constantly changing world. Professionals need to be willing to adapt by learning and taking new approaches when it comes to leadership in the work place. This is an informational and discussion based session on how college recruiters can address and embrace the best leadership practices for a continuously changing market. **Presenters: Young Harris College**

Ignorance is Bliss...The Surprising Things We Say That Widen the Diversity Gap: In this session we look at Themes to create the diversity dialogue on your campus. How to own your words, while building a culture of trust on campus. Active Inclusion, getting folks out of there comfort zone and finally Free Speech – If you see something, Say something. **Presenters: Western Kentucky University**