



**2010 Conference
and
Post-Conference Workshops
March 1-3, 2010**

Marriott Eaton Centre – Toronto, ON

2010 PROGRAM

Session Codes*

A = Admissions	L = Liaison	S = Scholarships & Awards
G = Graduate Studies	R = Records & Systems	Leadership = Leadership/Interdisciplinary
PLENARY - For All Attendees		

* **Note:** *Closed Sessions* are for OURA Members only

Monday, March 1, 2010

7:00 am – 5:00 pm Lower Level (bottom of escalators)	Registration Desk Open <i>Pick up your Conference registration kit, the Final Program and your official Conference badge prior to the Opening Remarks at 8:50 am.</i>
7:00 am – 8:45 am <i>Salon CD</i>	Continental Breakfast for All Delegates <i>Join other delegates for breakfast and hear the “Live Top 10” of the day from Academica Group Inc.</i>
8:50 am – 9:00 am <i>Salon CD</i>	Opening Remarks Angelique Saweczko, OURA President and Associate Director, Student Financial Services, York University
9:00 am – 10:15 am <i>Salon CD</i>	Plenary Session I – Demographics and the Impact on University Enrolment Dr. David K. Foot, World-Renowned Demographics Expert and Author Moderator: Angelique Saweczko, OURA President and Associate Director, Student Financial Services, York University David K. Foot, Professor of Economics at the University of Toronto, is the author of the best-selling books <i>Boom, Bust & Echo: How to Profit from the Coming Demographic Shift</i> and <i>Boom, Bust & Echo: Profiting from the Demographic Shift in the 21st Century</i> , the updated paperback. These books are based on his research on the economic impact of demographic change, and the resulting implications for industry sectors and both private and public policy. His books have sold over 300,000 copies in Canada and

	<p>were on the Canadian best-seller lists for over three years.</p> <p>Foot is an outspoken and controversial demographics expert who can bring to life demographic statistics and make the aging of society relevant to any specific interest group. He explores how changing demographics, especially the aging of the massive Boomer generation and the coming into the marketplace of their children, the Echo generation, will redefine society's needs.</p> <p>Change can't be avoided, but it can be prepared for and managed. With an understanding of demographics, institutions of higher education have a strong foundation upon which to plan for the future.</p>
10:15 am – 10:55 am <i>Ballroom Foyer</i>	<p>Refreshment Break/Exhibits Open <i>Take time to visit the Exhibit booths to find out the latest products and services available from a variety of vendors.</i></p>
10:55 am – 12:15 pm	<p>BREAKOUT SESSIONS</p>
<i>York A/B</i>	<p>Leadership 1 – Multi-Campus Governance Presenter: David Docherty, Senior Advisor, Multi-Campus Initiatives, Wilfrid Laurier University Moderator: Angeliqe Saweczko, Associate Director, Student Financial Services, York University</p> <p>Historically Canadian Universities have been confined to one campus. This is in contrast with many US public Universities (particularly within the "state" system) which have worked under a multi-campus environment. However, multi-campus Universities are becoming more common in Canada and we now have a mixture of well-established multi-campus Universities (University of Toronto, Université de Quebec), more recently-created multi-campus Universities (Wilfrid Laurier in Brantford, University of Waterloo in Stratford) and amalgamations of institutions within a multi-campus system (UBC, University of Alberta). This presentation examines some of the governance issues surrounding multi-campus in Canada, including multiple versus a single senate model, departmental relations and common enrolment and recruitment practices.</p>
<i>Bay Room</i>	<p>G1 – Dissolution of the OCGS Presenter: Dr. John ApSimon, Interim Dean, Faculty of Public Affairs, Carleton University Moderator: Carol Corkran, Assistant Graduate Registrar, Carleton University</p> <p>A discussion on the dissolution of the OCGS and the new quality assurance initiatives recommended to Ontario Universities.</p>
<i>Salon B</i>	<p>A1 – Roundtable on Demographics and the Future of University Enrolment Facilitator: David K. Foot, World-Renowned Demographics Expert Moderator: Brandi Borman, Assistant Registrar, Huron University College</p> <p>A roundtable forum on the future of university enrolment based on the latest demographic data. Come prepared with your questions and comments!</p>
<i>Salon A</i>	<p>R1 – So You Want to be a Registrar? Presenters: Ray Darling, Registrar, Wilfrid Laurier University Richard Levin, Registrar, McMaster University Joanne Brady, Registrar, Queen's University Moderator: David Marasco, Registrar, Algoma University</p> <p>A panel of University Registrars will discuss the career trajectories that can bring someone to a registrarial leadership position through their own personal experience and observations.</p>

<p><i>Simcoe Room</i></p>	<p>S1 – Funding Needs and Planning for the Graduate Student Presenter: Pauline Sinclair, Associate Registrar, Graduate Program Services, University of Guelph Moderator: Kelly Dickinson, Manager, Financial Aid & Awards, Ontario College of Art & Design</p> <p>Undergraduate students face many changes as they choose to continue their education into graduate studies and their financial situation can have the biggest positive or negative effect on their education. This session will provide an overview of funding possibilities and the financial differences they face as a graduate student and the information that we can provide to assist them.</p>
<p><i>Trinity I</i></p>	<p>L1 – CAIS – National Tracking Project Presenter: Anne Marie Kee, Executive Director, Canadian Education Standards Institute Moderator: Kristina Neilsen, Acting Manager, National Recruitment, Ryerson University</p> <p>Since 2004, individual independent schools began to collect and analyze data from their graduates in order to implement appropriate changes to school programs and services. In the spring of 2006, schools were invited to participate in a pilot project, the National Tracking Project, coordinated by the Canadian Association of Independent Schools (CAIS) and the Canadian Educational Standards Institute (CESI).</p> <p>Through this collaboration, schools have access to data on student engagement, school leaving averages, university grades, and differences related to gender and school activities. Reflecting on the data enables school leaders to set goals, highlight areas for improvement, and identify lighthouse programs for further evaluation. The project now includes 42 independent schools from across Canada. Using the data collected nationally over the last five years, the speaker will present a preliminary report of findings on student engagement and post-secondary academic success.</p> <p>As the National Tracking Project moves forward, collaboration with the universities our students attend will not only ensure that students are academically prepared to take on a post-secondary education but also that the academic and social programs at independent schools are helping students meet the expectations of being engaged and capable university students.</p>
<p>12:15 pm – 1:45 pm <i>Salon CD</i></p>	<p>Luncheon and Exhibits <i>Enjoy networking with your colleagues over lunch and then visit the Exhibitors in the foyer beginning at 1:00 pm.</i></p>
<p>1:50 pm – 3:10 pm</p>	<p>BREAKOUT SESSIONS</p>
<p><i>Salon A</i></p>	<p>Leadership 2 – Update on Student Mobility and Credit Transfer Presenter: Peter Gooch, Senior Director, Policy and Analysis, Council of Ontario Universities Moderator: Ray Darling, Registrar, Wilfrid Laurier University</p> <p>This session will provide information about the current policy directions of the Ministry of Training, Colleges and Universities concerning ways to improve credit transfer to support improved outcomes for students and system efficiencies. It will also address work underway by COU's Credit Transfer Resource Group concerning both transfers from colleges to universities and among university programs. The session will also provide an opportunity to hear advice from participants to support the work of COU Credit Transfer Resource Group.</p>

<p><i>Bay Room</i></p>	<p>G2 – Transition of Graduate Studies Operations Presenter: Cathy Faye, Assistant Registrar, Graduate Studies, Ryerson University Moderator: Sarah Hildebrandt, Graduate Studies Officer, Ontario College of Art & Design</p> <p>Based on the data from a recent survey of OURA graduate studies units, Cathy will present changes that have taken place over the last 10 years in Graduate Studies administration in Ontario.</p>
<p><i>Salon B</i></p>	<p>A2 – Cambridge University Pre-University Program: Coming to a Number of Your UK Feeder Schools Presenter: Bill Kolb, Cambridge Recognition Consultant Moderator: Michelle Lea, Director of Admissions, Brock University</p> <p>In Fall 2008, 50 secondary schools in the U.K. adopted a new curriculum and examination program called the Pre-U, including Eton, Westminster and Winchester. Why did these schools choose to adopt the new curriculum, at least partially replacing the A Level exams? Can we expect this program to expand to other schools and in other countries? What does the Pre-U program include in terms of academics? How have UCAS and British Universities reacted to the new instrument? This session will answer these and other questions you may have about the Pre-U.</p>
<p><i>York AB</i></p>	<p>R2 – Degree Verification Service Presenters: Tom Percy, President and Lisa Mackie, Vice President, AuraData Inc. Moderator: Thomas Good, Supervisor, Student Information, Brock University</p> <p>In response to an ever-increasing demand from prospective employers and other entities to confirm the authenticity of credentials/degrees granted by Canadian universities and colleges, the corresponding workload in Registrars' Offices has increased. AuraData Inc. is a Canadian company offering cost-effective and efficient degree verification services. In this session you'll hear from Brock University about its experience with implementing this degree verification system. Learn what business is saying about education fraud, how the AuraData system works from a records perspective and Brock's positive experience with it.</p>
<p><i>Simcoe Room</i></p>	<p>S2 – Special Programs Under the Human Rights Code Presenter: Noël A. J. Badiou, Director, Centre for Human Rights, York University Moderator: Kam Naisbitt, Manager, Scholarships and Bursaries, Student Financial Services, York University</p> <p>Post secondary institutions in Ontario struggle with questions of access to higher education by some of our society's historically disadvantaged individuals and groups. While the OHRCCode and many university policies prohibit discrimination against our historically disadvantaged individuals and groups, this does not necessarily result in removing all barriers to post secondary education. For this reason, a provision was included in the OHRCCode to permit organizations and individuals to create Special Programs that would help improve access for these otherwise disadvantaged members of our society. In the post secondary context, this includes, but is not limited to, special grants and financing. However, in order to qualify as a Special Program, very strict criteria must be followed; otherwise it can become an issue of discrimination.</p>
<p><i>Trinity I</i></p>	<p>L2 – How to Gain a Competitive Advantage When Recruiting Top Talent Presenter: Christian Dallaire, Director, HR Advisory and Recruitment Services, Export Development Canada Moderator: Trevor Lewis, Off-Campus Recruitment Coordinator, Carleton University</p> <p>Chris is an upper executive member of Export Development Canada, a top 100 Canadian Employer located in Ottawa. In this Canadian Crown corporation, Chris</p>

	<p>ensures alignment of HR programs and employees in response to key business issues and opportunities. Chris is also responsible for the internal and external recruitment and selection of resources, as well as for student recruitment activities. This includes the setting of team priorities, championing the use of effective recruitment strategies (particularly those aimed at promoting interest from members of the designated groups), upholding recruitment standards, and reporting on relevant recruitment information. In this session he'll address how to gain a competitive advantage when recruiting top talent.</p>
<p>3:10 pm – 3:45 pm <i>Foyer</i></p>	<p>Refreshment Break/Exhibits <i>Take time to visit with Exhibitors before the final block of sessions today.</i></p>
<p>3:30 – 4:45 pm Closed Session <i>Trinity I</i></p>	<p>Liaison Annual General Meeting Moderator: Jody Berringer, Chair, Standing Committee on Secondary School Liaison</p>
<p>3:45 pm – 4:45 pm Closed Session <i>Bay Room</i></p>	<p>Graduate Studies Annual General Meeting Moderator: Carol Corkran, Chair, Standing Committee on Graduate Studies</p>
<p>3:45 – 4:45 pm Closed Session <i>Salon B</i></p>	<p>Admissions Annual General Meeting Moderator: Brandi Borman, Chair, Standing Committee on Admissions</p>
<p>3:45 – 4:45 pm Closed Session <i>Salon A</i></p>	<p>Records & Systems Annual General Meeting Moderator: Josie Lalonde, Chair, Standing Committee on Records & Systems</p>
<p>3:45 – 4:45 pm Closed Session <i>Simcoe Room</i></p>	<p>Scholarships & Awards Annual General Meeting Moderator: Kelly Dickinson, Chair, Standing Committee on Scholarships & Awards</p>
<p>4:45 – 6:00 pm <i>Ballroom Foyer</i></p>	<p>Mix 'n Mingle Reception for All Delegates <i>Take time to re-connect with your University colleagues while visiting with Exhibitors one final time.</i></p>
<p>6:15 pm onward <i>Depart in groups from Ballroom Foyer</i></p>	<p>Dine Around <i>Sign up at the Registration Desk by 5:00 pm today to join other delegates for dinner at a local restaurant. (Associated costs are the responsibility of the individual participants). Groups will depart on foot immediately following the reception.</i></p>

Tuesday, March 2, 2010

7:30 am – 5:00 pm <i>Lower Level (bottom of the escalators)</i>	Registration Desk Open <i>Tuesday one-day registrants should pick up their registration kit, Final Program and official Conference badge upon arrival.</i>
7:30 am – 8:45 am <i>Salon CD</i>	Full Breakfast Buffet <i>All registered delegates are invited to attend. Hear the “Live Top 10” of the day from Academica Group Inc.</i>
8:15 am – 9:00 am Closed Session for OURA members only <i>Salon A</i>	Annual General Meeting <i>Immediately following breakfast, the formal business of the Association will be discussed at the Annual General Meeting.</i>
9:15 am – 10:25 am <i>Salon CD</i>	Plenary Session II – Young Canadians Max Valiquette, Youth Culture and Marketing Expert Moderator: Heather Brown, Associate Registrar, Admissions/Liaison, Nipissing University Forget “Generation X,” “Generation Y,” and “Millennials,” – if you’re looking to connect to young Canadians you need to know about all of them, and this is the way to do it. This is the only presentation you need to get a complete handle on the under-35 age group. Max’s most requested presentation, which has been seen by tens of thousands across the country, completely demystifies young Canadians. A combination of Youthography and StatsCan statistics, primary research, insight and anecdotes, it’s an enormously entertaining, high-energy presentation that provides a common understanding of how best to connect to young Canadians. Demographics and Psychographics, Values, Social Networks, Youth Culture in Transition, and Implications for your organization are all a part of this presentation.
10:25 am – 10:45 am <i>Foyer</i>	Refreshment Break
10:45 am – 12:00 pm	BREAKOUT SESSIONS
<i>Salon A</i>	Leadership 3 – Customer Service Presenter: Ron McCarville, Associate Dean of Undergraduate Studies, Faculty of Applied Health Sciences, University of Waterloo Moderator: Maureen Jones, Director, Student Awards and Financial Aid, University of Waterloo Our survival relies on how well we treat our customers. This talk outlines the six steps needed to ‘get it right’ if we are to delight our customers during our encounters with them. We will discuss not only what to do but also why such actions are important to success. Topics include the importance of front line staff, understanding what business we’re in, greeting clients, and dealing with anger and resistance. These steps will not only guide front line staff but will also help managers with staff recruitment, training, evaluation and policy development.
<i>Bay Room</i>	G3 – What’s Going On With Electronic Theses and Dissertations in Canada and How University of Guelph Is Getting It Right Presenters: Pauline Sinclair, Associate Registrar, Graduate Studies, University of Guelph Sharon Reeves, Manager, Theses Canada, Published Heritage Branch, Library and Archives Canada Wayne Johnston, Head, Research Enterprise and Scholarly Communication, University of Guelph Moderator: Rosemary Springett, Scholarship & Records Officer, Wilfrid Laurier University Based on an extensive survey that Theses Canada undertook in 2009, Sharon Reeves will give you a good idea of what’s going on with ETDs at universities across Canada from Acadia to York. She will also fill you in on new and interesting developments in the Theses Canada program at Library and Archives Canada.

	<p>Pauline Sinclair will review the development of e-thesis submission at the University of Guelph and all the hills and valleys along the way.</p>
<p><i>King Room (2nd floor, above main lobby)</i></p>	<p>A3 – Changes to the Hong Kong Curriculum Presenter: Dr. Robert Lam, Educational Consultant and Former Academic Registrar, Hong Kong Baptist University Moderator: Stuart Pinchin, Associate University Registrar, Queens University</p> <p>Hong Kong is undergoing a reform in its education system. One of the main features is changing the old 5-year secondary, 2-year matriculation and 3-year undergraduate studies to a new 3-year junior secondary, 3-year senior secondary and 4-year undergraduate studies system (hence it is known as the 3-3-4 education reform). The new secondary school curriculum adopts an approach to holistic education, while the 4-year undergraduate programs would be more in line with both Mainland China and North American systems. The main implication on undergraduate admissions is that the HK Certificate of Education and Advanced Level Examinations will be replaced by a single public examination, the Hong Kong Diploma of Education Examination in 2012. Reporting of the examination results will also change from norm-referenced to criteria-referenced.</p> <p>The presentation will focus on how the 3-3-4 education reform would affect the number, academic standard and preparedness of students applying to universities in Hong Kong and Canada, and the problems and challenges faced by the universities in Hong Kong in admissions selection from 2012 and beyond.</p>
<p><i>Salon B</i></p>	<p>R3 – Brock University’s Web-based Calendar System Presenters: Barb Davis, Registrar, Brock University Gloria Gallagher, Associate Registrar, Enrolment Management, Brock University Mwinchande Chande, Information Systems Officer, Brock University Moderator: Leslie Becskei, Associate Registrar, UOIT</p> <p>This session is a follow-up to the 2009 OURA presentation with an examination of “how we are doing.” The session includes an overview of the design, development and implementation of a web-based system to handle the yearly process by which the University Academic Calendar is updated. The update to the Academic Calendar process was driven by years of problematic technological processes and the need to simplify existing manual editorial processes.</p> <p>The session includes:</p> <ul style="list-style-type: none"> • Overview of system • Implementation planning and roll out • Feedback and adjustments • What do we still need to do? • What happens next?
<p><i>Simcoe Room</i></p>	<p>S3 – Roundtable: Building a Community of Scholars Moderators: Aaron House, Manager, Student Awards, Brock University and Kam Naisbitt, Manager, Scholarships and Bursaries, Student Financial Services, York University</p> <p>Join Aaron House, Manager of Student Awards, Brock University for a roundtable discussion on civic engagement and scholarship programs. Aaron is the founder of the Brock Leaders Citizenship Society, a group of exceptional students recognized for a combination of high academic achievement and personal leadership in their community.</p>

York AB	<p>L3 – Seven Different Directions: Managing Employees from a Distance Heather Colquhoun, Kaleidoscopic Training, Consulting & Facilitation Services Inc. Moderator: Kim Stright, Manager, National Recruitment, Admissions, York University</p> <p>Leading a team that is never in the same place at the same time comes with a unique set of challenges. With staff on the road for most or all of the duration of their contract, trying to coordinate, manage, motivate and evaluate your team (while at the same time being out of the office yourself!) can make it feel like you're being pulled in seven different directions!</p> <p>Attend this session to gain tools for managing contract employees from a distance including:</p> <ul style="list-style-type: none"> • Discovering the 'coach approach' to assessing performance for staff 'on the road' • Exploring methods for evaluating what you can't see • Gaining tips for effective feedback for staff 'on the road' • Sharing best practices for motivating Millennials
12:00 pm – 2:00 pm Salon CD	<p>OURA 2010 AWARDS LUNCHEON (for all registered delegates) <i>Pay tribute to some of your university colleagues at this annual awards event.</i></p>
2:05 pm – 3:25 pm	<p>BREAKOUT SESSIONS</p>
Salon A	<p>Leadership 4 – Branding Higher Education from Guelph to Botswana. Presenter: Chuck Cunningham, Director of Communications and Public Affairs, University of Guelph Moderator: Ray Darling, Registrar, Wilfrid Laurier University</p> <p>In this session, Chuck will present two very different branding projects he recently led. In 2006, the University of Guelph moved forward with a "rebranding" of the institution – a project that was spearheaded by the President and five key departments: Registrarial Services; Alumni Affairs and Development; Office of Open Learning; Office of Research; and Communications and Public Affairs. In 2008/09, Chuck worked with AUCC, WUSC and the Botswana International University of Science and Technology in leading the development of that new institution's strategic positioning and branding platforms. His talk will focus on what worked and what didn't, as well as a review of the successful process that was followed in each branding project.</p>
Bay Room	<p>G4 – Graduate Student Experience – From Application to Graduation Moderators: Sophia Janssen, Graduate Liaison Officer, University of Guelph Elena Arena, Graduate Admissions Officer, Lakehead University Rosemary Springett, Scholarship & Records Officer, Wilfrid Laurier University Sarah Hildebrandt, Graduate Studies Officer, Ontario College of Art & Design Carol Corkran, Assistant Graduate Registrar, Carleton University Heather Kelly, Director Student Services, University of Toronto</p> <p>With a goal of continuous process improvement, this double session provides a lively discussion on all aspects of the Graduate Student experience from initial application to graduation.</p>
Salon B	<p>A4 – Electronic Offers of Admission Presenter: Janice O'Farrell, Director of Admissions Services, Carleton University Moderator: Rebecca Hamilton, Assistant Registrar, Admissions, McMaster University</p> <p>This session focuses on Carleton University's experience with putting their offers of admission online.</p>

<p><i>King Room (2nd Floor, above main lobby)</i></p>	<p>R4 – York University Degree Audit Pilot Project Presenters: Astra Avens & Shawn Kirkup, Senior Business & Statistical Analysts, Registrar’s Office, York University Moderator: Phillip Edghill, Assistant Registrar, Systems & Scheduling, Ontario College of Art & Design</p> <p>The York Degree Audit project (YDA) began as an in-house system designed to audit students at the point of graduation. As YDA was showcased, what quickly became apparent was the potential use of YDA as a jump-off point to create an online tool that could be used to advise both new and continuing students. This in turn led to the creation of the Degree Progress Report (DPR).</p> <p>We will discuss the genesis of both YDA and DPR, including the challenges faced with the implementation of timelines, constantly changing system design demands, and managing expectations from both the systems and the Faculty sides.</p>
<p><i>Simcoe Room</i></p>	<p>S4 – Net Tuition Fees Presenter: Dr. Paul Stenton, Vice Provost, University Planning, Ryerson University Moderator: Kelly Dickinson, Manager, Financial Aid & Awards, Ontario College of Art & Design</p> <p>“Net Tuition Fee” is a measure widely used by U.S. colleges and universities to provide prospective students with a better understanding of the costs of attending PSE institutions. It measures the effective fee costs that student experience after taking into account scholarships, bursaries and other forms of non-repayable financial assistance as well as tax credits.</p> <p>As part of a review of the affordability of university education in Ontario, in 2009 a Working Group of COU Government and Community Relations examined the level of “Net Tuition Fees” charged by Ontario universities. The presentation will provide an overview of the Working Group’s findings.</p>
<p><i>York AB</i></p>	<p>L4 – Statistical Thinking: What Numbers Tell Us and How They Can Deceive Presenter: Daniel Goldreich, Department of Psychology, Neuroscience & Behaviour, McMaster University Moderator: Andrea Brown, Admission and Recruitment Officer, UOIT</p> <p>Drawing on examples from everyday life and from research studies, this session will focus on how to think critically about statistical data. Topics will include how to interpret graphs and other descriptive statistics, cause-and-effect reasoning, pitfalls and paradoxes in statistical thinking, and how to perform easy but important calculations.</p>
<p>3:25 pm – 3:45 pm <i>Ballroom Foyer</i></p>	<p>Refreshment Break</p>
<p>3:45 – 5:00 pm</p>	<p>BREAKOUT SESSIONS</p>
<p><i>Salon A</i></p>	<p>Leadership 5 – How Emotionally Intelligent Leaders Lead Presenter: Colleen Clarke, Corporate Trainer and Career Specialist, Colleen Clarke & Associates Moderator: Ray Darling, Registrar, Wilfrid Laurier University</p> <p>Self awareness and the capacity to build mutually satisfying relationships provide the backbone of strong management. Successful leaders put people before strategy. Learn the components of emotional intelligence and what personal, social and emotional skills are required to be a stellar leader in your career.</p>

<p><i>Bay Room</i></p>	<p>G5 – Graduate Student Experience – From Application to Graduation</p> <p>Continued from Session G4</p>
<p><i>Salon B</i></p>	<p>A5 – An Update on Changes to the Ontario Student Transcript/Private Schools Presenters: Phil Hedges, Education Officer, Ministry of Education Tony DiLena, Coordinator, Private Schools and Attendance, Ministry of Education Moderator: Lois Wood, Associate Registrar, Undergraduate Admissions, Wilfrid Laurier University</p> <p>Representatives from the Ministry of Education will provide an update on recent and upcoming changes in secondary school programs and policies and the implications of those changes on recording achievement on the Ontario Student Transcript. Topics will include Inspected Private Schools, Specialist High Skills Majors, Dual Credits and Expanded Cooperative Education.</p>
<p><i>King Room (2nd floor, above Main Lobby)</i></p>	<p>R5 – Online Appointment Booking @ YorkU Presenters: Farida Teymori, Senior Business and Statistical Analyst, York University Witold Lustanski, Coordinator of System Development, York University Jill Oinonen, Assistant Registrar of Information Systems and Publications, York University Moderator: Lillian Zereneh, Manager, Curriculum Advising, Ryerson University</p> <p>Online appointment booking is a home-grown, flexible system solution which allows past, present and future students to book appointments with many different offices at York. Our system features rules that "read" a student's record, individual URLs for specific appointment types, automated emails, and completely customizable messaging for each appointment type.</p> <p>This session will showcase how York has implemented rules-based online appointment booking for newly admitted students in 8 different Faculties, as well as bookings for events, advisor meetings, OSAP pickup, orientation and many other functions.</p>
<p><i>Simcoe Room</i></p>	<p>S5 – Ingredients for Satisfied Donors: Consistency and Timeliness Presenters: Teresa Alm, Associate University Registrar (Student Awards), Queen's University and Chris Coupland, Senior Awards Officer, Donor Relations, Queen's University Moderator: Brenda Denomme, Manager, Undergraduate Awards, University of Waterloo</p> <p>This presentation will discuss the impact and outcome of standardization of terms of reference for new awards, bursaries, and scholarships at Queen's University. We have created 18 templates which provide guidance in the development of any new award. We will discuss how these templates have streamlined our process for creating and approving new awards. Through the creation of terms of reference templates we have:</p> <ul style="list-style-type: none"> • Improved inter-departmental communication • Increased efficiency of development and approval process • Improved donor relations - better able to manage donor expectations • Dovetailed strategic goals with templates • Simplified process for donor

<p>York AB</p>	<p>L5 – The Un-Marketing Approach to Social Media Engagement Presenter: Scott Stratten, President of Un-Marketing.com Moderator: Robert Perrier, Manager of Undergraduate Recruitment, Lakehead University</p> <p>Social Media isn't going away. With over 175 million Facebook users logging in every single day, it has become part of a daily routine, especially of current and potential students. What are you going to do about it? Better yet, what should you do about it, if anything?</p> <p>In this session, participants will walk away with an understanding of:</p> <ul style="list-style-type: none"> • How social media is currently being used within Canada • What not to do in social media • Best practices of similar institutions • Why social currency is the most important thing in social media and how to create it
<p>5:00 pm</p>	<p>Conference sessions conclude. Post-Conference Workshop sessions begin Wednesday morning at 8:50 am.</p>

Post-Conference Workshops

Wednesday, March 3, 2010

7:00 am – 4:00 pm <i>Lower Level (bottom of escalators)</i>	Registration Desk Open <i>Workshop participants should pick up their Conference registration kit, the Final Program and official Conference badge prior to the Opening Remarks at 8:50 am.</i>
7:30 am – 8:45 am <i>Salon CD</i>	Full Breakfast for all delegates <i>All registered Workshop delegates are welcome.</i>
8:50 am <i>Salon CD</i>	Opening Remarks Angelique Saweczko, OURA President and Associate Director, Student Financial Services, York University
9:00 am – 10:20 am <i>Salon CD</i>	Plenary Session: Enhancing Performance in Today's Workplace Colleen Clarke, Corporate Trainer and Career Specialist Moderator: Ray Darling, Registrar, Wilfrid Laurier University In this session you will examine 8 different strategies for becoming a star performer or optimized employee/manager and therefore a more desirable employee. You will learn how to expand your ability to adapt to challenges, change and stress and be more effective in the workplace. Learn some new ideas, practical tips and develop positive attitudes and behaviours to enhance your performance by being more resilient and building stronger personal and professional relationships.
10:20 am - 10:40 am <i>Ballroom Foyer</i>	Refreshment Break
10:40 am - 12:00 noon	WORKSHOP/BREAKOUT SESSIONS
<i>Salon A</i>	Session 1A – Document Imaging – Panel Discussion Presenters: Rob Sawler, Group Chief, Student IT Services University of Ottawa Brooke Martin, Marketing Manager, Microdea Roger Côté, Associate Vice President, Enrolment & Student Services, Concordia University Debra Iafrate, Assistant Registrar, Front Line Services, University of Toronto (Mississauga) Moderator: Pauline Bélanger, Manager of Registration, Records, Scheduling and Exams, University of Ottawa University admissions offices are constantly being challenged to manage applications and supporting documentation with fewer resources and smaller budgets. A major obstacle is our continued reliance on paper-based transcripts and people-based processes. Join us for this session where panelists will discuss their experiences in implementing document imaging software to streamline the admission process.
<i>York AB</i>	Session 2A – Understanding and Supporting Students with Disabilities Presenter: Dr. Mike Condra, Director, Health Counselling and Disability Services, Queen's University Moderator: Kam Naisbitt, Manager, Scholarships and Bursaries, Student Financial Services, York University This session will focus on the questions relating to students with disabilities, what university staff needs to know and how they can help. What specifically is a disability? How are disabilities identified? How common are they? What do universities need to do in order to accommodate students with disabilities? How can staff in universities help these students to succeed? At the end of this session, participants will have answers to these questions, and a better sense of the many ways in which they can assist and support students with disabilities to achieve success in their academic pursuits.

<p><i>Salon B</i></p>	<p>Session 3A – Recruiting Students from Diverse Cultural Backgrounds Presenter: Caroline Yang, Cross Cultural Training Consultant, MultiCultural Business Solutions Moderator: Lindsay Lawrence, Manager, National Recruitment, Wilfrid Laurier University</p> <p>Children of culturally different families adapt to the Canadian education system to various degrees depending on the age at which they came to Canada and their family influence. Some may be very Canadianized, while others retain more of their own cultural values toward education. Parents of culturally different families also adapt to the Canadian society to various degrees, but in general less than their children. In order to reach this population more effectively, we need to understand how they think and what they value.</p> <p>This session will discuss the family dynamics in choosing a university program and the culturally different families’ expectation of post-secondary education in the following areas:</p> <ul style="list-style-type: none"> • Social status of professionals in developed versus developing countries • Speeds of integration • Relative importance of technical and soft skills • Generalist and specialist <p>In the session, the presenter will also discuss cross-cultural communication, the verbal and non-verbal aspects of communication that may lead to misunderstanding and the solutions:</p> <ul style="list-style-type: none"> • English as a Second Language • Personal space • Use of silence • Emotions / tone of voice
<p>12:00 pm – 1:00 pm <i>Salon CD</i></p>	<p>Lunch for All Delegates</p>
<p>1:00 pm – 2:20 pm</p>	<p>WORKSHOP/BREAKOUT SESSIONS</p>
<p><i>Salon A</i></p>	<p>Session 1B – Two Solitudes or Overlapping Visions?: The Partnership Between IT and Registrars Presenters: Bob Cook, Chief Information Officer and Karel Swift, Registrar, University of Toronto Moderator: Josie Lalonde, Senior Client Representative, Student Information Systems, University of Toronto</p> <p>Leading change in the decentralized and participatory culture of universities presents unique challenges. When the change must bridge the cultures and priorities of both technologists and student information service providers, a students-first mantra can maintain focus on productive outcomes.</p> <p>Bob and Karel will discuss the challenges and their strategies for managing change in the context of the University of Toronto’s initiative to build a Next Generation of Student Information Services.</p>

York AB	<p>Session 2B – Outreach and Access Through Social Media Presenter: David Blake, Director of Marketing, Zinch.com Moderator: Kelly Dickinson, Manager, Financial Aid & Awards, Ontario College of Art & Design</p> <p>The way in which teenagers engage with each other has changed significantly. Recent trends indicate a near ubiquitous acceptance and use of the Internet as the communication medium of choice. Consequently, the way post-secondary institutions and scholarship programs connect with students is changing as well. Several online media offer unique ways to communicate with today's high school student and we will show examples of those that have embraced the Web in their outreach and are seeing success. An understanding of the tools available and the online approach can give your program the edge to effectively reach students.</p> <p>This session covers how to appropriately use social media sites without intruding on students' personal space. The presentation will also give an overall view of how institutions navigate in an online world.</p>
Salon B	<p>Session 3B – Engaging Alumni in Recruitment Teo Salgado, Manager, Regional Programs, Division of University Advancement, University of Toronto Moderator: Maryanne Snider, Admissions/Liaison Officer, Undergraduate Recruitment and Admissions, University of Western Ontario</p> <p>As recruitment departments look to enhance and increase their efforts, they are turning towards alumni. Engaging alumni to support recruitment efforts can expand the reach of recruitment initiatives and create connected alumni, providing institutions with a win-win situation. Today's session will highlight some best practices in alumni recruitment.</p>
2:20 pm – 2:40 pm Ballroom Foyer	Refreshment Break
2:40 pm – 4:00 pm	WORKSHOP/BREAKOUT SESSIONS
Salon A	<p>Session 1C – Managing the Inbox Presenter: Paul Yuck, President, Priority Management Moderator: Pauline Belanger, Manager of Registration, Records, Scheduling and Exams, University of Ottawa</p> <p>You are probably drowning in E-mail messages for much of your day. With E-mail usage and SPAM growing both at work and at home, many people feel overwhelmed by the amount of information they must manage. This Digital Deluge is creating an incredible loss of productivity, costing on average 45 minutes a day just searching for information we already have. In this session we will show you the processes and tools to manage your email and how to keep your head well above water.</p>
York AB	<p>Session 2C – Technology in the Awards Office Moderator: Fiona Kay, Manager, Student Financial Services, York University (Glendon)</p> <p>In our current times, enrolments are increasing but staffing is declining. Technological advances have certainly helped in managing our workflow. Join us for a roundtable discussion where we will share information about technologies that we use to make our lives easier and explore new ones. We will discuss Scholarsnapp, Webex (recently purchased for a 1 year trial period by OASFAA), how your institution uses social networking, etc. Bring your ideas, your laptops, smartphones.....</p> <p><i>"The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency."</i>- Bill Gates</p>

<p><i>Salon B</i></p>	<p>Session 3C – Implementing Project Management Software Presenter: Jesse Rodgers, Associate Director of Velocity, University of Waterloo Moderator: Jody Berringer, Manager, Manager, Liaison and Visits, Marketing and Undergraduate Recruitment, University of Waterloo</p> <p>Project Management in the world of recruitment - from leads to whole projects - needs to be flexible and collaborative as the effective implementation of projects often requires the involvement of people from across campus disciplines. Getting things done properly, on time, and on budget requires adopting some form of project management. This session will offer some strategies for managing projects in a higher education environment and highlight software capabilities and solutions.</p>
<p>4:00 pm</p>	<p>Workshops Conclude - Safe Traveling!</p>