



2011 Conference and Pre-Conference Workshops

March 6-8, 2011

Deerhurst Resort & Conference Centre, Huntsville, ON

2011 PROGRAM

Session Codes*

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| 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

Sunday, March 6, 2011

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| 11:00 am – 1:00 pm Conference Hallway | Registration Desk Open for Pre-Conference Workshop Attendees <i>Pick up your Conference badge and registration package prior to lunch and the Workshop sessions.</i> |
| 12:00 noon – 1:00 pm Waterhouse 4 | Buffet Lunch for Pre-Conference Workshop attendees |
| 1:00 pm – 4:00 pm | PRE-CONFERENCE WORKSHOPS |
| 1:00 pm – 2:20 pm Waterhouse 1-2 | Workshop 1 – Networking: The Power of Authentic Communication Presenter: Paul Byrne, Senior Partner and Trainer, Mackay Byrne Group Moderator: Kristina Neilsen, Senior Liaison Officer, Ryerson University Recognizing the power of perception and capitalizing on the perceptual tendencies of others is the first step to building memorable professional relationships. Go beyond the basics of meeting and greeting and learn the skills of authentic communication by knowing how to tap into one’s autobiographical urge. Asking the right questions at the right time builds your emotional foundation with existing, or prospective, clients. Let the “small world” phenomenon take hold of the conversation and experience social/business interactions that are both enjoyable and mutually profitable. Appreciate the difference between content and relational level communication and become unforgettable to prospective clients because of your emotional connection, not just your professional expertise. Be comfortable transitioning social conversations to professional conversations to make sure attending events is |

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| | <p>always professionally worthwhile. Learn to galvanize to action your contacts by asking for referrals and introductions.</p> <p>This session is about going beyond the basics towards an increased effectiveness when professionally networking.</p> |
| <p>1:00 pm – 2:20 pm Waterhouse 5</p> | <p>Workshop 2 – English Proficiency and the International Applicant Presenter: Bill Hodges, ESL Academic Coordinator/Head Teacher, ESL University Preparations Programs, Office of Open Learning, University of Guelph Moderator: Ray Darling, Registrar, Wilfrid Laurier University, OURA Past President</p> <p>The University of Guelph English Language Certificate Program is an English for Academic Purposes (EAP) program designed to prepare English language learners for university studies. International students choose to study in this program instead of taking one of the standard English proficiency tests (i.e.: IELTS or TOEFL) to prove their English proficiency. Students may enter with a level of English proficiency that ranges from beginner to advanced. Successful completion of the Advanced levels earns the Certificate of English proficiency, which meets the English proficiency requirements of undergraduate and graduate degree programs at the University of Guelph. The purpose of this presentation is to discuss the benefits international students gain by studying in this EAP program.</p> |
| <p>2:20 pm – 2:40 pm Conference Hallway</p> | <p>Refreshment Break</p> |
| <p>2:40 pm – 4:00 pm Waterhouse 5</p> | <p>Workshop 3 – University Culture Shock: Recruiting First Generation Students Presenter: Lorretta Neebar, Associate Registrar of Recruitment, Admissions & On-Campus Events, University of Toronto Mississauga Moderator: Sheldon Dookeran, Recruitment & Admissions Officer, University of Toronto</p> <p>The objective of this session is to provide recruiting professionals with some further insight into the needs of first generation students and their families during the recruitment and admissions process. Some of the issues and topics that will be addressed include:</p> <ul style="list-style-type: none"> • Defining "First Generation" • Challenges of recruiting first generation students • The role of the family in the admissions, recruitment and transition cycle • Diversity and cultural concerns • Importance of addressing financial concerns and financial aid |
| <p>2:40 pm – 4:00 pm Waterhouse 1-2</p> | <p>Workshop 4 – The Catalyst for Academic Success: EAP Programming or Certified Testing Presenters: Ray Darling, Registrar, Wilfrid Laurier University Joanne Elvy, Director of International Student Outreach, Algoma University Moderator: David Marasco, Registrar, Algoma University</p> <p>This Workshop will explore the benefits and drawbacks of accepting English for Academic Preparation (EAP) certificates in place of the myriad of certified tests that exist. Joanne Elvy from Algoma University will outline the ways in which undergraduate students have engaged in Algoma's in-house EAP programming. Ray Darling from Wilfrid Laurier will share WLU's experience in creating policies to accept certificates from local EAP providers as well as the results they are seeing to date with graduates from these programs.</p> |
| <p>3:00 pm – 7:00 pm Conference Hallway</p> | <p>Registration Desk Open for All Conference Attendees</p> |
| <p>6:00 pm – 7:00 pm Peninsula Room</p> | <p>Light Dinner (for Full Conference and/or Monday registrants)</p> |
| <p>7:15 pm – 8:30 pm</p> | <p>ANNUAL GENERAL MEETINGS</p> |

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| Waterhouse 4 | Graduate Studies Annual General Meeting Moderator: Rosemary Springett, Graduate Admissions and Records Officer, Faculty of Graduate and Postdoctoral Studies, Wilfrid Laurier University |
| Waterhouse 2 | Admissions Annual General Meeting Moderator: Rebecca Hamilton, Assistant Registrar, Admissions, McMaster University |
| Waterhouse 3 | Records & Systems Annual General Meeting Moderator: David Marasco, Registrar, Algoma University |
| Waterhouse 1 | Scholarships & Awards Annual General Meeting Moderator: Kam Holland, Manager, Scholarships and Bursaries, Student Financial Services, York University |
| Waterhouse 5 | Liaison Annual General Meeting Moderator: Kristina Neilsen, Senior Liaison Officer, Ryerson University |
| 8:30 pm onward | <i>The Lobby Bar will be open for those who wish to gather there to renew acquaintances with OURA colleagues.</i> |

Monday, March 7, 2011

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| 7:00 am – 5:00 pm Conference Hallway | Registration Desk Open |
| 7:30 am – 8:45 am Peninsula Room | Full Breakfast Buffet for All Attendees <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> Hear the TOP 10 of the Day sponsored by Academica Group |
| 8:55 am Peninsula Room | Welcome and Opening Remarks Heather Brown, OURA President and Associate Registrar, Admissions/Liaison, Nipissing University |
| 9:00 am – 10:20 am Peninsula Room | Plenary Session I – Conversation Management: Effective Communication Skills for the Workplace Presenter: Paul Byrne, Senior Partner & Trainer, Mackay Byrne Group Moderator: Heather Brown, OURA President and Associate Registrar, Admissions/Liaison, Nipissing University The purposeful, work-related conversations we have with colleagues, reports and supervisors need to achieve a goal and at the same time strengthen the relationship. Exploring a pragmatic model of conversation management uncovers the importance of creating and maintaining a supportive conversational climate while still attending to the conversational objective. In this interactive session we explore conversational timing, supportive versus defensive climates and achieving conversational goals. This illuminating professional development experience will help you learn the relevant skills of conversation management. |
| 10:20 am – 10:40 am Conference Hallway | Refreshment Break |
| 10:40 am – 12:00 Noon | BREAKOUT SESSIONS |
| Waterhouse 5 | Leadership 1 – Credit Transfer Presenter: Peter Gooch, Senior Director, Policy & Analysis, Council of Ontario Universities Moderator: Heather Brown, Associate Registrar, Admissions/Liaison, Nipissing University This session provides information on MTCU's evolving directions concerning credit transfer as well as a presentation of policy directions of Ontario universities and discussion of ways to improve credit transfer in Ontario. |

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| Waterhouse 1 | <p>G1 – Technological Advancements in Graduate Studies Administration – Part I: External Scholarship Improvements and Electronic Thesis Improvements Presenter: Ron Wagler, Director of Administration, School of Graduate Postdoctoral Studies, University of Western Ontario Moderator: Sarah Hildebrandt, Graduate Studies Officer, OCAD University</p> <p>External Scholarship Improvements: The University of Western Ontario has survived each scholarship season with one staff member dedicated to all external scholarships at Western (NSERC, SSHRC, CIHR, OGS and OGSST). Many of you have wondered aloud, how is this possible? This presentation will highlight the service and technological improvements that Western has implemented to streamline the external scholarship application at Western.</p> <p>Electronic Thesis Improvements: In August 2010, the University of Western Ontario released a pilot Electronic Thesis and Dissertation service to graduate students. Most current ETD repositories involve only the archiving of final submissions. This ETD service (hosted within Berkeley Electronic Press' Digital Commons software) coordinates the entire thesis submission process from initial submission and preliminary examination to publication. Since releasing the ETD repository, the following significant positive effects have been observed for those theses submitted electronically:</p> <ul style="list-style-type: none"> • Preliminary examination reports have become paperless • Student monetary cost of submitting theses have been eliminated • Communications to all stakeholders have been automated • Quantity of draft paper theses for examiners have been reduced by 80% <p>This presentation will demonstrate how the repository has been inserted into existing business processes within the Western graduate student experience and how it has improved the thesis submission process for students, examiners and administration.</p> |
| Waterhouse 2 | <p>A1 – International Evaluation Workshop – Evaluating Credentials from Latin America (Brazil, Chile and Mexico)* Presenter: Carlos Monroy, Credential Evaluator, World Education Services Moderator: Rebecca Hamilton, Assistant Registrar, Admissions, McMaster University</p> <p>This session is aimed at admissions officers and staff who deal with a significant number of academic credentials from Latin America. The session will give an overview of the educational systems of the countries in reference while examining the academic credentials earned at each level of education. Participants will learn how to use the appropriate resources available for the various types of selected credentials. Using the time-tested WES method, you will learn to analyze and understand all pertinent information on selected secondary and university documents, including grading scales, GPAs, paper titles, degree requirements and documentation. The session will include</p> <ul style="list-style-type: none"> • Overview of the educational systems • Documentation • Secondary Education • Higher Education – University Programs • Resources • Outcomes <p>* Note that this session will be a live virtual presentation via WebEx.</p> |
| Waterhouse 3 | <p>R1 – Promoting & Supporting Internationalism on Campus: Comparative Approaches Presenters: Joanne Elvy, Director of International Student Outreach, Algoma University Marc Arnold, Exchange Officer for Inbound Students, Centre for International Experience, University of Toronto Moderator: Josie Lalonde, Senior Client Representative, University of Toronto</p> <p>As the Provincial government stands committed to increase numbers of international students on post-secondary campuses across Ontario, how is this realized in practical</p> |

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| | <p>terms in the daily lives of our students outside the classroom? This presentation will begin with an overview of how two institutions promote and support internationalism on their campuses and in their communities, and will then facilitate a broader discussion on best practices.</p> |
| J.E.H. MacDonald Room (2 nd floor above Lobby) | <p>S1 – Exploring the Effects of Student Expectations About Financial Aid on Post Secondary Choice: A Focus on Income and Racial/Ethnic Differences Presenter: Jiyun Kim, Doctoral Candidate, Center for the Studies of Higher and Post Secondary Education, School of Education, University of Michigan Moderator: Kelly Dickinson, Manager, Financial Aid & Awards, OCAD University</p> <p>Based on research findings that examined the impact of financial aid on college choice, this session discusses how the expectations of different types of financial aid affect the student college choice process from application through enrolment in U.S. public institutions. The data set used for the analysis includes students who sent their ACT scores to the University of Iowa for admission consideration in the academic years 1997-1998 through 2001-2002. This session will focus on how students from different race and income groups respond differentially to aid packages in their application and enrolment decisions depending on their levels of aid expectations.</p> |
| Waterhouse 4 | <p>L1 – Having the Answers for College Transfers Presenters: Ray Darling, Registrar, Wilfrid Laurier University, Jeff Post, Joint Advisor/Liaison Officer, Niagara College and Brock University Moderators: Craig Chipps, Recruitment Officer, WLU Brantford and Jeff Capel, Liaison Officer, Brock University</p> <p>This session will explore new and emerging trends in student mobility, and how that affects University recruitment strategies and practices. The panel members will share their unique perspectives and lead discussion on both the challenges and opportunities that exist for universities when recruiting college transfer students. Jeff Post is the Brock - Niagara liaison officer who works for both institutions. He will discuss what students are looking for when they are looking to change institution types as well as the development and benefits of his dual position. Ray Darling is the Registrar at Wilfrid Laurier University and a member of the COU Credit Transfer Resource Group as well as the MTCU Credit Transfer Technical Working Group. He will provide an update on recent developments at the Ministry and COU levels.</p> |
| 12:00 noon – 1:15 pm Peninsula Room | LUNCH for all delegates |
| 1:15 pm – 2:30 pm | BREAKOUT SESSIONS |
| Waterhouse 5 | <p>Leadership 2 – Ontario Online Institute Presenter: Peter Gooch, Senior Director, Policy & Analysis, Council of Ontario Universities Moderator: Ray Darling, Registrar, Wilfrid Laurier University</p> <p>This session provides details on MTCU's decisions concerning implementation of the Ontario Online Institute (announced in the 2010 Budget) as well as an update on Ontario universities' response to MTCU and proposed policy directions. Future directions will also be discussed.</p> |
| Waterhouse 1 | <p>G2 – Technological Advancements in Graduate Studies Administration – Part II: Virtual Advisor and Chat EMT and Roundtable Presenter: Hasmik Sargsyan, Recruitment & Admissions Officer, University of Toronto Moderator: Rosemary Springett, Graduate Admissions and Records Officer, Faculty of Graduate and Postdoctoral Studies, Wilfrid Laurier University</p> <p>The world is evolving and there are endless opportunities to reach tech-savvy prospective graduate students. Today's students don't just want to be given information about our institutions; they want to interact with us on a deeper level. This session will give an overview of Virtual Advisor and Chat EMT which are currently being used for graduate student recruitment by the School of Graduate Studies,</p> |

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| | <p>University of Toronto.</p> <p>A Roundtable discussion on the use of technology in graduate administration will follow Hasmik's presentation. Come prepared to share your successes and failures and ask questions.</p> |
| Waterhouse 2 | <p>A2 – International Evaluation Workshop – Evaluating Credentials from India Presenter: Ari Mihael, Assistant Director, World Education Services Moderator: Brandi Borman, Assistant Registrar, Huron University College, UWO</p> <p>This session is aimed at admissions officers and faculty who deal with a large number of credentials from India. The session will give an overview of the educational system while examining the credentials earned at each level of education. Participants will learn how to use the appropriate resources available for the various types of Indian credentials. Recent developments in education will also be discussed. Using the time-tested WES method, you will learn to analyze and understand all pertinent information on Indian secondary and university documents, including grading scales, GPAs, paper titles, degree requirements and documentation. This session will include:</p> <ul style="list-style-type: none"> • Overview of the Indian educational system • Documentation • Secondary Education • Higher Education – University Programs • Resources • Outcomes |
| Waterhouse 4 | <p>R2 – Self-Service Approach to Transfer Credits Presenter: Jonathan Christie, Manager, Transfer Credits, Ryerson University Moderator: Lillian Zereneh, Manager, Curriculum Advising, Ryerson University</p> <p>Ryerson University's Transfer Credit Unit centrally manages the transfer credit application process and coordinates faculty evaluation of external courses and maintains a program specific database of credit equivalencies which can be applied to subsequent applications. This session will provide an overview of this system as well as a demonstration of how students are able to submit transfer credit applications and view results online through the student self-service portal.</p> |
| Waterhouse 3 | <p>S2 – Programs, Policies and Scholarships – A Review of the AUCC Presenter: Kim Baudouin, Director, Higher Education Scholarships, Association of Universities and Colleges of Canada (AUCC) Moderator: Brenda Denomme, Manager, Undergraduate Awards, University of Waterloo</p> <p>Learn about the broad spectrum of activities undertaken by the Association of Universities and Colleges of Canada (AUCC) to support its members of the post-secondary community. This session will explore the means by which AUCC, specifically the Higher Education Scholarship section, enables corporations to attain their goals of supporting post-secondary education and improve student access to higher education through scholarship programs. Discover the role you can play as a representative of your institution.</p> |
| J.E.H. MacDonald Room | <p>L2 – Persuasion and Photography Presenter: Angi Gallupe, Information Services Manager, University of Guelph Jason Jones, Photographer, Jones FOTO Moderator: Kristina Neilsen, Senior Liaison Officer, Ryerson University</p> <p>High school student readership of university printed publications remains high. An immense amount of effort goes into the creation of our publications. Where do our images come from? What do they say about our university, about our campus? How do you find a photographer that works well with you, that understands your needs and understands you as a client? How do you coordinate a successful photo shoot? What</p> |

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| | <p>does that mean? What should we be looking for in image representation? What works well and why? What doesn't work? This session will address these and other questions. The presenter will discuss differing ideas and balancing our own needs with various departments, the designer and the photographer. A discussion on how to maintain control when printing out of house will be included.</p> |
| 2:30 pm – 2:45 pm Conference Hallway | Refreshment Break |
| 2:45 pm – 4:00 pm Waterhouse 5 | <p>Leadership 3 – An Update on FIPPA Presenter: Rafael Eskenazi, Director, Freedom of Information and Protection of Privacy, University of Toronto Moderator: Ray Darling, Registrar, Wilfrid Laurier University</p> <p>Ontario's broader public sector access and privacy legislation, the Freedom of Information and Protection of Privacy Act (FIPPA) has applied to the province's universities for over four years. While universities had long handled personal information in a responsible, privacy protective manner before FIPPA, the legislation has brought refinements and requirements which bear detailed examination and discussion. This session will give an updated perspective on the handling of personal information consistent with FIPPA privacy requirements and expectations. The focus is expected to be information sharing both within and outside your institution, but we will also consider collection, use, disclosure, retention and destruction of personal information and touch briefly on access request and disclosure issues, including professional record keeping.</p> |
| J.E.H. MacDonald Room | <p>G3 – Neither Student, Nor Staff, Nor Faculty: The Mystery of Postdoctoral Fellows Presenter: Crystal French, Executive Secretary to the Dean, Faculty of Graduate & Postdoctoral Affairs, Carleton University Moderator: Carol Corkran, Assistant Graduate Registrar, Faculty of Graduate and Postdoctoral Affairs, Carleton University</p> <p>This session examines the organizational fit of Postdoctoral Fellows with an emphasis on how Carleton University has taken steps to create an accurate database of all Postdocs, educate the campus community about them and develop policies and procedures. Carleton's work in helping the Postdocs to organize themselves and create their own association as well as funding for postdoctoral fellows will also be discussed.</p> |
| Waterhouse 4 | <p>A3 – Paper Park: A Business Process Solution to Student Document Imaging and Sharing in the Office of the Registrar Presenters: Cesar Mejia, Manager of Information Technology, University of Toronto Mississauga Diane Crocker, Registrar and Director of Enrolment Management, University of Toronto Mississauga Moderator: Janice O'Farrell, Director, Admissions Services, Carleton University</p> <p>In 2004, the University of Toronto Mississauga moved the bulk of its paper-based business processes to a digital environment using eCabinet, a Ricoh product. This revolutionized the way they did business. As time passed, however, it became apparent that an off-the-shelf product wasn't meeting their needs. A homegrown application which they call Paper Park, was developed to meet all of their needs. In this presentation, the presenters will not only talk about scanning and imaging document solutions but more importantly, the business processes which such systems support in a typical Registrar's Office.</p> |
| Waterhouse 1 | <p>R3 – A Prospective, Risk-Based Approach to Managing Student Retention Issues Presenters: Mark Conrad, Senior Institutional Analyst, Office of Institutional Research and Analysis, York University Moderator: David Marasco, Registrar, Algoma University</p> |

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| | <p>This presentation will outline an approach to dealing with student retention issues that makes use of prospective analyses of student-specific retention risks. Mark Conrad will discuss the benefits of using this approach, describe several challenges that need to be dealt with before the approach can be put into operation and then provide an overview of what a fully-fledged implementation of the approach might look like.</p> |
| Waterhouse 3 | <p>S3 – Launching In-House Systems to Manage Awards and Work/Study Presenter: Kam Holland, Manager, Scholarships and Awards, York University Moderator: Brenda Denomme, Manager, Undergraduate Awards, University of Waterloo</p> <p>With the need to process applications and programs more efficiently and effectively for students, this session will begin with highlighting the integrated in-house systems created at York University that manage their awards selection, SAG, BRS recording and Work/Study program online. The systems that will be discussed are:</p> <ul style="list-style-type: none"> • Work/Study Employment Module (WSE) - online hiring system for the York community that shows the eligibility of a student, if they have been hired, a downloadable summary of approved positions, and a call for hours submission section for the end of year transfer. • Awards Management System (AWM) - online management system for our endowed, annual, and operational awards, scholarships and bursaries. Also manages and codes awards for BRS recording. • Student Financial Profile (SFP) - a multipurpose online application for awards, bursaries, scholarships and campus employment. This one application is a student's direct portal into everything financial at York University. <p>The session will then turn into a Roundtable discussion on what other institutions are doing to manage their workload. We will discuss the pros and cons of external products and in-house systems.</p> |
| Waterhouse 2 | <p>L3 – Market Research 101: How to Create and Structure Surveys to Implement Effective Change Presenter: Tushar Thakker, Manager of Analytics and Decision Service, TransUnion and Instructor, School of Continuing Studies, University of Toronto Moderator: Natasha Bijelich, Recruitment Officer, University of Toronto</p> <p>This session will focus on how to create and structure surveys to collect the most important and relevant information as well as how to effectively implement change from the results. The session will include how to structure basic questions and responses, as well as how to examine qualitative and quantitative results in order to effect change.</p> |
| 4:00 pm – 6:15 pm | Optional Activities/Leisure Time |
| 6:15 pm – 6:45 pm Rotunda | Awards Reception |
| 6:45 pm – 9:00 pm Peninsula Room | OURA Awards Dinner <i>Join your colleagues at this annual event honouring OURA Award Winners.</i> |

Tuesday, March 8, 2011

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| 7:30 am – 4:00 pm Conference Hallway | Registration Desk Open |
| 7:30 am – 8:45 am | Full Breakfast Buffet <i>All registered delegates are invited to attend.</i> Hear the TOP 10 of the day sponsored by Academica Group |
| 8:15 am – 9:15 am Waterhouse 5 Closed Session for OURA members only | 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 Peninsula Room | Plenary Session II – Strategic Enrolment Management Presenter: Gary Fretwell, Senior Vice President and Principal, Noel-Levitz Moderator: Robert Perrier, Manager of Undergraduate Recruitment, Lakehead University SEM and SEP are not just buzz words zipping around our campuses - they represent a shift in philosophy that impacts all aspects of our operations. During this session, we will discuss the elements of an effective enrolment management process and system. At its core, we will examine enrolment management's potential and why it is vital for long term enrolment success. The steps involved in creating an institutional strategic enrolment plan will reveal the interconnections between recruitment, admissions, marketing and retention activities. Emphasis will be on developing the broad concepts of enrolment management and aligning enrolment initiatives with institutional enrolment goals - and how YOU fit into the picture! |
| 10:25 am – 10:45 am Conference Hallway | Refreshment Break |
| 10:45 am – 12:00 noon | BREAKOUT SESSIONS |
| Waterhouse 1 | Leadership 4 – "May I Help You?": Providing Exceptional Accessible Service in the Registrar's Office Setting Presenter: Margaret Sanderson, University Accessibility (AODA) Coordinator, Brock University Moderator: Ray Darling, Registrar, Wilfrid Laurier University Accessibility legislation in Ontario now requires that we systematically remove barriers to persons with disabilities (students, employees and campus visitors) in our Universities in the key areas of: service, information and communication, employment, the built environment and transportation. Similar legislation is also being considered in other Canadian provinces in order to improve accessibility to persons with disabilities. Join Margaret in this engaging session as she illustrates using relevant examples and discussion pertinent to the environment of the Registrar's Office. Margaret encourages you to look beyond the black and white minimum of legislative compliance to the numerous benefits of a "barrier free" framework - reframing your thinking, planning and service delivery and ultimately enhancing access for everyone! |
| Waterhouse 4 | G4 – Case Studies in Non-Standard Graduate Admissions Presenter: Heather Kelly, Director of Student Services, School of Graduate Studies, University of Toronto Moderator: Elena Arena, Graduate Admissions Officer, Lakehead University Graduate schools are increasingly attracting domestic and international applicants from a wide array of backgrounds with increasingly diverse credentials, such as applied community college degrees, Bologna compliant degrees and vocational qualifications. The purpose of the session is to provide graduate admissions professionals with "lessons learned" from specific case studies that may help them in emulating successful polices—or avoiding problematic ones—to determine the admissibility of non-standard applicants to graduate degree programs. Administrators who are responsible for graduate admissions will find this session particularly helpful. |

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| Waterhouse 2 | <p>A4 – Admissions Roundtable – Domestic Topics Moderator: Nancy Weiner, Associate Registrar, Admissions, University of Waterloo</p> <p>This popular session offers an opportunity for the Admissions community to discuss hot topics and share ideas related to domestic admissions issues.</p> |
| J.E.H. MacDonald Room | <p>R4 – Electronic Marks Submission Presenter: Cesar Mejia, Manager of Information Technology, Office of the Registrar, University of Toronto Mississauga Diane Crocker, Registrar and Director of Enrolment Management, University of Toronto Mississauga Moderator: Margaret Bura, Senior Client Representative, University of Toronto</p> <p>EMS (Electronic Marks Submission) is a re-engineered business process at U of T Mississauga that enables the collection and transfer of marks data from and to a variety of resources. It utilizes a single, web-based application allowing maximum user flexibility, streamlined service deliverables, minimized potential for errors and reduced paper use.</p> |
| Waterhouse 5 | <p>S4 – The Realities of Using Financial Incentives as Recruitment and Retention Tools Presenters: Richard D. Wiggers, Research Director, Higher Education Quality Council of Ontario Moderator: Kam Holland, Manager, Scholarships and Bursaries, York University</p> <p>This session will focus on one of the main issues that all post-secondary institutions face – how to utilize scholarships and other financial incentives to increase applications for new students and enrolment numbers for current students. It will examine whether using financial incentives is successful for the purposes of improved academic performance, recruitment, and retention. The discussions will be based on three Canadian studies:</p> <ol style="list-style-type: none"> 1. Future to Discover – trying to understand whether a promise of financial incentives can encourage students who might not normally decide to pursue post-secondary education (PSE), to complete high school and go on to PSE. 2. Foundations for Success – aims to test if a combination of academic support, career education, mentoring, and financial incentives increases the likelihood that students deemed at-risk of dropping out of post secondary will persist and ultimately successfully complete their studies. 3. Opportunity Knocks – looks at the potential for merit-based scholarships to provide both additional financial support and motivation for improved academic performance. |
| Waterhouse 3 | <p>L4 – Moccasin Trails Presenter: Sheri Landry, Aboriginal Recruitment Officer, Laurentian University Moderator: Eric Cazabon, Liaison and Information Officer, Laurentian University</p> <p>This session will discuss the challenges that First Nation, Inuit and Métis students face when it comes to post-secondary education. From this workshop you will learn how to assist students in overcoming these challenges and be able to recognize cultural differences. In addition you will learn how to approach these differences and implement a culturally-sensitive approach to recruitment.</p> |
| 12:00 noon – 1:15 pm Peninsula Room | <p>LUNCH for All Attendees</p> |

| 1:15 pm – 2:30 pm | BREAKOUT SESSIONS |
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| Waterhouse 5 | <p>Leadership 5 – Emotional Intelligence and How it Affects the University Community Presenter: Laura Allan, Assistant Professor, School of Business & Economics, Wilfrid Laurier University Moderator: Ray Darling, Registrar, Wilfrid Laurier University</p> <p>In this session Professor Allan will discuss the concept of emotional intelligence and current research findings surrounding how the concept can be applied to determine the odds of success in transitioning to university, increase the retention of students at university, and aid in the selection of employees in the university environment.</p> |
| Waterhouse 4 | <p>G5 – Graduate Studies Roundtable Discussion Moderator: Sophia Janssen, Graduate Liaison Officer, University of Guelph</p> <p>This popular session offers an opportunity for the Graduate Studies community to discuss hot topics and share ideas related to graduate administration.</p> |
| Waterhouse 2 | <p>A5 – Admissions Roundtable – International Topics Moderator: Lois Wood, Associate Registrar, Wilfrid Laurier University</p> <p>This popular session offers an opportunity for the Admissions community to discuss hot topics and share ideas related to international admissions issues.</p> |
| J.E.H. MacDonald Room | <p>R5 – Study Abroad Presenters: Christina Bosilo, Manager, International Learning Programs, Brock University Beth Alaksa, Coordinator International Mobility, York University Moderator: Thomas Good, Supervisor, Student Information, Office of the Registrar, Brock University</p> <p>Study Abroad provides an incredible opportunity for students to expand their knowledge and independence while still working toward their current degree. However, these opportunities do provide some unique challenges to current operating and recording systems. This session will discuss some of the current issues surrounding Study Abroad, including government reporting, transcripts, admissions and other recurring challenges.</p> |
| Waterhouse 1 | <p>S5 – Best Practices – How to Effectively Reach/Communicate With Our Students: An Exploration with Studentawards Inc. Presenter: Suzanne Tyson, President, Studentawards Inc. Moderator: Kelly Dickinson, Manager, Financial Aid & Awards, OCAD University</p> <p>This session will focus on the evolution of Studentawards Inc as well as its student membership since 1998. It will touch upon some ‘best practices’ in reaching out and developing relationships with students and give some examples of recent studies conducted such as <i>Canada 2020, Who’s the Poorest of them All, Students as Consumers</i>, and the <i>Path from High School to Higher Education, Insights into Student Decision Making</i>.</p> <p>Studentawards Inc. has been developing relationships with students, educators and parents since 1998. Since its creation, over 1.8 million Canadian students have registered. The core mission of the company is helping students find sources of money to pay for their higher education and connecting them with those who can help them achieve their aspirations in higher education and beyond.</p> |

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| Waterhouse 3 | <p>L5 – Social Media for Tomorrow Presenter: Kayleigh Platz, Social Media Specialist, University of Waterloo Moderator: Andy Moonsammy, Liaison Officer, McMaster University</p> <p>QR Codes, Geolocation, Facebook, Twitter, Formspring, YouTube, Flickr and more! Social media is now an integral part of your recruitment marketing mix, but are you using it efficiently? Are you taking advantage of new administrative tools that augment existing social media platforms? Without a well organized campaign strategy and the appropriate support tools, maintaining a presence on multiple social media platforms may end up stretching already limited resources. Kayleigh Platz from the University of Waterloo offers an overview of tools and strategies that will help you to streamline your social media activities, allowing efficient use of your staff and technology resources in your campaign communications.</p> |
| 2:30 pm | <p>Conference Concludes – Safe Journey Home! <i>“To Go” Refreshments available in Conference Hallway.</i></p> |