



2025 MACRAO Annual Conference

Power of the Pack 🐾

November 12–14, 2025

Great Wolf Lodge Resort | Traverse City, MI

Conference WiFi:










Login-Great Wolf Conference Password: WolfConference

🧘 **The Wellness Den (Timberview): Rest, Recharge, Refocus**




Need a moment to pause and reset? Visit the Wellness Den—a quiet space designed to help you de-stress, breathe deeply, and take care of you. Whether you're journaling, meditating, stretching, or simply sitting in silence, the Wellness Den is your go-to spot for self-care during the conference.

Because even the strongest members of the pack need time to recharge. 🐾 🧘 ♀ 🧘 ♂





Wednesday, November 12, 2025				
Location	Start Time	End Time	Session Title and Session Description	Speaker/Facilitator
Timberview	9:30 AM	12:00 PM	MACRAO Leadership Summit (By Invitation Only) This focused summit brings together current and emerging MACRAO leaders for a strategic dialogue on the future of our organization and profession. Participants will explore leadership development, collaborative governance, and opportunities to strengthen our statewide impact. Anchored in the <i>Power of the Pack</i> theme, this session equips leaders with tools, insights, and a shared vision to guide their institutions—and MACRAO—forward. Whether you're a committee chair, board member, or rising leader, this is your moment to lead the pack with purpose. 🐾 🧳	Tricia Westergaard, Oakland University
Pre-Function Area (Conference Lobby)	1:00 PM	5:00 PM	Registration & Check-In: Join the Pack! Welcome to MACRAO 2025: Power of the Pack! Start your conference experience by checking in at our registration area, where you'll receive your name badge, conference materials, and a warm welcome from the MACRAO team. It's also a great time to: <ul style="list-style-type: none"> 🧩 Explore the MACRAO App and plan your sessions 👋 Meet fellow attendees and reconnect with familiar faces 🎪 Visit our vendors and get a sneak peek at what's ahead Let's kick off this unforgettable experience together—because the strength of the pack is in the wolf, and the strength of the wolf is in the pack. 🐾	

Fallen Timber A	11:30 AM	1:15 PM	 MCCA Registrar's Luncheon (By Invitation Only) Join your fellow community college registrars and academic leaders for a special luncheon hosted in partnership with the Michigan Community College Association (MCCA). This annual gathering offers a dedicated space to:  Build relationships across institutions  Discuss emerging trends and shared challenges  Collaborate on solutions that support transfer, retention, and student success As key members of the pack guiding students through their academic journeys, your insights and leadership are essential. Enjoy a meaningful meal and conversation designed to strengthen our collective impact across Michigan.	
White Pine Ballroom	1:30 PM	1:45 PM	Welcome to the Conference! On behalf of the MACRAO Conference Planning Committee and our gracious local host, Northwestern Michigan College, we are thrilled to welcome you to the 2025 MACRAO Annual Conference: Power of the Pack at Great Wolf Lodge! Over the next few days, you'll engage in meaningful conversations, explore innovative practices, and strengthen connections across Michigan's higher education community. Whether this is your first MACRAO conference or your fifteenth, we're so glad you're here—because when we come together as a pack, we're stronger, wiser, and ready to lead with purpose. Let's learn, laugh, and lead—together. 🐾 Welcome to Traverse City, and welcome to the pack!	Deedee Stakley, Ferris State University Representative from Northwestern Michigan College
White Pine Ballroom	1:50 PM	2:25 PM	 Fireside Chat & Icebreaker Activity: Finding Your Pack Let's warm things up—MACRAO style! Kick off the conference with a relaxed Fireside Chat and interactive Icebreaker Activity designed to help you meet new faces, reconnect with familiar ones, and discover what unites us as a professional community. This session is all about building your pack:  Share your story.  Find common ground.  Break the ice (not the spirit). Whether you're a first-time attendee or a MACRAO veteran, this is the perfect way to start strong, have a few laughs, and get ready for the powerful days ahead.	Tricia Westergaard, Oakland University
White Pine Ballroom	2:30 PM	3:30 PM	 AACRAO & Washington Update: Policy, Advocacy, and the Power of Collective Voice Stay informed and ahead of the curve with the latest updates from AACRAO and Washington, D.C. This	Carrie Jeffers, Macomb Community College

			<p>essential session will cover key national policy developments, federal legislative priorities, and higher education trends that impact our campuses and our students.</p> <p>Discover how your voice—when joined with the pack—can influence real change, and learn how AACRAO is advocating for registrars, admissions officers, and enrollment leaders nationwide.</p> <p>🐺 Let's navigate the national landscape together—stronger, smarter, and more connected.</p>	and AACRAO Representative
Pre-Function Area (Conference Lobby)	3:35 PM	3:55 PM	<p>☕ Break Time: Recharge & Connect with Our Pack Partners</p> <p>Take a well-deserved break to stretch, grab a snack, and explore the vendor area! Our valued partners are here to share innovative tools, solutions, and resources that can support your work and your students.</p> <p>🛍️ Stop by a few tables, make connections, and gather ideas to bring back to your institution.</p> <p>🍎 Refresh with light snacks and beverages.</p> <p>🤝 Strengthen your pack by learning from those who support higher ed every day.</p> <p>Whether you're here for swag, insights, or just a second cup of coffee—this is your time to refuel and reconnect!</p>	
Wellness Den (Timberview)	3:35 PM	3:50 PM	<p>Pack Pause</p> <p>Take a mindful pause between sessions. Join your pack for a guided wellness break to help you breathe, stretch, and reset. This brief intermission offers light movement and calming techniques to refresh your focus and energy. No workout clothes or equipment needed—come as you are and unwind with your fellow wolves.</p>	Deirdre S. Baker <i>Certified Group Fitness Instructor, AFPA</i> <i>Certified Personal Trainer, AFPA</i>
Northwest Territory A	4:00 PM	4:50 PM	<p>Enrollment Management Roundtable: Leading the Pack Through Change</p> <p>Join your fellow enrollment leaders for an open, engaging roundtable focused on the evolving landscape of recruitment, retention, student success, and strategic planning.</p> <p>This session is your chance to:</p> <ul style="list-style-type: none"> 🐾 Share challenges and innovative solutions 🔍 Explore data-informed strategies 🤝 Collaborate across institutions to strengthen enrollment pipelines <p>Whether you oversee admissions, advising, marketing, or institutional research, your insights matter—and your pack is here to learn with you.</p> <p>Let's grow stronger together, one strategy at a time.</p>	Enrollment Management Committee
White Pine A	4:00 PM	4:50 PM	<p>🎯 Admissions & Recruitment Roundtable: Strengthening the Pack from Day One</p> <p>Calling all admissions professionals! Join this interactive</p>	Admissions and Recruitment Committee





			<p>roundtable to discuss what’s working, what’s changing, and what’s next in the world of student recruitment. Topics may include:</p> <ul style="list-style-type: none"> 🔔 Messaging and marketing strategies 🌐 Navigating shifting student demographics 🤝 Building stronger pipelines through partnerships <p>This is your space to share creative ideas, explore challenges, and learn from fellow wolves in the field. Together, we’ll build a smarter, stronger recruitment pack across Michigan’s colleges and universities. 🐺</p>	
Northwest Territory B	4:00 PM	4:50 PM	<p> Transfer Roundtable: Building Seamless Pathways for the Pack</p> <p>Join transfer professionals from across the state for a dynamic discussion on the challenges, successes, and innovations in supporting student mobility. From articulation agreements and credit evaluation to advising models and equity in transfer, this session is all about sharing strategies and strengthening statewide collaboration.</p> <p>Let’s work together to:</p> <ul style="list-style-type: none"> 📊 Improve transfer transparency 🤝 Foster cross-institutional partnerships 🚀 Empower students to move forward with confidence <p>If transfer is part of your role, your voice belongs in this pack.</p>	College Articulation Committee
White Pine B	4:00 PM	4:50 PM	<p> Equity in Education Roundtable: Uplifting Every Voice in the Pack</p> <p>Join us for a thoughtful and collaborative conversation focused on advancing equity, inclusion, and access across Michigan’s higher education landscape. This roundtable provides a space to share what’s working at your institution, where support is still needed, and how we can collectively break down barriers for underrepresented and marginalized students.</p> <p>Together, we’ll explore:</p> <ul style="list-style-type: none"> 🌐 Culturally responsive practices 📊 Equity-driven policy and programming 🤝 Opportunities for statewide collaboration <p>Let’s ensure every member of the pack has the tools—and the voice—to thrive. 🐺 🤝</p>	Equity in Education Committee
Fallen Timber A	4:00 PM	4:50 PM	<p> Registrar’s Roundtable: Backbone of the Pack</p> <p>Gather with fellow registrars and records professionals to explore the ever-evolving role of the registrar’s office in supporting student success, compliance, and academic integrity.</p> <p>This roundtable will dive into topics such as:</p> <ul style="list-style-type: none"> 📄 Policy changes and process improvements 🔒 FERPA, data security, and student record management 🔧 Technology innovations and automation tools <p>Whether you’re navigating complex audits, implementing new systems, or streamlining workflows,</p>	Registrar’s Practices Committee

			<p>this is your space to share insights, ask questions, and collaborate with others who help hold the academic structure of our institutions together.</p> <p>Together, we keep the pack organized and moving forward. 🐾👤</p>	
Fallen Timber B	4:00 PM	4:50 PM	<p>🌟 Military-Connected Student Roundtable: Supporting Every Member of the Pack</p> <p>This roundtable brings together professionals committed to supporting veterans, active-duty service members, and military-connected students as they transition to and thrive in higher education. Join the conversation to explore:</p> <ul style="list-style-type: none"> us Best practices for building veteran-friendly campuses 🔗 Credit for prior learning and military experience 🌟 Outreach, advising, and wraparound supports tailored to service members <p>Come share what's working, identify gaps, and help shape future learning opportunities hosted by the Military Veteran Educators Committee (MVEC) in 2025 and beyond.</p> <p>Let's ensure those who've served have a strong, supportive pack behind them. 🐾🌟</p>	Veteran's Practices Committee
White Pine Ballroom C/D	4:00 PM	4:50 PM	<p>🐾 Legislative Committee: Empowered Advocacy — Affecting Policy Through Action</p> <p>Harness the <i>Power of the Pack</i> to move the needle on higher-ed policy. This interactive roundtable explores how coordinated participation—📅 advocacy days, 🏛️ hearings/testimony, 📧 targeted outreach, and 📊 data-informed storytelling—can inform policymakers and influence outcomes at the state and federal levels.</p> <p>What we'll cover:</p> <ul style="list-style-type: none"> 🔍 Mapping the policy moment: priorities, timelines, and who's who 📁 Pack tools: one-pagers, talking points, campus impact stats, student stories 🔗 Coalition playbook: dividing roles, amplifying messages, sustaining momentum 📢 Compliance & confidence: doing advocacy right as public employees <p>Together, we'll turn shared expertise into shared impact—loud, focused, and effective.</p>	<p>Amber Thomas College for Creative Studies</p> <p>Patti Mousseau University of Michigan</p>
Pre-Function Area (Conference Lobby)	5:15 PM	6:15 PM	<p>New Attendee's Reception: Welcome to the Pack!</p> <p>If this is your first MACRAO Conference—you're officially part of the pack now! 🐾 Join us for a casual and friendly reception designed just for new attendees. Meet MACRAO board members, committee leaders, and seasoned professionals eager to share insights and answer your questions.</p> <p>Whether you're here to learn, lead, or howl with fellow higher ed pros—this is your moment to get connected and feel at home.</p>	




			We're so glad you're here. Let the adventure begin!  ✨	
	6:30 PM		Dinner & Entertainment on Your Own: Explore with Your Pack Take the evening to relax, recharge, and enjoy all that Traverse City and Great Wolf Lodge have to offer. Whether you're staying in or venturing out, this is your time to connect with colleagues, explore new flavors, and savor the MACRAO experience your way.  On-Site at Great Wolf Lodge: <ul style="list-style-type: none"> • Camp Critter Bar & Grill – Classic comfort food and a cozy lodge vibe • Hungry As a Wolf – Fast and tasty pizzas, perfect for a casual dinner • Buckets Incredible Craveables (Waterpark-side) – Grab-and-go favorites for families • Bear Paw Sweets & Eats – Treat yourself to fudge, ice cream, and dessert • Barnwood Restaurant – Locally sourced ingredients and a rustic-chic setting (reservations recommended)  Nearby Traverse City Favorites: <ul style="list-style-type: none"> • The Filling Station Microbrewery – Wood-fired flatbreads & local brews in a historic train depot • North Peak Brewing Company – Great food, craft beer, and a lively atmosphere • Trattoria Stella – Upscale Italian cuisine with local flair • Bubba's – A laid-back spot for burgers, BBQ, and late-night bites • Slabtown Burgers – A hidden gem for gourmet burgers and hand-cut fries Whether you dine in flannel or flip-flops, the evening is yours to enjoy. 🐾 Don't forget to invite your new MACRAO friends—and make it a night to remember with your pack!	
Thursday, November 13, 2025				
Location	Start Time	End Time	Session Title and Session Description	Speaker/Facilitator
Wellness Den (Timberview)	7:00 AM	7:30 AM	Morning Howl & Stretch <i>Start your day with the pack!</i> Ease into your morning with a gentle, guided chair stretch session designed to wake up the body and calm the mind. Whether you're an early riser or just looking for a peaceful start before a full day of sessions, join fellow MACRAO members to stretch, smile, and greet the day...the Wolf Pack way.	Deirdre S. Baker Certified Group Fitness Instructor, AFPA Certified Personal Trainer, AFPA
Pre-Function Area	8:00 AM	11:00 AM	 Registration & Check-In: Join the Pack! Welcome to MACRAO 2025: Power of the Pack! Start	


(Conference Lobby)			<p>your conference experience by checking in at our registration area, where you'll receive your name badge, conference materials, and a warm welcome from the MACRAO team.</p> <p>It's also a great time to:</p> <ul style="list-style-type: none"> • Explore the MACRAO App and plan your sessions 📱 • Meet fellow attendees and reconnect with familiar faces 🤝 • Visit our vendors and get a sneak peek at what's ahead 🎪 <p>Let's kick off this unforgettable experience together—because the strength of the pack is in the wolf, and the strength of the wolf is in the pack. 🐺</p>	
White Pine Ballroom	8:00 AM	8:45 AM	<p>Breakfast with the Pack</p> <p>Start your day the MACRAO way—with hot coffee, hearty eats, and great company! Join your fellow pack members for a relaxed morning meal before sessions begin. It's the perfect time to reconnect, swap takeaways, and fuel up for another day of collaboration and inspiration.</p> <p>Because even the strongest wolves need breakfast. 🐺🍳🔍</p>	
White Pine Ballroom A	8:50 AM	9:40 AM	<p>Transfer Pathways - Implementing Creative Change</p> <p>Recent data indicates that most community college students aspire to earn a bachelor's degree, but after 6 years, only about 16% succeed. Data shows that bachelor's degree completion for students with an associate degree before transfer is much higher. Learn how we introduced transfer pathways to the curriculum. Discover the steps taken to create non-occupational degree transfer pathways, how we implemented institutional changes, and established new 3+1 & 2+2 transfer pathways partnerships.</p>	<p>Emily Clement Delta College</p> <p>Maureen Donegan Delta College</p> <p>Kim Katzer Delta College</p> <p>Eric Wiesenauer Delta College</p>
White Pine Ballroom B	8:50 AM	9:40 AM	<p>Substitutions and Waivers: Helping Faculty and Advisors Help Students...And Us</p> <p>In a perfect world, students would take the exact courses they need, in the right semesters, then graduate right on time. Apparently, however, we do not live in a perfect world: curricular flexes here and there sometimes might be appropriate. To help advisors and faculty help students and ourselves at crunch time how can we clarify the process of substitutions and waivers? How can we give guidance to encourage common sense flexibility? How can we build guardrails to prevent absolute insanity? Specifics will depend on the institutional structure and rules, but a careful effort can help stave off graduation glitches and also our own headaches.</p>	Rafeeq McGiveron Lansing Community College
White Pine Ballroom C/D	8:50 AM	9:40 AM	<p>Lead Like a Pack: Collaborative Leadership in a Cross-Institutional World</p>	Jonathan Kohns Spring Arbor University

			<p>In a world where higher education faces complex challenges and limited resources, collaborative leadership is no longer optional, it's essential. Just as wolves thrive in coordinated packs, our leadership strategies must embrace interdependence, shared vision, and collective resilience. This interactive session explores how professionals can lead with and through others across departments, institutions, and systems to solve problems, drive innovation, and support student success. Participants will engage in real-world case scenarios, reflect on their leadership style, and leave with a practical framework for building "packs" that lead with impact.</p>	Deedee Stakley Ferris State University
Northwest Territory A	8:50 AM	9:40 AM	<p>Mid-level Manager Roundtable Calling all mid-level managers! This session is for anyone managing staff but isn't the "big boss" of the office. Join us for an engaging roundtable networking session designed specifically for mid-level managers seeking to enhance their leadership skills and career trajectories. This interactive session will cover key topics such as leadership development, change management, and team building. Participants will have the opportunity to discuss strategies for career advancement and work-life balance, exchange best practices for communication and conflict resolution, and explore ways to promote diversity and inclusion within their teams. This session aims to provide a collaborative environment where managers can share experiences, gain insights from peers, and build valuable professional networks. Come prepared to engage, learn, and grow as a leader!</p>	Cari Teichner, University of Michigan-Ann Arbor
Fallen Timbers A	8:50 AM	9:40 AM	<p>Blooming Communications: Cultivating Connection Across Campuses Strong communication is the root of effective collaboration. This session will explore strategies to cultivate clear, consistent, and campuswide communication—especially across departments, institutions, and partnership programs. Attendees will leave with practical tools to grow their communication practices and foster a culture where transparency, trust, and teamwork can truly bloom.</p>	Caitlyn Gardner Blooming Communications
Northwest Territory B	8:50 AM	9:40 AM	<p>Admissions 101 for Registrars This session will discuss the Admissions Funnel, working relationships with other departments and how we can partner. There will also be time for discussion.</p>	Leslee Whetstone UM-Flint Ashley McCloud UM-Flint Anna Devota Kettering University Kyle Ferrill



				Northwestern Michigan College
Pre-Function Area (Conference Lobby)	9:45 AM	10:05 AM	 Break Time: Recharge & Connect with Our Pack Partners Take a well-deserved break to stretch, grab a snack, and explore the vendor area! Our valued partners are here to share innovative tools, solutions, and resources that can support your work and your students.  Stop by a few tables, make connections, and gather ideas to bring back to your institution.  Refresh with light snacks and beverages.  Strengthen your pack by learning from those who support higher ed every day. Whether you're here for swag, insights, or just a second cup of coffee—this is your time to refuel and reconnect!	
Wellness Den (Timberview)	9:45 AM	10:00 AM	Pack Pause Take a mindful pause between sessions. Join your pack for a guided wellness break to help you breathe, stretch, and reset. This brief intermission offers light movement and calming techniques to refresh your focus and energy. No workout clothes or equipment needed—come as you are and unwind with your fellow wolves.	Deirdre S. Baker <i>Certified Group Fitness Instructor, AFPA</i> <i>Certified Personal Trainer, AFPA</i>
White Pine Ballroom B	10:10 AM	11:00 AM	Knowing Your WHY: The Power Behind Purpose Let's explore the transformative impact of understanding your deeper motivation. This presentation will guide you through the importance of identifying your personal and/or professional "why"—the driving force that fuels passion, resilience, and direction. Discover how aligning your actions with purpose can unlock greater fulfillment, clarity, and long-term success.	Carrie Jeffers, Macomb Community College and AACRAO Representative
White Pine Ballroom A	10:10 AM	11:00 AM	College Credit in the High Schools Join MDE to learn about the College Credit in High School work at MDE including Early Middle College, Dual Enrollment, and Career Technical Education. You will also learn about Postsecondary Credit Agreements/Articulation Agreements.	Stacey Stover Michigan Department of Education
White Pine Ballroom C/D	10:10 AM	11:00 AM	Open Mic Night at Great Wolf Lodge This will be a fun, open, and at times irreverent sharing of how Graduate Admissions and Enrollment has its own set of issues and challenges. If you work with graduate students come be a part of this session, and be ready to share your own tidbits of wisdom as well as humorous stories from the wild world of graduate higher education.	Jonathan Kohns Spring Arbor University Mary Aston Wayne State University
Fallen Timbers A	10:10 AM	11:00 AM	Demystifying DE&I: Creating connection and belonging Breaking down how to have conversations about DE&I, why it matters, and current events surrounding legal	Amber Hadley Macomb Community College

			issues and what we can do to increase access to information.	
Northwest Territory A	10:10 AM	11:00 AM	Leading Through Change: Sensemaking and Sensegiving in Higher Ed Higher education leaders are navigating unprecedented change from shifting enrollment trends to technological transitions and evolving student expectations. This interactive session explores how sensemaking (interpreting organizational change) and sensegiving (shaping shared understanding) can help leaders guide their teams through uncertainty. Grounded in doctoral research, the session will highlight how emotional intelligence enhances both processes to bolster resilience and adaptability across departments. Participants will engage in practical strategies and collaborative discussions to strengthen their adaptability and leadership capacity in times of change. (This session will be geared toward all levels of higher ed, not just department leaders.)	Dr. Deirdre S. Baker Walsh College
Northwest Territory B	10:10 AM	11:00 AM	Reducing Burnout and Staying Safe During Fall Travel To provide ways to help reduce burnout and stress during the fall travel season and make sure that as an admissions advisor you are taking steps to stay safe while on the road.	Leslee Whetstone UM-Flint Ashley McCloud UM-Flint Anna Devota Kettering University Kyle Ferrill Northwestern Michigan College
Fallen Timber B	10:10 AM	11:00 AM	CourseLeaf in Action: Streamlining Curriculum and Scheduling for a Stronger Pack Join this interactive session to explore how institutions are leveraging CourseLeaf to modernize and streamline their curriculum management, catalog production, academic scheduling, and section planning processes. Learn how CourseLeaf can: Integrate cross-functional workflows, Save time through automation and data accuracy, Improve collaboration between academic departments, registrars, and scheduling teams. Whether you're considering implementation or looking to optimize your current use, this session will provide practical strategies and real-world examples to help your institution operate smarter and serve students better—together, as a unified pack.	Kali Slaymaker CourseLeaf
White Pine Ballroom	11:05 AM	11:55 AM	Legislative Updates Join us for a session dedicated to Legislative Updates presented by representatives from the Michigan Association of State Universities (MASU), the Michigan Community College Association (MCCA), and the	Dr. Mia Murphy Michigan Association of State Universities (MASU) Katie Witkowski

			<p>Michigan Independent Colleges and Universities (MICU).</p> <p>In this informative session, you will receive the latest insights on key legislative developments affecting higher education in Michigan. Learn about new policies, funding initiatives, and legislative priorities that could impact your institution and the students we serve.</p> <p>This is an excellent opportunity to stay informed, ask questions, and engage in discussions about the future of higher education in our state. Don't miss this chance to gain valuable knowledge that can help shape your strategies and initiatives!</p>	<p>Michigan Community College Association (MCCA)</p> <p>Robert LeFevre Michigan Independent Colleges and Universities Association (MICU)</p>
White Pine Ballroom	12:00 PM	12:45 PM	<p>Charitable Organization Presentation with Big Brothers Big Sisters of Northwestern Michigan and Lunch</p> <p>Enjoy lunch while learning how Big Brothers Big Sisters of Northwestern Michigan is creating life-changing friendships through mentorship. Discover how you can support their mission to ignite the power and promise of youth across the region. Together, we can make a lasting impact and foster a stronger, more connected community—one match at a time. The Wish List for donations is at the end of this agenda.</p>	
White Pine Ballroom	12:50 PM	1:40 PM	<p>Annual Business Meeting</p> <p>Join us for the MACRAO Annual Business Meeting, where we will discuss important updates, initiatives, and future plans for our organization. This is a valuable opportunity to hear from the MACRAO leadership, review the organization's accomplishments over the past year, and participate in discussions that shape the direction of MACRAO moving forward.</p> <p>Your input is essential, and we encourage all members to attend, share their insights, and engage in the conversation. Together, we can strengthen our collective impact in the higher education community. Don't miss this chance to connect with fellow members and contribute to the future of MACRAO!</p>	
Pre-Function Area (Conference Lobby)	1:45 PM	2:10 PM	<p> Break Time: Recharge & Connect with Our Pack Partners</p> <p>Take a well-deserved break to stretch, grab a snack, and explore the vendor area! Our valued partners are here to share innovative tools, solutions, and resources that can support your work and your students.</p> <p> Stop by a few tables, make connections, and gather ideas to bring back to your institution.</p> <p> Refresh with light snacks and beverages.</p>	





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Wellness Den (Timberview)	1:45 PM	2:10 PM	Pack Pause Take a mindful pause between sessions. Join your pack for a guided wellness break to help you breathe, stretch, and reset. This brief intermission offers light movement and calming techniques to refresh your focus and energy. No workout clothes or equipment needed—come as you are and unwind with your fellow wolves.	Deirdre S. Baker <i>Certified Group Fitness Instructor, AFPA</i> <i>Certified Personal Trainer, AFPA</i>
White Pine Ballroom	2:15 PM	3:05 PM	State of the State This session examines the state of education in Michigan, including post-election implications for the future of education and higher learning across the state. With shifts in leadership, policies, and public sentiment, we'll explore how these changes influence college access, affordability, and workforce readiness initiatives. Attendees will gain insights into the evolving priorities for education stakeholders and how they can navigate and address challenges in this new environment. Learn how MCAN is addressing pervasive anti-college narratives with data-driven advocacy and programs tailored to diverse learners. This session highlights our collective work to reach Michigan's "Sixty by 30" goal, ensuring all students have equitable access to higher education pathways and opportunities.	Ryan Fewins-Bliss, Michigan College Access Network (MCAN)
White Pine Ballroom	3:10 PM	4:00 PM	MiLEAP Transfer Success: Strengthening Pathways, Removing Barriers This session will provide an in-depth overview of MiLEAP OHE's Transfer Success Project, including a preview of new MiTransfer Pathways to be developed in 2026.	Katie Giardello MiLEAP
Northwest Territory A	4:05 PM	4:55 PM	Give Me Some Credit! Maximizing Dual Enrollment and Early College Credits for STEM Students Learn how to help Dual Enrollment and Early/Middle College students maximize potential transfer credits for STEM careers, through individual course selection, the MTA, and associate degree planning.	John Waldo Kettering University
White Pine Ballroom B	4:05 PM	4:55 PM	It's Time to Blow up and Redesign Transfer Articulation Processes! Come join this interactive session and learn how Davenport University blew-up and redesigned their transfer articulation processes. Learn how their processes and articulation plans evolved into the A2B (Associate degree to Bachelor degree) articulation plans where the entire associate degree is accepted in transfer, the BAS-Applied Business articulation plans designed for those that did not see a pathway to a baccalaureate degree (students enrolled in welding,	Chris Marx Davenport University



			automotive, construction programs, etc.) and a unique partnership with Grand Rapids Community College where the articulations plans created help students to maximize their financial aid.	
White Pine Ballroom C/D	4:05 PM	4:55 PM	Evaluating the Accuracy of AI Tools with Qualitative Datasets AI tools are everywhere! How do you know what products offer the best results? Should you pay for a vendor product or try to build your own with a tool like ChatGPT? We will share details about a project we designed to evaluate and compare the effectiveness of various AI tools for analyzing teaching evaluation data. Presenters will share their framework for comparing three different tools and discuss findings.	Chelsea Doyle, University of Michigan-Ann Arbor
Fallen Timber A	4:05 PM	4:55 PM	Parchment Pathways: Streamlining Student Mobility Through Secure Credential Exchange Explore how Parchment empowers institutions to support student mobility through efficient, secure transcript and credential exchange. This session will highlight best practices, integration tips, and policy alignment strategies to improve processing times, support transfer, and enhance service to students. Learn how to optimize your Parchment workflows across departments and systems.	Nate Cronk Parchment
Northwest Territory B	4:05 PM	4:55 PM	From Gatekeepers to Institutional Strategists: The Evolving Role of Enrollment Management Enrollment management is rapidly evolving from a transactional function to a strategic driver of institutional success. This panel will explore how faculty, student affairs, and enrollment leaders can collaborate to break down silos and build holistic approaches that respond to today's challenges. Panelists will address the shifting role of enrollment management, from gatekeeper to institutional strategist, while examining how to leverage data, predictive analytics, and CRM systems to inform recruitment and retention. Topics will also include transfer pathways, community college partnerships, and strategies for engaging students where they are, whether through personalized visits, technology, or social platforms. Participants will leave with practical insights into overcoming obstacles, setting priorities, and building sustainable enrollment strategies tailored to their campus contexts.	Betsey Rheäume Baker College Bradley Carroll Baker College Deidre Baker Walsh College Urana Pridemore University of Michigan LaJoyce Brown Eastern Michigan
Fallen Timber B	4:05 PM	4:55 PM	2+2 International Partnerships In a rapidly globalizing academic landscape, 2+2 international partnerships offer transformative opportunities for both institutions and students. This session will explore the strategic development and launch of a 2+2 articulation agreement between Central Michigan University and Ajou Motor College in South Korea. Attendees will gain insight into key phases of the project partnership negotiation, curricular	Josh Adams Central Michigan University

			alignment, visa and accreditation considerations, and student transition support. The session will also cover strategies for building institutional buy-in, engaging stakeholders across cultures, and leveraging such programs for recruitment and brand differentiation. Whether you're exploring new international agreements or refining existing ones, this session provides a roadmap for success.	
Pre-Function Area (Conference Lobby)/White Pine Ballroom	5:00PM	5:45 PM	Past President's Reception: Honoring the Leaders of the Pack Join us as we celebrate the MACRAO leaders who have guided our pack through the years! This special reception is a chance to connect with past presidents, share stories, and reflect on the strength and legacy of our organization. Wear your pack pride gear—wolf ears, flannel, or MACRAO spirit wear—and stop by the Power of the Pack Photo Booth to snap a keepsake with your fellow trailblazers. Let's toast to those who've led the way and the bright path ahead for MACRAO!	
White Pine Ballroom	6:00 PM	7:00 PM	Dinner at Great Wolf Lodge (Optional at Time of Registration) Relax and refuel with a delicious buffet-style dinner right at Great Wolf Lodge—no need to leave the den! This optional meal is a convenient and tasty way to dine with fellow attendees, continue the day's conversations, and enjoy the lodge's warm hospitality. Be sure to select this option during registration if you'd like to join the pack for dinner! If you did not select this option at registration, please reach out to Deedee at DeedeeStakley@ferris.edu .	
White Pine Ballroom	6:00 PM	10:00 PM	 Photo Booth Fun with Great Wolf Lodge Mascots & Props Say cheese, MACRAO Pack! Stop by our interactive Photo Booth to snap some unforgettable memories with the Great Wolf Lodge mascots and a whole forest of fun props—from wolf ears and sunglasses to conference-themed signs and silly hats. Whether you're capturing a group howl or a solo glam shot, this is your chance to show off your pack pride in style. Don't forget to tag your pics with #PowerOfThePack and share the MACRAO magic!	
White Pine Ballroom	6:30 PM	9:30 PM	Music & Dancing with Tim Roback, DJ Extraordinaire  Get ready to let your inner wolf loose on the dance floor! Join DJ Tim Roback for an unforgettable night of beats, lights, and high-energy fun as we celebrate the <i>Power of the Pack</i> . Whether you're busting a move, belting out throwbacks, or just soaking in the good vibes—this is your time to connect, howl with your	

			colleagues, and dance like nobody's registering for classes tomorrow. 🐾 Dress to impress, bring your pack, and let's turn up the volume on MACRAO magic!	
Outdoor Bonfire Pit	9:30 PM	10:30 PM	Bonfire & S'mores Under the Stars After the music winds down, keep the MACRAO magic glowing at our Bonfire & S'mores Social! Cozy up with your pack by the fire, roast the perfect marshmallow, and enjoy a sweet end to an amazing day. This relaxed, family-friendly gathering is the perfect chance to unwind, swap stories, and strengthen connections—all while soaking in the crisp Traverse City night. Bring your hoodie, bring your friends, and bring your appetite for gooey goodness. 🌙🐾	
Friday, November 14, 2025				
Location	Start Time	End Time	Session Title and Session Description	Speaker/Facilitator
Wellness Den (Timberview)	7:00 AM	7:30 AM	Morning Howl & Stretch <i>Start your day with the pack!</i> Ease into your morning with a gentle, guided chair stretch session designed to wake up the body and calm the mind. Whether you're an early riser or just looking for a peaceful start before a full day of sessions, join fellow MACRAO members to stretch, smile, and greet the day...the Wolf Pack way.	Deirdre S. Baker <i>Certified Group Fitness Instructor, AFPA</i> <i>Certified Personal Trainer, AFPA</i>
White Pine Ballroom	8:00 AM	8:45 AM	Breakfast with the Pack Start your day the MACRAO way—with hot coffee, hearty eats, and great company! Join your fellow pack members for a relaxed morning meal before sessions begin. It's the perfect time to reconnect, swap takeaways, and fuel up for another day of collaboration and inspiration. Because even the strongest wolves need breakfast. 🐾🍲🥤	
Northwest Territory A	8:50 AM	9:40 AM	Creating a Common Language for Transfer Articulation During the Summer Summit there was a session which focused on Transfer Guides. A question was raised about developing statewide standardized transfer articulation forms. It was suggested we need to create a common language before we attempt to discuss statewide standardized transfer articulation forms. Come join this interactive discussion and help start to create a common language for Transfer Articulation. This session should prove to be quite exciting with innovative results!	Chris Marx Davenport University Theresa Jacques Michigan Technological University
Northwest Territory B	8:50 AM	9:40 AM	Accelerating End of Term Processing for Student Success This session explores strategies, tools, and best practices to streamline End of Term Processing and Grade Roll; including communication strategies,	Mario Scibilia Oakland University

			<p>student record updates, and technology utilization. Attendees will learn how accelerating these processes can improve institutional efficiency and support timely interventions that enhance student success and satisfaction. Ideal for registrars, academic administrators, and IT professionals focused on optimizing academic operations.</p>	
White Pine Ballroom A	8:50 AM	9:40 AM	<p>Boosting Student Outcomes Through Timely Family Communication</p> <p>From the moment a student starts an application to the day they graduate, families are often the ones nudging them to stay on track. When colleges empower parents and supporters with the right information at the right time, enrollment and persistence rise “ with studies showing yield can be on average 7% higher and retention can increase by on average 6% when families receive consistent updates. At the University of Detroit Mercy, the enrollment, financial aid, and registrar teams are leveraging a family engagement platform to securely share progress updates, scholarship and FAFSA reminders, and other critical information. This not only helps families provide informed guidance during key decision points, it also reduces staff workload and accelerates enrollment pipelines. Join Detroit Mercy and Campus ESP to learn how they built their approach, secured adoption with students and families, and are now using family engagement as a strategic advantage in a competitive enrollment landscape.</p>	<p>Amy Wisniewski, Jessica Rouser, and Kerri Meeks-Griffin</p> <p>University of Detroit Mercy</p>
Fallen Timber A	8:50 AM	9:40 AM	<p>Coursedog in Action: Bridging Curriculum, Scheduling, and Student Success</p> <p>Discover how Coursedog can streamline curriculum management, academic scheduling, and catalog updates to improve operational efficiency and student outcomes. This session will explore implementation strategies, cross-functional collaboration, and real-world examples of how institutions are using Coursedog to align academic planning with student needs, transfer pathways, and equity-driven scheduling practices.</p>	<p>Lauren Fontana</p> <p>Coursedog</p>
Fallen Timber B	8:50 AM	9:40 AM	<p>Education + Enlistment: Partnering with the U.S. Army to Support Student Pathways</p> <p>Learn how higher education institutions can collaborate with the U.S. Army to support student success through education benefits, career readiness, and credentialing pathways. This session will highlight military-to-college pipelines, credit for prior learning, and how partnerships with the Army can align with institutional goals around access, equity, and workforce development.</p>	<p>Joshua Fenner</p>
White Pine Ballroom B	8:50 AM	9:40 AM	<p>MACRAO MTA Ad-Hoc Committee: Charting the Future of Michigan’s Transfer Agreement</p> <p>Learn about MACRAO’s MTA Ad-Hoc Committee to explore proposed revisions, current challenges, and</p>	<p>MACRAO</p>

			statewide input shaping the next iteration of the Michigan Transfer Agreement. This session will provide insights into emerging recommendations, equity implications, and how you and your institution can contribute to strengthening transfer pathways across Michigan.	
Pre-Function Area (Conference Lobby)	9:45 AM	10:05 AM	 Break Time: Recharge & Connect with Our Pack Partners Take a well-deserved break to stretch, grab a snack, and explore the vendor area! Our valued partners are here to share innovative tools, solutions, and resources that can support your work and your students.  Stop by a few tables, make connections, and gather ideas to bring back to your institution.  Refresh with light snacks and beverages.  Strengthen your pack by learning from those who support higher ed every day. Whether you're here for swag, insights, or just a second cup of coffee—this is your time to refuel and reconnect!	
White Pine Ballroom C/D	10:10 AM	11:00 AM	Speed Mentoring: Exploring Career Pathways in Enrollment Management Explore career journeys in admissions, registrar, and enrollment management through a fast-paced, speed-dating style session. Rotate through small-group discussions with professionals who bring diverse career paths and perspectives, led by the Enrollment Management Committee members. Gain mentoring insights, discover new opportunities, and build connections to strengthen both your career and the future of the field.	Betsey Rheame Baker College Bradley Carroll Baker College Deidre Baker Walsh College Urana Pridemore University of Michigan LaJoyce Brown Eastern Michigan
Northwest Territory A	10:10 AM	11:00 AM	Building a Transfer Center at LCC: Supporting Student Success Beyond Graduation The new Transfer Center at Lansing Community College is designed to guide students through every step of their transfer journey from exploring transfer options to navigating articulation agreements and connecting with four-year institutions. In our current temporary space, we provide one-on-one assistance to students with transfer-related questions, educate both students and staff on the transfer process and its impact on our community, and actively collaborate with four-year colleges to develop transfer programming and streamlined pathways. Our team utilizes a data centered approach to addressing enhancements or adjustments to processes impacting our transfer	Luke Richards Lansing Community College

			student population as well. This initiative aligns with LCC's Strategic Plan by removing barriers and enhancing systems that support student success from admission to completion and beyond with transfer being one of the college's success metrics. The new physical space will open Spring of 2026 and will provide office spaces for 4-year college and university representatives to host meetings and information sessions for students as well as a conference/instruction room for our team to deliver educational presentations.	
Fallen Timber A	10:10 AM	11:00 AM	Telling Your Story: Partnering with McLean Media to Showcase Student Success From concept to camera, McLean Media helps institutions capture compelling stories that elevate student voices, highlight programs, and build community trust. This session will explore how to create authentic, high-impact video content that supports enrollment, transfer, and strategic initiatives—while strengthening your institution's brand through the power of storytelling.	Don McLean McLean Media
White Pine Ballroom A	10:10 AM	11:00 AM	MiLEAP OHE & MACRAO: Essential Transfer Updates Join MiLEAP's Office of Higher Education and MACRAO's Transfer Liaison for Statewide Initiatives partners for key updates on Michigan's statewide transfer efforts, including the MTA review.	Katie Giardello MiLEAP Deedee Stakley MACRAO
Northwest Territory B	10:10 AM	11:00 AM	Let's Talk Articulation Agreements Join us for a candid, conversational session focused on all things articulation agreements. Whether you're new to the process or a seasoned pro, this informal discussion is a space to share experiences, ask questions, and explore best practices for building and maintaining effective articulation agreements. We will cover what's working, what's not, and what we wish we knew. Bring your curiosity, challenges, and success stories, this session is about learning from one another in a relaxed, supportive environment.	Eric Cain Schoolcraft College Kristin Simon MidMichigan College
White Pine Ballroom B	10:10 AM	11:00 AM	FERPA 101: A Digital Scavenger Hunt Do you know what is included in your school's directory information? How does a student at your institution request a record change? Join the discussion as we search for the keys to FERPA at your own institution.	Zach Reichard
White Pine Ballroom B	11:05 AM	11:25 AM	Conference Wrap-Up: Strengthening the Pack As we prepare to head back to our campuses, join us for one final huddle to reflect on the highlights, share takeaways, and celebrate the strength of our MACRAO community. We'll recognize key contributors, gather feedback, and look ahead to what's next. Let's close out this unforgettable conference with gratitude, connection, and a collective howl for all we've accomplished—together, as one powerful pack.   Thank you for being part of this year's	

			<p>conference, and we look forward to seeing you at our next gathering!</p> <p>MACRAO Annual Conference 2026</p> <p>Monday, November 16-Wednesday, November 18 at the Kellogg Hotel and Conference Center at MSU!</p>	
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BIGS WISH LIST

We Invite You

To Help Us Gather Activities for Children in
the Big Brothers Big Sisters Program!

Board Games for ages 6 to 12

To be completed in 30 minutes or less

Favorites Include: Snakes & Ladders, Chutes & Ladders, Candyland,
Guess Who, Connect Four, Trouble, Chess, Checkers, Headbandz,
Yeti in My Spaghetti, Yahtzee, Clue Jr., Sequence for Kids & Sorry

Card Games

Favorites Include: Uno, Taco Cat Goat Cheese Pizza, Taco
vs. Burrito, Skip Bo, Slamwich, Happy Salmon & Spot It

Art Supplies

Please no glitter or paint

Favorites Include: Embroidery Floss, Thin Paracord in Assorted
Colors, Safety Scissors, Colored Pencils, Crayola Crayons, Washable
Markers, Stencils, Stickers, Drawing Paper, Construction Paper, Glue
Sticks, Fabric Scraps, Fabric Glue & Scratch Art

Kits & Miscellaneous

Favorites Include: Origami Paper & Book, Jewelry Making,
Bead Assortments, Puzzles with 50 Pieces or Less, Matchbox Cars, Magna
Tiles, Legos (not in kits), Jenga & Coloring Books and Gift Cards to Meijer

Thank you for your consideration!