

All Systems Go!

2023 CRALO Conference Schedule

The Committee of Registrars, Admissions & Liaison Officers of the Ontario College System

Date	Item	Time	Location
Wed, Nov 15	Registration Opens	12:00 pm	Grand Salon
	CRALO Newcomers Lunch: meet at Grand Salon and we'll go out for lunch together	12:00 pm	Meet at Grand Salon
	CRALO Sub Committee Meetings Admissions Issues & Policies Sub-Committee (AIPSC) Client Services (CSSC) Liaison and Recruitment (LRSC) Student Finances (SFSC) Registrarial & Information Systems (RISSC) Registrars' Forum (Reg Forum)	1:30 – 3:30 pm	Grand Salon (shared) Capitale Grand Salon (shared) Panorama Pinnacle Chaudiere
	Conference Host Welcome and Land Acknowledgment	3:40 – 3:45 pm	Grand Salon
	<i>All Systems Go!</i> Pecha Kucha	3:45 – 5:15 pm	Grand Salon
	All Systems Go! Cocktail Hour - Networking Social with Sponsors & Colleagues	5:15 – 6:30 pm	Panorama
	Dinner (on your own) - Downtown Ottawa	6:30 - 9:00 pm	
	Optional: After Dinner Social / Hospitality Suite - "Mission Control" - ALL WELCOME!	9:00pm – midnight	Suite 1719
	Thurs, Nov 16	Breakfast	8:00 am
Conference Welcome		9:00 am	Grand Salon
Opening Keynote: Ken Steele Topic: Surfing the Waves of Change: New Opportunities Emerging from Turbulence		9:15 am	Grand Salon
Morning break		10:45 am	Grand Salon
Concurrent Sessions #1 (choose one) <ul style="list-style-type: none"> Launching Your Student Success with Ellucian – Gold Sponsor – T. Dawson Reflections on a Self-Service, Customer Service-based model, 1 year in OCAS Insights (Application Service College Partner & Platinum Sponsor) What's next for me? Exploring CRALO (and Other) Leadership Development Opportunities (facilitator: K. Pearson) 		11:00 am to 12:15 pm	Capitale Chaudiere Panorama Pinnacle

	Lunch	12:15 – 1:30 pm	Grand Salon
	Concurrent Sessions #2 (choose one) <ul style="list-style-type: none"> • Payments in Action: Flywire's Student Financial Software – T. Miehm – Gold Sponsor • Unifying Domestic and International Admissions (A. Halliday) • Registration System Implementation (K. Nadarajah & K. Bent) • Convocation Best Practices – Think. Pair. Share (L. Larocque) 	1:30 to 2:45 pm	Capitale Chaudiere Panorama Pinnacle
	Afternoon break	2:45 – 3:00 pm	Grand Salon
	Concurrent Sessions #3 (choose one) <ul style="list-style-type: none"> • Recruitment & Admissions with Salesforce Education Cloud Demo – Gold Sponsor – J. Prince • Surf Camp 101: Rad Skills for a Fluid Future (K. Steele) • Private Public Partnerships: A fireside chat (B. Robinson & M. Lavergne) • Exploring the new world of digitization and credentials - The MyCreds Story 	3:00 – 4:15 pm	Capitale Chaudiere Panorama Pinnacle
	Free Time / Get Ready for an <i>All Systems Go!</i> Cosmic-chic/space-inspired evening!	4:15 – 5:30 pm	
	Reception	5:30 – 6:30 pm	Grand Salon
	<i>All Systems Go!</i> CRALO Annual Awards Dinner & Banquet featuring SpiritWolf Singers <ul style="list-style-type: none"> • Networking, Prize Draws, and more fun 	6:30 – 9:00 pm	Grand Salon
	Optional: After Dinner Social / Hospitality Suite - “Mission Control” - ALL WELCOME!	9:00pm – midnight	Suite 1719
Fri, Nov 17	Breakfast – <i>Network with Colleagues</i>	8:00 am	Grand Salon
	Closing Keynote: Fahd Alhattab Topic: Power of Community: Through Leadership Drive Connection and Impact	9:00 – 10:00 am	Grand Salon
	Trusted Partners / International Update from Colleges and Institutes Canada <ul style="list-style-type: none"> • Michael McDonald, Director Government Relations and Policy 	10:00 – 11:00 am	Grand Salon
	Networking Break – <i>Make time for a new connection or to finish a great conversation</i>	10:45 – 11:00 am	Grand Salon
	Platinum Sponsor: OCAS Update and Q&A <ul style="list-style-type: none"> • Shannon Lipskie, Vice President, Partner Relations 	11:00 – 11:45 am	Grand Salon
	CRALO Annual General Meeting <ul style="list-style-type: none"> • Patrick Bennett, CRALO Chair • Lisa White, CRALO Vice Chair 	11:45 – 12:30 pm	Grand Salon
	Lunch on your Own	12:30 pm	
	Optional Events:	afternoon	Various

- Algonquin College Campus Tour (2pm, 1385 Woodroffe Avenue, meet in C Building lobby for a tour hosted by the Registrar's Office)
- La Cité Campus Tour (2pm, [by request](#))
- Meeting Space for Team Collaboration and Networking [by request](#)
- Explore Ottawa (details available at the Registration Table at the Grand Salon)

Details on Speakers and Concurrent Sessions below

Keynotes

Surfing the Waves of Change: New Opportunities Emerging from Turbulence **Ken Steele**

In turbulent times, visionary leaders and their committed crews recognize the winds of change, reset their sails and change course as necessary. The past few years have disrupted our work, study, family and social lives, magnified pre-existing inequities and vulnerabilities, and accelerated the evolution of technological change. Labour market shifts and automation are driving continuous innovation in our programs. Our students' diverse hardships and challenges have prompted more flexible policies and procedures, more intense student coaching, bridging and onboarding programs, and more extensive service hours and channels. Instructors and students alike have come to value new pedagogies, technologies and resources, while also appreciating the unique affordances of gathering face-to-face on campus. The pandemic has ushered in an era of unprecedented uncertainty, and a more fluid future for higher ed that will blend disciplines, drive more flexible services and credentials, and blur the lines between online and on-campus, learning and work, virtual and reality, human and artificial intelligence. Despite the challenges of chaos, times of turbulence and crisis are also moments of opportunity for nimble institutions and departments to regroup, rethink our strategies and markets, and refocus our resources. In this dynamic session, higher ed futurist Ken Steele will attempt to still some of the current chaos, provide a long-range view toward the horizon, and help us appreciate some emerging opportunities for registrars, admissions and liaison officers.

Power of Community: Through Leadership Drive Connection and Impact **Fahd Alhattab, Founder, Unicorn Labs**

The first step in your leadership journey is the decision to see yourself as an agent of change. Leadership knows no boundaries, as every individual possesses the potential to lead if they dare to embrace it and act upon it. Get ready for an unforgettable keynote experience as Fahd takes you on a captivating journey of personal transformation and community service. From his arrival in Canada and the quest for a new sense of belonging, Fahd shares his compelling story of attempting to establish a march break camp for kids during high school. Brace yourself for a rollercoaster ride, filled with exhilarating triumphs and daunting challenges, as Fahd unveils the profound impact one person can make. Fahd's profound commitment to community leadership will ignite a fire within your audience, inspiring them to tackle local and global challenges head-on. Prepare to be immersed in a captivating narrative of self-development, brimming with essential lessons on personal growth and leadership principles. Having spent the last decade leading and studying teams, Fahd has learned what it takes to find the leader within us.

In this keynote, Fahd will teach the audience how to own their brilliance, share their ideas and lead. As well as identify and overcome common pitfalls of leadership and teamwork using the six-levels of team development. This actionable talk gives managers the tools to transform any team into a high-performing machine.

What you will learn:

- The importance of creating a culture that fosters belonging
- How to lead with authenticity as a leader in your work community
- The difference between culture and community, and what it takes to foster unity and collaboration at all levels
- How to practice giving back to the community
- Become more self-confident and disruptive team leaders
- Empower employees to take ownership of projects

Pecha Kucha

Leveraging MyCreds API/Banner for Credentials Printing

Niccardo Rhoden, Director Student Systems, Records & Scheduling, Centennial College

Embedding Universal Design for Learning (UDL) principles within the Training, Engagement and Communications approaches for the implementation of a new Student Information System

Rob Kershaw, Manager, R3 Project eLearning and Development, Algonquin College

Our move from BOCAS to a new admissions system

Susan Hosein, Senior Manager, Georgian College

Private Public Partnerships (PPPs) on graduation and convocation

Ashley Stebbins, St. Lawrence

Using data to drive change

Emma Dunk, Centennial College

Launching remote Admissions Advising

Vince Fecteau and Jennifer Muldoon, Humber

AI-Powered Outreach: Revolutionizing Applicant Engagement and Conversion

David Handsor, Centennial

Mapping Program to Labour Market Success - A Marketing perspective

Aaron Schoenmaker, Manager, Recruitment and Conversions, Fleming College and Jason Dennison

Recruitment, On the Road again!

Jonathan Holmes, Algonquin College and Aaron Schoenmaker, Fleming College

Concurrent Sessions

Concurrent Session 1

A. **Launching Your Student Success with Ellucian**

We know that Student Engagement is critical to Student Success but how do you know who needs what attention? Your advisor:student ratio is too high to really give all your students the attention they need, when they need it. See how Ellucian tools centralize all your data in one location to identify your students, engage with them and measure the results of those engagements. Learn how Banner, Degree Works, CRM Advise and Ellucian Experience will fully support your Student Success endeavors.

Tim Dawson, Principal Solutions Consultant

B. **Reflections on a Self-Service, Customer Service-based model, 1 year in**

At CRALO 2022, Doug Hammond from Seneca told you about our new ServiceHub, now join this session and listen to an update on lessons learned both good and bad, where we came from and where we are going with our customer service model. We have added both new channels of communication and new service, and not-s-service areas to the model and there is more to come. After the overview update, we will have a panel discussion with several Managers within the Registrar's Office to give some different perspectives on what has worked and what has not.

Aaron Bradley - Manager, Enrolment & Retention Services, Seneca

Shudong Liu - Manager, International Admissions

Robert Lerit - Manager, Admissions Operations

Amanda Barnes - Manager, Financial Aid, Scholarships and Bursary Plans

C. **OCAS Insights**

OCAS will share insights into the Domestic Application Service and what our teams have been working on and accomplished this past year. We will also share news around exciting new initiatives that are helping us achieve our goal of increasing applications to our partner colleges.

Shannon Lipskie, Vice-President, Partner Relations

Erin Farrelly, Manager, Contact Centre

Lucy Batista, Manager, Partner Success Office

D. **What's next for me? Exploring CRALO and Other Leadership Development Opportunities**

Navigating your career and next steps often includes identifying opportunities to engage with colleagues in and out of your institution. Attend this session to learn more about ways to get involved with CRALO and other provincial, system and related committees as a part of your professional development. Learn about the CRALO sub-committees as well as other provincial and national association volunteer opportunities.

Krista Pearson, Registrar & R3 Project Business Co-Lead, Algonquin College

Concurrent Session 2

A. **Payments in Action: Flywire's Student Financial Software- T. Miehme - Gold Sponsor**

Join us to see how Flywire's Student Financial Software (SFS) is helping our clients and their students! St. Clair College and Humber College will share what they have done on campus with Flywire's payment technology.

We will demonstrate our technology that seamlessly connects to partner solutions. See how your campus is able to directly access Flywire's powerful global payment network and all-in-one software platform to easily and securely manage domestic and international payments, interest-free payment plans, bill presentment and self-serve student financial data, in real-time within their SIS.

Join us to see how automation drives efficiency and improves the overall payment experience for students.

B. Unifying Domestic and International Admissions – A. Halliday

An opportunity to connect with domestic and international admissions colleagues.

C. Modernizing Post Secondary Registration at Durham College

Join us to learn about Durham College's experience transforming our customized Banner self-service registration system for post-secondary students to a modern web based registration experience by integrating the product Register (aka Visual Schedule Builder) by Modern Campus. The new system allows the students to register for a block and electives at the same time on a modern interface that is mobile friendly.

We'll discuss project implementation, launch, lessons learned and future enhancements. At the end of the presentation, we'll also have an open discussion about modernizing apprenticeship student registration.

Kavitha Nadarajah, Director Reporting and Student Information System at Durham College

Keith Bent, Deputy Registrar at Durham College

D. Convocation Best Practices – Think. Pair. Share.

Join in this interactive and engaging session on how to pull together all of the pieces to ensure a successful and memorable Convocation experience for your graduates. You'll hear how Algonquin College navigates the logistics, planning and execution of their weeklong Convocation ceremonies before joining in a collaborative discussion with peers. You'll leave this session with new ideas and inspiration to bring back to your team.

Lauren Larocque, Special Events Coordinator, Algonquin College

Concurrent Session 3

A. Fireside Chat: Private Public Partnerships

Join us for a guided conversation with four institutions who currently have partnerships with private colleges to offer their curriculum. We'll start with a few prepared questions – then it is your turn. Ask your questions – learn more about what each college is doing, lessons they've learned, and wish list they may have.

Bailey Robinson, Registrar, Fleming

Marc Lavergne, Lambton

Marlyne Ferguson, Associate Registrar - Admissions and Enrolment Planning, St. Lawrence College
facilitated by Krista Vogt, Fanshawe College

B. Surf Camp 101: Rad Skills for a Fluid Future

This interactive workshop picks up where Ken Steele's "Surfing the Waves of Change" keynote left off, considering the implications of turbulent times and the emerging opportunities for enrolment, marketing and student services. But we'll also wade into the fundamentals of nurturing entrepreneurial thinking and an innovation mindset – for yourself, your team, and the broader campus community – so that you can surf the crests and curls with confidence, leveraging the awesome currents of change without getting "wiped out." To identify and pursue the most "righteous" opportunities, you'll inevitably have to overcome longstanding

traditions of academic risk-aversion and hypercriticism, fierce competition for limited resources, and deep-rooted anxieties about “rocking the boat.” But the world’s most innovative organizations bring diverse perspectives to bear, unlock the creativity and drive of entrepreneurial thinkers, provide them with resources and time to experiment, and foster a climate of trust, curiosity and adventure where bold new ideas can bubble to the top and truly flourish. With a bit of effort, talent, and luck, you’ll leave this session better prepared to “hang ten” with the best of them, using some actionable techniques to contribute to a more nimble and entrepreneurial institution.

Ken Steele, President & Chief Futurist, Eduvation

C. Recruitment & Admissions with Salesforce Education Cloud Demo – Gold Sponsor

Unlock a complete view with one platform. Imagine all of your prospective student and application information available in one, actionable view. Personalize interactions, automate processes, and build your brand with admissions software powered by Education Cloud.

Jamey Prince, Strategic Account Executive

D. Exploring the new world of digitization and credential - The MyCreds Story

Join this session to learn more about the benefits of rationalizing service delivery for learners through the digital capacities provided by MyCreds, the national credential exchange network owned by Canada's colleges and universities. Solving daily operational challenges through efficient use of technology to rethink how to deliver value to learners is not easy. Learn from our Ontario colleges that have adopted MyCreds as a means to ensure 24/7 access to official documents and credentials across the full learner life cycle.

Andrea Sanders, Business Manager, Duklas Cornerstone Consulting Inc, ARUCC Liaison for ARUCC MyCreds

Basma Laamlaoui, Technology Service Partner for MyCreds

Lisa White, Centennial College

Don Duclos, Confederation College, ARUCC Board rep for MyCreds

Friday Plenary Sessions

Trust Partners Program and Updates in International Education

Colleges and Institutes Canada will present on recent changes in Immigration, Refugees, and Citizenship Canada (IRCC) with the implementation of verification of letters of admission. Michael McDonald, Director of Government Relations and Policy will be available to share information and for Q&A.

OCAS Update and Q&A

At the CRALO 2023 Conference, Shannon Lipskie, Vice-President, Partner Relations, will outline OCAS’ new Strategic Plan and related organizational efforts, including updates to the domestic application. Shannon will also discuss OCAS’ recent engagement activities – such as extensive outreach with guidance counsellors – as well as OCAS’ new College Trades site, built in partnership with a working group of college representatives. Finally, Shannon will leverage OCAS’ data services to bring attention to recent enrolment trends, including some early results for Fall 2023.