



# OACRAO For the Record

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## **BOARD OF DIRECTORS UPDATE**

Salt Fork State Park is the location of our next annual meeting. The Board met there on March 21<sup>st</sup>. We were joined by the Local Arrangements Committee (LAC) for a tour to help plan the flow of events for our meeting in October. The atmosphere of the state parks is always relaxing and energizing at the same time. We believe this conference is going to be another great one!

Much of the meeting was spent reviewing the topics and ideas for the conference sessions and the pre-conference workshops. The program committees have done a great job selecting relevant topics for everyone including “Best practices for the dirty data dilemma”, “HLC new criterions pow-wow” and “Faster quicker, better” to name a few.

The Board also held a conference call and webinar with an AACRAO rep to go over AACRAO’s web hosting service. We are considering moving to their website to provide a more interactive experience for our members. The goal would be to provide an on-line membership completion process, searchable documents, storage for historical information regarding the association and other interactive activities. The entire process may take some time and we will complete it in phases over the next couple years. We will keep you posted as we move forward. If you have any ideas or suggestions, please let us know.



Happy Spring everyone. Graduation will be here before you know it!

### **SCENE ON CAMPUS: Bowling Green State University**



A shout out to Denison University for last month’s beauty shot— what a difference a week of warm weather makes!



Share your campus beauty shots. Submit photos to Barb Arilson by the 20th of each month.

## COMMITTEE SPOTLIGHT: PROFESSIONAL DEVELOPMENT

In the modern and ever-changing work place, professional development is essential to career longevity. Professional development is about keeping your skills and your career fresh. This year Beth Stiles (Hondros College) is the Chair of the Professional Development Committee and is assisted by Vice-Chair Vicky Fosco (Cuyahoga Community College). The rest of the professional development committee is listed below with their home institution.

Suzanne Bates	The College of Wooster
Marian Brainerd	Wright State University
Carol Jones	Miami University
Steven Mentz	The Ohio State University
Susan Montgomery	Ohio University-Zanesville
Mark Fry	Cuyahoga Community College
Kathleen Hall	Ashland University
Angela Ford	The Ohio State University
Takiyah Edwards	Walsh University
Mary Holland	Wright State University

The Committee has some exciting things planned for the annual conference at Salt Fork State Park. Here are a few of the sessions:

- Social Media – Best practices for connecting with students, what tools work best (LinkedIn, Facebook, Twitter)
- Manage Up – A professional development group in Enrollment Services at OSU. This group was formed to: support the Strategic Plan, improve the management skills of the ES leadership and provide networking opportunities for managers.
- Surviving an Accreditation
- Fast, Quicker Better – Making processes better with IT intervention and utilizing different Student Information Systems.
- Generational Gaps in the Workplace

In an attempt to be budget friendly, sometimes you have to get creative with your professional development. Try brown bag lunch training. Have the participants bring their lunch but provide the drinks and dessert. Looking to learn a new software/technology? Search for free webinars and tutorials. The following web site has great resources as well: [www.mindtools.com/](http://www.mindtools.com/). This is a company that provides practical, straightforward skills you need to excel in your career. Beth notes that when she signed up with them, she got a free Professional Development Plan Workbook and the site is full of cloud-based training solutions.

As you look for ways to grow professionally, consider joining an OACRAO committee in the future. Committees are a great way to network and get to know others across the state. If you have an interest in joining the Professional Development Committee, please contact Beth Stiles via email at [bstiles@hondros.edu](mailto:bstiles@hondros.edu).

## LAC UPDATE

Just six months until the Annual Meeting at Salt Fork State Park on October 8-10! The Local Arrangements Committee (LAC) has been busy planning with the goal of bringing you one of the best conferences ever. The theme this year is “Students – the Nature of our Business!”. We really hope you are able to take advantage of this great setting to get away from the office and to re-charge and connect with others from across the state who are facing the same issues that you see on your campus. In keeping with the Professional Development Committee focus for this month’s newsletter, we asked some OACRAO members to share their thoughts on the annual meeting, networking and professional development. Here is what they had to say:

"I like being able to compare notes and see how other institutions handle some of the core Registrar functionalities. It's refreshing to know that we all can make the same process work in rather different ways. I might be able to get that information from our listserv, but I get much more out of an in-person chat."

Matt Barrett, University of Cincinnati



"I really like these meetings because you get to meet new people and catch up with the ones you already know.

There is always someone who is dealing with the same issues you are

so it is nice to get someone else's perspective."

Veronica Rine,  
Central Ohio Technical College

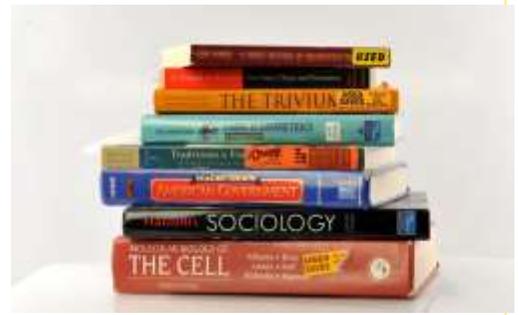
We hope you will plan to join us in October for a terrific conference and annual meeting. Keep watching for more details in the newsletter and on our website.



## GOVERNMENT RELATIONS NEWS

Are textbooks the key to making higher education affordable?

As state government and individual colleges and universities challenge themselves to make higher education more affordable, some states believe they have found the answer in how students buy textbooks. A number of states have begun to invest in the idea of online textbooks... not just by converting existing material but by changing how textbooks are written and published.



Traditionally, textbooks are written by authors, often university faculty, who students believe are making a huge profit from the books. In reality, most of the profit goes to the publishers. In order to create a new product and provide updates, slight changes to a textbook result in a new edition. For students, the result is higher prices with each edition and less opportunity for the book to be resold or for used copies to be available. The result on the price of textbooks is staggering. Nationally, the average price for the top 50 textbooks is \$175 each. At most schools, textbooks can add more than \$1,200 per semester to the cost of education.

While the federal government has mandated that universities need to share the cost of textbooks at the time of registration in order to create more “truth in advertising,” a number of states have created partnerships to create new, free, and high-quality textbooks. Leading this revolution in how information is created and shared is a nonprofit called Creative Commons ([creativecommons.org](http://creativecommons.org)). Creative Commons works worldwide to change how copyrights are managed. Authors work with Creative Commons to add more endorsements to their copyright. An author may choose to not only make the material available for free, but also make it available for re-use by anyone and even available for edit by anyone (usually with the restriction that it isn’t done for profit). This has not only provided guidance for the legal issues related to copyright law but has also begun to change the culture for creating educational materials.

Some states have begun to use this infrastructure to create new materials. For example, the state of Washington looked at what the state was spending for textbooks in 50 courses (through their share of financial aid) at public colleges and universities. They were able to save millions for the state and for individual students by creating new course materials and then making those materials available for free or at low cost. As Washington created these new materials, they weren’t just free for Washington schools but for anyone. Further, more and more states and individual schools are following to create not just a richer offering of resources but choices of different texts for each course. In late March the University of Maryland issued the provocative statement that in the next few years, all of their textbooks would be free. They will be able to accomplish this not just based on their own work but on the quality work that has been happening within this new “open source” culture.

Instructors and students are benefitting beyond the cost savings. This has also allowed individual faculty to design the materials for their course without writing the materials themselves. Traditionally, a course has a specific text assigned even if a faculty member only uses 1/3 of that text. In this new model, an instructor can create their own collection of materials from pulling together different texts... all while keeping the cost to students at \$0.

While this is a benefit for colleges, this new model can be a game-changer for the K-12 environment. Currently, textbooks are only replaced as funds are available and when new levies are passed. Think to your own children’s experience... their textbooks are out of date, can’t be written in, can’t be saved for future reference. Further, if a child loses their book, the parent is responsible for the \$150 replacement cost. This new model of open source material being made available for free changes the dynamic for K-12. Not only can materials be updated each year but students can make notes in their books (electronic or printed versions) to help them learn and keep the books to refer back to in future years. California has been moving in this direction since 2001 and plans to save more than \$400 million annually through this new model of textbook development.

OACRAO’s government relations committee looks at issues like this. The committee’s role is not just to react to new legislation imposed on member institutions but also to help educate the legislature, Board of Regents, and higher education community on important issues impacting our students and industry. To join the Government Relations Committee, contact Jack Miner at [miner.10@osu.edu](mailto:miner.10@osu.edu)