



The One Where We Build, Adapt, and Stay Ahead MACRAO's 89th Annual Conference



Sunday, October 19, 2025

1:00 pm - 5:45 pm	Registration Open Granada Foyer
2:00 pm - 6:00 pm	Exhibits Open Granada Foyer
2:30 pm - 4:00 pm	PRE-CONFERENCE: Could Fraud Be Any Sneakier? Strategies to Mitigate Fraud Rings HK's Club Room
4:15 pm - 4:45 pm	First Timers Orientation - Amber Sumner HK's Club Room
5:00 pm - 5:15 pm	Conference Opening and Welcome - Amy Carlson, MACRAO President Granada A
5:15 pm - 6:15 pm	Dr. Clarendia Phillips, Keynote Speaker Granada A
6:30 pm - 8:30 pm	"How You Doin'?" A Friends-ly Social - Food, Drinks, and Trivia! Valencia A/B and Rooftop

Monday, October 20, 2025

7:30 am - 11:00 am	Registration Open Granada Foyer
7:30 am - 4:00 pm	Exhibits Open Granada Foyer
7:30 am - 8:30 am	Breakfast Buffet Granada A
8:15 am - 8:30 am	Morning Welcome & Daily Agenda - Amy Carlson, MACRAO President Granada A
9:00 am - 9:50 am	Developing a Team Approach to Registrars and Admissions Office Operations HK's Club Room
	The One Where We Learn Our Leadership Style Valencia A
	Career Wisdom from the Golden Girls Valencia B
10:00 am - 10:30 am	Central Perk-(Dedicated Opportunity for Peer to Peer Discussion) Granada A
10:30 am - 11:20 am	Show and Tell: Generative AI Edition 2.0 HK's Club Room
	Burning Bright or Burning Out: Which Are You? Valencia A
	Reaching Students Where They Are: Beyond the Unread Email Valencia B
11:30 am - 12:20 pm	Lunch Buffet Granada A
12:20 pm - 12:50 pm	AACRAO Update - Brenda Selman, AACRAO Vice President for Admissions and Enrollment Management Granada A
1:00 pm - 1:50 pm	Modern Campus Meeting Students Where They Are: Navigating Pathways to Achieve Financial Goals HK's Club Room
	Elucian Leveraging Smart Plan and Award to Empower Student Success Valencia A
2:00 pm - 2:30 pm	Coursedog Harnessing Analytics to Drive Student-Centric Operations HK's Club Room
	Parchment Parchment Does That Too? Streamlining Admin Workflows from Admissions to Credentials Valencia A
	Stellix Change in Motion: Turning Tech Transitions into Student Success Valencia B
2:45 pm - 3:35 pm	Managing Memberclicks HK's Club Room
	The One Where We Talk About NCAA Athletic Compliance Valencia A
	Managing Records to Reduce Organizational Risk Valencia B
3:45 pm - 4:15 pm	Refreshment Break - Last Chance to visit with all Exhibits - Exhibitor Appreciation & Drawings Granada Foyer
4:15pm - 5:15pm	Registrar Town Hall HK's Club Room
	Admissions Town Hall Valencia A
	Enrollment Management Town Hall Valencia B
	Dinner On Your Own
8:00 pm - 10:00 pm	Past President's Dessert Reception - Chairman's Suite by invitation only

Tuesday, October 21, 2025 WEAR YOUR SCHOOL COLORS

7:30 am - 8:30 am	Breakfast Buffet Granada A
8:00 am - 9:15 am	MACRAO Business Meeting and Awards Granada A
9:30 am - 10:20 am	MACRAO Legislative Session HK's Club Room
	Getting Organized with Production Calendars Valencia A
	Managing Transfer Credit Evaluation Valencia B
10:30 am - 10:50 am	Refreshment Break Granada Foyer
10:50 am - 11:40 am	FERPA-The Game: Missouri Edition 2.0 HK's Club Room
	The One Where Everyone's Expertise Matters Valencia A
	Finding and Responding to Fraudulent Transcripts Valencia B
Noon - 12:30 pm	Conference Closing and Giveaways Granada A
12:30 pm - 1:30 pm	2025-2026 Board Meeting Executive Boardroom



