

RACRA Spring 2025

Robert F. Hatcher, Sr. Conference Center, PSC 211 A/B

[Middle Georgia State University – Macon Campus](#)

Tuesday, April 22, 2025

- 9:00 AM **Check-in**
- 9:30 AM **Welcome**
Romina Torres-Aranda, RACRA Chair, Director of Student Recruitment, Kennesaw State University
- 9:45 AM **ADC Updates**
Dr. Jennifer McManus, Academic Information Systems Specialist, USG
- 10:00 AM **Unified ERP Update**
Rich Loftus, Vice Chancellor for Strategic Implementation, USG
- 10:30 AM **eCampus Overview and Updates**
Dr. Amy Clines, Director, Marketing and Recruitment, eCampus
- 11:00 AM **AI in Student Enrollment Services Panel**
- Romina Torres-Aranda (moderator), Director of Student Recruitment, Kennesaw State University
 - Scott Burke, Senior Assoc Vice President, Undergraduate Admissions & Communications, Georgia State University
 - Mary Tipton-Woolley, Interim Executive Director, Undergraduate Admission, Georgia Institute of Technology
 - Ryan Hogan, Vice President of Enrollment, Marketing & Communications, Abraham Baldwin Agricultural College
- 11:30 AM **Networking Lunch**
- 12:30 PM **Breakout Sessions**
- Registrar Breakout (PSC 234)
Topics:
- Institutional Accreditors
 - How is CPOS implementation affecting your Registrar's Office?
 - Processes and procedures around micro credentials
 - Update on campuses implementing data automation for transfer credit evaluation
- Admissions Breakout (PSC 237)
Topics:
- Maxient Project - Dr. Jeffrey Waple, Assistant Vice Chancellor for Student Affairs, USG
 - Georgia Match – Sarah Wenham, Director, Student Enrollment Services, USG
- 1:30 PM **Procedure on Preferred Names within USG Systems of Record**
- Dr. Todd Watson, Associate Vice Chancellor, Chief Information Security Officer, USG
 - Sarah Wenham, Director, Student Enrollment Services, USG
- 2:00 PM **IMPACTS Implementation Best Practices, Learning Support Updates & More**
Dr. Melanie Largin, Assistant Vice Chancellor for General Education & Student Pathways, USG
- 2:30 PM **Georgia Degrees Pay & the Catalog of Authorized Academic Programs**
Dr. Laura Lynch, Associate Vice Chancellor, Academic Programs & Policy, USG
- 3:00 PM **Closing Remarks, Voting, and Adjourn**