INTEREST SESSION 1
Monday, October 28
3:30 p.m. - 4:30 p.m.

101
Keynote Follow-Up
GENERAL
John Register
550 A-B

Please join John Register for a special follow up session that will dive deeper into specific action steps you can take to have greater impact at your campus.

102
Moving On Campus Students Off: Getting Them Ready
GENERAL
Dawn Bond and David Vaillancourt,
University of Massachusetts Amherst
551 A

In response to a lack of housing on campus and students seeking the off-campus “party life”, the presenter’s institution created educational interventions, resources, and staffing to educate students on how to find, lease, live, follow local ordinances, and thrive off campus. Learn how these campuses work to provide comprehensive options and educational resources for students and parents as they seek their optimal accommodations while continuing their education.

103
Single or Double? The Impact of Room Type on Key Factors of the Student Experience
ASSIGNMENTS
Aaron Lucier, East Carolina University;
Darlena Jones, Ph.D, EBI Map-Works
554 A-B

Room assignments are a critical component to resident satisfaction, personal interactions, and retention in on-campus living. Results from the ACUHO-I/EBI Resident Assessment suggest single rooms as the best placement. Yet, the same data indicates that to increase personal interactions and retention in on-campus living staff should place students in multiple occupancy rooms. In this session, we provide a summary of research conducted on this national data set showing student perceptions of these key factors based on what type of room they are assigned. Learn what can be done to mitigate the impact that room type has on resident satisfaction and interactions, and discuss how staff uses this information to improve the resident experience.

104
More Than Just a Building: Incorporating Branding into Construction and Renovation Projects
MARKETING AND COMMUNICATIONS
Mandy Hagedorn and Tonie Miyamoto,
Colorado State University
551 B

This session will illustrate how Colorado State University Housing & Dining Services has utilized their creative team to add branding objectives into renovation and construction projects, keeping in mind the importance of university traditions, customer service, student input, sustainability, relationships with academic partners, and graphic standards. This session will cover the importance of collaboration between students and staff and how marketing the story matters in new building and renovation projects.

105
Let’s Talk Accounting
BUSINESS, FINANCE, AND ADMINISTRATION
Kay Sisco, University of Tennessee, Knoxville
552 A

Does your finance person speak a language you do not understand? Is financial information a jumble of meaningless numbers? Then this session is for you. We will cover basic accounting concepts and terms and learn how to make sense of your financial information.

106
Conference Services 101
CONFERENCE SERVICES
Malini Som, Montclair State University;
Lynn Livingston, Louisiana State University
552 B

Conference services professionals often find themselves in a sea of housing professionals. Come to this session to meet and network with peers and colleagues and gain an understanding of the basics behind a successful summer conference operation. This session offers new professionals an opportunity to gain insight from two seasoned conference services professionals as they share an overview of each of their operations. This introductory session will cover topics such as: staffing, contracts, linens, dining, space management, one-stop shops and more.

107
Roundtable: Archiving & Organizing Data Effectively
INFORMATION TECHNOLOGY
Matt Brands and Matt Debelak, University of Illinois at Chicago
553 B

Roundtable will include a discussion of existing methods of storing and archiving files. Participants can share insight and seek feedback regarding preferred or more organized ways to back up important media. UIC currently shares several drives that all host different files and has struggled with logical and effective ways to archive these files in the past. We will discuss seeking alternative storage methods that would make searching for and finding miscellaneous files a quick and easy process.

108
Integrating Software to Market Learning Communities in an Innovative Way
GENERAL
Whitney Paschall, Mark Williamson, and Jose Valenciano, Texas Tech University
553 A

Texas Tech University will present how marketing, information technology, assignments and contracts and residence life work together to improve the academic outcome for students who live in the Learning Communities. We will show our process, beginning with marketing our Learning Communities. We will then show how we use software to improve sign-up success rates, and how we open and close rooms in stages to manage occupancy.
AFFINITY GROUP NETWORKING
Monday, October 28
4:45 p.m. - 5:30 p.m.

Marketing & Communications
551 A
Mallory Sidarous, Janine Gascoigne

Business, Finance, and Administration
551 B
Audra Slavin, Andrea Johannes

Conference Services
552 A
Malini Som

Information Technology
552 B
Michael Dawisha, Matthew Miller

Assignments I
553 A
Kathryn Magura

Assignments II
553 B
Presenter TBD

Many Hats
550 A-B
Tom Cooley

INTEREST SESSION 2
Tuesday, October 29
8:15 a.m. - 9:15 a.m.

201
No-Show Students? No Thanks! Tips for Reducing No-Show Incidents in University Housing Assignments
ASSIGMENTS
Jason Medders, North Dakota State University
557

With no ability to require a down payment for housing (or tuition), NDSU Residence Life routinely struggled with “no-show” students - those who applied for housing, were given an assignment, but never showed up to move in. By collaborating with the offices of admission and orientation, increasing data exchange between the three entities, and implementing additional contact points, the number of no-shows in residence life reduced by 50 percent. Additionally, orientation and admission reported gains in customer service, as well as increased accuracy of projected class size. This program will explore the collaborative process used, outline the additional contact points implemented, and give attendees ideas for reducing no-shows on their own campus.

202
The Housing Tour Experience
MARKETING AND COMMUNICATIONS
Sandra Brasch, University of Central Florida
555 A

In today’s economy, the role of marketing is taking on greater importance in the world of student housing. With the prevalence of online viewing options, it is important not to overlook that in-person tours are still a key part of the marketing for any housing program. This discussion will highlight a wide range of topics that influence the planning, organization and effectiveness of tour programs for marketing on-campus housing. Special focus topics will include: staffing, tour logistics, facilities, branding, assessment and campus partnerships.

203
Procurement Cards: How to Manage Your Program While Educating Your Future Young Professionals
BUSINESS, FINANCE, AND ADMINISTRATION
Stephanie Smith, University of West Georgia; Andrea Johnnes, University of Texas at San Antonio
554 A

The presentation will highlight how housing operators may utilize procurement cards as part of a well-managed program. Learn how to properly identify red flags, possible fraud, or fraudulent spending by a procurement holder. Additionally, the presentation will include options for reconciling purchases. The presenters will also show how to include young professionals in the process by creating learning experiences for them using budgets and purchasing guidelines.

204
Limited Bed Space Shouldn’t Limit Your Conference Business
CONFERENCE SERVICES
Ashley Clement, The University of Chicago
556 A

Many universities and colleges have limited bed space dedicated to summer conference programming, but still want to grow and develop their conference program. This session provides strategies for growing your conference business without increasing bed space. Strategies include: leveraging your university’s core competency, offering additional services, and providing event coordination and consultation.

205
Achieving Desktop Virtualization: The Holy Grail of IT
INFORMATION TECHNOLOGY
Robert Dixon and Eric DenBraber, University of Colorado
Ballroom C

Universities are actively seeking ways to balance their need to control costs while delivering the tools to meet administrators and staff needs. We’ll explore our VDI deployment in the housing and dining services department at University of Colorado Boulder, and participants will learn what worked, what didn’t, and what combination of hardware and software created the successful combination for deployment. We’ll review the significant benefits of VDI; mobility, sustainability, IT administration, security, and ROI on hardware, software, and labor. A VDI environment is now easier, more stable, and robust than in past years.

206
The Three Legged Stool- How Sturdy Is Yours?
ASSIGMENTS
Jane Firer and Hunter Rauscher, Virginia Commonwealth University
554 B

Using the analogy of a stool to describe our profession, many would agree the three legs could represent residence education, facilities and maintenance and assignments. The three legs of the stool need to be strong and equal to provide a sturdy platform for the student to succeed. Although all three areas will be discussed, this session will focus on assignments and how it is viewed and valued at our home institutions. Is the work of assignments really understood by the rest of your department? Are res ed, facilities and maintenance and assignments
INTRODUCING THE MOST COMPREHENSIVE CAMPUS HOUSING RESOURCE. EVER.

Presenting *Campus Housing Management*, a new six-volume book set from ACUHO-I and editors Norbert W. Dunkel and James A. Baumann. Drawn from the ACUHO-I Core Competencies, more than 80 authors have collaborated to provide 53 chapters – 1,500 pages! – of invaluable information that truly answers the question of what it means to work in all aspects of campus housing.

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equally recognized or do inequities and differences exist? Presenters will explore why and generate ways to change those perceptions.

207 Lean Mean Housing Machine: Utilizing Lean Six Sigma
GENERAL
Carolynn Komanski and Ann Light, University of Florida
555 B

As student expectations change, our organizations need to evolve and transform to meet the needs of our students and families. In order to sustain our operations, as technology becomes more integrated, we must seek more streamlined processes to improve the quality of service to our internal and external customers. The department of housing and residence education at the University of Florida has implemented the Lean Six Sigma process to overhaul business operations to increase efficiencies and decrease defects (time, money, staffing, and service). In this session participants will be introduced to Lean Six Sigma then be provided visual and concrete examples from the university and private industry case studies that will demonstrate measurable and quantifiable results.

208 Housing and Application Development: Collaborative Successes
GENERAL
Matt Edgley, Suzette Welch, Denise Ngubeni, and Larry Farmer, Michigan State University
556 B

Michigan’s Residential and Hospitality Services needed assistance from Information Technology’s application developers to automate some processes that were not provided by their online housing system. However, the two units had not collaborated before and when they did try to work together they found communication difficult. Consequently, difficulties with communication led to less than optimal outcomes. Presenters will share how their experience of restructuring the housing office, creating a team of of strategic integration managers, and establishing a single communication channel between housing and application development has led to a better relationship with IT. In return, IT has been able to provide useful software in a timely manner.

INTEREST SESSION 3
Tuesday, October 29
9:30 a.m. - 10:30 a.m.

301 The Ethics of Assignment Timelines
ASSIGNMENTS
Kathryn Magura, Oregon State University; Mindy Hollan, Texas Christian University
555 A

In October 2012, the National Association of College Admission Counseling (NACAC) released a Statement of Principles of Good Practice (SPGP). The intent of the SPGP is to “maintain a document that includes practices and policies reflecting new concerns [marketplace forces] for the ethical treatment of students in the admission process.” In response to the SPGP some admissions staff across the country have raised concerns about housing offices that allow reservation of space prior to the national May 1st commitment deadline, and how this could be seen as a way to manipulate a commitment to a specific university. Come to this session to see how two different housing systems have addressed this ethical dilemma. Audience discussion on how others have effectively navigated this dilemma will be included.

302 Digital Community: Developing and Implementing Social Media Strategies
MARKETING AND COMMUNICATIONS
Carrie Campbell, University of Georgia; Nancy Raskausk and Jennifer Vina, Oregon State University
555 B

The key to successful integration of social media into a comprehensive marketing plan is creative and engaging strategies. Because departmental investment in social media ranges from devoting full-time staff members to relying on marketing multitaskers it is paramount to have a structured approach and a consistent voice to drive participation and build community. Participants will understand how to track social media engagement, and will see examples of innovative and effective campaigns. They will learn how to adapt them to fit their departmental needs and capabilities, and understand the importance of a departmental social media policy that encourages positive interaction and minimizes inconsistency.

303 Business Operations, Finance and Administration Committee Panel
Presentation on Deferred Maintenance for Large Schools
BUSINESS, FINANCE, AND ADMINISTRATION
Stina Schoenbeck, University of Florida; David Atalig, University of California - San Diego; Roy Gasser, Michigan State University; Dr. Curtis Erwin, Virginia Commonwealth University
554 A

The ACUHO-I Business Operations, Finance and Administration Committee invite you to engage in a question and answer session with a panel of experts focusing on the deferred maintenance of their buildings. Topics will include working with internal and external partners to determine the building’s needs, budget planning to meet the immediate needs, and metric calculation determinations to create proforma or long-range planning. Each presenter will give a brief summary of their area of focus and recommendations for best practices and metrics that any college or university can utilize. Additionally, attendees will be given a document of best practice standards.

304 Business Operations, Finance and Administration Committee Panel
Presentation on Deferred Maintenance for Small/Medium Schools
BUSINESS, FINANCE, AND ADMINISTRATION
Gwen Young, Texas A&M University - Commerce; Tom Snell, University of Tornado - Scarborough; Allison Smith, Kent State University; and Andrew Naylor, Loyola University Chicago
554 B

The ACUHO-I Business Operations, Finance and Administration Committee invite you to engage in a question and answer session with a panel of experts focusing on the deferred maintenance of their buildings. Topics will include working with internal and external partners to determine the
building’s needs, budget planning to meet the immediate needs, and metric calculation determinations to create proforma or long-range planning. Each presenter will give a brief summary of their area of focus and recommendations for best practices and metrics that any college or university can utilize. Additionally, attendees will be given a document of best practice standards.

305 Developing a Mobile Web Strategy
INFORMATION TECHNOLOGY
Rich Bredahl, The University of Texas at Austin
556

With the ever increasing rise in the use of mobile devices, universities need to evaluate how they deliver content and services to students, faculty and staff. This presentation will cover questions such as: do you develop standard web applications for use on a desktop or laptop? Should you develop native apps for iPhone/iPads, Androids and Windows phones/tablets? What about screen size detection to alter the appearance based on the device? There is no one “right” strategy. Each organization that develops applications and web content must address these issues to reach their target audience.

306 Are You the Concierge or the Personal Trainer?: Best Practices in Customer Service
GENERAL
Marcie Tucker, University of Colorado
557

Customer Service impacts the student experience - whether they reapply for housing next year and how they communicate it to their friends. Also, customer service impacts staff - how they feel valued, supported, and encouraged to deliver services to students. In this highly interactive session we'll review the key bottom-line benefits which matter to every organization (large or small), review best practices in customer service, and provide tools to evaluate and implement a customer service plan on your campus.

307 Knowing When the Time is Right: Best Practices for Making Major Changes to Your Housing Processes
GENERAL
Zac Holmes and Sharon Gibson, Indiana University - Purdue University Indianapolis

Ballroom C

Even with the best marketing and outreach plans, your housing processes can still undermine that final sales pitch if they don’t keep up with the changing demands of your students and your campus. Identifying the need for change, evaluating solutions, and determining if the time is right for your program can be a daunting task. This discussion will center on sharing best practices to negotiate housing process change successfully. Topics include changing from paper to online processes, implementing overarching contracts that cross multiple rates and facilities to give you more flexibility in assignments, decentralizing responsibilities and processes, as well as specific topics brought up by participants.

401 Navigating Requests for Service and Therapy Animals
ASSIGNMENTS
Kathryn Magura, Oregon State University; Michael Seraphin, Willamette University
557

Service animals, therapy animals, and pets. What's the difference? During this panel discussion, assignment professionals from a variety of schools (public, private, large, small, etc.) will share their process for accommodating service and therapy animals in residence. We will also discuss the Americans with Disabilities Act and Fair Housing Act to ensure that we all have a common understanding of when we need to comply with each act. This panel will end with a question and answer session.

402 Video and Graphic Design on a Dime
MARKETING AND COMMUNICATIONS
Matt Brands, University of Illinois at Chicago
556 B

This session will include a discussion of the advantages of having student video and graphics teams working on campus, as well as ways to distribute media such as social media sharing, physical and digital signage, and the campus TV channel. This session will showcase the advantages of in-house media teams by illustrating a variety of projects that UIC tackles every week right on campus. It will also highlight research related to costs some universities incur when they outsource the creation of similar media content.

403 Featured Speaker: Capital Planning
Getting Out of Crisis Mode: Creating a long-term plan for deferred maintenance and capital planning
BUSINESS, FINANCE, AND ADMINISTRATION
Steven Waller, Louisiana State University
554 B

This session will cover strategies and best practices to allow you to better understand and document the fiscal needs of your facilities. You can learn a common language to then build a strong working relationship with your facility partners to better support your mission. In addition, attendees will be provided with industry standards and metrics in regards to deferred maintenance and capital planning. This engaging session will provide a unique opportunity for attendees to gain perspective from the “other side of the house” and walk away with tools and resources to be successful in their long-term planning.

404 Using Focus Groups for Operational Improvements
GENERAL
Larry Long and Laura Cole, Michigan State
Interest Sessions

University Ballroom C

Whether you are interested in revamping your programming model, your department website, or your housing sign-up process, focus groups can be a useful assessment approach for understanding the resident or guest experience and identifying areas of improvement. Using a case study approach, the presenters will explain how to conduct focus groups. They will also share lessons learned from their own experience in conducting focus groups.

405 Roundtable: Managing Emergency Situations with Conference Visitors

CONFERENCE SERVICES
Kenny Mauk, University of Houston 554 A

Join your colleagues to discuss your management and response to emergency situations such as a building full of conference guests that do not know campus procedures or the local area. Participants will discuss best practices and strategies for managing these situations and how to keep your guests at ease during trying times.

406 Making it Work: Collaborative System Design

INFORMATION TECHNOLOGY
Sarah Williams and Lenord McGownd, Missouri State University 555 A

Presenters will lead attendees through the process of designing a web application via collaboration with an information systems group, university leadership, external parties, and technology end users. The presenters will highlight their experience creating the My Dining Plan system, which allows all university meal plans to work for internal and external users. The presenters will also share lessons learned from their own experience in conducting focus groups.

INTEREST SESSION 5

Tuesday, October 29
1:45 p.m. - 2:45 p.m.

501 Four Diamonds to First Years Only: Converting Your Favorite Hotel to First-Year Student Housing

GENERAL
Zac Holmes, Sharon Gibson, and Stacy McAtee, Indiana University - Purdue University Indianapolis 555 A

After five consecutive years of full occupancy, the University of Texas at Austin has identified opportunities that would allow us to move from heavy paper use processes to less paper processes. During this presentation, UO Housing Staff will review the processes and procedures that have gone to less paper use and some that have gone to no paper as part of this transition.

407 Are we there yet? Riding Through Summer Melt, Anxious Students and Centralized Check-In...With a Smile!

GENERAL
Courtney Howard and Laurie Mackey, The University of Texas at Austin 556 A

How would you like to make check-in an event rather than a hassle? At The University of Texas at Austin, we have 11 years of centralized check-in wisdom that can help you connect with campus departments, parents and students. We instituted the use of summer contests, and we involved additional departments and staff to help students and families feel secure in their new home. By using newsletters, Facebook contacts, and the check-in scheduler, we have reduced no-shows and improved the overall experience for our residents.

502 Gender Inclusive Housing – Facilitating A Truly Gender Neutral Community

ASSIGNMENTS
Karen Walker, Western Washington University 557

Five years ago, university residences at Western Washington University was challenged by residents who wanted a truly gender blind community on campus. Today, Western’s Gender Inclusive Housing provides a rich educational experience in a supportive and welcoming climate. This unique, intentionally designed living option is facilitated by staff who work with the community on identified learning outcomes that explore: identity development, self-understanding, meaningful relationships, interdependence. This session will explore our roommate search options, assignment process, reporting methods and assessment of outcomes and goals. We will look at several ways to market via web, booklets, the TONI Project and other methods.

503 From Print to Pixels: Conquering the Digital Divide

MARKETING AND COMMUNICATIONS
Jennifer Kendall, North Carolina State University 555 B

Pulling from one-on-one interviews and advice from the interactive editors at The New York Times, Pulitzer and Emmy award winning digital media professionals, and digital communication professors around the country, this presentation will show you how to get over your fears (and uncertainty) to successfully conquer digital media. Join us as we explore: What is digital media? Why is digital media an essential part of
the marketers bag of tricks? Common rookie mistakes and how to get started in digital media. Practical (and free) tools you can take advantage of to implement digital media.

504
Behind the Scenes – Rhode Island Convention Center
GENERAL
554 B

Join members of the Rhode Island Convention Center for a behind-the-scenes tour of the convention center. Attendees will get to hear about sustainability efforts, operations, scheduling, and more.

505
Evolution of Technology in Housing: The Room Reservation Process (RRP)
INFORMATION TECHNOLOGY
Matthew Miller, Marcus D Weemes, and Matthew Debelaak, University of Illinois at Chicago
556 B

As technology evolves so do many of the ways in which traditional housing processes are implemented. With the goal of today’s newest systems being to provide fast and efficient service, are housing professionals still able to make in person connections with their residents? UIC Campus Housing has developed an RRP process which encourages brief, face-to-face interactions with residents as they participate in the room selection process. We feel that our process enables our staff to be “face forward” and able to hear what our residents have to say during the most important time of the year. Learn how we pair technology with a cumbersome but traditional process.

506
Working with Private Partners: Affiliated Properties and Business Consultants
GENERAL
Andrea Ciotti and Sandra Brasch, University of Central Florida
556 A

With housing demands exceeding growth in university housing, private properties are expanding their presence near university campuses. As a result, many university housing programs now face a need to form public/private partnerships either in an effort to increase marketing and maintain their occupancy, or to expand their inventory via affiliation relationships. This roundtable is designed to discuss management of partnerships including affiliation relationships and working with outside consultants. Topics include: when and how to form public/private partnerships, effective relationship management tips, and strategies for achieving desired results from partner affiliations.

507
What Do You Mean We Are Checking-in Students in the Parking Lots?
GENERAL
Dawn Bond, Sharon Shevlin, Sarah Rastallis, and Michael Harvey, University of Massachusetts Amherst
Ballroom C

In 2011, UMass, one of the top ten largest on-campus housing programs in the country, re-evaluated and changed its move-in process. Through the use of technology and centralizing check-in stations, we changed the experience for our students, their families, and our community neighbors. We reduced the wait times, improved traffic flow, and decreased the amount of time and staff needed to move in a campus of over 12,000 students. This session will highlight the changes made to our process, the development of technology to facilitate efficiency, and the necessity of the collaboration needed to implement this large scale change.

508
Roundtable: Business, Finance, and Administration
BUSINESS, FINANCE, AND ADMINISTRATION
Audra Slavin, University of North Carolina - Chapel Hill
554 A

Join colleagues to discuss the hot topics and best practices identified by the Business, Finance, and Administration committee members at the conference. Participants will discuss and strategize solutions to some hot topics in the industry.

INTEREST SESSION 6
Tuesday, October 29
3:00 p.m. - 4:00 p.m.
Are you an Achiever, Analytical, Competition, Developer or WOO? Come learn what this Strengths stuff is all about. If you are Strengths knowledgeable, bring your “Top 5” and stories of how you use them. This session will provide an overview of Gallup’s online assessment tool and StrengthsFinder 2.0. At the conclusion, you will be able to understand the purpose of strengths and how your team can utilize them to explain business operations to non-financial colleagues. For an added bonus, two StrengthsFinder 2.0 books will be given away during this session.

604 Strategic Confusion: Develop and Implement a Marketing and Communications Plan in the Ever Changing Atmosphere of Residential Housing
MARKETING AND COMMUNICATIONS
Kelsi Nagle and Cara Lehman, University of Idaho
555 A

Are you planning event after event with no strategic purpose? Stop the confusion and learn how to be a strategic marketer through this interactive presentation. Participants will be provided with a detailed outline to assist with the creation of a strategic marketing and communications plan. This presentation will provide comprehensive marketing strategies to those at every level. Follow this presentation on our Twitter back channel #SC101.

605 Who’s Afraid of the Big Bad Review: Moving From Fear to Opportunity (with iPads)
INFORMATION TECHNOLOGY
Troy Stroud and Michael Dawisha, Michigan State University; Jill Froehlich, University of Minnesota; James Quisenberry, University of Illinois
555 B

Continual assessment is necessary for improvement. To ensure that each program within the division is carrying out this commitment it is important to embrace a review process focused on the continuous improvement of services, processes and programs. This presentation will provide a detailed look into the 5-year review of the Information Systems (IS) department of the residential and hospitality services division at Michigan State University.

606 Life After Cable TV at the University of Vermont
GENERAL
Kimberly Parker, University of Vermont
556 B

This session will cover the process used to make and implement the decision to eliminate cable TV, including data collection, stakeholder involvement, and communication strategies for current and prospective residents. Residential life assumed that with installation of pervasive wireless in 2011 and the proliferation of online TV and video content, fewer students were bringing televisions to campus or watching cable TV. These assumptions were confirmed with supporting data from an EBI resident assessment conducted in February 2013. As a result, the department decided to eliminate cable television when the contract with the outside vendor ended in May 2013.

607 The Logistics of Going Paperless: The Case of Emory University Residence Life & Housing
INFORMATION TECHNOLOGY
Josh Gilbert and Erick Stafford, Emory University
556 A

This presentation will detail the benefits and challenges of implementing a sustainable and paperless facility management process. The office of residence life and housing recently implemented a new electronic method for documenting the condition of residential facilities, furniture and fixtures. Attend this program to view the journey taken by this office to create the process, integrate it with campus services IT, and garner the support of everyone involved around campus to effectively implement the new process.

608 Inspired Marketing: Finding Inspiration from Inside & Outside of Higher Ed MARKETING
Erin Ciciora, University of Illinois at Urbana-Champaign
Ballroom C

Do you feel so overwhelmed with work that there’s no time for inspiration? Let’s take a look at some creative examples of design, writing, and customer engagement—both inside and outside of higher ed—and ways we can incorporate them into our own marketing. Learn about the potential inspiration that surrounds us in our daily lives, and how to tap into it. Let’s get re-energized about our work!

AFFINITY GROUP BUSINESS MEETINGS
Tuesday, October 29
4:15 p.m. – 5 p.m.
Marketing and Communications
Mallory Sidarous, Janine Gascoigne
556B

Business, Finance, and Administration
Audra Slavin, Andrea Johannes
554B

Conference Services
Malini Som
555A

Information Technology
555B
Michael Dawisha, Matthew Miller

Assignments
Kathryn Magura
556A

Certificate in Occupancy Management
Billy Molasso, ACUHO-I Director of Research and Education
554A

Designed for members who are in the midst of completing or are considering completing the ACUHO-I Certificate in Occupancy Management. The certificate prepares members to understand the occupancy management process at a strategic level and how to implement critical operations and practices. This session will include an overview of the certificate programs, answers to critical questions, and provide those interested with an opportunity to network with participants.
Interest Sessions

WEDNESDAY, OCTOBER 30

INTEREST SESSION 7
Wednesday, October 30
9:15 a.m. – 10:15 a.m.

701
Corporation Connection: StarRez, Inc.
ASSIGNMENTS, IT
William Quarta, VP Services and Joe
Lindwall, VP, StarRez, Inc.

Learn how you can deliver a complete
online roommate matching and self-
selection solution to your residents while
reducing costs and maintaining your
unique business processes and eligibility
requirements. StarRez delivers the latest in
social networking technologies to empower
students without the need for additional
integration or other 3rd party solutions.

702
Managing Consecutive Years of Record
Enrollment Increases
ASSIGNMENTS
Alicia Stewart Voytek, Northern Arizona
University

Northern Arizona University has experienced
consecutive years of enrollment increases
and multiple years of bringing in the
largest freshman class in NAU history. With
no live-on requirement, but guaranteed
freshman housing, an average of 93 percent
of freshmen choose to live on campus each
year. In addition, high demand for housing
from returning students and transfers
makes it challenging to accommodate
everyone. This session will discuss strategies
used to effectively manage high housing
demand, including year-round space
modeling, business processes, housing
rent confirmations, cancellations, space
re-assignment, online room selection,
discounted triples, and expanded occupancy.

703
Stop the Press: Strategies to Improve
Communication With the Media
MARKETING AND COMMUNICATIONS
Carla Dennis, University of Georgia

When the media calls, it is important for
the appropriate staff member to promptly
respond. Refusing or delaying comment
often implies guilt to the journalist, and
more importantly, to the reader. Reacting
to bad publicity is much more difficult than
proactively getting your side of the story
told. This practical session will help student
affairs professionals, who by the nature of
their job, may be called on to deal with the
media. This session will focus on the desires
of journalists, best practices for response
methods, and pitfalls to avoid when dealing
with the media.

704
Panel Presentation: Budget Reporting for
Large Housing Programs
BUSINESS, FINANCE, AND
ADMINISTRATION
Deb Carter, University of Kansas; Lourdes
Gomez, University of California - Davis;
Nancy McDonald, Colorado State University;
and Margie Holt, University of Maryland

The ACUHO-I Business Operations, Finance,
and Administration Committee invite you
to engage in a question and answer session
with a panel of experts focusing on budget
reporting templates utilized to present
information to both non-financial managers
and senior leadership. The panel will also
discuss how they utilize their current budget
reports in presenting information to aid non-
financial managers and senior leadership in
making financial decisions regarding housing
financial operations. Each presenter will
give a brief summary of their area of focus,
share their reporting templates, and make
recommendations for best practices and
metrics that can be utilized by any college
or university. Attendees will be given a
template of a budget report.

705
Panel Presentation: Budget Reporting for
Small/Medium Housing Programs
BUSINESS, FINANCE, AND
ADMINISTRATION
Allison Smith, Kent State University; Kay
Sisco, University of Tennessee; Tom Snell,
University of Toronto Scarborough

The ACUHO-I Business Operations, Finance,
and Administration Committee invite you
to engage in a question and answer session
with a panel of experts focusing on budget
reporting templates utilized to present
information to both non-financial managers
and senior leadership. The panel will also
discuss how they utilize their current budget
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financial managers and senior leadership in
making financial decisions regarding housing
financial operations. Each presenter will
give a brief summary of their area of focus,
share their reporting templates, and make
recommendations for best practices and
metrics that can be utilized by any college
or university. Attendees will be given a
template of a budget report.

706
On the Go: Graduate and Family Housing
Goes Mobile
GENERAL
Lucian Badea and Azfar Mian, University of Florida

How hard can it be to go mobile? Can it be
done in a timely manner? With very limited
time and limited resources, this can be a
significant challenge for many institutions.
We will describe the roadmap to success as
seen by housing’s application development
at UF, and we will demonstrate how simple
architectural decisions can set the stage for
efficient and effective software development.
Additionally, there will be a live demo of
UF’s application.

707
“But I Don’t Want a Roommate”: Best
Practices in Managing Roommate Conflict
GENERAL
Marcie Tucker and Eric DenBraber, University of Colorado

The University of Colorado Boulder has
pioneered web-based roommate agreements
to uncover key variables in roommate
conflicts. This information is critical in
the development of enhancing the housing
assignment process and providing more
effective training for residence life staff. This
highly interactive session will share recent
findings and new directions for training
residence life and occupancy management
staff on conflict resolution.

708
Unsession #2
GENERAL
Ballroom C

Unsessions are unscripted but facilitated
problem-solving discussions with topics chosen or "crowd sourced" by the membership at the Business Operations conference. Topics can be suggested using Twitter or at the Unsession suggestion board at conference registration. Decided topic will be announced via social media, Guidebook application, and at registration table.

INTEREST SESSION 8  
Wednesday, October 30 
10:30 a.m. - 11:30 a.m.

801  
Featured Speaker: Branding From the Inside Out, the Always Connected Generation Get Reconnected  
Mark Bevington, President and Director of Purpose at Ninedot Creative Agency

All generations have personalities and for Millennials they have begun to forge theirs: confident, self-expressive, liberal, upbeat and open to change. Unfortunately, despite a desire to succeed and knowledge of an overly competitive job market, students remain mostly in the dark when it comes to services campus career centers offer. Working alongside the Roger Williams University Career Center, Ninedot compiled qualitative research, conducted focus groups, refreshed the identity, and created a promotional campaign to engage more students to utilize the myriad of services the career center had to offer. Using social media and a grass roots approach as the cornerstone of the campaign, student use of the career center's services increased more than 20 percent in the first month alone. Moderator Mark Bevington will share the case study from the agency perspective as well as from the client's perspective with invited guest Robbin Beauchamp, Director of Career Services at RWU Career Center.

802  
Housing Student Athletes at a NCAA Division I Institution  
ASSIGNMENTS  
Carl Dieso, University of Cincinnati, and Mindy Hollan, Texas Christian University

Balancing the housing needs of the general student population along with your athletics office can be challenging at times. While the NCAA has provided clear rules on what can and cannot be done, it is up to each institution to interpret and apply a solution locally. Join our panel of experts in a question and answer session exploring the current rules on student athlete housing as well as reviewing best practices for working with your athletics office.

803  
Telling Your Story with Photography  
MARKETING AND COMMUNICATIONS  
Brenna Orozco, Northern Arizona University

With a background as a professional photographer, the presenter will provide inside tips on how to tell a unique and cohesive story with photography, how to work with photographers, and how to plan photoshoots, and how to manage photography after it is created. Whether you take your own photos, hire student photographers, or pay an outside professional, this session will teach how to tell a unique and authentic story with photography and videography.

804  
Dropping Excel to Excel at Conference Services  
CONFERENCE SERVICES  
Aaron Lucier, East Carolina University

Like many campuses, East Carolina University has specialized data systems for everything from room assignments to package tracking. However, we still processed information for camps and conferences on paper and in Microsoft Excel. This past year, we moved to a specialized camps and conference software system. This presentation will highlight our route to purchasing the system, to implementation of it, and our experiences using it our first summer season. Best practices for this type of transition and lessons learned will be shared as well.

805  
Roundtable: Canadian and International Assignments  
ASSIGNMENTS  
Jenny Owens, Ryerson University; Kim Fielding, Trent University

Join us for a roundtable to take a closer look into the assignments process at an international level. How is the assignment process different outside of the U.S.? How do different laws and cultures affect the assignment process? Connect with international members to find similarities and perhaps gain a new perspective on assignments.

807  
Do Your Residents Feel Safe?  
GENERAL  
Ray Gasser, Michigan State University; Darlena Jones, Ph.D, MAP-Works EBI

This presentation will explore the national trends for resident satisfaction on safety and security using the ACUHO-I/EBI Housing Assessments to understand which resident population is most and least satisfied regarding personal safety. Additionally, a housing practitioner from Michigan State University, one of the largest residential programs in the country, will discuss his work to improve resident satisfaction with safety through his staffing model, safety programs and education for both students and staff, and facility changes including proximity readers for all living wings.

808  
Learn How Texas Tech University Uses Online Forms to Support All Areas of Housing  
GENERAL  
Mark Williamson and Jose Valenciano, Texas Tech University

Texas Tech University, University Student Housing will show you how we use online forms to support all areas of housing. These online forms allow us to collect information easily and use it to produce valuable reports if needed. We will show some examples and how this has been beneficial to the department.
WEDNESDAY, OCTOBER 30

INTEREST SESSION 9
Wednesday, October 30
1:30 p.m. – 2:30 p.m.

901 Design Idea Gallery Discussion
MARKETING AND COMMUNICATIONS
Mandy Hagedorn, Colorado State University
554 A

Join us for a moderated discussion about how the marketing and communications materials in the Design Idea Gallery were created. This session will give you the inside track on creating your own great communications materials. Several of the Design Idea Gallery presenters will speak briefly on the thought and creative process behind their submissions. This session is sponsored by the Business Operations Conference planning committee.

902 Create, Communicate, and Choreograph:
Housing Selection Changes
ASSIGNMENTS
Bonnie Solt Prunty and Linda Koenig, Ithaca College
Ballroom C

Picture yourself sitting in the audience at a ballet. You notice that the dance flows effortlessly with all the dancers knowing exactly what to do. Imagine students experiencing housing selection changes in the same easy way. Attend this session to learn the steps necessary to effectively choreograph housing selection changes.

903 Moving Past Social Media 101
MARKETING AND COMMUNICATIONS
Alison Kothe, The University of Texas at Austin
555 A

You set up your Facebook page a while ago. You know what RT means and have used #hashtags. You are no longer a social media newbie, but you know there are ways you can be using it more efficiently and effectively. This session is designed to make you more knowledgeable about the skill involved in being successful on social media. We will talk in depth about EdgeRank, analytics, social media management systems, and the role social media can play in your organization. This class is targeted to people with intermediate to advanced experience with social media.

904 The Resident Can’t Make Their Payment, Now What?
BUSINESS, FINANCE, AND ADMINISTRATION
Mona Powell, University of California-San Diego
556 A

Have you ever wondered what to do with the residents who can’t meet the payment deadline? How much loss is incurred by your department with these types of accounts? See how UC San Diego Housing Administrative Services team collaborated with on campus departments such as university billing services, legal counsel, financial aid, and academic offices, in order to develop housing collection procedures for residents who are unable to pay on time. Additionally, find out how to report account receivables and collection efforts to see if collections procedures have helped your bottom line.

905 Featured Speaker: Understanding the U.S. Census, 60 Minutes with an Expert
GENERAL
Ana-Maria Garcia, United States Census Bureau
557

This session will answer many of your questions regarding the U.S. Census and the impact on college campuses. Attendees will have a better understanding of the various Census surveys (decennial census and the American Community Survey) and what colleges are responsible for providing. Census resources available to institutions, including programs, datasets, distinct data sources, and regional contacts will be discussed. This will be an opportunity for attendees to also gain a different perspective on the role of the Census and how it impacts our work.

906 Elevating the Summer Conference Housing Experience
CONFERENCE SERVICES
Alicia Stewart Voytek, Northern Arizona University
555 B

This year the summer conference housing program at Northern Arizona University shifted to new management. Consequently, this offered an opportunity to reimagine staffing strategies, hiring processes, and new partnerships with academic programs. Additionally, it offered an increase in the use of technology. This session will examine the changes implemented and the resulting benefits that elevated the summer conference housing experience.

907 The Day We Sent Porn to the Entire Division and Lived to Tell the Tale
INFORMATION TECHNOLOGY
Kat Cooper and Ken Horvath, Michigan State University
556 B

The presentation will discuss MSU’s use of a third party content publishing system and the pitfalls that may come from such an arrangement.

908 And Now, For Something Completely Different
GENERAL
Susan Strobel Hogan, Southern Methodist University; Kenny Mauk, University of Houston; and Mindy Hollan, Texas Christian University
554 B

Moving from one housing management software system to another can feel like you’re at the circus. The transition of moving between a homegrown and “off the shelf” system, or “finally” using electronic records instead of paper, or upgrading to a new version of a system can make you feel like you are flying on a trapeze without a net. Come join this panel presentation and discussion to learn from others about their transition experiences and how to manage moving from one system to another.

INTEREST SESSION 10
Wednesday, October 30
3:00 p.m. – 4:00 p.m.

1001 Corporate Connection:
Mercury Unleashed
CORPORATE CONNECTION
Lenord McGownd, Missouri State University and Andrew Tanner, RMS
555 A
For some students the decision to live on or off campus is based on finances, while for others it is based on having found an off-campus housing option two days before the start of the academic term. Yet, as housing occupancy managers, we must be able to predict student decisions and fill beds. Because we do not have the magic eight ball, we have taken steps to revisit outdated termination policies, increased fees, adjusted deadlines, and changed messaging to students and parents. During this presentation, you will hear about the steps we have taken to adjust as well as the results of our termination policies for 2013-2014.

1005 Thinking Outside the "Box": Homegrown Applications to Meet Departmental Needs

INFORMATION TECHNOLOGY
Marcus Weemess and Matt Debelaak, University of Illinois Chicago 556 A

Have you ever wished that you could create your own box of cereal with the marshmallows from Lucky Charms added to Cinnamon Toast Crunch? We have taken that approach within UIC Campus Housing with our homegrown applications. These applications have been developed to meet the ever-changing needs of our day-to-day operations. From housing applications to student billing, and from front desk operations to returning student contracting, we keep thinking outside the box when it comes to our software needs.

1006 Bring School Spirit to Your Staffing and Work Environment

GENERAL
Janis Haney, Sean Duggan, and Whitney Paschall, Texas Tech University 555 A

Presenters will share how they realigned their office staff to streamline the assignment and contract process and how they branched out with IT and marketing. With these areas working together, a Client Relations staff was formed. This shifted the assignment process to a room selection process, which allowed the staff to join the admissions staff in recruitment efforts. Clerical work became recruitment, retention and advising work as well as an opportunity to support school spirit.