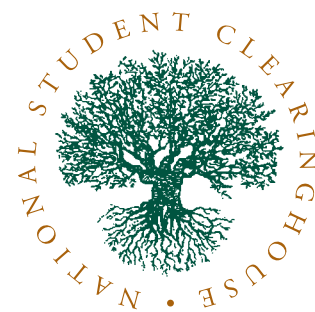


THE CLEARINGHOUSE RECORD

FALL 2004

www.studentclearinghouse.org

703.742.7791



Inside:

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Write for *The Record*

If you or a colleague is interested in submitting an article for publication in *The Record*, contact Kathleen Dugan at 703-742-4208.

Free Clearinghouse 101 Workshops Rolled Out Nationwide

Participants Learn How to Fully Leverage Their Clearinghouse Relationship

Since the program launched in the spring, nearly two dozen Clearinghouse 101 workshops have been held across the US. Sessions have been held in all parts of the country: on both coasts, the South, the Midwest and even Alaska. Wherever there's a need or an interest, you'll find Clearinghouse 101.



to learn that that we can process all of their deferment forms. Each session also covers student loan reporting, federal reporting requirements, scheduling, security and FERPA compliance, and our individual services: DegreeVerify, EnrollmentVerify, EnrollmentSearch, Student Self-Service, LoanLocator, Successful Outcomes, and Transcript Ordering.

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Covers All the Basics, and More

The primary objective of Clearinghouse 101 is to ensure that institutions get the full benefit of the Clearinghouse services in which they participate. Turnover and attrition can take a toll on staff resources, making it hard for busy personnel to remember or learn how to maximize their Clearinghouse relationship, including our newest services. The end result is that some institutions may be needlessly doing work that they've outsourced to us or missing out on all the ways we can provide assistance.

Clearinghouse 101 is an interactive and entertaining half-day workshop held in an informal roundtable setting. There is no cost to participate; each session includes a working lunch. During the workshop, we provide an overview of all services available to institutions and how they work together. Attendees are encouraged to ask questions, share insights and best practices, and network.

"Often participants are unaware of the full scope of services and tools that the Clearinghouse offers to make their jobs easier. They truly appreciate learning what we do for schools, why we do it and how easy it is to use the resources we provide," said Darrell Pierre, who manages Clearinghouse 101.

Learn How the Clearinghouse Helps You

Among the "lessons" that attendees learn is how our SSCR and deferment processes work. Even those from institutions that have participated in the Clearinghouse for many years are surprised



The Clearinghouse 101 workshops are an opportunity for representatives from local institutions to learn more about our services and network with one another.

Services You Need. People You Trust.

"Whether you're new to the Clearinghouse or a veteran user, you'll learn things you didn't know that you can put to use right away. I also found my Clearinghouse 101 workshop to be a great opportunity to meet and share experiences with professionals at other colleges," said Stephanie Ridosh, enrollment services coordinator at Peirce College in Philadelphia.

Coming Soon to Your Area

Clearinghouse 101 workshops are held in central locations so that several collegiate institutions can participate. According to Pierre, "This helps promote networking and knowledge sharing among peers who work in the same geographical area." Personnel at all levels and areas of college administration are invited, including

records and registration, financial aid, institutional research, and TRIO and other outreach programs. Attendees range from clerks to managers to executives. Typically, 10-12 institutions in each area are represented and include a combination of private and public, as well as two- and four-year, institutions.

"We usually hold two to four workshops a month. If someone wants to attend and wasn't able to attend or hasn't received an invitation yet, they can suggest a location or just wait," added Pierre, "we'll probably be in their neighborhood soon!"

If you would like to suggest a Clearinghouse 101 location, email service@studentclearinghouse.org.

Strategic Collaboration and Partnerships

How the Clearinghouse Helps Educational Institutions Achieve More



By David Yeh, Cornell University

The beginning of each academic year presents colleges and universities with the opportunity to start anew. And with each new cohort, expectations for technological services increase. As new technologies become an ever more essential component for the delivery of efficient and effective services, the role of college and university registrars is changing from

"recorder" of academic records to "overseer" of the student information services that enable colleges and universities to meet their many objectives.

The "...Clearinghouse has become an integral partner in enabling colleges and universities to achieve more with less..."

The National Student Clearinghouse has become an integral partner in enabling colleges and universities to achieve more with less and deliver increasing numbers of online services to students and alumni. Starting with EnrollmentVerify and then expanding with DegreeVerify, the Clearinghouse provides vital services at low cost, reaching thousands of students, alumni and employers each year. These services allow schools with tight financial resources and limited technical capabilities to provide the same access to information-based services as those without constraint. The advent of its online Transcript Ordering service furthers the Clearinghouse's commitment to being a trusted agent that serves the interests of the country's colleges and universities.

The Role of the Clearinghouse Advisory Committee

The Clearinghouse Advisory Committee (CAC) serves in a partnership role with the Clearinghouse. The CAC is comprised of registrars, financial aid officers, and institutional research and planning professionals with, collectively, hundreds of years in higher education representing public and private institutions, community colleges, and specialized schools. The committee is an active sounding board to the Clearinghouse for identifying

new services and enhancing existing services. Meeting several times a year, the CAC shares important insights with the Clearinghouse staff and recommends new ventures, such as Transcript Ordering. It is a productive collaboration serving the higher education industry.

Expanding Services Into Secondary Education

Realizing that higher education is only one part of the larger educational enterprise, the Clearinghouse has identified high school districts as a vital area for exploration. The need for primary and secondary schools to assess their effectiveness — always a good practice and now mandated by many state legislatures — is on the rise. The Clearinghouse can play a vital role as a district's trusted agent in holding information on student enrollment and graduation. It can also serve as a cost-effective resource to help inform decisions, formulate policies, identify resource needs, and even assist school districts and colleges and universities to develop their own curriculum. The collaboration is essential for all institutions in the educational enterprise: public and private, large and small, elementary, secondary, and higher education.

Cornell University has realized a 40% savings in time and effort by outsourcing its verifications to the Clearinghouse.

How Cornell University Utilizes the Clearinghouse

By partnering with the Clearinghouse for online enrollment and degree verifications, students, alumni, and employers have achieved significant benefits, including access to service whenever and wherever around the world. At Cornell University, we have seen as much as a 40% savings in time and effort in just these functions alone, and the loan verification area is functioning with three fewer staff members. Cornell's partnership with the Clearinghouse became the tipping point for many changes to the services we deliver to students and how we deliver them. The Clearinghouse services enhanced our ability to streamline and integrate our processes. By doing so, we also re-engineered many of our internal processes, including audit and control, mailing, security, and data validation and cleanup. These all resulted in subsequent improvements "downstream."

Keeping Pace With New Service Demands

In this time of greater interdependence — culturally, organization-

ally, and across many venues — reliance on a trusted agent is more important than ever. Not only does the Clearinghouse help reduce the cost of delivering services, it also promotes collaborative explorations and shared knowledge across boundaries. Though participating institutions vary greatly, the CAC identifies common problems and common solutions. Savings can be directed to preserving the vitality and richness of programs and meeting the ever-increasing expectations of students and alumni. Knowledge sharing is a hallmark of higher education, and the Clearinghouse has taken the lead by including an active membership in the CAC.

For this coming year, the CAC will continue its work with the Clearinghouse staff to recommend new technology-based services and additional data values to include in the rich store of enrollment and degree data. With over 2,700 institutions submitting more than 91% of US college enrollment data, the added value of degree and other data will provide better support for institutional analysis and planning while enhancing the ability to comprehend performance measures, degree completions, and school transfer patterns — all

information that many institutions are trying to understand or need to provide to accrediting organizations, school boards, and internal and external governance bodies. Collaborative research can help us help one another to improve institutional knowledge without increasing the cost of core data collection efforts.

These are exciting times. The CAC's ongoing participation in the development of new Clearinghouse services is as essential as the advice it provided to assure the integrity of the trusted agent. "Services You Need. People You Trust" aptly describes the Clearinghouse partnership with colleges and universities. We look forward to your feedback to the CAC.

You can send your feedback and suggestions to the Clearinghouse Advisory Committee via email to tanner@studentclearinghouse.org

David S. Yeh works as assistant vice president and university registrar at Cornell University in Ithaca, New York. He is the chairman of the Clearinghouse Advisory Committee.

The Clearinghouse Advisory Committee

Current Members

Calvin D. Coleman*,

Associate Registrar,
North Carolina Central University

Anita Cotter,

Associate Registrar,
University of California Los Angeles

Joseph R. DeCristoforo,

AVP & University Registrar,
University of Texas-San Antonio

Peter S. Fong,

Dean Admissions & Records,
Fullerton College

William R. Haid,

Executive Director Enrollment
Services, Colorado State University

Kathleen Jones*, Registrar,

Iowa State University

James F. Murphy*,

AVP Enrollment,
CUNY Bernard M. Baruch College

Ron Pennington,

Director of Institutional Research,
St. Charles County Community College

Patrick Perry,

Dean of Information Systems,
California Community College System

Brenda Selman,

Registrar,
University of Missouri-Columbia

Howard Shanken*,

Registrar,
Grand Rapids Community College

Gail Stephens,

Senior Associate Registrar,
University of South Carolina-Columbia

J. James Wager,

Asst Vice Provost & Registrar,
Pennsylvania State University

W. W. "Tim" Washburn,

AVP of Enrollment Services,
University of Washington

David S. Yeh (Chairman),

AVP & University Registrar,
Cornell University

Past Members

Richard Backes, Sr., Associate
Registrar, Washington State University

Robert Dunning, former Registrar,
Sam Houston State University

Suzanne Dmytrenko, Registrar,
San Francisco State University

Kathryn Forbes, Associate
Registrar, University of New Hampshire

Gary Gibson, Registrar,
Vanderbilt University

David Guzman, Registrar,
Washington State University

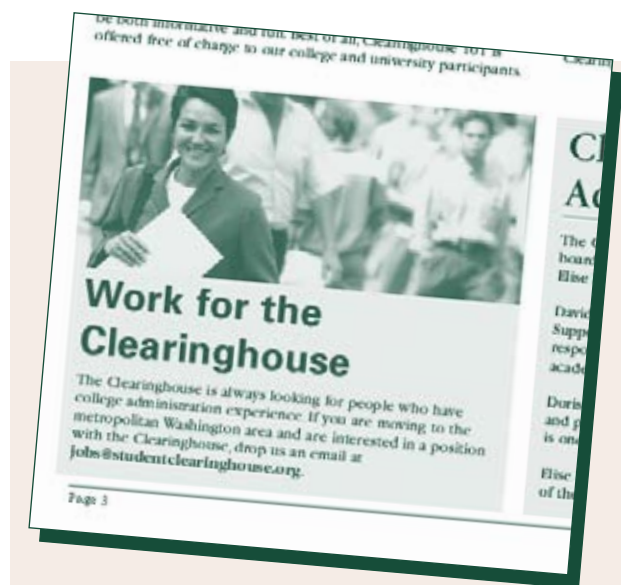
Carolyn Parham, Registrar,
University of South Alabama

Jeff Tanner, former Assoc. Dean
of Admissions & Records, Brigham
Young University

Jan Williamson, Registrar,
Indiana University Southeast

Richard L. Yount, Registrar,
University of North Carolina-Charlotte

* New members



Have You Seen This Ad?

Ruth McGehee did and now she works at the Clearinghouse – and you can too! We regularly have positions available for those with college administration experience. The Clearinghouse offers competitive compensation and an excellent benefits package. If you are moving to the metropolitan Washington area and are interested in a position with the Clearinghouse, send an email to jobs@studentclearinghouse.org.

At Your Service: The Clearinghouse Service Team

With Clearinghouse participation at record levels, our service team has been busier than ever responding to inquiries, trouble shooting, and processing verification requests. In August, they answered nearly 8,500 phone calls, a 32% increase over the previous month. In addition, the group responded to 2,700 emails (more than double the number received in July). The 11-member team has seen double-digit increases in service requests for over a year.

According to Kathleen Wimbrough, who manages the Clearinghouse service department, the increase in calls and emails is attributable to the growing number of institutions that have signed up for multiple services, such as DegreeVerify, EnrollmentVerify and Transcript Ordering. "We serve as an extension of the registrar office handling all the service questions and problems that would otherwise go to the school. Once a school starts saving time with one service, they're eager to outsource even more to the Clearinghouse and we're eager to help."

If you need assistance from the Clearinghouse service group, you can contact them at 703-742-7791 or service@studentclearinghouse.org.



(L to R): Karen Daniels, Kathleen Wimbrough (Manager), Kellie Hurlburt, Brigitte Portelle, Anne Sweeney, Ruth McGehee, DeVera Stevens, James A. Lee, Tracy Ashby (Supervisor), Edwin Powell, Kelly Antoniadis

New Chairman Nancy Wiederspan Begins Term

Ronald F. Hunt Retires After 11 Years of Service

The new chairman of the Clearinghouse board of directors, Nancy J. Wiederspan, began her one-year term in June. Ms. Wiederspan was unanimously elected to serve as chairman by the board at its spring meeting. She succeeded Ronald F. Hunt, who retired from the board after 11 years of service.

Ms. Wiederspan is chairman and president of the National Student Loan Program (NSLP), a private nonprofit student loan agency and one of the nation's largest guaranty agencies. She has more than 25 years of experience in student lending and working with the higher education community. Ms. Wiederspan has also served in various capacities on the board and several committees of the National Council of Higher Education Loan Programs (NCHHELP) and on the board of ELM Resources. She is also active in several professional organizations, including NEASFAA, MASFAA and NASFAA. Ms. Wiederspan was formerly a senior vice president at NEBHELP (Nebraska Higher Education Loan Program) and the associate director of the Office of Scholarship and Financial Aid at the University of Nebraska-Lincoln.

"I consider it a privilege to work with the Clearinghouse, its staff and its board and am honored to have been selected as chairman," said Wiederspan, "I look forward to expanding my role on the Clearinghouse board and working with the Clearinghouse and my fellow board members to further expand this unique organization's ability to serve the nation's colleges and its students."

"Nancy Wiederspan was an outstanding selection for this position," said Clearinghouse president Dan Boehmer, "She has an extensive knowledge of student financial aid and the higher education community that

will benefit the Clearinghouse and its members. We are also extremely grateful to Ron Hunt for the valuable leadership and tireless energy he brought to his chairmanship role. His ability to forge relationships within and across the educational and student lending industries was integral to building a solid foundation for the Clearinghouse and evolving our organization to keep pace with our institutional members' needs."

As chairman, Mr. Hunt helped to establish the Clearinghouse as the national repository for student enrollment data, enabling institutions to outsource the reporting of their financial aid students for the first time. Today, more than 2,700 institutions enrolling 91% of US college students participate in the Clearinghouse. In addition, during his tenure, the Clearinghouse successfully expanded its service line to include enrollment verifications to student service providers, degree and certification verification, educational research, and transcript ordering.



New Chairman Nancy J. Wiederspan



Former Chairman Ronald F. Hunt

Cleveland State University Reaps Time Savings with DegreeVerify

Institution Sees Call Volume Drop 71%

The key to realizing DegreeVerify's full time-savings benefit is actively referring requestors. How much time can DegreeVerify save an institution? Ask Erik Kost, the assistant university registrar at Cleveland State University (CSU), and you'll probably get a one word answer: plenty!

Kost analyzed his office's call volume before and after implementing DegreeVerify in December 2003. In the three months before CSU's DegreeVerify service went live, the office placed an average of 415 outbound degree verification calls per month. These calls were to return messages and provide clarification of degree verifications. During that same period, it received an average of 242 inbound calls each month from requestors seeking confirmations of degrees.

DegreeVerify is a free service for institutions.

Since CSU implemented the DegreeVerify service and began referring requestors, its outbound degree verification call volume dropped 71% to an average of 120 calls per month. These calls are in response to direct inquiries from requestors. In addition, the university was able to deactivate its inbound verification phone line. (You can see the average number of outbound calls per month before DegreeVerify vs. after DegreeVerify in the chart to the right.)

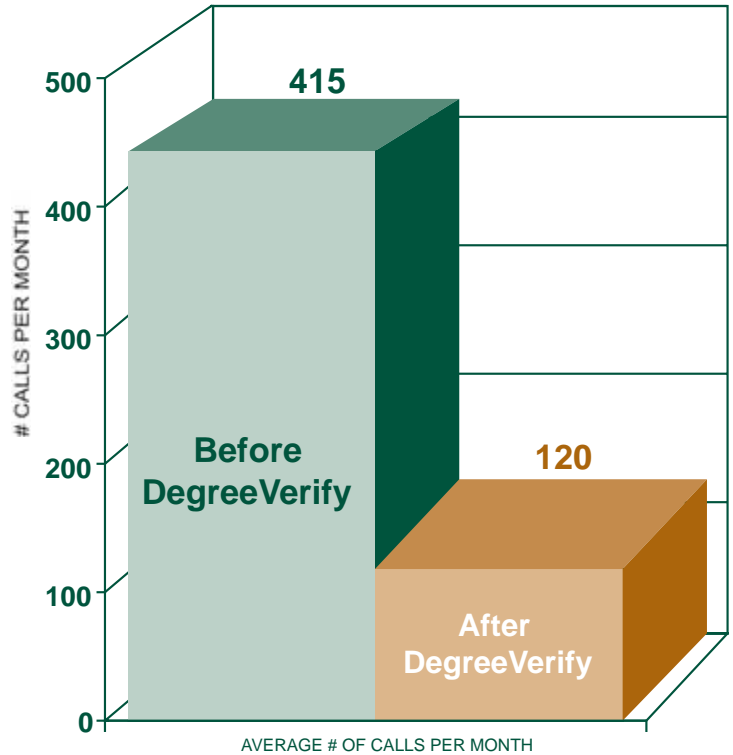
Previously, CSU's registrar's office had one full-time staff person dedicated to monitoring and fulfilling verification requests, including in-person, phone and fax inquiries. The initiation of its DegreeVerify service freed this staff member to work in other areas. Said Kost, "It's like our office 'gained' a staff member." In addition to time savings, the university realized cost savings from reducing its outbound call volume. In September 2003, when Kost began his analysis, his office logged 16.5 hours on the phone making outbound degree verification calls. By April 2004, that number had fallen to less than three hours. And, by taking advantage of DegreeVerify's surcharge option, the CSU registrar office was able to create a new revenue stream to help offset office expenses.

"Our decision to both implement [DegreeVerify] and actively refer requestors has also provided us with substantial time and cost savings..."

- Erik Kost, Asst. University Registrar, Cleveland State University

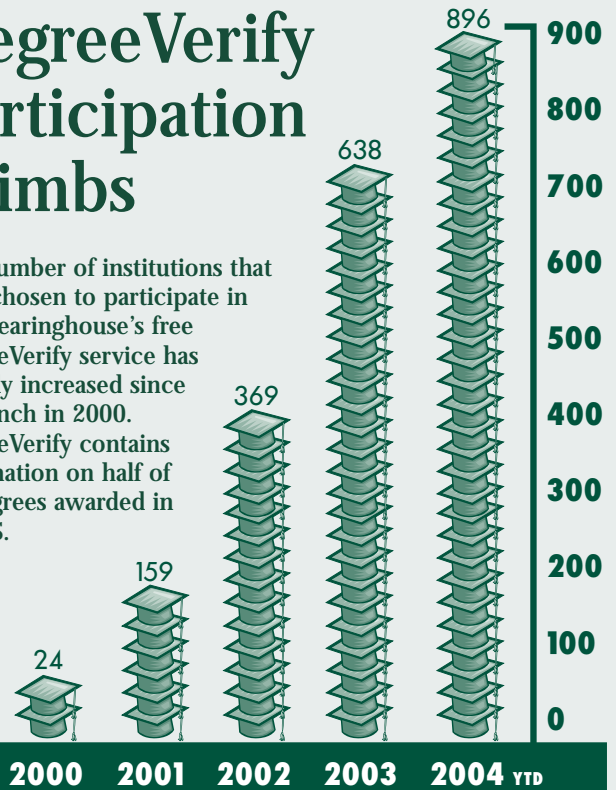
"We chose DegreeVerify in order to provide our students and alumni with improved service through faster response time and greater availability," said Kost, "Our decision to both implement the service and actively refer requestors has also provided us with substantial time and cost savings as well as an opportunity to better utilize our office resources. Most requestors now know to request degree verifications through the Clearinghouse, instead of calling us."

Outbound Degree Verification Call Volume at Cleveland State University



DegreeVerify Participation Climbs

The number of institutions that have chosen to participate in the Clearinghouse's free DegreeVerify service has steadily increased since its launch in 2000. DegreeVerify contains information on half of all degrees awarded in the US.



Jerry Smith Joins Clearinghouse as Regional Director

The Clearinghouse named Jerry D. Smith as regional director in August. Jerry will work with high school districts to implement our new Successful Outcomes program, which enables high schools to accurately measure their graduates' college success and improve their college preparation efforts. In addition, he will serve as the regional director for Alabama, handling our relationships with colleges and universities within the state.



president of Higher Education Development at the Clearinghouse, "We're pleased to add such an experienced and well-respected educational professional to the Clearinghouse team."

Prior to joining the Clearinghouse, Jerry served as the assistant vice president for enrollment manage-

ment at Northern Kentucky University (NKU), a 14,000-student institution in Highland Heights, Kentucky. There, he played a strategic role in helping NKU achieve record enrollment levels. Under his direction, the institution implemented online admissions, redesigned its orientation program, created a transfer student service office, and launched several new scholarship initiatives. Jerry also led the effort to purchase and implement an

integrated student enrollment management information system. In addition, Jerry has served as the associate vice president for student enrollment services at the University of Texas in Arlington and the dean of admissions and records at Jacksonville State University in Alabama, where he was named Dean Emeritus after his retirement.

Jerry is an active member of the American Association of Collegiate Registrars and Admissions Officers (AACRAO), the Southern Association of Collegiate Registrars and Admissions Officers (SACRAO), and the Alabama Association of Collegiate Registrars and Admissions Officers (ALACRAO). He also served multiple terms on the SACRAO Executive Committee and was president of SACRAO during 1998-1999.

Jerry can be reached at 256-736-1888 or smith@studentclearinghouse.org.

See You at the 2004 Conference on Information Technology!

If you're planning to go to the League for Innovation's 2004 Conference on Information Technology in Tampa, Florida, on Nov. 7-10, make plans to stop by the Clearinghouse booth #316. We can answer all your questions on how Clearinghouse services can save you time and money.

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