

PACRAO News

Pacific Association of Collegiate Registrars and Admissions Officers

May 1990

FROM THE PRESIDENT:



John C. Smith
Seattle Central Community College

No PACRAO President can function without the help of a dedicated and able Executive Board. I am fortunate to have such a Board for 1989-90. Working closely with me as a team are Matt Telin, Christine Wilkinson, Jim Menzel, Christine Kerlin, Jim Mansfield and John Finney, along with conference chairs Bob Tufts and Irma Rodriguez. Your executive team has focused on developing the PACRAO organization with regard to: increasing membership by way of a special campaign (please call Christine Kerlin at (503) 385-5500 if you have any new leads!); sponsoring

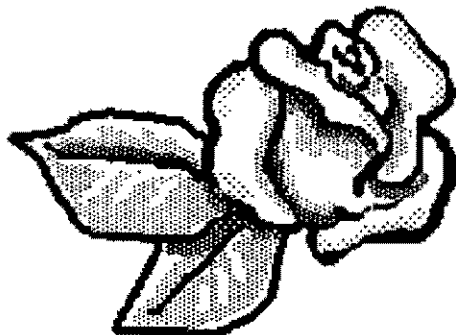
two Summer Success Seminars in July (one in Flagstaff and another in Santa Barbara); waiving the 1990 annual conference registration fee for first-time attendees of ethnic minority; incorporating more community college issues into the conference program; and bringing an ever-strengthened focus within PACRAO to Equal Employment Opportunity concerns. With a program and a team like this for 1989-90, I am confident that PACRAO will begin this last decade of the Twentieth Century with vigor and determination.

AACRAO SALUTES TOP TWO:

The AACRAO Recognition Luncheon, April 17 in New Orleans, called forth two PACRAO members for national honors! For their splendid leadership and total commitment to our profession, Ralph Emerson Bigelow and Judith Louise Hirsch each received AACRAO's highest honor. With the same spirit of

participation and involvement in which Ralph and Judith served PACRAO and AACRAO, our honorees plan now to go forth to learn and to grow in still more ways. We will miss them, but we have sent them off fully vested with our appreciation, our respect, and our best wishes.

PACRAO IN PORTLAND:



November 4 - 7 are the dates, the Hilton is the place, and the 1990 annual conference program is the reason to set aside time for professional development in a leadership environment of mutual support. Conference Chair Bob Tufts and Program Chair Irma Rodriguez are constructing a meeting already noteworthy for its extensive careful planning and for its superb team. Members include Bob Archibald

(facilities), Jeff Austin (hospitality), Herb Chereck (exhibits), Margaret Day (tours), Mary Dykes (printing), Sam Ellis (publicity), Jeanine Hendrix (registration), Marilyn Kennedy (registration), Christine Kerlin (evaluations), Bob Wilkin (hospitality), and Sally Wood (registration). Conference material will be mailed out late in August. Watch for it!

**LOOKING
AHEAD:**

The 1989-90 Nominations and Elections Committee presents with pride these candidates for PACRAO Executive Board office in 1990-91. Election to office will occur in Portland, at the annual November conference.

**President Elect
Nominee**

Sal Hickok-Broxton is the Associate Registrar and Admissions Officer at the University of California, San Diego. She has held that position since 1976. She moved from a career as a management consultant in 1967 to a career in higher education when the University of Redlands was undergoing plans to open a new innovative college. There she served in positions of recruitment, admissions, and student affairs before being named Registrar in 1969.



Sally Hickok-Broxton

As a long-standing member of PACRAO and AACRAO, she has served as chair, presenter, and recorder at many conferences. For the latter she has been a member of AACRAO's Non-Traditional Education Committee, HEARS Placement Committee, and the Conference Evaluation Committee. She served on the 1986 Local Arrangements Committee as Chair of Publicity. She has served PACRAO as a member of the Conference Newsletter, New Member Mentor Committee, and co-chaired the Local Arrangements Committee for the 1985 conference in San Diego. She was Vice-President Four-Year Institutions of PACRAO in 1986-87.

Sal is also a member of Registrars of the Association of American Universities, a consortium of major research institutions in the United and Canada, whose members meet annually.

**Four-Year Vice
President Nominee**

Joseph E. Frazier has been the Registrar at Montana State University, Bozeman, Montana since 1970. Previously, he was Assistant Registrar then Registrar at the University of Idaho. Since joining PACRAO in 1962, he has been elected Treasurer, been a member of the Nominations and Elections Committee, and has served as recorder, chairperson, and presenter of numerous program sessions. In 1987, he co-coordinated PACRAO's Summer Success Seminar at Coeur D'Alene, Idaho. Also active in AACRAO since 1962, he has served as presenter, chair and recorder; as a member of the Nomination and Elections Committee (1988), and chair of the Committee on Academic Calendars, Scheduling and Publications (1989). He has been a member of MACRAO since 1970, served as President and presented workshops, including one to assist state tribal community colleges. He is the state ACT representative, and a member of the State ACT Advisory Committee, serving as President from 1985-87.



Joseph E. Frazier

**Two-Year Vice
President Nominee**

Grant L. Cook is a native of Utah. He served four years in the United States Navy prior to finishing his education. He obtained Bachelor's and Master's degrees at Brigham Young University. Grant has been with Utah Valley Community College for 27 years. Starting as a classroom teacher he soon became the Division Chair for the General Education Department. He is currently Dean of Academic Support Services for UVCC, which includes Admissions, Registration, Records, Financial Aid, Academic Advising, Counseling, and Career Services.



Grant L. Cook

Grant has been very active in AACRAO affiliations. He has served as a conference chair for UACRAO, a presenter at PACRAO, a track-chair for UACRAO, and was President of UACRAO during 1987-88. He has been a member of PACRAO since 1978 and thoroughly enjoys the association with the outstanding people who make up the organization.

**Secretary
Nominee**

Carole Jones is the University Registrar at California State University, Fullerton. Prior to joining the staff at Fullerton in 1984, Carole was employed at the University of Southern California for fifteen years where she served as Associate Registrar, Acting Registrar and Director of Academic Services. "C.J." has been active in AACRAO and PACRAO since 1974. She has served AACRAO as Program Publications Chairperson for the 1987 Annual Meeting in Las Vegas and as a member of the Non-Traditional Education Committee for three years. She served PACRAO as Hospitality Chairperson for the 1988 Annual Meeting in Long Beach. Carole has also participated in a number of AACRAO and PACRAO conference programs over the past ten years.



Carole Jones

PACRAO thanks the Nominations and Elections Committee for this fine roster of candidates!

AFTER 27 YEARS!

After 27 years of work in higher education, Judith Hirsch is folding her tent and slipping away. As she leaves, she offers these reflections on those qualities critical to us in the profession:

Skills. Acumen's a must in management, personnel, computer, marketing, public relations, and finance.

Patience. Promotions come slowly; recognition likely not at all.

Tolerance. Learn to suffer fools gladly.

Ethics. Compromise your ethics and you lose credibility and usefulness.

Diplomacy. Deal with clients as you would a very rich childless, elderly, widowed aunt.

Flexibility. Prepare alternatives if you wish to avoid ulcers, high blood pressure, or gray hair.

Thick Skin. Be not sensitive to perceived needs which are either without merit or which result in unfairness.

Humor. Endless meetings are boring (see Patience). Quibbling over deadlines and grade changes is unpleasant but necessary in the interest of fairness (see Thick Skin). Sticking to your principles is unappreciated (see Ethics). Dealing with the public is exasperating (see Tolerance). Constantly having to deal with crises is unnerving (see Flexibility). Being sugary sweet can lead to diabetes (see Diplomacy). Being multi-talented wears you out (see Skills). With a sense of humor you can thrive.

OTHER RETIREMENTS:

Know someone else who's retiring? If so, please send names of PACRAO members who are retiring to:

Ann Tremarello, Director
Admissions & Records
University of Alaska, Fairbanks
Fairbanks, Alaska 99775-0060
FAX (907) 474-5379

SUMMER '90: A calendar of coming attractions!



July 5-6 PACRAO Summer Success Seminar, Flagstaff
Contact: Molly Carder
Office of Admissions
Northern Arizona University
Flagstaff, AZ 86011

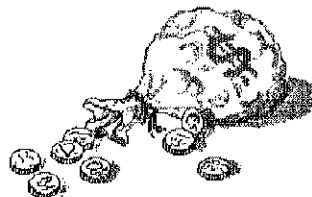
July 22-27 College Board Summer Institute, Santa Cruz
Contact: Kris Zavoli, Associate Director
The College Board
2099 Gateway Place, #480
San Jose, CA 95110

July 23-24 PACRAO Summer Success Seminar, Santa Barbara
Contact: Jim Menzel
Admissions & Records
California State University, Long Beach
Long Beach, CA 90840

PACRAO FELLOWSHIPS:

Interested? June 15 is the deadline to apply for an award of up to \$1,000 to support your professional development. PACRAO pays you to write, to study, to attend seminars, to conduct research in order to enhance the organization's membership. For more information and/or an application, contact:

Jim Menzel, Director
Admissions & Records
California State University, Long Beach
Long Beach, CA 90840-0106
(213) 985-4145 FAX (213) 985-8887



**AACRAO ON
AFFIRMATIVE
ACTION:**

A few months ago, AACRAO published a report of our professional commitment to and progress in Equal Educational Opportunity and Affirmative Action. Copies of this valuable 38-page publication are available for \$6.50 from AACRAO, One DuPont Circle, N.W., Suite 330, Washington, D.C. 20036-1171. Renew your effort!

**PORTLAND
PROGRAM
PREVIEW:**

An excellently representative program committee are shaping their excitingly diverse perspective into a cohesive conference program intended to meet the needs of PACRAO's dynamic, demanding members. Program Chair Irma Rodriguez promises to deliver more sessions than ever before, the topics of which will range from Attracting Ethnically Diverse Students, to Coping with Bad Press, to Negotiation is Win/Win, to Staff Rewards and Team Building, to Records Security and Technology, and more. Watch for the preliminary program announcement in August! Persons still interested in participating as session presenters, chairs, and recorders should immediately contact one of the committee: Irma Rodriguez, Fullerton College; Jim Fenningham, Grossmont College; Char Hamada, Stanford University; Pat Honzay, Phoenix College; M. Kirk Koenig, N. Idaho College; Cecilia Rodriguez, UCLA, and Jesse Welch, Oregon Institute of Technology.

NOTES:

"Going to school and getting an education are two different things and they do not always happen at the same time." -- Dr. Rosa M. Hill, Mohawk, 1930

"No one person can whistle a symphony." -- Tim Haidinger, President, Board of Governors, California Community Colleges, 1990

"Microfiche: Something you stock in a very small aquarium." -- Dr. James Dunning, UCI, 1989

"People' is a collective noun." -- Dr. Robin Wilson, CSU Chico, 1990

"Don't forget: it takes two to fax." -- Art Buchwald, 1990

"Only connect." -- E.M. Forster, circa 1924

"Lists of the top 10: If we wait long enough, we'll get on at least one!" -- Dr. Robert L. Albright, AACRAO, 1990

"Let your own dreams be your only boundaries." -- John F. Kennedy, 1961

**KINDERGARTEN
RE-VISITED:**
by James C. Blackburn

Truth and Beauty exist in the strangest places. . . perhaps even in Admissions and Records Offices!? Robert Fulghum's premise in his book All I Really Need to Know I Learned in Kindergarten, suggests that the moral precepts advocated for 5-year olds have efficacy for us adults. Sharing, personal sanitation, balance, intellectual curiosity, non-violence, and the temporal nature of earthly existence are concepts that may be eternally and internationally useful.



Most registrars, and I am no exception, toil in situations where the minutiae expand to fill the time allotted. It's easy to lose our sense of purpose in a faculty committee meeting or in an explanation of general education or telephone registration. We also see, hear, and talk to a huge variety of people as we work at the "academic crossroads."

As registrars and admissions officers deal with people and are bombarded with mindless minutiae, it may be useful to strive to see beauty, sense, and possible purpose of what we do. A little Fulghum may help us to do that. Our offices are not, "wayside shrines where ultimate reality is confronted." They are, nevertheless, places where there is more truth, beauty, and opportunity than we are usually given to recognizing. On the other hand, if every student and faculty member learned what he/she needed to know in kindergarten, admissions and records offices might be smaller and very different places. At our best, we solve problems for students and faculty. People who master kindergarten will have fewer problems, and therefore they need fewer admissions officers and registrars!

**REGIONALS
REPORT:**

AzACRAO: Meeting twice annually, we focus on staff development activities... such as conducting a "personality profile" for support staff as a way to strengthen work teams, and such as learning how to interject humor, laughter, and play into our work lives. We're thinking ahead to '92 when PACRAO comes to Arizona for the annual conference. On July 5-6, many of us will be in Flagstaff to attend the Summer Success Seminar.

--Mary Lou Bayless

CACCRAO: Lynn Hanks writes: "the California Association of Community College Registrars and Admissions Officers held their 13th Annual Conference May 2-4, 1990. This year's site was South Lake Tahoe. At this conference for the first time, CACCRAO invited colleagues from the UC, Independents, and the CSU to attend because the segments have been actively discussing common challenges and opportunities. The possibility of forming a single, intersegmental state organization in California was explored with care. Personalities, politics, and legislation aside, our main concern was 'Will it help the student?'"

Our thanks to PACRAO for providing the time and space for our first California intersegmental chat in Sacramento and for sponsoring the Summer Success Seminar July 23 and 24 in Santa Barbara!"

MACRAO: From Montana, Mike Akins says the state-wide calendar conversion and new admission standards are "enough for now!"

NORCAL: Northern California registrars met to review residency issues and to discuss software. At this time, NORCAL may dissolve in favor of smaller geographical groupings.

-- Stan Mattoon

OrACRAO: The twelfth annual meeting of the Oregon Association of Collegiate Registrars and Admissions Officers was held on April 29 - May 1, 1990, at the Inn of the Seventh Mountain in Bend, Oregon.

Two staff development workshops were scheduled in February for support staff who do not get an opportunity to attend regional and state conferences. Would you believe that one of them (90 registrants) had to be cancelled and rescheduled because of snow! -- Herb Chereck

WaCCRAO: WaCCRAO has made good progress in achieving its 1989-90 goals of 1) providing professional development in areas identified in a spring 1989 survey of the membership, 2) increasing interaction with our A&R colleagues at four-year institutions, 3) increasing interaction with other student services associations, and 4) promoting involvement with PACRAO and AACRAO. -- Chuck Fields

Hawaii/Alaska: Discussion is beginning within these regions whether to organize a group formally. Copies of other regionals' constitutions are being collected and considered as guidelines for organization. -- Jim Mansfield

**VIDEO
NEWS:**

PACRAO members wishing to view and use for staff training the video on Sexual Harassment should contact Matt Telin at the University of Idaho. This excellent video was purchased by PACRAO in 1988 to facilitate understanding of the legal and ethical issues associated with sexual harassment. It is a remarkably useful training tool. There is no fee charged for the video.

TREASURER REPORT: PACRAO enjoys good financial health. This year \$29,200 in projected revenues will support an approved budget of \$31,250. Although the \$2,050 reduction in reserves is a planned one, you can help keep PACRAO healthy by making sure your \$50 institutional dues are paid.

MEMBERSHIP, PLEASE! PACRAO welcomes four new members: DeVry Institute of Technology, USC School of Medicine, Life Chiropractic College West, and California Culinary Academy. Over 300 letters have been mailed to non-members encouraging them to join PACRAO. When you're talking with colleagues from across town or across the state, ask if their institution is a member of PACRAO. PACRAO is only as strong as its membership!

Have you paid your annual membership dues? If not, reminder letters are in the mail. For only \$50 per year, you and your institution receive the benefits of PACRAO summer seminars, fellowships, annual conference and directory.

For membership information, contact Christine Kerlin at Central Oregon Community College.



AACRAO HAWAII:

The Big Kahuna searched the AACRAO '90 crowd for the PACRAOan best able to wear the 1991 Conference Memorial Hula Skirt. Snapshots of contenders will be available and posted at Portland next November, with voting by the membership to take place during the meeting. The winner(s) will be allowed to further their dancing career in Honolulu, at AACRAO 1991.

NEWSLETTER EXCHANGES:

Your PACRAO News editor sent complimentary copies of the March issue to AACRAO regional presidents. The response has been heartening, and an exchange of ideas for format and content is beginning to occur. From the Rocky Mountain group, our News is described as "clean, informative, and classy!" Thank you for giving me such good material! -- Jim Menzel

ENROLLMENT MANAGEMENT:

The instances of marriage between Financial Aid and Admissions and Records are on the increase, under the rubric of "enrollment management." In the interest of this liaison, Dan Messersmith (president of the Western Association of Student Financial Aid Administrators) writes this to us:

- Processing of aid forms has become more complicated. Recruitment staff need special training so as to be fully and properly informed to help students complete filing forms.
- A simplification of red tape is needed. We all need to take advantage of the invitation to respond to and request changes in the bureaucratic process.
- Consumer rights require us all to be able to document and disclose all of the educational claims we make about our college's promises.
- How best can we together reply to the How Our Students Are Doing (HOSAD) form requirements?
- Imposed Default Management Plans require communication and cooperation among several administrative offices if default rates are to be dealt with effectively.

Give Dan a call at Mohave Community College in Kingman, AZ if you have comments.

Admissions and Records
1250 Bellflower Boulevard
California State University, Long Beach
Long Beach, CA 90840-0106

<p>Non-Profit Org. U.S. Postage PAID Permit No. 301 Long Beach, CA 90840-0106</p>
