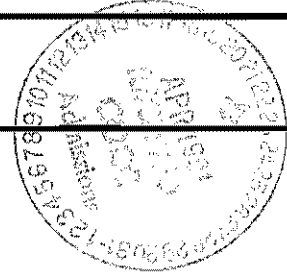




PACRAO NEWS

Pacific Association of Collegiate Registrars and Admissions Officers

March 1991



From Our President

Nineteen ninety one is an exciting year for PACRAO! Members of the Hawaii contingent have been working around the clock to present a wonderful program and overall conference for AACRAO, and I know they will be outstanding representatives of the warm PACRAO hospitality. Louise Miura and her committee will certainly look for Pacraoans to lend support through our attendance and participation.

Then we are on our way pioneering into Utah. Jeff Tanner, Local Arrangements chair, and his committee have been busily planning for the November meeting. The conference site is downtown and within walking distance of a number of historical structures, as well as a great shopping center

(only to be seen after the sessions). Char Hamada and the Program Committee have already been brainstorming about sessions, but she encourages any PACRAO members to contact her directly if you would like to be involved in the presentations. First-time attendees should not be shy about becoming involved.

The Success Seminars continue to expand, reaching professional colleagues

who otherwise would not be able to attend a conference and/or meet others in the profession. The most recent seminar was held in Vancouver, British Columbia and had the largest participation ever. The majority of attendees had never been to any PACRAO-sponsored event, and they were encouraged by the regional support and interest in them as colleagues.

Aloha Pacraoans! Enjoy Hawaii

Hawaii is looking forward to treating PACRAOans to some warm Hawaiian hospitality at the annual AACRAO conference, April 14-19, at the fabulous Hilton Hawaiian Village. Another great program has been planned, with lots of informative sessions, and a great special event—an evening under the stars on the beach at our own private luau! Don't forget to purchase your luau tickets by mail, since they won't be sold at the conference. The luau is great for the whole family, so if you're making this trip a family vacation, bring the entire family to the luau.

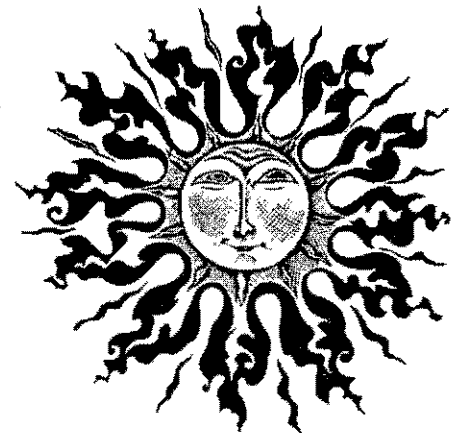
The weather in April will be perfect—sunny and breezy, so the dress code will be casual, which means no suits, ties, formal wear. Bring your t-shirts (but also be sure to purchase the conference t-shirts), shorts, lightweight clothing and sandals. Also bring a light sweater, since the session rooms may be too cold for some, (and too warm for others).

The PACRAO regional reception will be held on Tuesday, April 16, from 6 to 8 p.m. on the Village Green outdoors on the grounds of the hotel.

So if you haven't sent in your registration, do so ASAP. You won't regret it. There will be lots of food, fun and friendship in Waikiki come April. Louise says "Be There."



Christine K. Wilkinson



Portland Wrap-up: 665 Attended Annual Meeting

As we get back on top of our paid jobs, the members of the Local Arrangements Committee hope that the PACRAO 1990 attendees had as much fun as we did in bringing it to you. Unity was found in a common grievance over elevators, and consciences were challenged (mostly in the feminine gender) from the general direction of Nordstrom's.

Final stats have not been culled from the PC's chips, but, unofficially, 665 people participated, including 529 members and over 100 first-timers. The use of a local pass was very successful, as was attendance (503) at the President's Banquet, which was included in the registration fee this year. As for the two tours, 42 went to the Oregon Coast but Mt. St. Helen's belched away the hopes of the second. The Sternwheeler evening included 226. The Meeting also saw the assembly of several western tribes, including the CIACHEAs and the WACCRAOs.

The bills have been paid, the books are near closed, and a moderate sum will be returned to PACRAO. The planning, logistics and programming of an Annual Meeting are a lot of work, but membership permits rewards and contributions. Members are encouraged to participate in program sessions and in local meeting arrangements.

We apologize for Mt. St. Helen's going off ten hours early, it was scheduled for Monday noon in order to add a geologic component to our promised diversity in meteorology. We hope the program and its sessions, the music, the Portland restaurants and

shopping, and the camaraderie made for a memorable PACRAO experience.

Added to this are bizarre themes and schemes that thread their way into the fabric of a PACRAO experience, whether

they are semi-centurian birthday celebrations or esoteric chicken rituals. We benefit as we contribute (aka, one reaps what one sows).

Bob Tufts, 'L'



Pictured are left-to-right, 1st row: Bob Tufts, Marilyn Kennedy, Herb Chereck, Sally Wood, Jeanine Hendrix; 2nd row: Jill Austin, Margaret Day, Bob Archibald, Mary Dykes, Christine Kerlin, Bob Wilkin. Not shown is Sam Ellis.

"Pioneering Still" in Salt Lake City

Preparations are well underway for our next annual meeting to be held at the Marriott Hotel in Salt Lake City, November 3-6, 1991. We hope all of you are making plans to be in attendance. Using the theme, "Pioneering Still," the Local Arrangements Committee and the Program Planning Committee are providing an excellent opportunity for us to get together, share ideas, renew friendships and

PIONEERING STILL



PACRAO
SALT LAKE CITY '91

learn those things that will help us stay on the cutting edge of our profession.

We are currently finalizing arrangements for Stephen R. Covey, author of the current national best-seller, *The 7 Habits of Highly Effective People*, to address us Monday morning in our general session. This should be a most informative and thought-provoking experience.

Delta Airlines will be providing special airfare rates for conference attendees. Watch for the upcoming mailers from the Local Arrangements Committee for further details. We plan on seeing you in Salt Lake this coming November.

Enrollment Management Miniconference Offered

This year, within the 1991 AACRAO Conference, you will find a miniconference on enrollment management (EM). Presented in the context of an academic major or minor at the mythical "AACRAO University," this series of sessions offers an extremely focused professional development opportunity. Your enrollment management major/minor is designed to cover everything from the theory of EM to some very practical and successful EM programs.

The following information explains how you can receive your "Bachelor of Science in Enrollment Management" degree with a major in "Higher Education Enrollment Management" all

while attending the 1991 AACRAO Conference in Hawaii.

Enrollment management is an expanding field, providing upward mobility for higher education personnel, especially those in admissions, records and registration, financial aid, institutional research, academic affairs and student affairs. Many institutions are benefitting from the enrollment management movement. More positions are being created all the time.

Faculty

Experienced enrollment management professionals in higher education. Experienced presenters with excellent visuals and handouts.

Enrollment

Sign up for AACRAO 1991 in Hawaii. You can major in enrollment management by going to the pre-conference workshop on enrollment management and attending four of the seven enrollment management sessions including either EM199 or EM499, for a total of 26 credits. You will receive your diploma by completing your 26th credit for a major or your 14th credit for a minor. A minor (14 credits) has the same requirements as the major except the pre-conference workshop is not included.

The preliminary AACRAO conference program contains detailed descriptions of above courses.

Coursework: Major—26 credits; minor—14 credits

- EM101 (12 credits)—Strategic Enrollment Management Planning: Theory And Practice (Pre-conference Workshop)
 - EM199 (5 credits)—Enrollment Management Models: Which One Should You Be Driving?
 - EM200 (3 credits)—Enrollment Management Management: Who's In Charge Here?
 - EM222 (3 credits)—Enrollment Management Professionals: Key Principles For Surviving And Thriving
 - EM340 (3 credits)—Orientation: Enrollment Management's Bridge From Recruitment To Retention
 - EM399 (3 credits)—Retention: Enrollment Management For Specific Populations
 - EM444 (3 credits)—The Registrar Does Enrollment Management: A Successful Early Warning Program
 - EM499 (5 credits)—Managing Enrollment For Student Satisfaction: An Integrated Admissions And Counseling Process
- 37 credits

1991 WARUCC Conference to Be in Canada

Now is the time to plan your Canadian vacation.

The 1991 conference of the Western Association of Registrars of the Universities and Colleges of Canada (WARUCC) is scheduled for June 23-26 at Whistler Village in beautiful British Columbia.

A variety of experienced and dynamic speakers are being approached to address such topics as legal issues, new approaches in servicing the client, how to improve your interpersonal and management skills, as well as topical sessions relating to registrars and student service functions.

A preliminary program and registration material can be obtained by contacting:

Alan McMillan
Chair, Program Committee
Emily Carr College of Art & Design
1399 Johnston Street
Vancouver, B. C.
V6H 3R9

Telephone (604) 687-2345
FAX (604) 681-3586

Summer Success Seminar

After its success in Santa Barbara last summer, PACRAO will again sponsor a Summer Success Seminar in California. It will be held at the beautiful San Francisco Airport Marriott Hotel on Thursday, July 25, 1991. Not only is the hotel easy to get to from the airport, but is convenient to fabulous San Francisco. The room rate for either single or double will be \$79/night (which is very, very good for this area) and will be in effect two days before and after the seminar. Plan your vacation now and take advantage of both a professional

growth opportunity and a chance to visit the San Francisco Bay Area. Details on the program will be mailed to CACCRAO members during April.

Dues

Booker Watt will be mailing Dues Invoices in the very near future. If your institution fails to receive one, please contact Booker: (206) 878-3710, Ext. 244.

Important Dates

- April 14-19 AACRAO Honolulu
- June 7 Newsletter Articles Due
- July 25 Summer Success Seminar
- July 26-27 Executive Board Meeting
- Aug. 9 Newsletter Articles Due
- Nov. 3-6 PACRAO—Salt Lake City.

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