



# PACRAO

N E W S

PACIFIC ASSOCIATION  
OF COLLEGIATE REGISTRARS  
AND ADMISSIONS OFFICERS

## A MESSAGE FROM THE PRESIDENT

In November 1993, PACRAO membership approved a change to our bylaws, specifying that the President, in conjunction with the Executive Board and Program Chair, assume responsibility for "EEO" activities. I interpreted this as a clear desire to assure that PACRAO activities directed toward under-represented groups were thoughtful, integrated, and supported.

Toward this end, I considered suggestions from Cecilia Rodriguez, Herman Lee and Deanna Wong, and a serious discussion was pursued at the Executive Board meeting in January. We approved the following plan:

The President will appoint a PACRAOan as "Diversity Development Advocate". This person will attend Board meetings, and offer comment, assistance and plans for PACRAO's efforts to foster diversity and professional development within our profession and with the association, vis-a-vis under-represented groups. The budget will include money to support travel of this person to Board Meetings.

The Advocate will create and manage a special activity or activities for the annual conference, subsidized through the budget. The budget will also include money for a Professional Development/Travel Grant program, and the Advocate will work with the Vice-President for 4-Year Institutions on this.

The Advocate will be responsible for convening an ad-hoc committee to discuss and implement the following activities for 1994: creation of a mentoring program (or "buddy system") for newcomers of under-represented groups at the annual conference; assisting the Vice President for 2-Year Institutions with membership development; considering special topics within planned summer workshops, or special summer workshops.

The Advocate is responsible specifically for professionals of color, but it would not be inappropriate to also oversee concerns of women professionals.

This is the plan for this year. Our

experience will tell us how to carry on in the following years. Should a permanent Board position be created? Should a standing committee be formed? Which activities deserve financial support? Is "Diversity Development Advocate" the best moniker we can come up with?

I want to hear from you, old-timer or newcomer. If you are interested in serving on the Diversity Development Advocate committee, call me at (503) 383-7243 right now.

Other news generated by Executive Board Activities is highlighted throughout this newsletter. Briefly, I will say that the Spokane conference already has the markings of a winner (especially its reasonable cost); that Summer Seminars will be HOT; that you should return your dues statement with payment on time because that's the only way you'll get the new and improved directory with e-mail and fax numbers; and that there's lots more to come from this vital association:

*Christine Karlin, President*

## UPCOMING MEETINGS IN THE PACRAO REGION

### April 28-29, 1994

*Association of Computing Professionals in Education "Leveraging Resources to Implement Strategic Plans"*

This conference will emphasize the use of technology in education and how educational institutions can leverage limited resources to make fuller use of technological opportunities. Sessions will discuss electronic records transfer, case studies, the Information Super Highway, partnerships, and using students for technology support. Registration Fee: \$95.

Contact: Dennis Carey, Oregon State System of Higher Education at (503) 346-5751 or Internet: carey@osshe.ou

### April 13-15, 1994

*"California Community Colleges": Building Partnerships, Empowering Communities in San Jose, CA.*

Contact: Rod Tarrar at (916) 445-4755.

### April 13-15, 1994

*Regional meeting, National Academic Advising Association in Seaside, OR.*

Contact: Jack Bennett (503) 346-3211.

*Continued on page 2*

**April 15-16, 1994**

*"Diversity in Higher Education", Community College Association in Burlingame, CA.*

Contact: CCA at (916) 726-4207.

**April 18-20, 1994**

*Regional community college conference, American College Testing at Laughlin, NV.*

Contact: (916) 361-0656.

**May 3-6, 1994**

*College fairs, National Association of College Admission Counselors in San Diego, Riverside, and Pasadena.*

Contact: Mark Milroy, NACAC, at (703) 836-2222.

Information requested

on other

PACRAO regional meetings.

**May 13-15, 1994**

*Spring Meeting, Community College Association in San Francisco.*

Contact: CCA at (916) 726-4207.

**May 16, 1994**

*Biennial seminar in international education and Western regional conference in San Francisco.*

Contact: IIE at (415) 362-6520.

**June 5-7, 1994**

*"Admissions Middle Management Institute", NACAC at Stevenson, WA.*

Contact: Toni Granger at (703) 836-2222.

**June 21-24, 1994**

*"High Tech, High Effect, High Touch: Doing Our Work Better at Less Cost" conference on the use of technology in admissions and records. Contact: Exploring Technologies Conference, 348 HCEB, BYU, Provo, UT 84602.*

**July 13-17, 1994**

*"Workshop for Admission Counselors of Color", NACAC in Chicago.*

Contact: Toni Granger at (703) 836-2222.

**July 17-20, 1994**

*"Summer Institute in Student Recruitment" Council for Advancement & Support of Education at Montana State University, Bozeman, MT.*

Contact: CASE at (202) 328-5900.

**August 11-13, 1994**

*"Admissions Institute: Unleashing the Power of Experienced Leadership" AACRAO in Breckenridge, CO.*

Contact: Georgeanne Porter at (314) 882-7744.

*We would like to start a calendar of events for the PACRAO Newsletter. If you are aware of other meetings in the PACRAO region which may be of interest to your colleagues, please send that information to the editor, Mary M. Neary.*

## PACRAO MEMBERSHIP SPEAKS OUT

**T**hanks to 197 of you, our January membership survey effort was successful. We have a gold mine of information with which to plan our priorities and activities.

The good news is that 43% reported that their involvement with PACRAO has stayed the same, and 32% reported that their activity has increased. We interpret this as a strong vote of confidence in the services and benefits of PACRAO. Many commented on the difficulties with their institutional budgets, though, reminding us to keep lean and mean.

Respondents indicated a strong preference to continue our emphasis on the annual conference, though this is balanced by responses which indicate a growing desire to have more "drive-in", lower-cost workshops. The appeal of the Summer Seminars' low fees and target toward front-line staff apparently is not lost on PACRAO members.

Ratings and comments indicate interest in a meatier newsletter. Our membership directory is rated satisfactory, but there were many requests for e-mail and fax numbers.

Members indicated satisfaction with PACRAO's emphasis on activities directed toward women and professionals of color.

The runaway item concerned leadership opportunities in PACRAO. Most respondents wanted more opportunities.

A minority of respondents indicated a desire for change in PACRAO's emphasis and conferences. However, most of the comments were favorable and included valuable suggestions: more technical sessions at the conference, more sessions about personal development, a Saturday-Tuesday conference schedule, better inclusion of admissions, community college and Canadian interests, and an increased recognition of newcomers. There was no substantial interest in a bi-annual (every two years) conference.

We also discovered that the respondents not only take time to answer surveys, but that about half of them are involved in state AACRAO-type associations and AACRAO. Busy folks!

Based on responses, the Board has made a stronger commitment to the newsletter, will add e-mail and fax numbers to the directory, is making efforts to enlarge participation and leadership roles, and is slimming its budget to keep services affordable. And there will be more...

About half of the respondents indicated an interest in involvement, and some even gave us their names! These names have been referred to the Program and LAC committees for Spokane

as well as listed for future possibilities. Another way to become more involved is to apply for a professional development grant (see Newsletter insert for proposal information). Our challenge is to be fully responsive.

Thanks to Jesse Welch and his staff at PSU for printing and mailing the survey, and to you, for responding.

## PACRAO 1994

Come and experience the great Northwest! All PACRAO members attending this year's annual meeting can join us in celebrating the beauty of Eastern Washington and Northern Idaho. Hospitality Tours will include some of the following:

- A 3 1/2 hour tour of historical Spokane, including some beautiful parks, mansions, and museums;
- A visit to the Green Bluff Orchards for a taste of the apples Washington is famous for, as well as a tour of one of the most beautiful and historical wineries in Spokane, the Arbor Crest Winery.
- A tour and a chance to taste the wine at three of Spokane's awarding-winning wineries.
- A Fun Run/Walk "Along the Centennial Trail", the scenic path that winds through downtown Spokane. Prizes will be awarded to both winners and non-winners.
- A day shopping at the Factory Outlet Mall in Post Falls, Idaho, ending with an evening placing bets and rooting for your favorite dog at the Greyhound Dog Track.

If you have any questions or comments regarding pre-conference activities, please contact:  
*Lisa Nichols Hospitality and Tours*  
*Gonzaga University Admissions*  
*E. 502 Boone Street, Spokane,*  
*WA 99258*

While the Hospitality Committee is hard at work on organizing tours and other events, the members of the Program Committee are also hard at work. Since their planning meeting on Spokane in January, they have been arranging for scintillating keynote speakers and finalizing presenters for over fifty workshops and sessions. Among the "hot" topics guaranteed to be sell-outs among PACRAO professionals are a presentation regarding the National Student Loan Clearinghouse, and a workshop that will assist PACRAOans in merging onto the Information Superhighway!

A new offering will be the FERPA Doctor. It

seems we all have questions regarding the appropriate implementation of the Family Educational Rights and Privacy Act on our campuses. A number of our PACRAO colleagues with expertise in that area will staff a booth at posted hours during the conference to help you with your FERPA "ills". Move over Lucy of "Peanuts" fame. The FERPA Doctor is in - 5 Cents!!!

More information to come in future editions of the Newsletter!

## STATUS OF EARTHQUAKE RECOVERY EFFORTS AT CALIFORNIA STATE UNIVERSITY-NORTHRIDGE

California State University-Northridge, with its approximately 25,000 students, is the fourth largest in the 20-campus California State University system. The campus consists of over 100 buildings, spread out over 353 acres in the heart of the San Fernando Valley, a suburb of the city of Los Angeles, containing 1.2 million of the city's 3 million population.

The 6.6 earthquake which struck Northridge in the early morning hours of January 17th, disrupted life in the area and at the University in profound ways. No major public university in the nation has ever experienced the extensive damage and disruption wreaked upon CSUN in just 40 seconds. All buildings on campus have been affected to some degree.

Despite the enormity of problems, the University was committed to rebuilding a program for the spring semester, which began February 14th - a scant two weeks later than normal. To achieve this goal:

- The University rented 300 single-story temporary structures at a cost in excess of \$5.5 million for a period of six months. These temporary buildings have been and will be placed around the campus for use as interim classrooms, faculty offices, and meeting spaces.
- Class schedules have been redesigned to provide continuous instruction 7am to 10pm weekdays and extended hours on Saturdays in an effort to accommodate student needs with a limited number of useable classrooms.

The University has accelerated its plan for creating a one-stop student access center, which will combine student advisement, career counseling and financial aid in one location.

The University has incurred substantial cost in preparing the campus for reopening. To date, the University has:

Experience the  
great Northwest at this year's  
PACRAO Annual Meeting.

- Expended \$1,500,000 for emergency telephone service to the temporary buildings; \$3,000,000 in short-term instructional equipment rentals; and \$1,000,000 to equip student labs with 400 computer stations. Until access to buildings is permitted, it is not known how many of the University's 5,200 pre-earthquake computer stations survived.

- Expended \$22,000 per day in asbestos clean-up campus-wide and \$25,000 per day on hazardous chemical clean-up, primarily in the 4 science buildings.

- Expended \$3-\$5,000,000 in professional structural engineering evaluations of all campus structures; \$50,000 for testing campus electrical systems and underground trunk lines; and \$500,000 in emergency supplies (gloves, flashlights, hard-hats, tents, and plastic sheet for roofs).

- Expended \$840,000 in demolition and heavy debris clean-up for buildings.

The impact on records, academic and non-academic, has been incredible:

- All of the University's communication systems have been disrupted; phone service is skeletal; data systems such as e-mail, Internet, and other local networks are not operational; mail service has been re-established, but the backlog is immense.

- Student loans and financial aid checks exceeding \$7 million are stored in a safe in a building which is currently inaccessible.

- Touchtone registration, in process when the earthquake struck, was disrupted. At great risk to life and limb, CSUN employees climbed through a fourth floor window in the South Library which houses the University's computer operations and mainframe to rescue computer back-up tapes. These tapes were subsequently transported to our sister campus in Fresno, thus enabling the registration process to continue.

- Production of academic transcripts needed for job and graduate school applications was also interrupted. No official transcripts had been issued from January 14th to February 14th.

- All student files located in Admissions and Records will need to be reassembled once access to the severely damaged Administration building is permitted.

- Business and personnel records located in the administration building are inaccessible. Until the building can be entered, all business and personnel operations have been postponed.

The evaluation process for employees has been postponed; recruitment which was underway for faculty and staff for the spring semester has been delayed. In addition, the employment verification process has been interrupted.

The University faces an awesome task in its effort—in the short term, to mount a viable instructional program which will enable students to continue process toward their degrees, and in the long term, to rebuild the campus. We have been greatly assisted in a variety of ways.

The CSU Chancellor's Office made a commitment to revitalize the campus as quickly and effectively as possible by relaxing deadlines, policies and procedures in order to expedite reopening of the campus. It also assembled a FEMA team to assist the University.

Seventeen CSU campuses sent police officers to assist with securing the interior and perimeters of the campus. Other campuses provided custodians, ground workers, laborers, electricians, haz mat and filming crews, and administrative staff. Campuses have also provided their facilities for a variety of purposes ranging from touchtone registration to temporary housing for laboratory animals. Two campuses are sending small modular buildings.

In addition, other local institutions within the University of California and the California Community Colleges systems have contributed to the Cal State Northridge recovery effort.

Help has been received from both the California Conservation Corps, which continues to provide 24-hour perimeter security for the campus, and the Orange County Search and Rescue team, whose members arrived very early on the scene with a horse patrol, medical team, generators, tents, and who helped clear away heavy debris.

We are truly grateful for the assistance we have been provided, without which the institution could not have contemplated reopening even a limited program in such a short period of time. Much remains to be done in order to achieve total recovery. The total financial impact to rebuild California State University-Northridge will not be known until aftershocks have abated and buildings have stabilized to the point where re-entry and assessment can take place.

The Northridge Quake has already been described as the costliest natural disaster in the

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the University  
have reached \$300 million.*

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nation's history. Based on expenditures to date and on data that we have been able to accumulate this far, rough estimates to rebuild the University have reached \$300 million, making it surely the costliest disaster to a major public higher education institution in the country.

Total recovery will depend on the joint commitment of local, state, and federal resources. California State University-Northridge is grateful for and urges support of Congressional efforts to assist in the recovery process.

*Excerpted from February 9th correspondence with President Blenda J. Wilson, California State University, Northridge.*

### THE CLASS OF EIGHTY-EIGHT

**N**o, we're not referring to a high school or college graduation event, but rather to the 88 PACRAO colleagues who are involved in the AACRAO program in Boston. That's right, eighty-eight of us are attending, presenting and recording at the 80th Annual Meeting. There

*AACRAO Annual Meeting*

*April 17-22, 1994*

*Boston, MA*

are undoubtedly many more PACRAOans attending, some involved in AACRAO governance and committee work, and others who will be there for enrichment and renewal. AACRAO begins on Sunday, April 17th, and goes through Friday, the 22nd.

Be sure to mark your calendars now for the PACRAO reception in Boston. It's set for Monday evening, April 18th, beginning about 6:00. Bob Morley from USC, our unofficial PACRAO entertainment chairperson, has put together a wonderful event. PACRAO President, Christine Kerlin, promises it will be enjoyable. Perhaps Christine will launch her much anticipated musical career that night. Perhaps not!!! Plan to attend.

**ATTENTION: HAWAIIANS AND OREGONIANS**

**W**hat do colleagues from these two states have in common you ask? Plenty! Besides being productive and hospitable folks, they will each host a PACRAO Summer Seminar. David Robb, Director of Admissions and Records at the University of Hawaii, Manoa, and Paul Olson, Registrar, Willamette University,

Salem, Oregon, are presently working on the logistics and curriculum content for this annual summer program. The seminar was held in Fairbanks, Tacoma, and San Diego last summer, with previous programs having been held in Montana, San Francisco, Utah and Idaho. The seminar is intended to provide relevant registrar/admissions information to office staff level colleagues, people who do the work of admitting and enrolling students but don't always enjoy the opportunity of attending the PACRAO annual conference. Registration numbers have always been high and program evaluation enthusiastic and very supportive of the concept.

Watch this space! More information, including dates, locations, and topics in the June Newsletter.

### IN MEMORY...

**H**oward Shontz was very active in PACRAO and AACRAO during his 47-year career with the University of California. He began at Berkeley, first as a student and later as an employee. He moved on to Davis, then to Santa Cruz and completed his career back at Berkeley in the Office of the President.

Howard was PACRAO President in 1963 and attended his last PACRAO meeting in Sacramento in 1989, the year before his death.

Howard was an effective administrator, sensitive counselor, and valued friend to all who knew, worked, and laughed with him. He was able to balance his work and home life by intertwining office, associational, and personal responsibilities and tasks. His widow, Lurie, is as familiar with PACRAO as many of our colleagues.

Lurie gave me, as PACRAO President 1993, Howard's AACRAO pin. She thought, and I readily agreed, that it would be appropriate for Howard's pin to continue active exposure. I, at the business meeting of the 1993 Annual Conference in Sparks, gave the pin to incoming President, Christine Kerlin, who will, at the conclusion of the Spokane Annual Conference, November 1994, pass it along to Melanie Bell, President-Elect. In this way, Howard's contributions to both PACRAO and AACRAO, as symbolized by his pin, will remain active and productive.

AACRAO recently designed and has made available for distribution a new pin, however, the old style retains the association's distinctive color and logo. It seems to be a fitting tribute to the memory of a colleague who contributed so much.

*Submitted by Roger Anderson, Past President 1994*

## PACRAO EXECUTIVE BOARD 1994

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## *PACRAO Professional Development Grant*

### **STATEMENT OF PURPOSE**

The PACRAO Executive Board is committed to returning PACRAO assets to its members.

The PACRAO Executive Board believes development activities can benefit both the individual and strengthen the expertise of the PACRAO region.

Therefore, the Executive Board will create a professional development fund each budget year (in addition to the PACRAO Conference Travel Grant) and disburse it to members who, through the application and proposal process, are judged to merit such assistance as PACRAO funds can provide.

### **PROCESS**

1. Budget for the professional development fund will be decided at the February Executive Board meeting.
2. Responsibility for professional development grant administration lies with the Vice President for Four Year Institutions.
3. Announcements of the professional development grant opportunity and application and proposal process will appear in the PACRAO newsletter, on the PACRAO listserv, and by separate mailing, if necessary.
4. Applications will be reviewed by the two Vice Presidents, the President, and President-Elect, and coordinated by Vice President for Four-Year Institutions. It is implicit in their duty that this be done in a timely manner. Application deadline is June 1.
5. Special consideration will be given to proposals which address:
  - A. Original research, and/or
  - B. Problem resolution, and/or
  - C. Topics of diversity and/or
  - D. Activities that may benefit and serve the PACRAO region.However, other circumstances may be considered.
6. The Vice President, Four Year Institutions, will notify the applicant and supervisor in writing of the award.
7. Award amounts may vary, depending upon the amount in the budget, the number of applicants, and the merits of each proposal.

### **GUIDELINES**

A written proposal should be concise and clear, stating what is to be accomplished; who will complete the work, the cost, and the length of time needed to complete the project. The proposal should be factual; and avoid generalizations. Be prepared to redirect goals and rewrite the proposal if required. Proposals for professional development can include funding to do original research on a topic; implement solutions already identified; attend special interest workshops or conferences; etc.

The following are the items which the proposal should address:

1. Introduction and Objectives: Summarize logically and concisely why the applicant wishes to do the activity. Establish benefits which will result from the activity. Explain the objectives.
2. Summary: Make a brief statement of the major features or structure of the proposal. Provide an objective judgement of the importance of the activity. Indicate possible sources of cooperation with other groups or identify any duplication of effort.
3. Need for the Activity: Establish the need for the activity indicating why and how it has not been satisfied.