

JUNE

1994



PACRAO

N E W S

PACIFIC ASSOCIATION
OF COLLEGIATE REGISTRARS
AND ADMISSIONS OFFICERS

A MESSAGE FROM THE PRESIDENT

The AACRAO meeting in Boston was not only informative and fun, but it was particularly satisfying for PACRAOans. Kudos are due those colleagues from our region; Jeff Tanner (BYU) who handed over the AACRAO President's gavel to Nancy Sprotte (SDSU); Melanie Bell (Gonzaga) who was lauded for authoring the AACRAO book on Touchtone Registration; Bill Brown (UCSD) chair of the AACRAO Committee to develop a new Academic Record and Transcript Guide; Erland "Pete" Peterson (BYU) chair of the Committee on Outcome-based Education; Ron Heath (SFU), this year's President of ARUCC (Canadian Registrars); and Mary Neary (ASU), chair of the SPEEDE Committee. Many other PACRAOans are making professional contributions, too, and we'll devote more space in the next

newsletter highlighting their efforts.

On the home front, I am well aware that each of us is just at the finish line for the academic year. We made it! A few PACRAO gems lie ahead: Summer Seminars in Oregon and Hawaii, Professional Development Grants, and the

conference in Spokane, November 6-9.

I hope each of you finds some rest and enjoyment this summer, and perhaps a really good book.

Christine Kerlin, President

DIVERSITY DEVELOPMENT ADVOCATE

PACRAO President, Christine Kerlin, has appointed Cecilia Rodriguez, Registrar, at Cypress College in California as Diversity Development Advocate.

This newly created position involves creating and managing special activities for the annual conference such as the Diversity Development breakfast (formerly EEO breakfast) and the Diversity Development Connection (formerly Shared Ethnic Caucus).

The position of diversity development advocate is responsible specifically for

professionals of color. Some proposed activities include: a mentoring system for new professionals of color; outreach efforts for membership development; special conference sessions and/or summer success workshops dealing with issues of diversity.

Cecilia is forming a Diversity Development ad-hoc committee to create a mission statement as well as goals. The committee will correspond via phone, mail and FAX to discuss issues of importance to our ethnic membership.

In early May a survey was mailed to all self-identified PACRAO members of color. The purpose of the survey is to identify the needs of our ethnic membership as well as identify those individuals who want to get involved with PACRAO. We encourage all survey recipients to complete the survey and return it as quickly as possible.

Should you have questions (or ideas!), feel free to contact Cecilia at (714) 826-2220, x344 or FAX: (714) 527-8238. Remember there is strength in numbers and only in sharing our diversity can we build bridges to a better and stronger organization.

SUMMER SEMINAR UPDATE

Thanks to David Robb, University of Hawaii, Moana, Paul Olson, Willamette University, Christine Wilkinson, Arizona State University, and Robert Swanson, AACRAO, the 1994 PACRAO SUMMER SEMINAR SERIES is planned and scheduled for the University of Hawaii, Friday, June 24, and on the Willamette University campus, Monday, June 27. The program begins at 8:30 with check-in and concludes no later than 4 in the afternoon. Christine and Roger will present their Five Star Service and Developing Teamwork program. Hawaii and Willamette will include other topics of local and regional interest to round out the day.

Seminar announcements will be mailed from the Hawaii and Willamette campuses to colleges and colleagues within convenient commuting range. There will be a nominal charge, which will include program materials, refreshments, and lunch.

Students, faculty, staff, and the general

Continued on page 2

public have many needs that only Admissions and Records staff can fill. Yet, with time demands, workloads, new technology, and personal stress levels on the increase, we often find it hard to satisfy the expectations of fast, friendly, and effective service.

But treating our customers right can happen ONLY IF we understand and apply the principles of teamwork. As members of an Admissions or Records Office, we must recognize both the importance of our individual contributions AND of the combined results of everyone working together.

The session will examine the key ingredients to achieving successful service and teamwork, utilize role playing and audience involvement to see what defines effective service and teamwork, and provide strategies for you and your office to join the 5-Star Service Team to benefit your coworkers AND your customers!

*Treating our customers right
can happen only if we understand
and apply the
principles of teamwork.*

The program will be offered by Dr. Roger M. Swanson, Associate Executive Director of AACRAO, and Dr. Christine Kajikawa Wilkinson, Vice President for Student Affairs at

Arizona State University. Active as PACRAO and AACRAO leaders and presenters for many years, they initiated the Summer Success Seminar in 1986, and recently published a new book, *Training New Admissions Recruiters: A Guide to Survival and Success*.

AACRAO TASK FORCE TO REVISE ACADEMIC RECORD AND TRANSCRIPT GUIDE

A newly appointed task force charged with revising AACRAO's *Academic Record and Transcript Guide* invites all PACRAOans to comment and provide suggestions for improving the Guide, including new topics to be explored, new perspectives, and reasons to consider current positions. Please send comments to the chair, Bill Brown, Assistant Registrar, University of California, San Diego, 9500 Gilman Drive, Dept. 0021, La Jolla, CA 92093-0021. E-mail: wobrown@ucsd.edu.

PACRAO is proud to have three PACRAOans serving on the task force: Bill Brown, Greta Mack (CSU, Long Beach) and Gerhard Bolli (Snow College).

THE COLLEGE BOARD SUMMER INSTITUTE

The Thirteenth Annual College Board Summer Institute on College Admissions and School Relations will be held July 17-22, 1994, at the University of California at Santa Cruz. The fee of \$575 includes tuition, room, board, and resources materials. Topics to be addressed are: admission case studies, marketing, recruitment strategies, unrepresented students, transcript evaluation, high school visits, testing and test preparation, international students, and ethical considerations. For more information, contact Kris Zavoli, The College Board, 2099 Gateway Place, Suite 480, San Jose, CA, 95110-1017. Phone: (408) 452-1400.

CALL FOR RETIREES

If you are retiring, or you know other members of PACRAO who are retiring this year, we would like to honor you at the Recognition Luncheon at the Annual Meeting in Spokane. Please write, phone, FAX, or e-mail names to: Sally Hickok • Chair, 1994 Awards Committee • University of California, San Diego • 9500 Gilman Drive • La Jolla, CA • 92093-0021 • Phone: (619) 534-0081 • FAX: (619) 534-5723 • E-mail: SHICKOK@UCSD.EDU

MANY THANKS

The Bob Morley team ordered some food, found a room with a view, hired "professional" decorators, found some amateur gangsters (oops, songsters), and wooed the Canadians to join us, making the PACRAO reception at AACRAO an event to remember. Thanks, Bob and crew! We can't wait to see the pictures.

IN MEMORY

Bill Gowler (AACRAO President, 1986) reports that Theodore "Spud" Harder died February 14, at age 87. Spud Harder served as Dean of Admissions and as Registrar at UC Santa Barbara, retiring in 1971. He was a regular contributor at PACRAO and AACRAO conferences, and a "good man" according to Bill. Bill has recently returned from two months on Thailand, and has projects lined up with Santa Barbara City College and the California State University system.



**SUSAN CLOUSE DOLBERT,
PRESIDENT ELECT**

Susan Clouse Dolbert is the Director of Undergraduate Admissions at Arizona State University. She has also served as Director of Admissions and Career Development at Embry-Riddle Aeronautical University. She has served as

Secretary for PACRAO in 1992-93, and as a member of the Program Committee for the 1992 PACRAO conference in Phoenix, as well as Facilities Chair on the Local Arrangements Committee. Susan also served on the Program Planning Committee for the 1991 PACRAO conference in Salt Lake City. In addition, Susan has presented at nine PACRAO conferences.

Her involvement with AACRAO involves four years service on the Enrollment Management Committee, participation in the three Strategic Enrollment Management Conferences, and presenting at five AACRAO conferences.

Susan has served Arizona ACRAO as Past President in 1992-93, President in 1991-92, and President-Elect in 1990-91. She has also served on the Planning Committee of the annual AzACRAO Staff Development Workshop. Susan is currently President of the Arizona High School/College Relations Council and has also served as President-Elect and on the Executive Committee of the Council as the four year institution representative. She is the Conference Chair for the 1995 Regional Conference for the College Board and has been a member of the 1988 Program Planning Committee for the Western Regional College Board Forum, and has presented at three College Board Forums.



**JANET WARD,
FOUR-YEAR VICE PRESIDENT**

Janet Ward has been at Seattle Pacific University since 1988 and is currently the University Registrar and Director of Admissions. Highlights at SPU include co-chairing the university's successful implementation of a new computer information

system (3 year project) and implementing new management techniques (e.g. work teams, holistic management approach, continuous improvement) which focuses on enhancing customer service.

Janet came to SPU from Pierce College, a community college, where she was the Director of Registration and Student Aid. She has worked in higher education administration for 15 years.

The last few years she has been active in AACRAO, and has served on the professional committee for Non-Traditional and Continuing Education (1990-93), which she co-chaired in 1991-92. Additionally, she has made several presentations, served as program chair for several sessions, and was published in the Conference Papers for the article "Managing the Beast: Managing Growth in Continuing Education Programs From a Registrar's Perspective".

Active in PACRAO since 1986 she has been a presenter several times.

Washington State affiliations includes Board of Directors for the Washington Council on High School and College Relations, President-Elect and Secretary for the Washington Association of Community College Registrars and Admission Officers (1986-88), presenter for the American Association for Women in Community and Junior Colleges.

SPEEDE/EXPRESS GETS A BC BOOST

Ron Heath, Registrar at Simon Fraser University in British Columbia, has recently received a \$40,000 allocation of funds from the Ministry of Skills, Training and Labour to expand the implementation of electronic data interchange (EDI) technology. The grant will be administered through Simon Fraser University and will be used to encourage and assist in the development of initiatives among the universities and colleges in British Columbia to implement the transfer of transcripts electronically. The grant builds on previous experience, also funded by the Ministry, which led to the successful

electronic transfer of student files between Simon Fraser University and the University of British Columbia using the standards that have been developed through SPEEDE/EXPRESS.

Ron Heath will work in conjunction with Susan Haglund of the Open Learning Agency in Burnaby and Thorne Won of North Island College in determining an implementation schedule for the other universities and colleges in British Columbia.

Congratulations, BC, in gaining funding for this important endeavor!



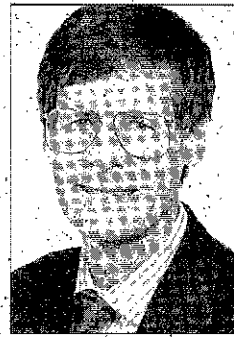
**CECILIA RODRIGUEZ,
TWO-YEAR VICE PRESIDENT**

Cecilia Rodriguez is Registrar at Cypress College in Cypress, California. Prior to coming to Cypress she was Assistant Registrar at the University of California, Los Angeles from 1988 -

1991. Rodriguez also served as Assistant Director of Admissions at Cerritos College in Norwalk, California. She began her admissions and records experience at California State University, Long Beach in 1979.

Cecilia has been a member of PACRAO since 1985. Her affiliation with the organization includes Program Chair for the 1992 conference, member of the Nominations and Elections committee, member of the Executive Committee, as well as a member of the Program committee. Additionally, she has been a session presenter, chair and recorder at various annual conferences. Cecilia is also active in AACRAO. Currently she is a member of the Professional Access and Equity Committee. She was a session presenter in 1991 and 1992. She has also served as session chair and recorder.

Cecilia is a recent alum of the Educational Policy Fellowship Program. A full year fellowship in which fellows discuss educational policy issues at the federal, state and local level. Part of the program included site visitations to Washington, D.C. and Sacramento, CA.



FRED DEAR, SECRETARY

Fred Dear is the Associate Registrar at the University of Southern California and has held various positions in the Office of Academic Records and Registrar since 1966. He has been active in PACRAO since

1974 and AACRAO since 1980. He has served PACRAO as Registration Co-Chair for the 1988 Annual Meeting in Long Beach, as a member of the Nominations and Elections Committee in 1991 and member of the Program Committee for the 1993 Reno conference. He has served both AACRAO and PACRAO as a recorder, presenter and program chair for several sessions. Also a member of CUMREC since 1987, his affiliation with that organization includes Local Arrangements Committee and Co-Chair of the Registration Committees, 1988. Active in several university organizations and the committees, Fred recently completed a two year term as President of the University of Southern California Staff Club.

*Welcome on board to the
new PACRAO
Executive Officers.*

SPEEDE WORKSHOP IN SAN DIEGO

Make plans to attend a SPEEDE implementation workshop at the Hanalei Hotel in San Diego, July 14th and 15th. Thursday's session will begin at 1:00pm and will focus on general EDI implementation issues; with Friday's session focusing on implementation issues specific to California. The workshop is being hosted by San Diego State University, with Lynne Perry serving as Local Arrangements Coordinator and Bob Morley as program coordinator. The \$25 registration fee also covers a

reception Thursday night and breakfast Friday morning. Hotel rooms are available for \$65 single, \$75 double. Reservations can be made by calling (800) 882-0858. For more information contact Lynne (lperry@anr.sdsu.edu) or Bob (morley@mizar.ucsd.edu). Information will continue to be provided via the various listservs.

PACRAO '94 IN SPOKANE

PACRAO '94 in Spokane—Along the Centennial Trail—promises to be one of the best and most economical professional opportunities you will have this year! From the minute we circle up the wagons for your big Western-theme welcome on Sunday, November 6th, to the announcement of the 1995 conference plans at breakfast on Wednesday, your Local Arrangements Committee (under the agile bull-whip of Kirk "Keep 'em Moving" Koenig) has

planned a full schedule. Watch for your registration packet in August. Meanwhile...

Time to Travel will be the official travel agency. Contact them at (800) 727-9142, or call (208) 765-6545

collect and mention PACRAO. Time to Travel will provide discounted rates in and out of Spokane and make it possible to get some free plane tickets for door prizes.

Headlining the Sunday opening session will be Marilyn Grey (educator, school psychologist, college faculty member and author of *It's All In Your Head*) on Sunday, addressing "Laboring in Higher Education—Can Laughter Really

Lighten the Load?" Other days' featured speakers are William J. Sullivan, S.J., president of Seattle University, and Dr. Jeffrey D. Baker, Commissioner of the Montana University Systems, on public versus private institutions; and Alene H. Moris, career/life planning counselor and consultant, on transforming the future.

On Tuesday, don't miss "an Evening with Louis", a night of fine dining and entertainment in the historic Davenport Hotel in Spokane! Enjoy some of the Northwest's finest cuisine served in the recently renovated and elegant landmark building, and then... The Trenchcoats—A Cappella Extraordinaire! Pure entertainment, a mix of music, comedy and dance that appeals to all. Their music knows no barriers and appeals to every taste and style.

In recent years, some members have expressed an interest in early registration. For those of you with fiscal year-end monies available, please make your reservations early by using the form below. Please keep in mind this is the conference registration fee only. The program and detailed registration form will arrive by mail in August at which time you and your guests may also register for preconference workshops, special meals and specific workshops. Additional fees will need to be submitted with the official registration form.

Sign up now for early registration.

PACRAO 1994 CONFERENCE EARLY REGISTRATION FORM
68th Annual Conference - Spokane, Washington
November 6-9, 1994

Duplicate this form as necessary — one registrant per form. Keep a copy of the complete form for your records. Please print.

Name _____ Title _____
 Last First
 Institution _____
 Mailing Address _____
 City State Zip
 Phone () _____

Enclosed is \$130 for Members \$155 for Non-Members

Make check payable in U.S. dollars to PACRAO 94 (no credit cards please). Return this form and your check to:

PACRAO Registration
 Jean Lang
 Admissions Office
 University of Idaho
 Moscow, ID 83844-3133

Amount received _____
 Date received _____
 By _____

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PACRAO 1994-95 Nominations and Election Committee Ballots

INSTRUCTIONS

Vote for five individuals only. Ballots with votes for more than five will be disqualified. Place your ballot in one of your institution's envelopes and PRINT YOUR NAME ON THE BACK FLAP OF THE ENVELOPE. It is important that you do this so we can verify the eligibility of the individual casting the ballot. Return your ballot by June 30th to Sally Hickok, Chair, PACRAO Nominations and Elections Committee, Office of Admissions and Registrar, University of California, San Diego, 9500 Gilman Drive, La Jolla, CA 92093-0021.

BRIAN EVANS

Idaho State University, Coordinator, Idaho H.S. Enrollment Programs. *IACRAO*: 2nd Vice President; 1st Vice President; President Elect; High School Relations President. *PACRAO*: Recorder; Presenter; Program Committee Member.

MASA K. FUJITANI

University of California, Irvine, Associate Director of Admissions and Relations with Schools. *PACRAO*: Evaluations Committee; Facilities Committee; Hospitality Committee; Registration Committee; Recorder. *AACRAO*: Facilities Committee; Hospitality Committee; Recorder; Asian Caucus Member. *PACRAO* since 1975.

PENNY GALLAGHER

Vancouver Community College, King Edward Campus, Registrar. *PACRAO*: Member since 1988; *AACRAO*; *CAUSE*; *WARUCC*: Program Committee 1991; *ACCC*: Resource Person, Towards True Equity Project.

CARLENE A. GIBSON

Cypress and Fullerton Colleges, Dean of Admissions and Records. *PACRAO*: Programs Participant; Recorder. *CACCRAO*: Conference Registrar; Presenter; Session Recorder; and Chair. *RMACRAO (Rocky Mountain)*: 1981-85, Presenter; Session Recorder. *PACRAO* since 1986.

JAMES T. MANSFIELD

Associate Director of Admissions and Records, University of Alaska Fairbanks, Fairbanks Alaska. *AACRAO*: Non-Traditional Education Committee 93-94; Nominations and Elections Committee (Alternate) 93-94; Chair: Financial Aid Committee 90-91; Financial Aid Committee 88-90; EEO Liaison-AACRAO/PACRAO 86-87; Undergraduate Admissions Committee 72-75. *Regional/State Activities, Pacific ACRAO*: Nominations & Elections Committee 92; Secretary 89-90; Chair, Conference Program 87; Executive Committee 86-87; Program Planning Committee 86. *PACRAO* since 1969.

LARRY P. MASON

University of Nevada, Las Vegas, Director of Admissions. *PACRAO*: Meals and Special Events Chair; Program Participant. *AACRAO*: Chair, Meals & Special Events, Tours; Local Arrangements Committee; Program Participant, *WACAC*: Human Relations Committee member. *NCA*: Past President, Nevada Counseling Association.

MICHELE F. O'NEILL

Western Montana College; Director of Admissions/Coordinator of Student Affairs. *MACRAO*: Vice-President 90-92; President 92-94; *PACRAO* Planning Committee 1991; *PACRAO* Conference Presenter 1990, 1991, 1992.

CHARLES L. OLSON

Utah State University, Registrar. *UACRAO*: Past President; President; President Elect; Vice-President; Treasure; Local Arrangements Chair.

DEAN PIELSTICK

Chenéketta Community College, Director of Admissions, Records and Registration. *OrACRAO*: Program Committee; General Session Presenter; *SRTK* Committee. *PACRAO*: Session Chair. *OrACRAO* since 1991. *PACRAO* since 1992.

NANCY YOULDEN

Washington State University, Associate Director of Admissions. *PACRAO*: Receptions/Banquet Chair 1994 Local Arrangements Committee; Presenter and Participant. *AACRAO*: Presenter and Participant.