

SEPTEMBER

1994



PACRAO

N E W S

**PACIFIC ASSOCIATION
OF COLLEGIATE REGISTRARS
AND ADMISSIONS OFFICERS**

GREETING FROM THE PRESIDENT

Good news, fresh from our recent Executive Board meeting: PACRAO is in very good shape. Membership is steady. Conferences and summer seminars have excellent attendance. The newsletter and PACRAO-L provide reliable communication. Professional development grants are being awarded. Activities to promote diversity are well in hand. Members' interests are at the forefront of planning. Our financial planning is sound. These items, and more, point to a healthy association.

November's Spokane conference is building on the PACRAO tradition of excellence. As usual, new ideas abound, and we look forward to visits with the FERPA doctor, poster sessions and roundtables, special sessions for professional schools, and opportunities to learn more about electronic communication. The

conference committee has made a special effort to reach out to Canadian members, since Spokane is reasonably close to both BC and Alberta. As for atmosphere, well, I, for one, plan to bring several sweatshirts. Many thanks to the members of the program and local arrangements committees for their diligent and imaginative efforts.

It's a joy to report positive news. I must say "Thank you for providing me with the opportunity to be PACRAO President this year."

It is proving to be a vital mixture of professional and personal development, international travel, and a lot of work.

In terms of the professional and personal development, I have been able to meet many new colleagues, pay attention to new technologies and issues, and learn once again what synergy means.

In June, I had the honor of representing PACRAO at the conference of the Association of Registrars of Universities and Colleges of Canada, of which PACRAOan Ron Heath was President last year. That experience taught me a lot about how to present a first class conference, and brought me into contact with colleagues across Canada. It was also a

unique opportunity to learn about the issues our Canadian PACRAOans face: new privacy policies, common application centers, etc.

"A lot of work" means just that. PACRAO is a complex enterprise, and we are fortunate to have a hard-working Board to oversee its numerous activities. Thanks for letting me lend a hand at the helm.

UPCOMING MEETINGS

October 9-11, 1994

Legal Issues on Admissions and Records
in Salt Lake City, UT.

Experience a comprehensive, interactive program conducted by college and university attorneys and campus A&R experts on how to deal with such legal issues as Student Right-to-Know, FERPA, fraudulent credentials, liability in admissions and recruitment, and emerging issues.

Contact: Elizabeth Van Brunt in the AACRAO Office at (202) 293-9161.

October 9-11, 1994

SPEEDE/EXPRESS Workshop
in Raleigh, NC.

Providing electronic data interchange standards for transcripts, admission applications, and financial aid information, SPEEDE points the way toward the future, with attendant cost savings, improved accuracy, and tighter security. Add your institution to the growing list of SPEEDE users by attending this valuable workshop.

Contact: Betsy Bainbridge at (202) 293-7383.

November 13-15, 1994

AACRAO Conference on Strategic Enrollment Management
in Cincinnati, OH.

Whether your institution is thinking about moving toward enrollment management, or is actively engaged in pursuing it, this conference will provide information, answers, and top experts in this increasingly growing field. Concepts as well as implementation strategies will be discussed by renowned professionals in an open and stimulating forum.

Contact: Elizabeth Van Brunt at (202) 293-9161.

Come and experience the great Northwest! All PACRAO members attending this year's annual meeting join us in celebrating the beauty of Eastern Washington and Northern Idaho. This year's annual meeting promises scintillating keynote speakers and over fifty workshops and sessions.

■ **Registration**

Registration packets for the conference were mailed to members August 1. Please remember to have your registration forms returned to the Registration Chair (Jean Lang, University of Idaho) by September 30. Those who pre-registered should have received a postcard with a confirmation number. Please include that number in the space provided when submitting your official conference registration form. Conference participants who return the official registration form by September 15th will be eligible for a very special prize. Remember to complete the early registration prize form in your packet and

return it with your registration. Notify Jean Lang of any changes in your registration as early as possible. *No refunds will be issued after October 14!*

You may also register early over the Internet! Add

*Come experience
the great Northwest
at PACRAO '94.*

yourself to the PACRAO listserv by sending an e-mail message to:

LISTSERV@ASUVM.INRE.ASU.EDU

Send the following command in the body of the note: SUB PACRAO-L Your Name.

You'll get a confirmation of the subscription. If you have questions, contact Mary Neary at (602) 965-7850 or at

ISTMMN@ASUVM.INRE.ASU.EDU

■ **Diversity Development Breakfast**

Spokane College's multicultural specialist, Denise Osei, will be the keynote speaker at the Diversity Development Breakfast on Monday, November 7, from 8:00-9:30am. Ms. Osei brings a rich and varied career background in issues dealing with cultural diversity. Due to the content of the session and audience participation, seating will be limited to fifty attendees. Don't miss this great opportunity to enjoy a delicious breakfast, network with fellow PACRAOans and get energized with Denise's enthusiasm on an important and timely issue "It's Here, It's Now - Diversity in the Workplace".

■ **Diversity Development Connection**

Sharing Diversity and Building Bridges is what leads to a stronger organization. ALL members of color are invited to attend the "Diversity Development Connection" (former Shared Ethnic Caucus). This session will be an opportunity to meet collectively and network with new members as well as discuss issues to take forward to the PACRAO Executive Board. Cecilia Rodriguez, Diversity Development Advocate, appointed by president Christine Kerlin, will co-chair the event with Herman Lee, who will head the Asian Caucus and Jesse Welch who will head the Afro-American Caucus. Cecilia will head up the Hispanic Caucus. If you want to MAKE a difference then you have to BE the difference! Come share your ideas and help our new members of color feel welcome. Additionally, at this session, we will look for members who want to serve as part of the diversity development ad hoc committee for the Newport Beach conference in 1995. We also need members of color to be session presenters, chairs and recorders. Come lend your talent, sign up to take part in next year's conference. Everyone attending the Diversity Development Connection session will receive a commemorative button!

■ **Activities**

The sweatshirt swap promises some lively trading and discussion. If you would like to participate, bring a sweatshirt from your institution to barter with. Traders will be specially coded and the negotiations are open. Please try not to remove sweatshirts from the other traders' bodies without their permission!

The Fun Run will take place on Monday morning; information will be in your packets.

Exhibits Chair, Matt Telin, promises a room full of exhibitors. You might want to bring along a large empty suitcase for souvenirs.

■ **Program Session Recorders**

Program Session Recorders, be sure to pick up your session's envelope of evaluations on Sunday, November 6th, during the Orientation for Program Participants.

■ **Daily Newsletter**

There will be the usual daily newsletter distributed each morning. Feel free to contribute your short articles and newsy tidbits. Contact any member of the Local Arrangements Committee at the conference for details.

■ **Travel Grants**

The Travel Grant applications were mailed in July to all current members. Deadline for submission is September 1. If you have any questions, contact Mary Neary at (602) 954-7850.

DIVERSITY DEVELOPMENT

The PACRAO diversity development ad hoc committee has been formed. Five members make up the committee and are as follows: Herman Lee, Palomar College; Robin Thompson, Skagit College; Veda Kindle, Portland State College; Christopher Lee, University of Nevada-Las Vegas; and Deanna Wong, San Francisco State University.

The ad hoc committee will review proposals as suggested by the PACRAO Executive Board as well as by members of color. At present, they are working on a mission statement as well as goals for diversity development.

A survey was mailed to members of color in May and has yielded several excellent ideas for the ad hoc committee to consider at future PACRAO conferences. If you have not yet returned your survey, please do so at your earliest convenience to Cecilia Rodriguez, Registrar, Cypress College, 9200 Valley View, Cypress, CA 90630, ATTE: Diversity Development.

*The PACRAO diversity
development ad hoc committee
has been formed.*

PACRAOANS ON THE MOVE

James Mansfield, Associate Director of Admissions at the University of Alaska-Fairbanks, has accepted a position at the University of Wyoming as Director of Admissions and Enrollment Management, effective August 1.

Nick Paul was promoted to dean of student services at Western Nevada Community College.

PACRAO 1994-95 NOMINATIONS AND ELECTION COMMITTEE

The following PACRAOans have been selected to serve as the 1994-95 Nominations and Election Committee: Masa Fujitani, UC-Irvine; Penny Gallagher, Vancouver Community College; Carlene Gibson, Cypress and Fullerton Colleges; Michele O'Neill, Western Montana College; and Nancy Youlden, Washington State University. Two alternates were also selected: Brian Evans, Idaho State University and Larry Mason, University of Nevada, Las Vegas. Congratulations to each of you!

PACRAOANS AS RESOURCES

PACRAO is establishing a resource list of members who want to serve as a source of information in an area or areas in which they have expertise. The "PACRAOans As Resources" listing will appear in the *PACRAO Directory*, be distributed in the *PACRAO News* once a year, and be available at the annual conference. Areas of expertise will include but not be limited to the following: Admissions Issues; Degree Audit; Enrollment Management; FERPA; Fraudulent Credentials; Futuristic Applications for A&R; International Admissions; Student Information Systems (General, Banner, Datatel, etc.); Legal Issues; Office Organizations; Optical Disk and Imaging Technology; Retention; SPEEDE; Staff Development; Voice Response/Touchtone Telephone Registration; etc.

If you would be willing to share your expertise, please forward the following information to Melanie Bell at Gonzaga University either by mailing this form or via electronic mail to BELL@GONZAGA.EDU.

Name _____
Position _____
Institution _____
Address _____
Telephone Number _____
E-Mail Address _____
FAX # _____
Area(s) of Expertise _____

*Return to:
Melanie Moore Bell
University Registrar
Gonzaga University
Spokane, WA 99258*

PACRAO RESEARCH OPPORTUNITIES

Looking for a master thesis or doctoral dissertation topic? PACRAO has, since its 1929 beginning, maintained archives of associational materials at the Stuart Library at the University of the Pacific in Stockton, California. Roger Anderson, Past President, inspected the archives in June and found a varying degree of written and printed materials dating back to the first conference in October, 1929. There appears to be a need, however, to perform a thorough and careful review of what is available, what is missing (and if it can or should be archived) and how it should be organized to best benefit the membership. There is sufficient potential for someone nearing their thesis or dissertation stage to consider performing some historical/descriptive research toward an advanced degree while also serving the PACRAO membership. Interested? Write to Roger Anderson, 38387 Wisteria Way, Davis, CA 95616 for further details.

IN MEMORY

I am saddened to report that on May 10, Jay Walker, former Associate Director of Admissions at the University of California-Santa Cruz, died at his home. Jay earned his Bachelor degree in 1973 from UCSC in the politics of education. He subsequently received a master degree in higher education from the University of Michigan. After spending several years as Coordinator of Admission at Western Washington University in Bellingham, Jay returned to UCSC in 1986 to accept a position of Associate Director of Admissions. In that capacity, he worked on a number of successful programs related to the recruitment of underrepresented students. In the Santa Cruz community, Jay was an active volunteer with the Santa Cruz AIDS Project and, through that organization, taught local students about AIDS. He was also deeply involved with the African-American community and was highly regarded and recognized for his contributions. Memorial contributions may be made to the Santa Cruz AIDS project, 911-A Center Street, Santa Cruz, CA 95060.

Respectfully submitted: C. James Quann, Interim Vice Chancellor for Student Affairs, UCSC

Paul Lincoln Scherer passed away on May 11, 1994, at the age of 87. Paul earned his bachelor degree at The Ohio State University and his doctorate at Western Reserve University. He came to the campus of the University of

California at Santa Barbara in 1951 where he was a member of the Industrial Arts faculty and eventually was appointed Admissions Officer for the campus.

Dr. Scherer was active in the Loins Club where he served as a past President and as a District Governor. He will be sadly missed by his colleagues.

Respectfully submitted: Bill Gowler, PAST PACRAO President

WELCOME TO PACRAO

Herman Lee, VP for Two Year Institutions, reports that the following institutions have become members of the organization. In addition to the new members we have had several former members rejoin the PACRAO ranks:

New Members:

- College of the Redwoods
- Grays Harbor College
- Las Positas College
- Mt. San Jacinto College
- National Hispanic University
- Tokai International College, HAW

Non-Voting

Members:

- Educational Testing Service
- Foundation for International Services

Former Members Re-joining Membership:

- Bellevue Community College
- Chabot College
- Cleveland Chiropractic College
- College of Marin
- Flathead Valley Community College
- Linfield College
- Monterey Institute of International Studies
- Malaspina University College
- Northern Marianas College
- Oglone College
- Red Deer College
- South Puget Sound Community College
- The Oregon Health Sciences University
- University of Northern British Columbia
- Willamette University

*Welcome on board to
the New
PACRAO Members.*

PACRAO BUDGET

PACRAO's Executive Board has devoted much of its attention to the PACRAO budget process and our financial resources. Over the past several years, expenditures have been slowly but surely outdistancing revenues. Fortunately, our annual conferences

have netted sufficient income to dampen any emergent problems, and our savings account has been available. Nonetheless, the Board is taking action to assure that expenditures

are balanced on reasonable expectation of revenues, and that our resources are used wisely.

Close analysis of our budget picture has led us to the conclusion that we must either raise revenue or decrease expenditures, or both. At this point in time we are not considering raising membership fees, but we are considering other fund-raising activities. We have devoted considerable time to the subject of trimming expenditures, some of which can be done right

Close analysis of our budget picture has led us to the conclusion that we must either raise revenue or decrease expenditures.

now, but most of which involves future planning.

Our January membership survey has provided guidance for much of our discussion about "what members want." Please be assured that we will continue to consider member input when deciding budget priorities and we would like your opinion on the following issue.

Last month the *Proceedings* of the 1993 Reno conference were mailed to members. Thanks to all of the session recorders and to Chuck Adams for their work in producing this record of the conference: The *Proceedings* as currently produced represents \$4500 (about 10%) of the PACRAO annual expenditures. The Board wants to know what the members' interest is in the *Proceedings*, so please take some time to respond to the following mini-survey, clip out this section, and send it by September 20 to Mary Lou Bayless, Associate Dean, Glendale Community College, Glendale, AZ 85302.

Background notes: The *Proceedings* contains capsule descriptions and lists the presenters of each session. It also contains data about the organization, such as the membership profile, conference attendance, budget, etc. It serves as the official record of the association's annual meeting, and may be of value to members who wish to follow-up with presenters on a topic of interest. It is mailed to each member.

Please read the following options. Select two preferences only. Place a 1 next to your first choice, and a 2 next to your second choice.

- Continue to produce *Proceedings* as is and mail it to every member
- Continue to produce *Proceedings* and mail it to every one, but find ways to make it less costly to produce. (Probable savings: \$300)
- Continue to produce *Proceedings*, but mail it only to the contact person for each institution. (Probable savings: \$1500.)
- Continue to produce *Proceedings*, mail it only to the contact person at each institution, and cut the production costs. (Probable savings: \$1800)
- Continue to produce the text of the *Proceedings* so the association can have the record, and set a purchase price for a photocopy or a disk; text could also be available via PACRAO-L. (Probable savings: \$3200)
- Don't produce the *Proceedings* at all. The official record is the program booklet and the Secretary's minutes of the business meeting. (Probable savings: \$4500)
- Other suggestion:

Do you use the *Proceedings*? _____ If yes, in what way? _____

We welcome your comments about the value of the *Proceedings*:

PACRAO EXECUTIVE BOARD 1994

PRESIDENT

Christine Kerlin
Director of Admissions
& Records
Central Oregon
Community College
Bend, OR 97701
Work: 503-383-7243
Home: 503-388-4438
FAX: 503-383-7503
E-mail:
ckerlin@jacobs.cs.otsr.edu

PAST PRESIDENT

Roger Anderson
38387 Wisteria Way
Davis, CA 95616-9744
Home: 916-753-2847

PRESIDENT-ELECT

Melanie Moore Bell
University Registrar
Gonzaga University
East 502 Boone Avenue
Spokane, WA 99258
509-328-4420 x6107
FAX: 509-484-5828
E-mail: bell@gonzaga.edu

VICE PRESIDENT FOR FOUR-YEAR INSTITUTIONS

Mary Neary
Associate Registrar
Arizona State University
P.O. Box 870312
Tempe, AZ 85287-0312
602-965-7302
E-mail:
istmmu@asuvm.inre.asu.edu

VICE PRESIDENT FOR TWO-YEAR INSTITUTIONS

Herman C. Lee
Director of
Enrollment Services
Palomar College
1140 W. Mission Road
San Marcos, CA 91069-1487
619-744-1150 x2171
FAX: 619-744-2932

SECRETARY

Mary Lou Bayless
Associate Dean
Glendale Community
College
6000 W. Olive Avenue
Glendale, AZ 85302
602-435-3305
FAX: 602-435-3329

TREASURER

William O. Brown
Assistant Registrar
University of California,
San Diego
Dept. 0021
La Jolla, CA 92093-0021
619-534-4290
FAX: 619-534-5723
E-mail: wobtown@ucsd.edu

GENERAL CONFERENCE CHAIR

M. Kirk Koenig
Director of Admissions
& Financial Aid
North Idaho College
1000 W. Garden Avenue
Coeur D'Alene, ID 83814
208-769-3311
FAX: 208-769-3292

SPOKANE PROGRAM CHAIR

Dannette M. Sullivan
Registrar
Seattle University
12th and East Columbia
Seattle, WA 98122
206-296-5852
FAX: 206-296-2443
E-mail:
dmsullivan@seattleu.edu

PACRAO NEWSLETTER

Published quarterly by
Arizona State University
Office of the Registrar
Box 870312
Tempe, AZ 85287-0312
Phone: (602) 965-7302
FAX: (602) 965-2295

Editor

Mary M. Neary

Contributing editors

Roger Anderson

Melanie Bell

Christine Kerlin

Herman Lee

Roger Pugh

Cecilia Rodriguez

Design by

Cornoyer-Hedrick

Printed on recycled paper.



ARIZONA STATE UNIVERSITY

OFFICE OF THE REGISTRAR

BOX 870312

TEMPE, AZ 85287-0312