Some Thoughts From The President

I cherish the excitement and energy that the opening of another academic year brings . . . especially this one that marks my twenty-fifth year. What has remained constant has been the professional opportunities and contacts I have made through PACRAO. I have continued to make new friends and renewed seasoned acquaintances in the association and I am thrilled to have the opportunity to serve as President.

PACRAO remains strong in its membership numbers, in its financial health, and in its opportunities for professional development. The Constitution has been carefully reviewed and revisions will be presented to the membership for approval. Conferon, Inc., a conference planning firm, has been retained to assist in contract negotiations for sites and room rates, as well as conference planning. The summer seminars in Phoenix, Arizona and Spokane, Washington reached more than 350 persons who do not usually attend the annual conference and both seminars received outstanding evaluations. We are investigating the possibility of incorporation to assist us in limitations of liabilities and tax consequences. Registration on the World Wide Web will be available for the first time for the Newport Beach Conference and other technological advances will be available during the conference.

The Newport Beach Marriott is a wonderful site for the November conference and the Local Arrangements and Program Committees have spent many, many volunteer hours ensuring a spectacular and professionally rich conference. This is four days in November you will not want to miss.

The Executive Board has worked very hard this year and has faced resignations due to job changes which resulted in some doubling up of duties. Their willingness to work for the good of the association has been remarkable. PACRAO is a complex enterprise that requires

Continued inside
HELP PACRAO RECOGNIZE RETIRED AND DISTINGUISHED SERVICE:
Do you know someone who is retiring from the profession this year?
A note of caution before retiring someone to the bag, do they have a career retirement plan by the recalling individuals.
There have been a few cases where the retirement benefits you have received include a keepsake or a college that was identified before PACRAO.
Once attending the recognition luncheon at the annual conference, much to their confusion and frustration is the presence of one or two members.

NEW MEMBERS:
A heavy welcome to all the new members of PACRAO:
- American Education Research Corporation
- Arizona State University West
- Charles R. Drew University of Medicine and Science
- Lubbock Bible Institute of South

ADMISSIONS:

Top 3 reasons why YOUR future plans should include PACRAO '95:
1. Your credit cannot be taxed poorly since you have just received your PACRAO.
2. PACRAO Summer Success Seminars will be successful, please contact the PACRAO.
3. Your favorite school has been working hard so far. Look in the past and future, examine leadership and ethics with C. James Quam.

YOU have to come to expect this type of information at professional conferences and meetings. What you may not expect is the diversity of topics, the passion and vision of the speaker, and the hands-on training opportunities available at PACRAO '95. The program theme "Your Future's so Bright, You Gotta Wear Shades" is an apt description of the times in which we live.

The demands of our world are changing every day. As admissions and records professionals, we have come to expect the unexpected and regularly persevere to adapt the old "tried and true" methods to our emerging needs. Our resources and our time must be stretched to accommodate demands placed upon them.

Fortunately, opportunities abound for us to do more with less; to access, process and transfer information rapidly; and to communicate over vast distances. Daily, we strive to create an environment which supports cultural diversity; encourages professional development; defers to federal and state regulation; fits within the parameters of our mission; and acknowledges the challenges of the Information Age. PACRAO '95 has been designed especially for admissions and records professionals to address these issues. Read on for what you can expect at PACRAO '95.

DYNAMIC SPEAKERS

An enduring influence . . .

Some people say that the human touch is lost among all of the technology — that personal communication skills have gone the way of punch cards and manual typewriters. Have we lost track of what is important? Do we still possess passion, power, and purpose? Glenna Salsbury will launch the meeting and set the topic for personal growth with her wisdom, humorous anecdotes, and infectious enthusiasm. Gearing up for the future is easy with Glenna's powerful strategies for personal reassessment.

An enduring futurist . . .

Today's emerging technology was but a dream a generation ago when the professional's vocabulary didn't extend so far as to include: virtual reality, client server technology, wireless communication, miniaturization, and interactive teleconferencing. Even today, these innovations are not widely implemented; so what does the future hold? Lloyd G. (Buzz) Waterhouse, Director of Strategy for IBM, will share his vision of the future and the way our institutions will be transformed by information technology. His exciting examination of the "new world" Information Model will introduce you to new ways of processing and connecting vast amounts of information and a broad range of services.

An enduring legend . . .

Ethics in Higher Education. It's a heady topic and no one knows it better than C. James Quann. You may be more familiar with this innovator's heralded publication, Admissions, Academic Records, and Registrar Services — commonly referred to as the "Bible" in Registrar circles. Truly a legend among his colleagues and within PACRAO, Dr. Quann will share his 39 years of experience as a distinguished administrator and teacher. Explore the significant issues impacting higher education and enhance your professional development with James Quann.

SESSIONS DESIGNED WITH YOUR INTERESTS IN MIND

PACRAO '95 attendees will be pleased with the depth and breadth of the workshops and sessions, with more to choose from than ever before. Seven tracks have been established, with a full slate of supporting sessions throughout the week. Highlights from the tracks include:

Track I: Enrollment Management
- Joint Commission on Accountability
- Retention and Violated Expectations

Track II: Cultural Diversity
- Closing the Gap: Promoting Cultural Diversity on Campuses
- Proposition 187: Institution Racism or Save Our State

Track III: Admissions
- Developing a University Approach to Recruitment
- Implementing Student Success Strategies

Track IV: Records and Registration
- Dealing with Exceptions to Policies in Admissions and Records
- Registration Technologies

Track V: Information Technology
- Applying Optical Disk Technology in Admissions and Records
- SPEEDE/EXPRESS: Putting it all Together

Track VI: Professional Development
- Re-Engineering the Office: The Human Element
- Developing On-Line Training Programs for Employees

Track VII: Legal Issues
- I Smell a Rat: Investigating Fraudulent Records
- Introducing the New FERPA Guide: How Things Have Changed

This is just a sample of offerings.

— Program notes by Faith Weese and Stephanie Adamson
PACRAO PROGRAM
NEWPORT BEACH, 1995
CONFERENCE SCHEDULE

Saturday, Nov. 4
2-5 p.m.: Registration

Sunday, Nov. 5
8-9 a.m.: Prayer Breakfast
9 a.m.-noon: Pre-Conference Workshops "W" Sessions
   W1. Money Management for Educators
   W2. SPEEDe/ExPRESS: An Implementation Workshop
   W3. Buckley Amendment for New Professionals
   W4. The Ship is Leaking: Don't Miss the Opportunity to Discover New Admission Technology
   W5. Spread Your Wings: Developing a Creative and Constructive Staff Retreat
1-3 p.m.: Pre-Conference Workshops/Information Exchanges "W" Sessions
   W7. Graduate School Information Exchange
   W8. Law School Information Exchange
   W9. Professional School Information Exchange
3:30-4:30 p.m.: 
   W10. New Member Orientation
4:30-5 p.m.: 
   W11. How to Get More Involved in PACRAO
5-5:30 p.m.: 
   W12. Orientation for Program Participants (Presenters, Chairs & Recorders)
6-7:15 p.m.: GENERAL OPENING SESSION: Glenna Salsbury
7:15-7:45 p.m.: Exhibitor Preview
7:45-9 p.m.: Reception

Monday, Nov. 6
7-8 a.m.: Registration & Continental Breakfast
8-9:30 a.m.: "A" Sessions
9:30-10 a.m.: Break/The FERPA Doctor Is In
10-11:30 a.m.: PLENARY SESSION: Lloyd G. (Buzz) Waterhouse
Noon-1:30 p.m.: MEMBERS' RECOGNITION LUNCHEON
1:30-2:30 p.m.: "B" Sessions
2:30-3 p.m.: Break/The FERPA Doctor Is In
3-4 p.m.: "C" Sessions
4:15-5:30 p.m.: "D" Sessions: Seaside Chats

Tuesday, Nov. 7
7-8 a.m.: Registration & Continental Breakfast
8-9:30 a.m.: "E" Sessions
9:30-10 a.m.: Break/The FERPA Doctor Is In
10-11:30 a.m.: "F" Sessions
Noon-1:30 p.m.: PROFESSIONAL ISSUES LUNCHEON: C. James Quann
1:30-2:30 p.m.: "G" Sessions
2:30-3 p.m.: Break/The FERPA Doctor Is In
3-4:30 p.m. "H" Sessions:
   Poster Sessions
   Roundtable Discussions
4:30-5:30 p.m.: Diversity Development Connection
6:30-10 p.m.: ANNUAL CONFERENCE DINNER

Wednesday, Nov. 8
8-9:30 a.m.: BUSINESS BREAKFAST "Wrap-up": Glenna Salsbury
9:45-10:45 a.m.: "I" Sessions
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