

Fall 1996

PACRAO News

Pacific Association of Collegiate Registrars and Admissions Officers

A Message from the President

"Capitolizing on People"
Sacramento, California
November 3-6, 1996



Earlier this summer I had the opportunity to attend an enrollment management institute which covered the hot topics of our profession geodemographics, leveraging financial aid, direct mailing, strategic planning and student persistence. Throughout the institute I was again struck with the value of blurring the lines of knowledge between admission officers and registrars, researchers and financial aid offices. If our institutional goal is to enable students to achieve their educational goals, then by broadening our understanding of the students' individual journey...academic, financial, social...along the enrollment continuum (from selection to entrance to connection/involvement with the institution to graduation) we will be able to help more students succeed.

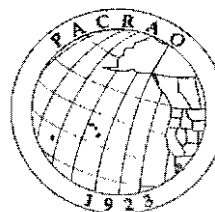
There are two books which have provided valuable insights about the journey along the enrollment continuum. The first, **How College Attracts Students**, by Ernest J. Pascarella and Patrick T. Terenzini. Here the implications of the latest research and policies are explored. The second, **Leaving College Rethinking the Causes and Cures of Student Attrition**, Second Edition, by Vincent Tinto, provides research into and why students choose to leave or stay. It also encourages us not to focus on retention as the goal, and instead asks us to improve the quality of the educational experience (inside and outside the classroom).

In his book Dr Tinto raises the question...what works in retaining students? Instead of identifying a model, he lists the *principles of effective retention programs*, around which institutions, with differing missions and students, can build a model to address their unique needs. The principles include:

- **Institutional Commitment to Students** - Effective retention programs are committed to the students they serve. They put students welfare ahead of other institutional goals.
- **Educational Commitment** - Effective retention programs are first and foremost committed to the education of all, not just some, of their students.
- **Social and Intellectual Community** - Effective retention programs are committed to the development of supportive social and educational communities in which all students are integrated as competent members.

Successful implementation of retention programs can be described by 7 action principles.

1. Institutions should provide resources for program development & incentives for program participants that reach out to faculty and staff alike.
2. Institutions should commit themselves to a **long-term** process of program development.



Membership Still Going Strong!

Thanks to more than 320 institutions, PACRAO is ahead on it's 1996/97 membership drive. Only 74 institutions remain in our "renewal" category and work is underway to recruit new members to the ranks.

Tana Hasart will be coordinating efforts with state contacts, asking them to share the value of PACRAO membership. And, for those of you who still have memberships outstanding...the deadline for submittal is September 1st if your name (and that of your institution) is to appear in the directory. So, renew, spread the word, and help make this membership year the most successful ever.

Tanya Hasart
Vice President for Two-Year Institutions

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Message from the President cont.

3. Institutions should place ownership for institutional change in the hands of those across the campus who have to implement the Change.
4. Institutional actions should be coordinated in a collaborative fashion to insure a systematic, campuswide approach to student retention.
5. Institutions should act to insure that faculty and staff possess the skills needed to assist and educate their students.
6. Institutions should frontload their effects on behalf of student retention.
7. Institutions and programs should continually assess their actions with an eye toward improvement.

As this is the last edition of the PACRAO News before the 1996 Annual Conference, I hope you've enjoyed my series on books/authors I've found valuable in my career. See you in Sacramento....

Janet Ward
Dean of Enrollment Services
Settle Pacific University



Honoring Our Colleagues

Are you retiring? Do you know someone who is? Do you know someone who has made outstanding contributions to our profession? Please contact the Awards Committee Chairperson, Christine Kerlin, and include the person's name, institution, phone number and contributions. Don't let an opportunity to recognize achievement slip away! Awards are made at the Fall conference in Sacramento.

Mail to:
Christine Kerlin
Director of Admissions and Records
Everett Community College
Everett, WA 98201



"Capitolizing on People" PACRAO '96 Sacramento Annual Conference November 3-6, 1996

If you believe in people, you'll love PACRAO '96 in Sacramento. If you don't believe in people, then you especially need to be there to learn how to "Capitolize on People." The entire conference is built around this important strategy for success. Four conference speakers will help us to develop our talents for capitalizing on people: Barry Posner, Roger Anderson, Margo Long, and Terry Roberts. The FERPA Doctors will be back.

Look for the Monday morning Diversity Development breakfast and workshop. There are more poster presentations in the poster session than you can shake a stick at! Six pre-conference workshops offer professional development opportunities on everything from managing change to mentoring for success. Plus 55 regular sessions! The new Tuesday afternoon R&R sessions will get you off those chairs and out and about. At our Tuesday night "Election '96" dinner you will enjoy good food, music, dancing, election returns, and a "surprise guest." This conference promises to be the most innovative and inspiring ever. See you there!

John M. Finney
Program Chair



PACRAO Psychic Hotline

Feeling overwhelmed, confused, lonely, lost??? Do you want to feel in control, have direction or purpose, and meet lots of new friends? The PACRAO Psychic HotLine has the answer. There is a special session just for you! Only two conditions are required for assistance, be a new member and/or 1st time attendee to PACRAO's Annual Conference in Sacramento. Our guarantee is that after attending this session, you won't be overwhelmed, confused, lonely or lost (at least no more than the rest of us!).

Mark your calendars for Sunday, November 3, 3:30-4:30 p.m. for the New Member Orientation session. I'll be there and so will other members, both past & present, of the Executive Board. In early September, you should receive your PACRAO program for the 70th Annual Conference in the mail. If you have not received your conference program by mid-September, you should contact Publications Chair, Chuck Nelson, Registrar, Pacific Lutheran College, (206) 535-7140.

An exciting, well organized conference has been planned with you in mind. PACRAO heads the class in "Capitolizing on People". Start your PACRAO annual conference experience by signing up for the Members' Recognition Luncheon, and the Members' Breakfast. The Diversity Development Connection and the Professional Issues luncheon promise to be unforgettable experiences. Come prepared to learn more about your profession, to meet new colleagues, to diversify, and to have fun. See you There!

Saundra Springfield
Vice President for Four-Year Institutions

Proposed Constitutional Amendment



At the Executive Boards July 27-28, 1996 meeting in Portland, OR it accepted the recommendations from the *cost and revenue structure* task force established to review PACRAO's cost and revenue structures.

Background: PACRAO's budget reflects the associations commitment to its mission of providing professional development opportunities for the membership through PACRAO's annual conference, summer seminars, travel grants to the annual conference, the *PACRAO News*, directory, *Proceedings*, PACRAO-L and PACRAO web page. While membership is at an all time high (392 in 1995), the costs of doing business... travel, paper printer, postage, and putting on a high quality annual conference have continued to increase. The last time PACRAO raised its membership dues was in 1985 from \$35 to \$50. PACRAO's mailing list (individual member) tops 1500.

To gain a comprehensive perspective on the topic across the Pacific region, a task force was created to review PACRAO's cost and revenue structures and to make a recommendation to the Executive Board. The task force members included President Ward and President-Elect Ron Heath, along with Nancy Sprotte (CA Four Year Institutions, Past President PACRAO & AACRAO), Gerry Fisher (CACRAO), Charlene Mann (AZACRAO), Bill Ponder (WACCRAO), and Bob Tufts (ORACRAO).

PACRAO's Executive Board supports the task force's recommendations:

1. To increase dues from \$50 to \$75 in 196-96 and limit the number of individuals to four. Each additional member listed five or above would cost \$15 per person. All individuals noted as members will be listed in PACRAO's directory and mailing list, plus receive the *PACRAO News*.
2. PACRAO is committed to utilizing electronic services and, in 1997, will begin providing publications electronically to members who have that medium.
3. PACRAO is committed to bringing professional development opportunities to colleagues with the states and provinces and will pursue building stronger relationships with State and Province associations to facilitate bringing summer seminars into each of the areas within the Pacific region, as well as seeking other collaborative and mutually beneficial professional development opportunities.

By adopting the above recommendations, the Executive Board recognizes that item one (dues increase) is a constitutional amendment and requires a two-thirds vote of the Member Institutions present at the annual conference in Sacramento. The Executive Board will be holding an open forum to discuss this proposed amendment @ 7:20 am, Tuesday, November 5th in the President's Suite. All are welcome to share their thoughts, ideas and concerns. The actual vote (one vote per member institution) will occur at the Member's Breakfast, Wednesday, November 6th, 7:30-9:00 am.

The following is the proposed amendment:

Constitutional Amendment: Article II - Dues; Section 1. Dues.

The annual membership dues shall be \$75 for each Member Institution, (covering up to 4 active members), and for each Associate Member (covering up to 4 persons identified by the agency or organization if there is more than one). Member Institutions and Associate Members may list more than 4 individuals for an additional \$15 per person. Payment of the fee shall entitle the member to the voting status, specified in Article III, Section 6, to the member rate for conference fees, & the association publications.

Diversity Development Conference Program Sessions

Note the outstanding array of workshops, sessions and speakers in your PACRAO 1996 Conference Program! John Finney and the program committee have done an excellent job!! The Diversity Development Committee has worked closely with John; three sessions are "sponsored" by us but the topics and focus should enrich all members who are encouraged to attend, participate and interact in these sessions.

Mentoring

The Executive Committee requested that the Diversity Development Advocate and Committee prepare a proposal for a pilot mentoring program with a focus on mentoring long standing and new members about PACRAO involvement and participation. This will be discussed at the November Executive meeting. Those of you who have suggestions are invited to submit them to mkfujita@uci.edu.

Survey to Membership

The Diversity Development with consultations with the Executive Committee is planning to survey the membership. In addition to gauging interest in serving in a mentoring program, other ideas, suggestions and comments you might like to offer regarding your expertise, about university issues, about PACRAO, etc. We want to finalize our survey in time for a mailing in the fall, just prior to the November conference.

Affirmative Action

As stated by AACRAO, the PACRAO Executive Committee is supportive of Affirmative Action and encourages California PACRAOANS to get out and show their support at the November ballot. Don't forget to get your absentee ballot in, because many of you will be in Sacramento at the PACRAO conference on election day!!

Masa K. Fujitani
Diversity Development Advocate

1996-97 PACRAO NOMINEES

SLATE OF OFFICERS

The Nominations and Elections Committee, chaired by Christine Kerlin, is pleased to offer the following nominees for PACRAO offices in 1996-97. Elections will occur at PACRAO's Fall meeting.



NOMINEE FOR PRESIDENT-ELECT
James D. Moore, Director of Admissions and Records,
Phoenix College (Arizona)

Before coming to Phoenix College in 1994, Jim was Assistant Director and Associate Director of Admissions at Northern Arizona University in Flagstaff, Arizona. He is active in state and regional professional associations including

AzACRAO, where he has served as Secretary, President-elect, and President. He is currently serving a second term as Past President of the association. Jim was a member of the PACRAO Local Arrangements Committee, and the Program Planning Committee for the 1995 Conference in Newport Beach, California. He currently serves as Co-Chair of the A&R Council of the Maricopa County Community College District. Jim holds a B.S. in Personnel Management from Arizona State University, and an M.Ed. and Ed.D. in Educational Leadership from Northern Arizona University.



NOMINEE FOR VICE PRESIDENT
TWO-YEAR INSTITUTIONS
Bill Ponder, Registrar
Pierce College (Washington)

Bill's previous positions in higher education include Associate Director of Admissions/Outreach at University of California - Riverside and Registrar at Shoreline Community College, Washington. His professional affiliations include, Commission of Minority Participation in Higher

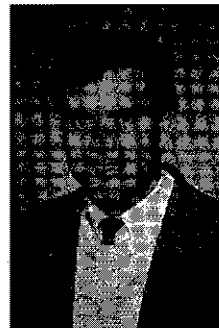
Education; American Association of Collegiate Registrars & Admissions Officers; Western Association of College Admissions Counselors; Third World Counselors Association, Board of Directors; University of California Black Administrators Association; California Black Faculty & Staff Association and the National Association of College Admissions Counselors, where he recently participated on a national commission that studied minority participation in higher education. He has authored numerous articles on equality and access and recently published a book entitled **Educational Apartheid in a Pluralistic Society**.



NOMINEE FOR VICE PRESIDENT
FOUR-YEAR INSTITUTIONS
Barbara S. Balz, Director of Enrollment Services and Registrar,
Oregon State University (Oregon)

Barbara has served in admissions and registrar's areas for more than 20 years, with prior positions at Kent State University and the University of Texas at El Paso. While in Ohio, she served as a

member of the Local Arrangements Committee for the 1983 AACRAO Annual Meeting in Cincinnati. In Texas, she served as 2nd Vice President for TACRAO and chaired the Local Arrangements Committee for the TACRAO Meeting in 1989. After moving to Oregon, she has become involved in OrACRAO and currently serves as President of the state organization. She is an experienced presenter in registrars' office self-audit, college and university calendaring, records practices, employee performance appraisals, hiring practices, etc. At Oregon State, Barbara has taken an active role in the university's utilization of its student information system by chairing the project implementation team for Banner SIS in 1990-91 and serving on the University Computing Steering Committee, the Undergraduate Education Council, and the Faculty Senate. Barbara has served as a member of the President's Commission on the Status of Women.

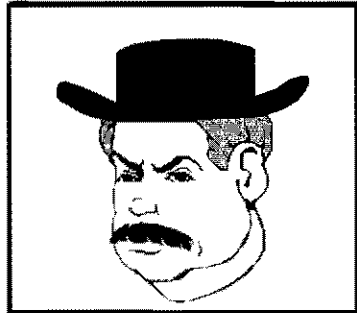


NOMINEE FOR SECRETARY
Steve Davis, Assistant Director,
Ricks College (Idaho)

Prior to his position at Ricks', Steve worked in both the High School Relations and Registrar's Offices at Utah State University. Steve is currently the chairman of the Enrollment Management Committee at Ricks where he

oversees the overall strategic enrollment of the college. His duties at Ricks have also included the marketing of specialized programs, the design and creation of the Admissions and Scholarships home page, and the development of an on-line admissions application. Steve is currently serving on the Registration and Hospitality Committees for the Reno AACRAO Conference. For PACRAO, he served on the Program Planning Committee for Spokane in 1994.

WANTED!



VOLUNTEERS TO HELP WITH THE 1997 AACRAO CONFERENCE IN SALT LAKE CITY!!!

HOSPITALITY

Contact Tom Gourley at
TOM_GOURLEY@BYU.EDU

REGISTRATION

Contact Winslow Hurst at
WHURST1@WEBER.EDU

SCHOLARSHIPS

Contact Ford Stevenson at
FORD_STEVENSON@BYU.EDU

PACRAO Summer Seminars a Success!

The PACRAO Summer Success Seminars held in Los Angeles, California and in Fairbanks, Alaska were huge successes. The session topics captured the interest of more than 250 participants. Some of the comments received on evaluation forms are worthy of reprinting!

"I learned so much."

"Perfect."

"I wish everyone in my office could have had this opportunity."

"The presentors were outstanding."

"I needed this."

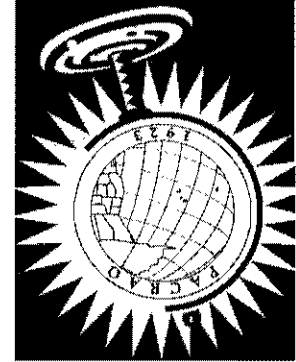
"I will look for information on a PACRAO seminar next year."

"This is a great thing that PACRAO is doing for us."

Melanie Moore Bell
Past President



Look us up on the World Wide Web!
<http://www.reg.ucl.edu/PACRAO/>



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PACRAO NEWS

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