

# PACRAO News

Pacific Association of Collegiate Registrars and  
Admissions Officers

Summer 1998



## President's Message

Well, it's hard to believe that 1998 is already half gone. Before we know it we will be in the last year of the 1990's. That idea has caused me to reflect about the 1990's and what this decade has meant to our profession. It is certainly possible that this decade may be most remembered for the rapid growth and infusion of technology. Who among us, even the most forward thinking visionaries, could have foreseen the impact of technology and especially the internet on our profession. We have all raced forward to harness and employ the latest technologies without considering how it affects our lives and the lives of our staff.

One of these affects may well be what I saw referred to in a recent article as "Techno-stress" or "Technosis". At my institution, like most of ours, we now offer students six options for registration. A student can elect to register either by mail, fax, in person, by touch-tone telephone, with operator assistance via the telephone, or now by the internet or web. These options are quite arguably great for the student, but at the same time we have raised the skill sets of our staff and created a sense of urgency about each transaction we engage in. Add, to that mix, cell phone, voice mail, beepers, and electronic mail, and well, you get the picture. We now have a work environment that has created an expectation of instant response much like the technology used to initiate the transaction, hence stress.

In a recent journal article, I read that American business' use of paper for printed documents increased from 850 billion pages in 1981 to nearly four trillion pages in 1990. What do you think that number is today nearer to the end of the decade? The paradigm that technology "sold" to us as labor saving and paper saving has had the direct opposite affect.

The other affect on us as professionals has been the blurring of the lines between our work and home or private lives. With the ability to answer e-mail or voice mail from home and more schools supplying laptops to their key staff, it becomes difficult for the individual to know when they are on the job and when they are off. If you can't be out of the office for a full day and not check your e-mail and/or your voice mail, you are probably suffering from "technosis".

All of us are eager to present an image of technical capability and cutting edge technology to our prospective students and colleagues. Almost all of the member institutions in PACRAO have web pages that are constantly under construction. And most of us in this profession are in some measure working on ways to provide greater access and service to students through internet applications. All of these things are good. The truth of the matter is that almost all of us feel inadequate and unprepared to deal with some of the technology on our jobs. I don't want to appear anti-technology because that is certainly not the case. My point for all of this reflection is that there is help to navigate all the choices and issues with technology. That help comes in the form of your active participation with PACRAO and its membership. Because so many of us have roles that are unique on our campus, it's important for us to have contact with others who have similar responsibilities at other institutions. What better way to gain perspective and clarify issues than to dialogue with your peers?

See you in Palm Springs in November!

James D. Moore  
Phoenix College

EVERETT COMMUNITY COLLEGE  
CHRISTINE KERLIN  
DIR ENROLLMENT SERVICES  
801 WETMORE AVE  
EVERETT WA 98201

## PACRAO to Honor 1998 Retirees

Do you know anyone who is retiring from the profession in 1998? If you do, please let Janet Ward know. Please include the person's name as it should appear on a certificate, title, institution, and date of retirement. Members retiring from the profession will be recognized at the annual meeting in Palm Springs. Contact: Janet Ward, Dean of Enrollment Services, Seattle Pacific University, Seattle, WA 98119. E-mail: [jward@spu.edu](mailto:jward@spu.edu)

## Membership News

Your response to our April billing process for membership dues was terrific!! At this writing, we have fewer than 100 institutions who have not responded from our mailing to over 800 members!!! Jim Buch, Treasurer, and I appreciate the timeliness in this response as we are building our budgets for the conference. Please continue to be ambassadors for PACRAO in your travels to conferences and contacts with new two-year and four-year educational institutions. If you supply them with my name and email [sburns@scc.spokane.cc.wa.us](mailto:sburns@scc.spokane.cc.wa.us), I will be happy to correspond or talk with prospective members! Thanks!! See you all in November—Palm Springs is lovely and the conference promises to be informative and lively.

Sara "Sunny" Burns  
Spokane Community College

## Diversity Development Committee Celebrates AACRAO Recognition

PACRAO's Diversity Development Committee had a special reason to gather for its spring meeting. At the AACRAO Conference in Chicago, PACRAO received the Elbert W. Ockerman Award in recognition of its Diversity Development Committee (DDC) and program. PACRAO President, Jim Moore, and Diversity Development Advocate, Cliff Ramirez, were present at the AACRAO awards ceremony on Sunday, April 12, 1998. Cliff gave a short presentation tracing the history of PACRAO's diversity initiative from its conception and implementation to the present. The award was accompanied by a check in the amount of \$500.

On May 1, the DDC met at Cal Poly Pomona, graciously hosted by committee member Rose Smith. The meeting included the usual formal gathering as well as lunch at The Ranch, the public restaurant of Cal Poly's Hotel and Restaurant Management School.

Cliff and Mala Sharma were the only committee members to attend AACRAO, so the meeting began with sharing from the AACRAO Conference proceedings. After Cliff had shared information from the Executive Board meeting of late January and from his discussions with PACRAO 98 Program Chair, David Van Ness, attention turned to planning for the DDC events at PACRAO 98.

In a conference that spotlights diversity and access, the DDC will continue to host its two connections sessions as well as its Diversity Development breakfast. Since the focus of the plenary speakers is expected to encompass diversity, the DDC will host a first ever post-conference workshop at PACRAO 98. On Wednesday, November 4, the DDC will present "Dynamics of Career Advancement: Understanding the Politics of Promotion."

This workshop will be facilitated by Dr. Lawrence Flores, who is nearing completion of his multi-year study on diversity and the promotional opportunities for professionals in a multicultural workplace. Dr. Flores, who has taught at California State University, Fresno, is also the founder of Promotion Track, an independent consulting company, and the inventor of The Multicultural Promotion Track Game. The game is currently being used by private corporations and educational institutions as a consciousness-raising tool for diversity and career advancement training. Participants of the PACRAO workshop will have an opportunity to play the game as part of the workshop exercises.

When making your plans for PACRAO, please consider extending your afternoon stay on the last day and taking in this absorbing workshop. For more details, watch for your PACRAO 98 Program Book.

Clifford Ramirez  
UCLA



## Reflections on the Windy City

Attending AACRAO in Chicago was a real treat. The conference site was the Chicago Hilton and Towers on South Michigan Avenue. This was the first hotel in the Hilton chain. The location was ideal even offering some a view of Lake Michigan. The city offered many enticements from standing in line at Michael Jordan's restaurant to visiting the infamous South side.

On Sunday morning, I attended the State and Regional Officers' workshop along with President, Jim Moore and Diversity Advocate, Cliff Ramirez. PACRAO was one of the three regional associations recognized for outstanding achievement and service to our profession. The award was for our Diversity Development Connection. Cliff Ramirez did an outstanding job of giving an overview, accomplishments, and highlights of our program.

Past President, Ron Heath, was responsible for PACRAOans being well represented as volunteers staffing the First-time Attendee Booth and facilitators at the First-Timers Breakfast. It was wonderful to look around the room at the breakfast and see a PACRAO member sitting at almost every table.

One of AACRAO's honorary memberships went to our own Melanie Moore Bell.

Two keynote speakers conducted the opening general session on Sunday, Dr. Robert Kvavik and Michael Handberg. The speakers intrigued and challenged us with "Creating a Best Practice Model for Student Services" sponsored by IBM Corporation. Both speakers were from the University of Minnesota.

All in all, this AACRAO annual session will be remembered by all that attended. It offered many unique challenges, opportunities, as well as a commitment for us to continue to support its current and future activities. As usual the annual conference evaluations ranged from very critical to very supportive of the efforts made by the planning committees.

The sessions covered all areas of student services and were well attended. One of the most popular sessions was "Making Your Retirement Dollars Work Harder For You Now so You Can Enjoy Life Later!" This was a standing room only session. We learned about 'rolling stock' and 'writing covered calls'. Hopefully this session will be repeated in Charlotte. If it is, don't miss it!

See you all in Charlotte, North Carolina next year. The conference will NOT fall on Easter and will be one day shorter than this year. I know that John Finney will be there to show off the beautiful leather jacket he won at the business breakfast.

Sandra Springfield  
University of California, San Diego

## 1998-99 PACRAO Nominees

The Nominations and Elections Committee, chaired by Janet Ward, is pleased to offer the following nominees for the 1998-99 Executive Board. Elections will occur at PACRAO's fall meeting in Palm Springs. Note: The President Elect serves a four year term, while the remaining three officers serve a one year term.

### NOMINEE FOR PRESIDENT-ELECT



**Nora McLaughlin, Registrar, Reed College, Oregon**

Since starting her career in higher education administration, Nora has been actively involved in professional development activities at the state, regional and national level. Most often seen publicizing upcoming PACRAO and AACRAO conferences, Nora has served on PACRAO's local arrangement committees (LAC) for Long Beach, Reno, Sacramento and Palm Springs; for AACRAO, she's served on the Las Vegas and Reno LAC's. She has also served as PACRAO's Treasurer (1988-90) and on the Nominations and Elections Committee (1992-93), and at numerous conferences has served as session presenter, chair and recorder. For AACRAO, her committee work includes Non-Traditional Education, Post-secondary Education Articulation, Study Abroad, Awards, State and Regional Relations, Nominations and Elections.

Nora entered the profession in 1976 at Johnston College of the University of Redlands, where she was promoted to registrar of the University in 1980. In 1988, she became the registrar at California State University, Long Beach and in 1994 became registrar at Reed College.

Early in her career, Nora learned how important the interaction with peers was in learning the craft of making a bureaucracy work for the students and faculty, and not in opposition to them.

When asked what she would like to achieve if elected, she hopes to continue PACRAO's technology evolution for providing effective web-based services, and to insure the association provides PACRAOans with high quality information, support, and professional development.

### NOMINEE FOR VICE PRESIDENT OF FOUR-YEAR INSTITUTIONS



**Fred Dear, Associate Registrar, University of Southern California, California**

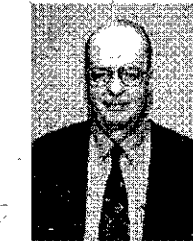
Fred started his career at USC in 1966 where he has held numerous positions in the office of academic records and registrar. His active involvement in regional and state associations goes back to 1974, where he has served both organizations on several occasions as session recorder, presenter and chair. Fred has served PACRAO as Secretary (1994-95), on the Reno Program Committee (1993), Nominations and Elections Committee (1991), and on the Local Arrangements Committees (LAC) for Long Beach (1988) and Palm Springs (1998).

National activities include being a contributing author for the 1993 AACRAO publication, "Touch-Tone Telephone Voice Response Registration - A Guide for Successful

Implementations," serving on Reno's LAC (1996) and currently, on the Membership Committee.

With membership support, Fred is looking forward to his tenure as VP, which will include serving as PACRAO's newsletter editor and coordinating the funding for professional development and travel grants.

### NOMINEE FOR VICE PRESIDENT OF TWO-YEAR INSTITUTIONS



**Roger L. Johnson, Director of Admissions and Records, Mohave Community College, Arizona**

Roger served as administrative intern at Arizona State University's College of Education and a year at Scottsdale Community College before coming in 1974 to Mohave Community College to develop the Lake Havasu campus. He served as campus dean for eleven years and then went to the district offices in Kingman to become Mohave's registrar in 1985.

Involvement in professional development activities at both the state and regional level has been a continual commitment, including leadership of his state's association as AZACRAO's President (1989-90) and Vice President. To help with the articulation between institutions of higher education, he has served on the Arizona State Course Equivalency Guide Steering/Coordinating Committees (from 1985).

In looking towards the future, Roger hopes to serve the association as a VP who the members can easily call on for assistance. In addition to helping members grow professionally, he hopes to see the membership database become easier to maintain and easier to access for up-to-date directory information by PACRAOans and the executive board.

### NOMINEE FOR SECRETARY



**Betty Crossman, Associate Registrar, University of Phoenix, Arizona**

While Betty has been in higher education administration since 1978, she attended her first PACRAO conference in 1990. Before coming to her current position in 1997, her background spans several colleges and types of responsibilities, which include: serving as the alternative learning center coordinator at Portland Community College (1978-86); at Washington State University she was involved with the High School Equivalency Program (1986-87) and Office of Student Affairs (1988-89); from 1989-95 she served as assistant registrar at Bassett College; from 1996-97 she became the registrar at Southwest College of Naturopathic Medicine and Health Sciences.

Through the advice of her University of Phoenix colleagues, Betty was encouraged to become actively involved in PACRAO. It was at the 1997 conference in Vancouver, BC, where she stepped forward and volunteered for the first time. For the 1998 Palm Springs conference, she plans to be a session recorder.

Betty hopes to give back to our professional association by serving as its Secretary for 1998-99, where she can bring to this office a broad spectrum of experience.

# PACRAO TRAVEL AND PROFESSIONAL DEVELOPMENT GRANTS

DEADLINE for submission is July 10, 1998

"Thank you for the opportunity to attend PACRAO. It was a wonderful experience . . ."

"I wanted to again express my sincere appreciation for being a recipient of a travel grant. I returned home drained from the wealth of information I gained and am enthusiastic about the things I learned and that will help me in the performance of my job . . ."

PACRAO is committed to returning PACRAO assets to its members! PACRAO Travel and Professional Development Grants are opportunities to benefit our members

and our entire organization. A sum of \$4500 has been allocated to fund grants up to a maximum of \$500 each.

### Guidelines for Travel Grants

Travel grants are awarded to assist members to attend the annual PACRAO meeting, up to a maximum of \$500. Special consideration is given to applications who are first time attendees, persons of color, or members of institutions with particularly limited funds. A letter of support and recommendation is required from the applicant's supervisor. Please fill out the form below.

### Guidelines for Professional Development Grants

Professional development grants, up to

a maximum of \$500, are awarded to members who pursue new research, specialized training/workshop, a project which creates solutions to problems, website development, publications or other products that will enhance a member institution or the PACRAO organization. A letter of support and recommendation is required from the applicant's supervisor, as well as a written proposal from the applicant which not only outlines the scope of the project but the relationship of the project to professional development. Please fill out the form below. Grant awards will be issued at the completion of the stated project.

----- tear-off application -----

## Travel Grant Application Form for PACRAO's 1998 Meeting in Palm Springs, California, November 1-4 DEADLINE for submission is July 10, 1998

Name \_\_\_\_\_ Title \_\_\_\_\_  
Institution \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_  
Street City State/Country Zip  
Ethnicity \_\_\_\_\_

Attach a letter explaining your reasons for applying for a travel grant (see suggestions above). Please include a breakdown of your estimated costs and indicate the amount of costs your institution is able to fund.

A letter of support and recommendation is also required from your supervisor.

## Professional Development Grant Application Form - DEADLINE for submission is July 10, 1998

Name \_\_\_\_\_ Title \_\_\_\_\_  
Institution \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_  
Street City State/Country Zip  
Ethnicity \_\_\_\_\_

Attach a written proposal which contains the following information (see description above for suggested professional development projects):

- ◆ Description of the project or proposal
- ◆ Purpose and objectives of the project
- ◆ Estimated budget
- ◆ Outline of tasks and timeline for completion of project

A letter of support and recommendation is also required by your supervisor.

### MAIL TRAVEL AND PROFESSIONAL DEVELOPMENT GRANT APPLICATIONS TO:

Gene F. Priday, Registrar  
Brigham Young University  
B-150 ASB  
PO Box 21114  
Provo UT 84602

## Take the PACRAO Plunge in Palm Springs

What's the weather like in November where you live? Is the average temperature between 50 and 80 degrees? Is the air clean and are the mountains right outside your window?—It should already be on your calendar, but this is a reminder to plan your trip to the annual PACRAO meeting, held this year in Palm Springs, California from November 1 - 4, 1998.

The Program Committee has put together a comprehensive set of sessions and workshops for your edification and enjoyment. The Palm Springs Riviera Resort and Racquet Club is our conference hotel and the \$100 room rate (single or double) includes access to most of the activities of the resort. Because this is "high" season in the desert community, the deadline to reserve rooms at the Riviera is September 30 - so don't delay, or rooms may not be available. The conference program is scheduled to arrive on your campus in early August, so watch for it and send in your conference and hotel reservations. The conference registration deadline is the same as the hotel deadline, so you can be sure to have your spot reserved.

The Local Arrangements Committee will be updating the PACRAO website [<http://www.reg.uci.edu/PACRAO/>] with program and general conference information during the summer. We encourage you to use that site to check out conference information, register for the conference, and to explore the greater Palm Springs area. We have contracted with Alaska Airlines and with Budget Car Rental to provide reduced rates for air and automobile travel. You can fly into any of the greater Los Angeles area airports, but the Palm Springs and Ontario airports are the most convenient (and least crazed). Amtrak services Palm

Springs, and we know that PACRAO'ans are avid train riders. Details about transportation are provided in the conference program. Because this is a wonderful time to be in the desert, we encourage you to come early and stay late to enjoy the beauty of southern California in the fall.

Palm Springs has long been the vacation destination for Hollywood, so naturally, the theme for our special event on Monday is "Night of the Stars." It's time to start searching for that fabulous costume to wear so that you can appear as your favorite Hollywood star - we're looking for Fred Astaire, Ginger Rogers, John Wayne, Katharine Hepburn, even Leonardo Di Caprio and Madonna. Choose your generation, choose your gender, and suit up! We promise an evening of stars under the stars - dinner in the Mediterranean Room, dancing and conversation both inside and around the pool. It's your night to shine!

Remember that this is a casual conference - if you're not brave (or buff) enough to resort to shorts, at least leave your power suit at home, pack your comfortable clothes, golf clubs and tennis racquet. The program committee will be sponsoring exercise and recreation opportunities both early and late in the day to combat that "too-many-sessions" fatigue and to let you engage your colleagues in fun as well as in work. The Local Arrangements Committee encourages you to come to Palm Springs in November prepared to learn from your colleagues, to talk with vendors representing the latest in technology, and to explore the beauty of the California desert.

Nora McLaughlin  
Publicity Chair



## PACRAO EXECUTIVE BOARD

<p><b>President:</b> James D. Moore Associate Dean of Student Services Phoenix College 1202 W Thomas Road Phoenix AZ 85013-4234 Phone: (602) 285-7524 Fax: (602) 285-7819 E-mail: moore@cc.maricopa.edu</p>	<p><b>Past President:</b> W. Ronald Heath Dean of Student Services/Registrar Simon Fraser University Burnaby BC V5A 1S6 Canada Phone: (604) 291-4176 Fax: (604) 291-5732 E-mail: ron_heath@sfu.ca</p>	<p><b>President Elect:</b> Saundra Springfield Assistant Director University of California, San Diego 9500 Gilman Drive, Dept 0021 La Jolla CA 92093-0021 Phone: (619) 534-3945 Fax: (619) 534-5723 E-mail: sspringfield@ucsd.edu</p>
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<p><b>Treasurer:</b> James R. Buch Assoc VP of Student Academic Affairs University of Oregon 372 Oregon Hall Eugene OR 97403-5256 Phone: (541) 345-1264 Fax: (541) 345-5811 E-mail: jbuch@oregon.uoregon.edu</p>	<p><b>Diversity Development Advocate:</b> Clifford A. Ramirez Assistant Registrar University of California, Los Angeles 1105 Murphy Hall Box 951429 Los Angeles CA 90095-1429 Phone: (310) 206-1170 Fax: (310) 825-6235 E-mail: cramirez@registrar.ucla.edu</p>	