



# PACRAONews

Pacific Association of Collegiate Registrars and  
Admissions Officers

Fall 1998



## President's Message

The PACRAO Board held its summer meeting in San Mateo at the conference hotel for the year 2001. I am pleased to report that the meeting went well and I am especially gratified to report that the PACRAO budget is in good shape. Each member of the Board has worked diligently to perform their roles at the lowest possible cost to the Association.

During my tenure on the Board, I have inherited some concerns and issues that previous Boards have struggled with. The central issue is the viability and effectiveness of the Board. A larger board could accomplish more but it is also more expensive. The one year term of most of the board members is a commitment that most people are willing to make, but continuity is lost when the board turns over so completely each year. Most members are just becoming comfortable with their role and

responsibilities when they are cycled off the board. Some of you may recall that in the winter edition of the PACRAONews, I put out a call to the membership to form a task force to address these issues and to make recommendations, if warranted, to the membership. Since no one leaped forward to take the leadership of this task, I remembered an old adage that states, "Whenever you want to get something done, give it to the busiest person you know." I then called Janet Ward. It didn't surprise me that Janet agreed to chair the task force since she is known for her service to the Association. I have asked Janet to put together a group that reflects our diverse membership and look at our constitution and bylaws and then make recommendations to the Board and membership to improve our effectiveness and viability as an association. I expect and hope that this task force will be able to complete their work in time to share their recommendations with the membership at the 1999 conference in Portland. So,

if any of you get a call from Janet asking you to participate, I expect you to respond in the affirmative.

The Board left San Mateo with a high level of anticipation and excitement about the PACRAO 1998 Conference planned for November in Palm Springs. David Van Ness has done an outstanding job as program chair, and I know the membership will be challenged by the programs and presentations that are coming. The local arrangements chair, Carole Jones, has also created a fantastic array of food, fun, entertainment, work, and socializing for the conference. Each member of the Board and Conference Committees have been capable and self motivated in their respective roles. With such an outstanding Board and conference support, I hardly have to do anything, and yet I still know that we will have an outstanding conference in Palm Springs!

James D. Moore  
PACRAO President

## PACRAO to Honor 1998 Retirees

Do you know of a PACRAOan who either has retired or plans to retire in 1998? If you do, the Association would like to know in order to celebrate each retiree's contribution to the profession at our annual conference in Palm Springs. Simply forward the person's name, title and institution on to past president, Janet Ward, Dean of Enrollment Services, Seattle Pacific University, Seattle, WA 98119. E-mail: [jward@spu.edu](mailto:jward@spu.edu). Please get this information to Janet before October 1.

## 1997 PACRAO Conference Proceedings

The 1997 PACRAO conference proceedings are now available on the PACRAO homepage at [www.reg.uci.edu/PACRAO/index.html](http://www.reg.uci.edu/PACRAO/index.html)

This is an excellent opportunity for members to access information presented at the 1997 conference in Vancouver, British Columbia. The proceedings have summaries from all featured speakers, including the keynote speaker, Dr. Martin Collis, as

well as all program sessions. PACRAO produces several hard copies of the conference proceedings for the Executive Board members and the archives but no longer produces hard copies for the membership.

Proceedings from the 1995 and 1996 PACRAO Conferences are also available through the PACRAO homepage. If you have any questions about the conference proceedings, please contact Nancy T. Youlden at [youden@vancouver.wsu.edu](mailto:youden@vancouver.wsu.edu).

## Extend Your Stay at PACRAO '98 For a Special Post-Conference Workshop

The PACRAO Diversity Development Committee is eagerly looking forward to having you join us for a number of special events during PACRAO '98 in Palm Springs. Besides our Diversity Development Connections and the Diversity Development Breakfast, the Committee is sponsoring a first-ever Post-Conference Workshop!

Please join us on Wednesday, November 4, from 1:30 to 5:00 pm for "Dynamics of Career Advancement: Understanding the Politics of Promotion." This highly interactive workshop will be facilitated by Dr. Lawrence Flores, founder of Promotion Track and creator of The Multicultural Promotion Track Game. Between developing the game and teaching at California State University Fresno, Dr. Flores has been conducting research into the dynamics - the how and why - people move up and down the organizational ladder. Does a person's ethnic background have anything to do with his or her potential for upward mobility? What about one's gender? How much of a factor does education play in the promotion game?

These and many other questions will be examined in an afternoon that will include an opportunity to play The Multicultural Promotion Track Game. Developed as a way for corporations, institutions, and organizations to address diversity issues and career development, the game has been steadily growing in popularity and use among corporations, government agencies, and educational institutions such as Stanford University.

Current plans call for the workshop to be taped for later distribution as a commercial workshop video. Here's your chance to test your paradigms about promotional opportunities while at the same time representing PACRAO in what could very well be our first commercial video appearance.

Don't miss this exciting workshop - a bargain at \$49 per person! Check your PACRAO '98 Conference Program for more details and consider extending your stay just one more night in Palm Springs. The workshop also makes a wonderful staff development opportunity for your staff who may only be able to attend a single conference event. Whatever your arrangements, see you in Palm Springs!

- Clifford Ramirez  
Diversity Development Advocate

## PACRAO Shines in Palm Springs!

Check your mail, because resting in that over-full mailbox is your PACRAO Program for our annual meeting, to be held at the Palm Springs Riviera Resort and Racquet Club in Palm Springs, California from November 1 - 4, 1998. If the program hasn't arrived, it should do so shortly. Meanwhile, you can check the PACRAO web site <http://www.reg.uci.edu/PACRAO/> for all the vital information. Registration will be accepted via paper, fax, or Web this year, and we welcome all PACRAOans to what promises to be an invigorating opportunity to explore new ideas and new territory especially for those of you unfamiliar with the California desert and the beautiful Santa Rosa mountains. The program is full of new ideas and familiar practices, and highlights the latest work and technology in our field. The vendors have been responsive to our invitation to participate, so you will be able to speak with a number of representatives in higher education products and technology.

Pardon the reminder, but because November is high season in the desert (all those people in cold, wet, gray-skies, states flock to the blue skies and balmy temperatures of Palm Springs), the hotel reservation deadline and conference deadline are both September 30 - so don't delay, or rooms may not be available. The room rate is \$100 single or double, so find a PACRAO buddy, bring your spouse, or enjoy some time to yourself at the beautiful Riviera Resort.

Details of PACRAO discounts with Alaska Airlines and Budget Car Rental are in the program and on the Web. Remember that 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 the train station is taxi-ride close. Directions to the resort by car are found in the 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. Jim Blackburn (CSU Fullerton), in his role as unofficial PACRAO Putter, has organized a golf event for PACRAOans who arrive early. On Saturday, October 31, the Tahquitz Creek Golf Resort (Legend Course) is available beginning at 12:15 pm for a very reasonable green fee of \$55. Costumes are optional (it's Halloween after all), but creativity is always welcome in the game of golf. Golf courses abound in the city, and many of them have contacted the Local Arrangements Committee to invite PACRAO to their facilities. Stop by Hospitality to see what is available to you. We have arranged with Celebrity Tours to offer tours of Palm Springs - details are in the program and on the Web. This is a great way to get a sense of the area, and the rich opportunities for exploration and discovery it affords. You shouldn't miss the aerial tramway or hot air ballooning. The only limit to recreation in Palm Springs is your imagination!

As you pack for the trip, be sure to choose your costume for our Monday "Night of the Stars." PACRAO loves a good party, and where else but in the city Hollywood made famous? There must be a hidden Olivia de Havilland, Jack Nicholson, Alfred Hitchcock, Brad Pitt or Meryl Streep in the crowd - who knows, you might find your Hollywood co-star at the party! You can be subtle or outrageous, or something in between, but be sure to dress for the evening and enjoy your night to shine.

If you haven't caught the flavor already, be assured: that this is a casual conference - pack your comfortable clothes, walking shoes, golf clubs and tennis racquet. The program committee will be sponsoring recreation opportunities both early and late in the day to get us out before and after those sessions, into the fresh air to renew our spirits and let our brains clear. While you're at it, bring an extra suitcase to fill at the outlet mall down the road.

The Palm Springs Local Arrangements Committee is delighted to host the 1998 PACRAO meeting and we encourage your participation and welcome your questions and suggestions. We believe in working hard and having fun. We look forward to sharing the excitement with you.

- Nora McLaughlin  
PACRAO '98 Publicity Chair

## Nominations and Elections Committee 1998-99

With this newsletter is the official ballot for the 1998-99 Nominations and Elections Committee. This is your opportunity to vote for the group who will present a list of candidates to serve you on the Association Executive Board in 1999-2000 and to serve on next year's Nominations and Elections Committee. Please - take a few minutes to cast your ballot. Use the envelope provided - or - submit your ballot to Ronald Heath, Dean of Student Services and Registrar, Simon Fraser University, Burnaby, BC, V5A 1S6. Be sure to place your name and institutional affiliation in the upper left hand corner of the envelope containing your ballot. Ballots must be received at the above address no later than October 1, 1998.

Vote for no more than five candidates. The five candidates receiving the highest number of votes will be asked to serve on the Nominations and Elections Committee at the annual conference in Palm Springs, California in November 1998. In the event that an elected member is not able to serve, alternates will be designated from the candidates receiving the next highest number of votes.

If you are a designated member of the Association from your institution and there is no ballot in your newsletter, please contact Ron Heath (email: [heath@sfu.ca](mailto:heath@sfu.ca) or by telephone at (604) 291-4176) and a ballot will be sent to you.

The Nominations and Elections Committee you elect will meet in Palm Springs with then Past President, Ron Heath as Chair, to identify nominees for the 1999-2000 PACRAO Executive Board - and for next year's Nominations and Elections Committee. Conference

attendees will be urged to submit the names of possible candidates for the available positions on the Board or the Nominations and Elections Committee. The members of your Executive Board represent you and your Association so it is important that we identify members who are willing to devote their time to these initiatives. If you will not be able to attend the conference and would like to suggest a candidate for one of these positions - or if you would like to serve, please contact Ron in advance of the conference and this information will be presented to the Nominations and Elections Committee.

- Ronald Heath  
PACRAO Past President

## Membership News

PACRAO has 1,379 members representing 279 educational institutions as of August 3, 1998! Each institution is given four individual memberships included in the \$75 dues, but each can list more individuals for \$15 per member. Our membership year runs from January 1 through December 31 of each year. If dues are received, for instance, in November (which is common, as many people join for the conference membership fee break), then those dues cover the year in which the conference was held. The next year's membership dues will commence in January (only two months after the conference). This has been a confusing issue for member institutions! Billing is generally sent out to all members (two-year and four-year, private and public) in April each year, with a first collection date of May 15th. Reminders go out in June and dues will continue to be collected all year! Thank you to everyone for making this a banner year for membership dues collections! I especially appreciate the work our data base manager, Jeff Fanner of Brigham Young University, has done for our organization. He keeps the lists accurate by making changes upon request, runs labels upon request, and is very responsive to our questions.

### CALL FOR NEW MEMBERS


We have had three new members join this year, so far. Several more are in process, as well. Please remember to carry the PACRAO message with you to your area workshops, state professional organizations, conferences, and contacts with colleges and universities. For membership information, please ask them to email me at [sburns@scc.spokane.cc.wa.us](mailto:sburns@scc.spokane.cc.wa.us) and I will be happy to tell them about PACRAO and mail them an application form.

Welcome to our newest members:

University for Humanistic Studies  
College of Oceanering  
Life Bible College

- Sara "Sunny" Burns  
PACRAO VP - 2 Year Institutions

## 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) 285-7813 E-mail: moore@pc.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>
<p><b>Vice President - 4 Year Institutions:</b> Gene F. Priday University Registrar Brigham Young University B-150 ASB Provo UT 84602-1114 Phone: (801) 378-4530 Fax: (801) 378-6583 E-mail: gene_priday@byu.edu</p>	<p><b>Vice President - 2 Year Institutions:</b> Sara "Sunny" L. Burns Associate Dean of Student Services Spokane Community College Mail Stop 2150 1810 N Greene Street Spokane WA 99207-5399 Phone: (509) 533-7010 Fax: (509) 533-8839 E-mail: sburns@ctc.edu</p>	<p><b>Secretary:</b> Nancy T. Youlden Director of Student Services Washington State University 14204 NE Salmon Creek Avenue Vancouver WA 98686-9601 Phone: (360) 546-9571 Fax: (360) 546-9032 E-mail: youlden@vancouver.wsu.edu</p>
<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) 346-1264 Fax: (541) 346-5811 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>	

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