

PACRAONews

Pacific Association of Collegiate Registrars
and Admissions Officers

Winter 1999

President's Message

"A RENEWED ATTITUDE FOR THE NEW MILLENNIUM"

Y2K; Year 2000; unknown, unfamiliar, new, different, change: These words can be frightening unless you are prepared to face them, plan to explore the possibilities, and are able to look forward to change.

As college or post-secondary administrators, each of us have determined some course of action to move our programs and systems forward intact into the next millennium. Some of us have been very pro-active in contemplating the changes that may occur in 2000. Our institutions have formed committees, think groups and workgroups to come up with a plan of action to forestall and avoid any catastrophe. Others have laid back, spending time reassuring themselves that any potential year 2000 problem is clearly overstated and will be resolved. Still other institutions are clearly overwhelmed without a clue on how to even start planning and preparing. Where does your institution stand on this issue? Where do you stand on this issue?

Those associated with PACRAO have always represented future planners, problem solvers, innovative thinkers and people of action. Wherever your institu-

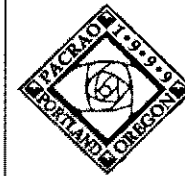
tion stands on this issue, your place is up front. If your institution is being proactive in facing Year 2000 potential problems, your place is up front providing the leadership you have demonstrated as a PACRAOan. If your institution is still "thinking" about the issue, your place is up front providing direction and leadership, as well as volunteering your skills in communication and networking.

The most pressing question or thought should now be "What is PACRAO doing to prepare for the Year 2000 transition?" PACRAO now provides an opportunity to volunteer our individual skills when needed; to understand the importance of completing an assignment or task in a timely and efficient manner; exposure to the "art" of networking - giving, receiving and sharing ideas; and most importantly, an atmosphere and environment where professional development opportunities are provided and encouraged.

In the year 2000, PACRAO will continue to offer the opportunities and challenges necessary for the membership. Are you taking advantage of what

is being offered? When was the last time you took advantage of a volunteer opportunity? When was the last time you used a networking opportunity to share ideas, receive and give worthwhile information or advice? The future of our association lies in the opportunities provided to the new professionals. What can PACRAO provide in the future to meet your needs? Please feel free to share your ideas, concerns and suggestions. ❖

-- Sandra Springfield, UC San Diego



PACRAO '99 in Portland

PACRAO heads north to the beautiful city of Portland, Oregon for our annual meeting this November 7-10. At the intersection of the Columbia and Willamette Rivers, Portland is a city which welcomes visitors with a friendly downtown, great excursions to mountains, beaches, the Columbia Gorge, and wine tasting all within an hour of the city. When you are not availing yourself of the first-class professional development opportunities made possible by your colleagues and our vendor partners, you can explore the city by night and take advantage of the many choices in the arts - music, theatre, and fine art galleries, as well as some of the best bread and beer anywhere.

Please mark you calendars now. We hope to have a website by Spring that will have more information than you will want to know. ❖
-- Frost Johnson, General Conference Chair, PACRAO '99

Membership News

Greetings from Kingman, AZ where the air is clear and the temperature is mild this time of year. My wishes to you, great PACRAOans, for the greatest year ahead.

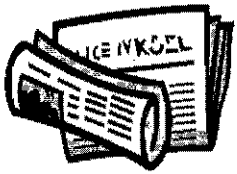
First of all, I wish to congratulate Sunny Burns for doing such a great job with membership this past year. Congrats Sunny!

Second, the PACRAO directories were passed out to those of us who attended the fall conference. The remainder were mailed out to the membership in mid November. If you haven't received yours, check your mailroom.

Third, there have been several updates sent to me for address corrections. Please keep them coming. Check the directory and let me know if changes are needed. It is hard to keep up with moves and marriage name changes without some kind of notice.

And last, but just as important, thanks for the opportunity to serve you this year as the PACRAO Two-Year Vice President responsible for membership. Let me know how I can help you. ❖

-- Roger L Johnson, Mohave Community College



A Year of Visibility and Involvement

"Sometimes when I consider what tremendous consequences come from little things . . . I am tempted to think ... there are no little things." - Bruce Barton

Since the establishment of the Diversity Development Advocate position in 1994, the Diversity Development Committee (DDC) has come a long way. From an initial focus on the concerns of PACRAO members of color, the DDC has broadened its attention to move from a segregation of issues to a spirit of inclusivity. In many ways, "diversity development" has come to mean the growth of PACRAO as a community building bridges beyond boundaries and valuing the diversity that strengthens our bonds to and our relationships with one another.

The 1997-1998 year has been one of high visibility for the DDC, not merely within our own region, but beyond.

Within the region, our Committee met several times during the year, intensely planning and preparing for the efforts that were evident at PACRAO '98. Working with Program Chair David Van Ness, diversity and inclusivity were evident, not merely as a theme threading its way through a variety of conference sessions, but as the underlying theme of the entire conference itself. While the Committee contributed one of the plenary speakers (Dr. Diane Ramirez, speaking on disabilities), all of the speakers were geared toward diversity and inclusivity in some way.

At PACRAO '98, the DDC hosted its very popular Diversity Development Connection I, an informal reception and opportunity to meet with colleagues before the official beginning of the Conference. The Connection II provided a more serious connection and a chance to dialogue about continuing issues and concerns. A post-conference workshop on diversity and the politics of promotion, however, was unfortunately cancelled due to low registration numbers.

Beyond the region, PACRAO's diversity development efforts were recognized in April with the conferring of AACRAO's Elbert W. Ockerman Award. This award, which included a \$500 stipend, affirmed PACRAO's efforts for diversity and inclusivity extended through the annual appointment of a Diversity Development Advocate and the activities of the DDC. The award was accepted at AACRAO '98 in Chicago by President Jim Moore and Advocate Cliff Ramirez, who has also proposed a session for AACRAO '99 to detail and share the successful strategies of PACRAO's DDC with our colleagues throughout the nation. Perhaps of greatest importance to the DDC's success this year was its make-up. Nine colleagues comprised a very active Committee. For each of the following, 1997-1998 Advocate Cliff Ramirez has expressed the highest admiration and sincerest gratitude for their personal collaboration and professional efforts.

- Anne Delfin, Associate Registrar, Antioch University
- Dorothy G. (Dot) Everett, Registrar & Director of Admissions, William Carey International University

- Masa K. Fujitani, Associate Director of Admissions, UC Irvine
- Judy Gorian, Undergraduate Admissions, UCLA
- William E. Mulrooney, Registrar & Director of Student Services, Art Institute of Southern California
- Nirmala D. (Mala) Sharma, Director of Enrollment Services, Charles Drew University
- Brenda Simmons, Associate Dean of Admissions & Financial Aid, Santa Monica College
- Rose Smith, Director of Admissions, California State Polytechnic University, Pomona

The DDC will, no doubt, continue to grow in its effectiveness and success as Brenda Simmons takes on the responsibilities of the Advocate role. Let us all offer our congratulations and commitment of support to Brenda as she carries on the vital mission of diversity development through the coming year. ❖

*- Cliff Ramirez,
University of California, Los Angeles*

From the Past President

Summer Success Seminars



One of the great services the PACRAO Association offers its member institutions is the opportunity for professional development at the local level. For those member institutions that have personnel who are unable to travel to the annual conference, PACRAO offers grants for summer training opportunities. These special grants are intended to help front-line staff who may not otherwise get a professional training experience.

Already several individuals have come forward with great workshop ideas.

Workshops can cover a very broad spectrum of professional development

topics from FERPA, to implementing the Tax Relief Act of 1997, to quality customer service, reducing stress in the workplace, or coping with Y2K problems. We would welcome your participation and fresh ideas for these unique professional development opportunities. For information on hosting a PACRAO Summer Success Workshop on your campus, please contact me at:

Jim Moore
Phoenix College
1202 West Thomas Road
Phoenix, Arizona 85013
(602) 285-7524 or
moore@pc.maricopa.edu ❖

Palm Springs

PACRAO '98 Conference a Huge Success!



Although attendance was below our expectations, the 1998 PACRAO Conference in Palm Springs was successful in several ways. Session evaluations indicate that the 409 registrants were very satisfied, for the most part, with the quality and diversity of the program sessions and speakers at this year's annual meeting. Many thanks to David Van Ness, Program Committee Chair, and his committee members for their hard work in putting together an outstanding program.

The warm weather (83-85 degrees every day) and the hotel layout and atmosphere gave folks an opportunity to "resort to shorts" and spend some time outdoors, to relax and be comfortable while networking and being professionally stimulated at the same time. The First Annual PACRAO Golf Tournament, hosted by Credentials LLC, was a hit and enjoyed by all participants (the skilled and the not-so-skilled, alike). Our thanks to Jim Blackburn from Cal State Fullerton for coordinating this event. The "Evening With The Stars" event was very well received by those in attendance. The DJ was retained an additional hour because everyone was having such a good time. Thanks to those members

(other than the LAC) who got into the spirit of the event by wearing costumes – it really contributed a lot to the atmosphere and kept the LAC from standing out like sore thumbs!

I am in the process of finalizing the budget and preparing my final report for the Board right now, but I am pleased to say that the conference did very well financially, and we will be returning a healthy proceeds check to the Treasurer in the near future. None of this would be possible without the efforts and hard work of my Local Arrangements Committee members: Herman Lee, Nancy Corlett, Jeff Halverson, Chris Butzen, Roberto Koch, Fred Dear, Rose Kukla, Nora McLaughlin, Saskia Knight and Tina Toma. The conference went so smoothly because of the abilities of these people who gave so much of their time to ensure the success of PACRAO '98. My thanks to each and every one of them.

Thanks, also, to the PACRAO members who attended this year's conference. It's your support of these conferences every year that keeps our association strong. I look forward to seeing you in Portland for PACRAO '99! ❖

-- *Carole Jones, General Conference Chair, PACRAO '98*

Harvard Higher Ed

The Higher Ed Institute Programs, sponsored by the Harvard Graduate School of Education, is a two-week program that focuses on leadership and management for mid-level administrators in the field of higher education. The program is selective and each summer, 120 individuals are admitted worldwide. As a participant last summer, I was able to meet and interact with people from Canada, Europe, South America and Africa. As a member of the advisory board, I am also active in both identifying those issues which are critical in higher education leadership and also encouraging individuals to participate.

I would like to encourage any PACRAO members who are interested in any of the Higher Ed Institutes to contact either:

Ms. Catherine Rosseel
Program Coordinator
Harvard Higher Ed Institutes
E-mail:
rosseeca@HUGSE1.Harvard.edu
Phone: (617) 496-2655

or

William Ponder
Registrar
Pierce College
E-mail: wponder@pierce.ctc.edu
Phone: (253) 964-6623 ❖

-- *Bill Ponder, Pierce College*

Review of Constitution and By-Law Review Underway



At the 1998 annual conference in Palm Springs, two important kick off events occurred for the Review Team charged with providing the Executive Board with recommendations by June 1999 related to PACRAO officers, their duties, terms of office, and standing PACRAO committees. During the 1998 annual conference, the Review Team met to discuss its charge and to begin discussions on potential changes. Later during the conference, the Review Team held an open forum so members could voice their ideas and concerns. Although the forum had low attendance, it provided essential insight on the emerging ideas:

1. Should PACRAO create additional standing committees, which could meet during the annual conference, to provide greater opportunities for participation in the association? There is a concern that the existing committee structure limits opportunity for participation (current committees: Annual Conference Program, Local Arrangements, Diversity Development, Nominations and Elections, and Awards).
2. What functions of the association require representation on the Executive Board as either an a) elected officer or b) as a presidential appointee? The Review Team believes the current distribution of duties and the number of elected officers is inadequate.

3. With the exception of the President-Elect, should all elected officers serve a two-year term? Currently, only the Treasurer serves a two-year term.

More information will be provided in upcoming issues of the PACRAONews, as the Review Team eagerly desires to hear your perspectives throughout its deliberations. Do not hesitate to contact any of the following members of the Review Team: Janet Ward (facilitator), Sunny Burns, Masa Fujitani, Jim Moore, John Snodgrass, or Gaylea Wong. ❖

-- *Janet Ward, Seattle Pacific University*

Distinguished Service Award Presented and Three



Honorary Memberships Granted



A Distinguished Service Award was awarded to Masa Fujitani at the recent annual meeting in Palm Springs, and the following members received honorary lifetime memberships: Melanie Moore-Bell, Evelyne Glaser, and Mary Neary-Morley.

Masa Fujitani

Masa Fujitani is Associate Director of Undergraduate Admissions and Relations with Schools at the University of California, Irvine. While she has been with UCI for 32 years, she has been a dedicated member of PACRAO for almost a quarter of a century. Since 1974, Masa has served the Association on local arrangements, in the areas of Hospitality, Registration, Evaluations and Facilities. In 1995, she served on both the Program Committee and Nominations and Elections.

Most notably, Masa has provided leadership for PACRAO's Diversity Development Committee, and was appointed by two Presidents to serve as the Diversity Development Advocate. Between 1995-1997, she was an advisor to the Executive Board to raise awareness of diversity issues in discussion on policy and professional development. Her greatest accomplishments include:

- Creating energy for the position
- Increasing awareness across the PACRAO membership for seeking diversity in nominations and elections, as well as in committee membership
- Sponsoring programs at the annual conference relevant to the challenges we all face on our campuses
- The conferring of AACRAO's Eugene Ockerman Award in 1998 for PACRAO's Diversity Development Initiative

Other organizations have benefited from Masa's knowledge and passion about achieving greater understanding of diversity issues. For AACRAO, she has been a presenter in diversity sessions and is a member of the Asian American/Pacific Islander Caucus. For a traveling Smithsonian exhibit, Masa contributed materials and a presentation on the Strength and Diversity of Japanese Women in Nevada.

The true extent of Masa's leadership as the Diversity Development Advocate has been immeasurable. We have learned a great deal from Masa and recognize that the real contribution of her leadership can be felt in how Committee members have grown as contributors to PACRAO, and in the greater education arena.



HONORARY MEMBERSHIPS



Evelyne Glaser

As registrar at Occidental College, Evelyne Glaser has been a very active member of PACRAO since 1980 and led her campus in all things registrarial until her recent retirement in June, 1998. In 1985 and 1986, she helped plan the program for the San Diego and Lake Tahoe PACRAO meetings. In 1988, she served as the Chair of the Program Committee for the Long Beach meeting, after first helping to form the Local Arrangements Committee. In 1998-89, Evelyne served on the Executive Board as PACRAO Secretary. In 1992, she coordinated and hosted one of the early PACRAO Summer Success Seminars on her campus, drawing over 100 participants.

Evelyne has supported and led numerous conference committees: Publicity and Conference News Co-Chair (Reno/Sparks 1993), Publicity Chair (Sacramento, 1996), the Registration Committee (Sacramento, 1996), and the Publicity Committee (Palm Springs, 1998), as well as the Hospitality Committee for a number of conferences. Any tribute to Evelyne would be incomplete without remarking on her impressive sense of style – who else could promenade on the Queen Mary so elegantly in 1988, and play Eva Peron with such success in 1996?

Throughout her leadership, Evelyne has brought energy, creativity, humor, intelligence, hard work and common sense to PACRAO. She has argued for keeping costs in line and for putting the needs of the membership foremost in the minds of the leaders and conference committees. She has been particularly sensitive to and supportive of the underrepresented members of PACRAO and had promoted more

aggressive efforts by the board to reach out to those members. Evelyne has successfully combined professionalism, style and wisdom to challenge and inspire her peers. Indeed, as her parking space at Occidental once proclaimed, Evelyne Glaser is the "RegiSTAR"!

Mary Neary-Morley

For the past two decades, Mary Neary-Morley has continually stretched herself professionally, as she has undertaken numerous roles and responsibilities, both on-campus and through professional associations - state, regional, and national. The majority of her career in higher education administration was spent at Arizona State University, and in 1992, she served AACRAO as Vice President.

As a PACRAOan, she has been committed to furthering the association's mission of professional development. The success of the recent Vancouver, BC Conference was due in part to Mary's organizational skills as Program Co-Chair. In 1993-94, Mary served at PACRAO's Vice President for Four-Year Institutions. On the national scene, Mary was active in NASFA and AACRAO. At NASFA, she has served as state representative, newsletter editor and conference presenter. In AACRAO, she was highly involved in the SPEEDE movement, as Mary recognized the importance of the electronic transcript to her institution and to higher education. Eventually, Mary became chair of the SPEEDE committee, where she helped establish SPEEDE at the forefront of the development plans of AACRAO member institutions.

Mary recently left higher education administration to move into the world of administrative software, where she will continue to provide her expertise to the benefit of the academic community. While her presence will be missed, her colleagues in PACRAO wish her every success!

Melanie Moore Bell

For almost three decades, Melanie Moore Bell has generously given of her creative talents and leadership skills to raise our professional standards at the national,

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Honorary Memberships

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regional and institutional level. Melanie has served in admissions services and the registrar's office of institutions from large public four-year institutions to small private colleges. These include Eastern Washington University, the University of Washington, Whitworth College, and Gonzaga University. Many of you may not remember the year Melanie served as PACRAO President (1994-95). However, it remained unforgettable for the officers who served with her because two officers resigned,

as a result of changes in their careers. Through Melanie's focused, tenacious and persevering leadership, the remaining officers pulled together, re-distributed the duties, and provided a quality conference and service to the members.

Melanie's commitment to the advancement of the profession went beyond PACRAO boundaries and expanded into the national arena through AACRAO. She has served on committees for professional development, fraudulent credential, publication policy board, nominations and elections, grading practices, and was

AACRAO's Secretary-Treasurer from 1995 through 1997. Perhaps her greatest achievement was serving as editor for AACRAO's publication Touch-Tone Telephone/Voice Response Registration: A Guide to Successful Implementation.

Today, Melanie remains involved in higher education through her consulting business. Most recently, she and her husband David were consultants for Thai Airways International, where they provided management seminars to 45 top managers on team building, leadership, customer service, and goal setting. ❖



AACRAO Annual Meeting



Charlotte, NC

April 12-21, 1999

NEW MEMBERS, FIRST-TIME ATTENDEES ONLY!



The New Member Orientation Committee is hard at work with its plans for welcoming new members and first-time Annual Meeting attendees. Plans include a welcome booth, a special breakfast meeting, and an orientation program to provide information on activities, events, and professional development opportunities provided by AACRAO. The breakfast and orientation meeting has been scheduled on Monday, April 18 at 7:30 - 9:45 a.m. Most importantly, new members can find out how to get involved! Each new member and first-time attendee should check the box on the Annual Meeting Registration Form indicating he/she is a new member to the Association and/or first-time attendee to the conference. Each new member/first-time attendee will receive information on the services and programs available in Chicago prior to the conference.

ANNUAL MEETING HOTLINES

- ▼ AACRAO Website
You can register online!
www.aacrao.com
 - ▼ AACRAO Office
Phone: (202) 293-9161
Fax: (202) 872-8857
E-mail: exhibits@aacrao.nche.edu
 - ▼ Charlotte Arrangements
130-D N McDowell St.
Charlotte, NC 28204
(704) 332-8445 Fax: (704) 332-5099
www.charlottearrangements.com
 - ▼ Cahan Travel Management
Phone: (800) 368-3327
or (703) 893-3240
 - ▼ Terry Davis
Phone: (803) 777-7700
E-mail: terry@admissions.sa.sc.edu
- E-mail: meetings@aacrao.nche.edu
Document-on-Request:
(888) 6AACRAO

OFFICIAL PROGRAM

By this time, all members should have received the newly designed Official Program. In an effort to reduce publication costs, note that this document contains only the general information you need for the Annual Meeting. Full workshop and session information is available on the AACRAO website (www.aacrao.com). If you didn't receive your program, you may obtain a copy by dialing AACRAO Document-on-Request line at (888) 6AACRAO. The document numbers to request are as follows: 220, 222, 223, 224, 226 and 227.

IMPORTANT 1999 DATES

Mar 5	Early Bird Deadline
Mar 5	Minority Half-Price Fee Deadline
Mar 11	Housing Request Deadline
Apr 7	Tour Registration Deadline
April 14	Last day for Conference Cancellations with a Refund.

ANNUAL MEETING HOTELS

The meeting will be held at the Charlotte Convention Center. Free AACRAO shuttle bus service will be provided from the Adam's Mark Hotel to the Convention Center at peak hours.



Adams Mark Hotel 555 South McDowell Street Charlotte, NC 28404 (704) 372-4100	Hilton Charlotte & Towers 222 East Third Street Charlotte, NC 28202 (704) 377-1500
Charlotte Marriott City Center 100 West Trade Street Charlotte, NC 28202 (704) 333-9000	Radison Plaza Hotel Charlotte 101 South Tryon Street Charlotte, NC 28280 (704) 377-0400

PACRAO EXECUTIVE BOARD

President

Sandra 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

Vice President - 4 Year Institutions

Fred Dear
Associate Registrar
University of Southern California
University Park
Los Angeles, CA 90089-0912
Phone: (213) 740-5306
Fax: (213) 740-7995
E-mail: dear@mizar.usc.edu

Treasurer

James R. Buch
Asst 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

Past President

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

Vice President - 2 Year Institutions

Roger Johnson
Director of Admissions & Records
Mohave Community College
1971 Jagerson
Kingman, AZ 86401
Phone: (520) 757-0847
Fax: (520) 757-0808
E-mail: rogjoh@et.mohave.cc.az.us

Diversity Development Advocate

Brenda Simmons
Associate Dean
Santa Monica College
1900 Pico Blvd
Santa Monica, CA 90405
Phone: (310) 434-4880
Fax: (310) 434-3645
E-mail: bsimmons@smc.edu

President Elect

Nora McLaughlin
Registrar
Reed College
3203 SE Woodstock Blvd
Portland, OR 97202
Phone: (503) 777-7774
Fax: (503) 777-7795
E-mail: nora.mclaughlin@reed.edu

Secretary

Betty Crossman
Associate Registrar
University of Phoenix
4615 E Elwood St
Phoenix, AZ 85040
Phone: (602) 927-0099 x1228
Fax: (602) 894-1758
E-mail: bacrossm@apollogrp.edu



PACRAONews
University of Southern California
Registrar's Office - REG 101
University Park
Los Angeles, CA 90089-0912

ADDRESS CORRECTION REQUESTED

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