President's Message

PACRAO 2000 – Something to Celebrate!

After all the fuss and bother that surrounded the transition from 1999 to 2000, it appears that we are all present and accounted for. PACRAO, of course, counted on that relatively smooth transition and is already planning for PACRAO 2000. After a very successful annual meeting in Portland, Oregon, PACRAO moves in 2000 to La Jolla in sunny southern California, under the leadership of Senior Surfer Richard Riehl and Saskia Knight, who will serve as local arrangements (conference) chair and program chair respectively. Given their leadership and energy, I know that PACRAO can count on a conference that provides both professional development and a delightful break from our daily campus work.

The constitutional changes passed by the membership at the annual meeting will occupy the board for much of its work this year. The changes provide us with the framework for a more open relationship with the members through the working committees, as well as with the opportunity to benefit from board members’ experience with extended terms of office. The changes and the beginnings of our implementation are outlined in an article later in this issue.

The PACRAO budget is healthy, with a reserve in keeping with sound fiscal planning and expenditures within our anticipated range. Our bank account is likely to be still healthier when the final books for the Portland conference are closed. From Frost Johnson’s preliminary estimate, the conference return will exceed the budget estimate, and will allow us to leave the conference fee at its current level. We realize that conferences are key professional development opportunities for the members, and we try to keep those costs in line as much as we can. I would again like to thank Frost and his wonderful committee for hosting an energetic and imaginative conference. Who knew that downtown could be so much fun?

As PACRAO looks at changes within the association, we are also looking at updating our logo. The current logo has been handed down from board to board, sometimes losing detail, sometimes adding on touches we can’t ascribe—the geographic detail of the map is no longer guaranteed to be accurate. The board voted at the November meeting to have a committee work with a designer familiar with PACRAO to propose a new logo for the association. We look forward to including the membership in that process, and are interested in any ideas you have.

An area that has been both key to PACRAO’s communication and troublesome in its maintenance and stability is our technological support, particularly our use of the web. As more of our communication moves to the web, the board is keenly aware that we need a more comprehensive solution than our current reliance on the generosity of one member institution or another to post our proceedings, our conference registration, and our historical and constitutional documents. Although we do not have a solution to propose at this point, the board is looking at this issue, in hopes of designing a review and proposal process that the new Vice President for Publications and Information Technology can begin in 2000-2001. Finally, it is impossible to convey a message to the membership from the board without
President’s Message Continued

taking time to say thank you. To last year’s board, local arrangements and program committees, to the presenters, coordinators and recorders for last year’s conference, and to the committee members that make things happen for PACRAO, thank you from the board. Your participation makes PACRAO happen, and is an inspiration to the board and the members. It is because of you that we enjoy so very much our PACRAO time together. Best wishes for a healthy and productive 2000!

Nora McLaughlin
President

PACRAO 1999 Portland

The 1999 PACRAO conference was the most widely attended in recent memory. Beginning with the packed room that heard Oregon State University president Dr. Paul Risser challenge us all to continue to meet demands of changing technology and service delivery, the 614 conference attendees had an opportunity to attend some or all of the 50+ sessions. The preliminary assessment results indicate that the sessions and activities were well received. Participation from our vendor partners also exceeded our expectations. We set up our conference budget hoping for 30 paid vendors, only expected about 25, and are extremely pleased that we filled 34 of the 35 booth capacity. I have only one outstanding bill to pay (I am waiting for the invoice). Because of the larger than expected attendance, it is my pleasure to inform you that we did very well financially. I am sure we will not be seeing any increase in the conference registration fee in the near future.

The success of this meeting (indeed, of all PACRAO meetings) is due to all of the wonderful professionals who donate their time and talent. Again, special thanks to Michele Sandlin, Pam Muir, Barbara Bulz, Bob Tufts, Anne Herman, Veda Kindle, Larry Shipley, Paul Olsen, Glenda Tepper, and John Snodgrass for their great work as members of the LAC. The Program Committee should be commended for all of their hard work. Thanks to program chair Rose St. Onge and her "right hand" Kathy Reed along with the rest of the group: Bill Brown, Chris Butzen, Saskia Knight, "Skip" Records, Brenda Simmons, Brad Tombave, and Bonnie Wilcox.

PACRAO is a strong, vibrant association with a diverse and intelligent membership. I encourage everyone to participate at whatever level they are able, you will get out more than you put in. To all those that visited Portland, thanks for making this a very rewarding experience for me. To all of you that could not make it, see you in La Jolla!

Frost Johnson
LAC Chair
PACRAO 1999 Portland

AACRAO 2000 Annual Meeting

The AACRAO 2000 Annual Meeting promises to be a memorable experience! The New Orleans Local Arrangements Committee is planning programs and social events to bring in AACRAO’s new millennium in style! Make your plans now to attend!

Conference Information
For full details of the AACRAO Annual Meeting, visit the conference website at

http://www.aacrao.org/me-am-frame.html
PACRAO 2000 La Jolla

As you mark important dates on your brand new 2000 calendar, don't forget to write in "PACRAO, Hyatt Regency, La Jolla, California, November, 4-8." The setting in San Diego County is ideal for both professional development and personal enjoyment. Your Local Arrangements Committee is working hard to make this annual conference the best ever.

Our conference hotel, the Hyatt Regency La Jolla is just 20 minutes from San Diego International Airport and within minutes of attractions such as Sea World, San Diego Zoo, LEGOLAND, Torrey Pines Golf Course, and numerous ocean beaches. Five internationally themed restaurants in the hotel and adjacent Restaurant Village offer superb settings for informal meetings and social gatherings. Average high and low temperatures in early November are 74° and 58°.

Make your plans now to join with your colleagues to "Surf La Jolla 2000" in November

LAC Members
Richard J. Riehl, Chair
Executive Director of Enrollment Services, CSU San Marcos
Rich Backer, Hospitality
Assist. Vice Chancellor, Enrollment Services, UC San Diego
Chris Butzen, Facilities
Registrar, Loyola Marymount University, Law School
Fred Dear, Exhibits
Associate Registrar, University of Southern California
Marjorie George, Meals/Special Events Co-chair
Associate Registrar, National University
Carole Jones, Publicity
Assistant Registrar, CSU Fullerton
Herman Lee, Evaluations
Director of Enrollment Services, Palomar College
Doug Slawson, Meals/Special Events Co-chair
Registrar, National University
Tina Toma, Registration
Assistant Registrar, UC Irvine
Wayne Van Ellis, Publications
Registrar, Chapman University
Kathie Westerfield, Tours
Dir. of Adms., Records, and Fin. Aid, College of the Desert

Millennium Membership News

Greetings from Des Moines, Washington. I hope all enjoyed this festive year and best wishes for the new millennium. I would like to first congratulate Roger Johnson for doing an outstanding job with the membership this past year. Bravo Roger!

Second, PACRAO Directories were picked up by most of those who attended the Portland Conference. The remainder were mailed out in December. If you haven't received yours, check your mailroom. Third, there have been several address corrections sent to me. Please check the directory and let me know if changes are needed. To ease this process I have established a e-mail box for directory corrections and membership issues, please e-mail to the following address for any corrections:
pacraovp2yr@hcc.cte.edu

Robert Kurtz
Vice President for 2-year Institutions
Summer Success Seminars

One of the outstanding services the PACRAO association offers its members 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.

Workshops can occur at any time of the year and are not limited to summer. Workshops can cover a very broad spectrum of professional development topics from FERPA, to coping with a new system implementation, innovative training techniques in the workplace, to quality customer service. We would welcome your participation and fresh ideas for these unique professional development opportunities. For information in hosting a PACRAO Summer Success Workshop on your campus, please contact me at:

Saundra Springfield
Past President

PACRAO Board Begins the Implementation of Recent Constitution and By-laws Changes

On November 10th, PACRAOans voted on constitutional changes that revised the roles and functions of the officers, extended the terms of office for one-year officers, and established new standing committees. At the board meeting later that day, the 1999-2000 Executive Board began the work of implementing those changes.

The 1999-2000 board will operate under the old definition of responsibilities, but each member whose office will change under the new definition will be re-writing the description of the office, and outlining a calendar of activities and duties. The 2000-2001 board will reflect both the new terms and the new responsibilities. The nominations and elections form used at the Portland conference incorporated the changed roles of the officers. The slate to be presented to the membership this year will reflect the new design of the board.

A brief synopsis of the changes in duties and terms follows: The president-elect will take on responsibility for communication with state, regional and province associations and assist with membership. The past president will take on the site visitation and selection for the conference. The secretary's term of office is extended to two years, with no change in responsibilities; the treasurer's term of office and responsibilities remain the same. The vice presidents will no longer be chosen based on type of institution, but instead will have program and planning responsibility within PACRAO. There will be a vice president for each of the following: professional development, membership and publications and information technology. Each vice president will serve a two-year term.

The board is pleased with the approval of these changes, and looks forward to expanding both the opportunities for involvement for members and the services the association can provide the membership. In order to ensure continuity of the board, the two-year terms of officers will be staggered, which means that some board members elected in 2000 will serve a one-year term. Thereafter, all terms will be two-year, except the president, who is elected for a three-year term including president-elect, president and past president.

Three new committees will begin work in November 2000 to support the goals of the association. We are looking for volunteers for these committees, and will provide a means for members to volunteer in our next newsletter. The three committees are professional development, publications and information technology and membership development. Each of these activities is crucial to PACRAO's ability to serve the members and to reach out particularly to those members who are unable to attend the annual conference.

One final change that was approved last November has already been implemented. The diversity development advocate is now a voting member of the board. Brenda Simmons happily cast her first vote under the new constitution at our board meeting on November 10.

As in all things PACRAO, the board appreciates your input, your questions and suggestions for the work ahead. Please know that you can contact any member of the board to offer your input, and to volunteer for the good work that PACRAO does.

Nora McLaughlin
President
Diversity Development

The Diversity Development Committee (DCC) met with great success at PACRAO 1999 in Portland. The Diversity Connections I and II were very successful and diversity themed sessions were well attended. UCLA’s Clifford Ramirez gave a dynamic, inspiring speech titled: “Getting to What Matters Most: Reflections for the New Millennium.” Cliff deserves kudos for stepping in at the last minute when the DCC’s scheduled speaker was unable to attend. Cal Poly Pomona’s Rose Smith chaired the Diversity Connection II — a round table discussion on diversity issues in our field and within our institutions. At close of the conference, Brenda Simmons was reappointed as Diversity Development Advocate to serve through 1999-2000 year.

The DCC is composed of two important groups, the core member group comprised of PACRAO members located in the Southern California area and the telecommunication group comprised of members throughout the PACRAO region.

The core member group for 1999-2000 year is:

- Anne Delfin, Associate Registrar, Antioch University, Los Angeles
- Dorothy Everett, Registrar & Director of Admissions, William Carey International University
- Masa Fujitani, Associate Director, Undergraduate Admissions & Relations, UC Irvine
- Judy Gurian, Undergraduate Admissions & Relations with Schools, UCLA
- William Mulrooney, Dean of Student Services and Registrar, Art Institute of Southern California
- Clifford Ramirez, Assistant Registrar, UCLA
- Nirmala Sharma, Director of Enrollment Services, Charles Drew University
- Rose Smith, Director of Admissions, California Polytechnic University, Pomona
- Brenda Simmons, Associate Dean of Admissions, Santa Monica College

The telecommunication group for 1999-2000 includes:

- Sara Burns, Associate Dean of Student Services, Palomar College
- Herman Lee, Director of Enrollment Services, Palomar College
- Roberta Lindahl, Assistant Registrar, University of Portland
- Mary Anne Marawitz, Registrar, Antioch University, Santa Barbara
- Julia Pomeren, Registrar, Pacific Lutheran
- William Ponder, Associate VP for Enrollment Services, Eastern Washington University
- Larry Shipley, Registrar, Umpqua Community College

The goal of the DCC for the coming year is to recruit new members to its core and to its telecommunications group. All PACRAOans interested in joining the Diversity Development Committee, wanting to attend future DDC meetings, or wishing to share issues of diversity are urged to contact Brenda Simmons at bsimmons@smc.edu

Looking Ahead

The DCC shall be holding meetings in January and February at campuses in Southern California. For the exact date and location, please email Brenda Simmons. All members are encouraged to attend at least one meeting. Your insight and experience will be a welcome contribution. Remember the date, Friday, March 10, 2000. The DCC will present a Success Seminar: a day of seminars and an open forum focused on issues of diversity, inclusiveness, and professional success geared toward front line employees. Antioch University in Los Angeles will serve as host. There will be a nominal charge for the Success Seminar. Lunch will be provided. Further information will be provided to member institutions in the Southern California area. You may also contact William Mulrooney at wmulrooney@aisc.edu
PACRAONews
Oregon State University
104 Kerr Administration Building
Corvallis, OR 97331-2106

CHRISTINE KERLIN
EVERETT COMMUNITY COLLEGE
DEAN OF STUDENTS
801 WETMORE AVE
EVERETT WA 98201

PACRAO EXECUTIVE BOARD

President
Nora McLaughlin
Registrar
Reed College
3203 SE Woodstock Boulevard
Portland, OR 97202-8199
Phone: (503) 777-7774 Fax: (503) 777-7795
Email: nora.mclaughlin@reeds.edu

Past President
Saundra Springfield
Assistant Director
Office of Admissions and Outreach
University of California, San Diego
9500 Gilman Drive, Dept 0021
La Jolla, CA 92093-0021
Phone: (619) 334-3945 Fax: (619) 334-5723
Email: springsfield@ucsd.edu

President Elect
John M. Finney
Associate Dean
University of Puget Sound
1500 North Warner
Tacoma, WA 98416
Phone: (253) 756-3207 Fax: (253) 756-3108
Email: finney@up.edu

Vice President for Four-Year Institutions
Robert M. Bontrager
Director of Admission and Orientation
Oregon State University
104 Kerr Administration Building
Corvallis, OR 97331-2106
Phone: (541) 737-4088 Fax: (541) 737-2482
Email: robert.bontrager@orst.edu

Vice President for Two-Year Institutions
Robert Kurz
Director of Student Services Information Systems
Highline Community College
P.O. Box 98000
De Moines, WA 98198-9800
Phone: (206) 878-3710 Fax: (206) 870-4855
Email: rkurz@highlinecc.edu

Secretary
Kathie Westerfield
Director of Admissions, Records and Financial Aid
College of the Desert
43500 Monterey Avenue
Palm Desert, CA 92260
Phone: (760) 773-2519 Fax: (760) 776-0136

Treasurer
John Morris
Registrar
Chaminade University of Honolulu
3140 Waialae Avenue
Honolulu, HI 96816
Phone: (808) 735-4722 Fax: (808) 735-4443 ext.6
Email: jmorris@chaminade.edu

Diversity Development Advocate
Brenda Simmons
Associate Dean of Admissions and Records
Santa Monica Community College District
1900 Pico Boulevard
Santa Monica, CA 90405-1628
Phone: (310) 434-4880 Fax: (310) 399-1730
Email: bsimmons@smccd.edu

2000 PACRAO Meeting Chairs

Conference Chair
Richard Riehl
Executive Director of Enrollment Services
California State University, San Marcos
San Marcos, CA 92096-0001
Phone: (760) 750-4809 Fax: (760) 750-3285

Program Chair
Saskia Knight
Vice President and Dean of Enrollment Services
Chapman University
Orange, CA 92866
Phone: (714) 997-6982 Fax: (714) 532-6009