

# PACRAONews

## President's Message

### Unsung Heroes ....

"A good Registrar is like good health—you don't miss it until you don't have it anymore." That's how Pat Keef, Dean of the Faculty at Whitman College, expressed his appreciation for the work that Registrars do when he addressed a group of us in Walla Walla last October. He said Registrars are "unsung heroes" on campus. I am sure that Dean Keef would have said the same about admissions officers, financial aid officers, and others of us working under the PACRAO umbrella, had he been addressing those groups as well.

Long, long ago I received graduate training as a sociologist and spent a number of years as a faculty member. Then I became a Registrar and I attended my first PACRAO conference in San Diego in 1976. I noticed three extraordinary things immediately. The first was that PACRAOs' major contribution to their professional organization and their colleagues was *cooperation*. The way you get ahead in this profession is by helping others and by sharing ideas that work. I learned quickly that this is how we get ahead on our own campuses as well.

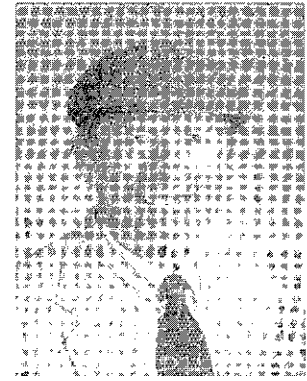
The second extraordinary thing I observed is how mentally healthy and psychologically well balanced we are. I had never before encountered a group of folks that was characterized by as much personal stability, dependability, reliability, and faithfulness to friends and colleagues as I encountered among PACRAO professionals. We

are good people. I learned over the years that what distinguishes us from other professionals is that we mostly work behind the scenes. We

are usually not center stage on our campuses, nor do we need to be. We are unsung heroes who derive personal satisfaction from doing the work that makes our campuses run smoothly, and we do this without receiving very much praise or recognition. Whether being in this profession promotes mental health or whether the profession attracts mentally healthy people, I couldn't say. All I know is that I have never known a finer group of people anywhere.

The third extraordinary thing I noticed when I started attending PACRAO conferences all those many years ago was how much I learned from colleagues. Every session was a gold mine of ideas, given generously by people rich in experience and wisdom. To be honest, this stood in stark contrast with my experience attending professional meetings as a faculty member.

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### Is There an Archivist in the House?

One of the goals of the current board is to evaluate the state of the PACRAO archives, currently housed at University of the Pacific in Stockton, California. UP has graciously served PACRAO with archive storage for many years, but recently they have identified their need to reclaim the space currently allocated to PACRAO. If there is an institution with potential storage space, please contact Nora McLaughlin at [nora.mclaughlin@reed.edu](mailto:nora.mclaughlin@reed.edu). Your suggestions and offers of assistance will be gratefully entertained.

Nora McLaughlin  
Past President

## PACRAO Logo in Final Development

The board reviewed our designer's latest logo proposals at our meeting in La Jolla in November. The new board was enthusiastic about the designs, and we have given the designer some suggestions to fine-tune the two best options. We anticipate that the new PACRAO logo will symbolize our organization more simply than our current design. The physical expanse of the PACRAO region makes using a geographic representation especially challenging, as the many versions of

our current logo have revealed (Hawaii keeps moving). We are therefore looking at other symbols to convey the work of the association. We expect to present our findings to the members after the winter board meeting. Watch the newsletter for the unveiling!

Nora McLaughlin  
Past President

## Presidents' Message Continued

There, it seemed to me, the name of the game was competition and one-upmanship. Leaders in academic organizations seemed to be those from the biggest universities with the most resources at their disposal. I observed that leaders in PACRAO were those with the best ideas and the most cooperative spirits, and that the size of their institutions didn't matter. I loved PACRAO and I still do. Joining this profession was for me like coming in from the cold and stepping into a warm bath. It felt real good.

On your campuses you work hard, you do a terrific job, and you go largely unnoticed (until you aren't there anymore). But during this next year I am your President, and I will tell you that I know you do a good job and that I appreciate your good work. You unsung heroes deserve praise and thanks more often than you get them, and I hereby speak for your faculties, your students, and your senior administrations when I thank you for your

outstanding service. Thank you for the scope and sweep of your contributions, for your grand ideas for improving systems and services, and for your attention to the small details that improve the lives of individual students. Thank you for being faithful, thank you for being honest and true, and thank you for sharing your strength with those who need you the most whether they realize it or not.

Next time we'll get down to work and I will tell you about some of the exciting developments your executive board is working on. In the meantime, I want you to be proud of yourselves, because I am proud of you. I want you to hold your heads high as you stride down those hallowed halls. Go boldly, you unsung heroes. You are simply the best.

John Finney  
President

## Invitation to the Diversity Development Committee

Greetings from Anne Delfin-Schnirch, your new PACRAO Diversity Development Advocate for 2001. I look forward to working with all of you "to promote a community of inclusiveness in PACRAO and in our profession." It is the mission of the Diversity Development Committee to sponsor and develop events that center on promoting diversity, cultural awareness, and inclusiveness.

Some of the programs we have provided in the past include a number of important activities at the annual meeting. The Committee now coordinates the New Member Orientation. The Diversity Development Breakfast event at the conference provides an opportunity to network with colleagues. The committee has supported Program Committee efforts to ensure conference sessions on topics such as affirmative action, campus diversity initiatives, integrating international students, and becoming aware of the experience of marginalized students. Just last summer, the Committee hosted a well-attended Success

Seminar that included workshops on "Managing the Privacy of Student Records" and "Building Diversity: From Tolerance to Celebration."

I encourage and invite you to become a member of either our Diversity Development ad hoc committee or our virtual committee. The ad hoc committee physically meets four times a year and serves as an advisory group to the Advocate as well as a coordination team for the committee's events at the annual meeting. The virtual committee regularly contributes ideas, suggestions, and feedback by way of electronic mail.

If you want to get involved with our mission and PACRAO activities, please give me a call. I can be reached by email at [aschnirch@msmc.la.edu](mailto:aschnirch@msmc.la.edu) or by telephone at (213) 477-2523.

Anne Delfin-Schnirch  
PACRAO Diversity Development Advocate

## Poseidon Smiled

Poseidon smiled on the nearly 500 PACRAONS who participated in the LaJolla Conference in November. Thanks to Saskia Knight and her Program Committee for an outstanding array of professional presentations. Thanks, also, to the Local Arrangements Committee for their expert handling of the many behind-the-scenes organizational details that are so essential for a successful conference. The Beach Ball, this year's social highlight, provided the perfect opportunity for the frivolity and

social bonding that characterizes our professional meetings. Most wondrous of all, given the plethora of pranksters in PACRAO, the naked, larger-than-life statue in the lower lobby remained unclothed throughout the event. That, too, is why Poseidon smiled.

Richard J. Riehl  
Chair, Local Arrangements Committee

## PACRAO Professional Development Committee

The mandate of our new Professional Development Committee is to assist the membership with their professional development and educational needs. We plan to work with the regional associations to assist them in offering activities to support us in our busy professional lives. As we all know, there are many employees who are unable to make our annual conference. We hope that this will be a vehicle to help deliver professional programs to them in their own geographical areas. As well, we will work closely with the annual conference Program Committee to assist them in offering a program agenda that meets your personal and professional needs.

The professional development committee is an advisory and working group. A lot of our communication will be via email with some active involvement when sessions or workshops are offered in our own regions. We will be networking throughout the year. If

you feel you have energy and ideas to bring to our task and would like to join us, please email me at the address below. We welcome the involvement. Or if you simply have some input on what you feel is needed in terms of educational offerings, send that along. Talk to your staff, find out what would help them do a better job, feel more positive about themselves and their work and "let us know". Your ideas and those of your staff are needed and appreciated.



Best wishes for a fulfilling and Happy New Year!!

Gaylea Wong  
Vice President for Professional Development

## AACRAO 2001: Meet Me in Seattle April 22-25, 2001!

Be sure to check the following page on the AACRAO web site for the latest information about the upcoming AACRAO Conference to be held in Seattle: <http://www.aacrao.org/am/am01/am-2001.htm>. Through this site you can register for the conference, make hotel reservations, and obtain the latest information on conference sessions and what to do in Seattle. Conference hotels are the Sheraton, the Hilton, and the Westin, all close to the conference site in downtown Seattle's Washington Convention Center.

This is AACRAO's first-ever annual conference held in Seattle. Let's show the world that Seattle is our kind of town by breaking AACRAO's all-time conference attendance record. Then you are all invited to PACRAO's regional reception, to be held during AACRAO Tuesday evening, April 24. We will be dazzled by the vocal talents of The Coats, the amazing group that



entertained us at the Davenport Hotel at our 1994 Spokaue PACRAO conference.

You will want to be in Seattle, a bustling place. Attractions include the Space Needle, the Science Center, Pike Place Market, Pioneer Square, Safeco Field (home of the Seattle Mariners), museums and shopping galore, and many more, too numerous to mention. Add vacation days onto either end of the conference and spend time in the beautiful Pacific Northwest. Close by are the Olympic and Cascade

mountains, the Pacific Ocean, and the islands of Puget Sound. Only three hours away are Portland to the south and Victoria and Vancouver, British Columbia to the north. Meet me in Seattle!

John Finney  
President

## PACRAO Honors Retirees at La Jolla

The retirement of the following PACRAONS was noted by the membership at the Annual Meeting:

Gerhard J. Bolli, Director, Student Administrative Services, Snow College, UT  
 Marlynn Smith, Senior Admissions Officer, Southern Utah University, Cedar City, UT  
 Edna Stratford, Records Clerk, Weber State University, Ogden, UT  
 Joan Wallentine, Registration Supervisor, Weber State University, Ogden, UT  
 Karole Crompton, Records Clerk, Weber State University, Ogden, UT  
 Geneva Bowman, Spokane Falls Community College, Spokane, WA  
 Rose Smith, Director of Admissions, California State Polytechnic University, Pomona, CA  
 Kay Zehnder, Asst. Director of Academic Records Mills College, Oakland, CA

## PACRAO Publications & Information Technology

The newly created position of Vice President for Publications and Information Technology is responsible for disseminating information to members of PACRAO via print and electronic communication, which includes the newsletter, member directory and PACRAO website. Among the projects that the vice president and committee members hope to pursue are the upgrading and revitalization of the PACRAO website as well as the investigation of an electronic PACRAO member directory. Participation on the committee is open to anyone with ideas, time

and energy; a technical background is not required for participation. (The committee's work will be conducted primarily via email, telephone, and the occasions when we are at PACRAO/AACRAO meetings). Even if you cannot find time to formally participate on the committee, your suggestions and opinions are welcomed.

Robert Morley  
Vice President for Publications & Information Technology

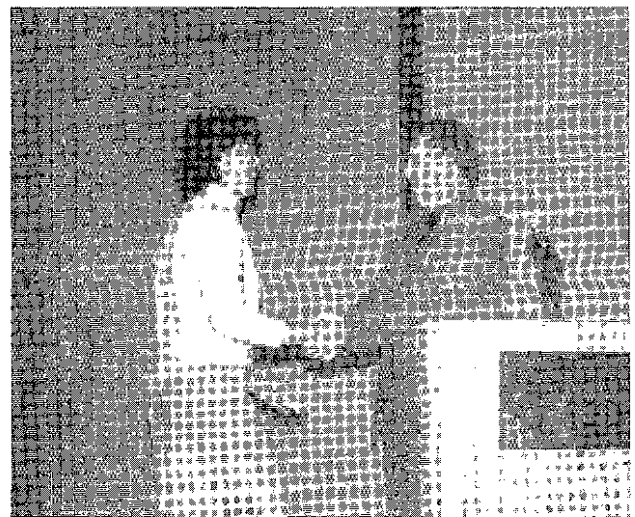
## Distinguished Service Award to Janet Ward

The Awards Committee and the Executive Board of the Pacific Association of Collegiate Registrars and Admissions Officers is proud to announce the recipient of this year's Distinguished Service Award is Ms. Janet Ward. The Dean of Enrollment Services at Seattle Pacific University, Janet has been a dynamic, innovative, and energetic leader in higher education at the local, regional, and national levels.

Janet has a long history of active involvement in PACRAO. Her most notable leadership positions began in 1995 when she agreed to serve as the Four-year Vice-President. During that term, she was thrust into the role of President-Elect due a resignation on the Board. At that point, Janet fulfilled the responsibilities of both offices. Having agreed to serve for one year, and then completing four, Janet has left her influence on the organization. Through her leadership Janet initiated and developed web-based services for the membership. She was instrumental in executing strong cost cutting measures in the organization which helped to secure the sound financial position the Association enjoys today. She has been particularly sensitive and supportive of the underrepresented members of PACRAO, and has championed the role of the Diversity Development Advocate to the Executive Board level.

As PACRAO members know well, Janet always finds time to seek out, meet, welcome, involve, and mentor new members. Janet shares her knowledge and experience in presentations at numerous PACRAO conferences, as well as many other local and national professional meetings. Janet is also a founding member of the Private Registrar's of Washington (PROW) organization, where she has given generously of her time and talents, in addition to serving on state, regional, and national committees that have elevated the profession.

Janet's most recent contribution to PACRAO has been to serve as chair of a task force to analyze and recommend to the Executive Board the Constitution and By-Laws of the Association. Janet approached this enormous undertaking with her usual enthusiasm. Having just completed service on the Executive Board, Janet agreed to provide leadership to the constitutional review process, and put together a representative



*Janet Ward accepts Distinguished Service Award from James Moore.*

group of members of the Association's diverse constituents. She developed a process to enlist input from the membership and provide continuous feedback to the membership on progress and recommendations of the task force. The result was that at the 1999 Annual Conference in Portland, the significant recommendations of the task force, which expanded and realigned the roles and terms of service of the Executive Board, were overwhelmingly approved by the membership. The affect of this momentous effort is yet to be fully felt. It does, however, position the Association to continue to contribute meaningfully to the professional development and services of its membership.

The range and scope of Janet's contributions to PACRAO and her profession truly merit the Distinguished Service Award. There is no award, however, for the humor, energy, enthusiasm, creativity, insight, and common sense she continually displays. Those attributes are recognized by the ongoing respect and esteem of her colleagues.

## Program Presentations for Burlingame

Cultural diversity, change management, crisis communication, life and work balance, impact of the Web on all aspects of Enrollment Services, working with limited resources, FERPA FERPA FERPA, WEB, and of course humor; these are some of the many areas that the 2001 Program Committee is developing for sessions for Burlingame. The challenges of developing an effective conference program is quite daunting, considering the multiple facets of our membership. Based upon your evaluation feedback as well as previous session attendance, we have however seen definite themes arise that the membership continues to want to see:

- 1) "Nuts & bolts" sessions specific to admissions, retention, records and degree progress
- 2) Developing and maintaining effective multi-cultural environments on our campuses
- 3) Enhancing the work environment, dealing with change in the workplace
- 4) Personal coping with the demands of our profession
- 5) Humor and FERPA. These aren't really related to one another, but yes, there are ways to make FERPA somewhat humorous.

Along with the traditional session format, we are also considering revisiting such previous successful possibilities as the "poster session" concept, possibly with a more virtual "feel". Likewise development of specific sessions that emphasize playfulness or relaxation.

The committee's established deadlines for having sessions in place is January 26, and it is actively working to meet that goal. However, if you are interested in doing a session or know of a "hot topic" presenter that we just can't live without, please don't hesitate to contact me at [snodgras@chapman.edu](mailto:snodgras@chapman.edu).

With the agreement of the Executive Board, the Program Committee has determined that for Burlingame, the previous

roles of session moderator and session recorder will be merged into one position, that being Session Facilitator. Our belief is that due to refinements of responsibilities over the years along with the difficulty in recruiting this number of volunteers, that having one facilitator per session would suffice. With that in mind, we are asking that each member institution nominate at least one person (that DEFINITELY will be coming to Burlingame) to serve as a session facilitator. Naturally we would love to have additional volunteers as well. This is an excellent opportunity for more recent PACRAO members to get involved in conference proceedings. We are looking for approximately 75 facilitator positions to be in place by March; so if each institution representative would send me your facilitator nominee, I would appreciate it very much. I want to commend in advance the excellent work and effort that your 2001 Program Committee is doing; I am very fortunate to be associated with this inspirational, professional, and funny group of folks. They are:

John Snodgrass, Chair	<a href="mailto:snodgras@chapman.edu">snodgras@chapman.edu</a>
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I hope everyone has a great 2001, and don't forget, send me that session information and facilitator recommendations.

John Snodgrass  
Program Chair

## Sunny Notes

As all of you who attended the conference in La Jolla were catching your flights, driving, or otherwise making your way back home, your new Executive Board was meeting and strategizing for the next two conferences! This Board is the first group to meet under the newly approved By-Laws and I will be the first person to experience the new job description for the various roles in the Presidential four-year sequence; President-Elect, President, Past-President, and Past-Past President. As a part of my new role as President-Elect, I will be taking a strong role in membership and communication with membership, both individual and state associations within the PACRAO geographical area. To aid in this beginning I have attended an ACCRAO leadership training in Washington D.C. which was very helpful in understanding the role and legal issues surrounding our organization as a non-profit entity.

During the conference in La Jolla another new event took place. The Vice President for Publications and Information Technology (Bob Morley, [morley@usc.edu](mailto:morley@usc.edu)), the Vice President for Membership (Chris Butzen, [chris.butzen@lls.edu](mailto:chris.butzen@lls.edu)), and the Vice President for Professional Development (Gaylea Wong, [gaylea.wong@ubc.ca](mailto:gaylea.wong@ubc.ca)) met with their new committees and recruited volunteers. In the past, these positions' responsibilities were carried out without a support group or team. The Executive Board members believe that two good outcomes will be realized from this change: 1) this structure creates more opportunities for membership involvement and 2) the workload is spread out more equitably. I know that more volunteers would be welcome and invite you to contact one of the new vice presidents.

Sunny Burns, President Elect

# PAC Your Bags for PACRAO 2001

The year has started and resolutions have already begun to be broken, but attending PACRAO's 75th conference is one we can all keep. On behalf of the 2001 LAC Committee, I would like to invite you to join us for the celebration in November of this year at Burlingame, CA. The dates are the 3rd through the 7th and committee plans already reveal not only an informative few days but enjoyable ones too.



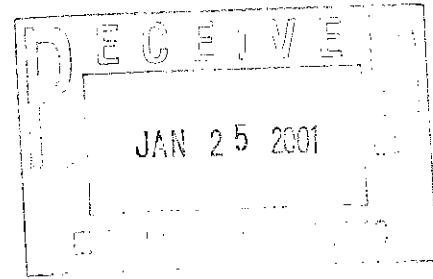
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## PACRAO EXECUTIVE BOARD

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