



# PACRAONEWS

## MESSAGE FROM THE PRESIDENT

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### Upcoming Meetings

- AACRAO  
Las Vegas NV,  
April 19—22, 2004
- PACRAO  
Tucson, AZ,  
November 7—10, 2004
- ARUCC  
Ottawa, Ontario  
Canada  
June 27—30, 2004

**Bob Bontrager**

### STRATEGIC VISION

*The ability to plan strategically is the lifeblood of any organization. This is true of each of our institutions, and it is true of PACRAO as well.*

PACRAO's strategic vision has been strong based on outstanding leadership from the Executive Board and the active contributions of many members. Just in the past two years, a number of significant new initiatives have been developed, each designed to provide enhanced value to PACRAO members. These initiatives include:

The Professional Writers Team, which has produced a body of professional literature to enrich the association.

The Emerging Professionals Institute, offering a unique professional development opportunity to younger staff members.

A new website offering enhanced on-line services.

Seven FERPA workshops offered throughout the PACRAO region, at no cost to members.

A streamlined membership process,

A revised structure for vendor participation.

These initiatives are in addition

to the many ongoing activities in which PACRAO is engaged, including the fine work of the Diversity Development Committee, provision of travel and professional development grants, and, of course, the annual conference.

These activities represent an impressive body of work that reflects the strategic vision PACRAO has held over many years. At the same time, developing and nurturing a strategic vision is not a one-time event, but a continuous process. Our strategic vision for the future must take account of the challenges we face. As one example, PACRAO must deal with the significant financial pressures that exist throughout higher education. We also must account for the growing number of professional associations and opportunities that vie for our members' attention.

In the year ahead, the task of the Executive Board will be to review all that we're doing, and how well the association's activities reflect our strategic vision for what PACRAO can and should be. Our overarching goal is this: to determine how we can provide maximum value to PACRAO members, given

the financial resources available to us, and while maintaining a healthy financial reserve.

As always, the ultimate success of PACRAO initiatives will depend on the participation of many members. More than 20 persons are already working on the Local Arrangements and Program Committees for the 2004 annual conference to be held in Tucson. Those committees will be contacting other members in the coming weeks with opportunities to get involved in the conference. Other activities are listed in this newsletter. I encourage you to get involved!

When I became PACRAO President in Cocur d'Alenc last November, I expressed gratitude for the opportunity to serve an association that has served me so well over the past 20 years. If there is anything I can do to better serve your needs, please do not hesitate to contact me at 541-737-4088 or

[bob.bontrager@oregonstate.edu](mailto:bob.bontrager@oregonstate.edu).

*Thank you for your continued commitment to PACRAO!*

# PROLIFIC PACRAO PONTIFICATORS

## The writers group returns

The PACRAO writers group has been very active. In this newsletter we feature two articles. The full texts of the articles are on the PACRAO web site. Additional articles are planned through out the year.

To access the submissions, enter the PACRAO website [www.pacrao.org](http://www.pacrao.org), select newsletters, then select PDWG. A page will open showing all the available articles, including the two featured here.



PACRAO on the Web at:  
[www.pacrao.org](http://www.pacrao.org)

### **The Invisible and Visible Registrar**

By Ruth L. Adams

In the Spring of 1997 Seattle Pacific University launched web registration and gave students the ability to register 24/7 over the web. It was a huge success with one small exception; our Director of Student Programs was convinced that this move was a huge mistake. He valued relationships (as do I), but he was sure that the university would suffer if students did not stand in a long line and hand a piece of paper to a registration representative who, data entered it and handed them back a paper copy of their schedule. While the registration representative was warm in her greeting and happy that all courses had successfully been registered, I did

not consider this a "vital relationship" that needed to be preserved. Quite the opposite, I considered this one of our biggest opportunities to be "invisible" for better service to our students.

integrity. You and your staff have a unique perspective and a broad information base. It is a privilege, as well as a huge responsibility to have that role and place in the university's work. And why you need to be both invisible and visible.

**Continued at PACRAO.org**

**About the Author:** Ruth L. Adams has been University Registrar at Seattle Pacific University since 1995. Prior to that, she was the Associate Director on that campus. For comments or questions, please e-mail [radams@spu.edu](mailto:radams@spu.edu) or call (206)281-2548.

That is the challenge for registrars today; knowing when to be visible and when to be invisible while standing at the hub of university operations orchestrating complex systems and policies. This is a time of limited resources, budget and staff. Yet we are asked to do a wider variety of tasks, from improving retention and graduation rates to planning academic ceremonies and being the consistent voice of academic

### **Book review: Good to Great, by Jim Collins**

#### **Implications for Enrollment Services**

by Dr. Melissa N. Choroszy

**Abstract:** In Jim Collin's book, Good to Great, he examines "good" organizations that become "great" ones. Collins illustrates that sustainable excellence is possible and defines the key concepts that constitute greatness as well as suggestions on how to get there. Read this book and think about how to pave the way to greatness in Enrollment Management.

### **Excerpt from the paper**

Jim Collins (author of the popular book Built to Last) examines in his new book good companies that became "great" as a result of a corporate culture that sought out well disciplined individuals who could systematically move the organization forward, producing sustainable and profitable results. While it is difficult to translate Collins' findings into the world of higher education, and more specifically, Enrollment Services, he introduces several concepts that are worthwhile to ponder.

**One concept is that of the "bus".**

He uses this metaphor to communicate to us the importance of building the right team. Most individuals have experienced public transportation or, at the very least, a school bus.

**Continued at PACRAO.org**

**About the Author:** Dr. Melissa N. Choroszy has been the Associate Vice President for Enrollment and Registrar at the University of Nevada, Reno since 1989. Prior to that she was Assistant Dean of the College of Education at the University of Hawaii-Manoa.

*For more on Jim Collins see his website*

*<http://www.jimcollins.com>*

## PACRAO ANNUAL CONFERENCE, TUCSON ARIZONA, NOV 7—10

### TUCSON in 2004

This year PACRAO returns to sunny Arizona. We will gather from November 7—10 at the beautiful Westin La Paloma Resort in Tucson to enjoy many opportunities for professional development and personal connections.

The Program Committee is hard at work putting together a strong program of sessions in the following tracks:

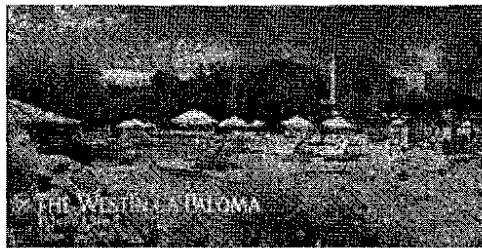
- ◆ Admissions
- ◆ Diversity
- ◆ General

- ◆ Enrollment Management
- ◆ International
- ◆ Professional Development
- ◆ Registrar
- ◆ Technology

The local arrangements committee is working to make your time in Tucson memorable, and

hopes to introduce you to the wonders of southern Arizona.

So mark your calendar and plan to join us in November. We are planning to have registration open in **June** for those that may want to use available funds from this fiscal year. Stay tuned for details.



## AACRAO ANNUAL CONFERENCE TO BE HELD IN PACRAO REGION— APRIL 19—22.

The AACRAO 90th meeting will be held in the PACRAO region this Spring. Come to Las Vegas in April and connect with your profession and colleagues.

This year schools face record enrollments and the pressure to accommodate a demand for higher education that has reached unprecedented levels. At the same time 46 states will

suffer budget cuts and private endowments are shrinking. As institutions are challenged to do more with less, the AACRAO Annual Meeting provides you with the training and information you need to stay efficient and effective. Sessions focus on topics such as admissions management, financial aid, registration, enrollment management, recruitment and retention, technology

and compliance.

Please note the special dates: The program begins on Monday April 19 and ends Thursday April 22nd. Plan to stay through Thursday as there is a full day of programming.

For more information  
<http://aacrao.org>

## ARUCC ANNUAL CONFERENCE, OTTAWA ONTARIO, JUNE 26—30 2004

The Ontario University Registrar's Association (OURA) and the Association of Registrars of the Universities and Colleges of Canada (ARUCC) will jointly host the ARUCC Biennial conference from June 27—30 in Canada's capital, Ottawa Ontario.

The theme chosen, "The Service Transformation" should serve as a good springboard for numerous presentations and workshops.

The conference will bring together colleagues who are required to adopt new ways of handling their service re-

sponsibilities in response to increasing service expectations, an ever changing menu of technological advances, despite shrinking budgets and staff resources.

For more information:  
<http://arucc.ryerson.ca/>

We sadly note the recent passing of visionary higher education leader and former University of California President Clark Kerr. Upon his controversial removal from the U of C he is said to have quipped.

*"I left the presidency just as I entered it— Fired with enthusiasm"*

Mr. Kerr is also said to have remarked that there are but three main administrative tasks for a college president:

*"Providing athletics for the alumni, parking for the faculty and sex for the students"*

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**PACRAO 2004  
Tucson,  
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November 7-10**

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