



PACRAO NEWS

Pacific Association of Collegiate Registrars and Admission Officers

Fall 2015

President's Update

There is something about fall that fills my heart with excitement. The fall colors and the crispness in the air allows me to see the possibilities that are ahead. It is also the time that we come together as an association for our annual meeting and conference. It is a time to say hello and share what we have learned and discovered during the past year with each other. That is what I love about PACRAO.

There have been several groups working hard throughout the year planning this year's conference and we have mentioned them in each of the newsletters. However, I wish to thank them one more time. Thank you to the executive board, the local arrangements committee, and the program committee. You all have worked hard and I can't wait to see how the conference comes together. I also thank the diversity committee for their work and for putting on a webinar this summer. The webinar was well attended and the information was invaluable. I especially thank the board for their hard work this year, through a couple of member changes, and coming together to develop a mission statement for the organization and a few strategic goals to guide the work next year and beyond.

Please watch your inboxes for email from Soraira, our LAC Chair, with valuable information about the conference. Also, don't forget to bring an item from your university or college to share in our daily raffle and a lapel pin for our pin trading. There is still time to register for the conference. Just go to the PACRAO web site (pacrao.org) and click on Visit Conference Mini Site. You can check out the sessions and register for the conference. We are all looking forward to seeing you at the Disneyland Hotel, November 1 – 4.

Heather A Chermak
2015 PACRAO President



Institutional Bling

Don't forget to bring something from your institution for PACRAO's daily raffles hosted at the hospitality booth. This is your chance to share your institutional pride with your colleagues. T-shirts, mugs, anteaters, blankets, water bottles, sweatshirts, or anything unique to your campus is accepted.

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PACRAO 2015

November 1-4
Anaheim, California



Disneyland Hotel

The hotel is located at one end of Downtown Disney with the parks at the other end. The hotel has several pools, a workout center, laundry, and a few restaurants. Most of the restaurants are located in Downtown Disney. Watch PACRAO.org for more information about how and when to reserve your room.

Welcome to Anaheim, California!

PACRAOnians, are you ready to pursue new frontiers? If you are, pack your bags and come down to Anaheim, California for PACRAO's annual conference! We are thrilled to invite you to the Disneyland Hotel, November 1 – 4. Did we mention its Disneyland's Diamond Jubilee?

The Program Committee is organizing a variety fantabulous sessions and speakers for you. The benefits of immersing yourself professionally, away from the office, connect and network with other professionals will give you a new and better understanding of your role. Most importantly, you will return to your office refreshed and ready to cultivate innovative ideas.

You can see the session offerings at <http://pacrao.org/docs/conferences/2015/agenda.html>.

Our Local Arrangements Committee (LAC) is planning a gala that will provide attendees with the opportunity to go back in time and join in with the 60th anniversary of Disneyland magic! Get ready for nostalgia-soaked diamond jubilee celebration unlike any other! PACRAO is going to party like its 1955!!! Our theme this year is "Swingin' PACRAO Sock-Hop". So get ready to dust off those saddle shoes & bobby socks because it's going to be a rock & roll extravaganza!

If you haven't registered for the conference yet, it isn't too late. The full conference rate is \$395. Your hotel reservation does not register you for the conference. For those in the Los Angeles area who cannot attend the full conference please consider attending Monday or Tuesday. The single day conference rate is \$175.

This is a wonderful conference energized by the dedication, expertise and vision of PACRAOnians. We are certain you will find it both informative and inspiring, and we look forward to seeing you in Anaheim, California!

Submitted by Gaby Asamsama, LAC member

PACRAO: The Next Generation

It's not too late to submit nominations for our future leadership.

One of the wonderful aspects of PACRAO is the opportunity it provides members to become involved in the broader professional community of admission and registration professionals. Is this the time for you to become more engaged? Or do you work with someone who you feel would be a great addition to the association's leadership team? If so, I encourage you to nominate yourself or them for one of the open positions this year.

Nomination forms and activity forms are available online: http://www.pacrao.org/docs/toc_resources.html

If nominating yourself, please complete both and return to me. If nominating someone else, please complete the nomination form and have the nominee complete the activity form.

This year's open positions are:

President-Elect (rotating to President, then Past President, three-year term beginning November 2016)

Vice-President for Professional Development (two-year term beginning November 2016)

Vice-President for Membership (two-year term beginning November 2016)

Secretary (two-year term beginning November 2016)

Audit Committee Member (two-year term beginning November 2015)

Nomination and Elections Committee Member (six members, one-year term following elections Spring 2016)

Serving on the PACRAO Executive Board, Audit Committee, or Nominations and Elections Committee is a rewarding professional development opportunity and brings recognition to you and your institution. You'll develop strong connections with colleagues throughout our Pacific region. And it's a lot of fun too!

Please send me an email or give me a call if you have any questions.

Todd McCollum
Past President
todd.mccollum@linfield.edu
503-413-7830

PACRAO Constitution and Bylaws Amendments

Each year our past president (which this year would be me!) reviews our association's constitution and bylaws for any changes that would be appropriate to bring before the membership. This year two bylaw amendments are proposed and will be on the agenda of the annual business meeting held at the end of the annual conference, Wednesday, November 4, in Anaheim.

The proposed changes concern bylaw sections on 1) dues, and 2) nominations and elections. Notification and details of the changes were sent by email on September 30 to all active members as of that date. Comments about the proposed changes may be sent in advance to Todd McCollum, past president, todd.mccollum@linfield.edu.

Will You Help Shape Professional Development for PACRAO?

Please raise your hand and join the PACRAO Professional Development Committee!

This is a new group that is forming to help shape opportunities for all of us in PACRAO. All are welcome—those new to the profession and those with years of experience. We have a lot to learn from each other and a lot to offer to everyone. We can be our own best source of professional development.

Here are the expectations for committee members:

Make a one-year commitment.

Members will serve through November 2016 and may renew their terms under the next VP for Professional Development.

Connect as a committee once a month.

Members will meet monthly on the phone, with in-person meetings at the conference.

Improve professional development opportunities for everyone.

Members will expand PACRAO professional development opportunities by: soliciting PACRAO Review articles; encouraging presentation submissions; planning webinar presentations; creating an initial PACRAO Expert list; collaborating with the Program Committee; reviewing conference participation grants; matching PACRAO Pal pairs; advising the VP for Professional Development; and dreaming up new ideas!

Questions? Please contact Julia Pomerenck, VP for Professional Development, at pomerenck@wsu.edu.

PACRAO Review: Our Own Professional Journal

PACRAO Review is PACRAO's own peer-written and peer-reviewed publication, posted twice a year since 2012 and archived for future reference. Look to the PACRAO Review for timely professional development.

We Need More Writers: Please submit an article to the PACRAO Review. Convert a conference presentation into an article. Write an article about a topic that is important to you. Put on paper what you learned from the latest project that you completed.

We Need More Editorial Board Members: Do others come to you to make their writing better? Do you like to edit? Is your red pen close at hand? Consider joining the PACRAO Review Editorial Board.

Questions? Please contact Julia Pomerenck, VP for Professional Development at pomerenck@wsu.edu.

LGBTQ Cultural Competency: a PACRAO Diversity Webinar

Thank you to Ruth Garay, Diversity Development Advocate, and to Jim Bouse, Vice President for Publications and Technology, for their work to offer this successful webinar that more than 40 individuals attended.

Thank you to our presenter, Holly Reese, Senior and Transgender Program Manager at The Center, which serves the LGBTQ community of Nevada. Holly gave us lots of good, thought-provoking information.

The webinar recording can be accessed at this link: <https://attendee.gotowebinar.com/recording/475140024958681602>

2015 Conference Participation Grant Recipients

Each year PACRAO offers up to six Conference Participation Grants to cover the cost of the conference registration. We had quite a few applicants this year. Unfortunately we were not able to award the grants to everyone who applied. The following PACRAO members were awarded Conference Participation Grants for the registration cost of the annual conference in Anaheim:

- ◊ Gabriella Asamsama-Acuna, Director of Records Management, Santa Barbara Business College (California)
- ◊ Jennifer Chin, Associate Director Student Support and Advising, Enrolment Services, University of British Columbia (Canada)
- ◊ Kari Collen, Associate Registrar Student Services, Spokane Falls Community College (Washington)
- ◊ Adrienne Currington, Assistant Registrar, California State University, Sacramento (California)
- ◊ Sara Moore, Assistant Registrar, Rocky Mountain University of Health Professions (Utah)
- ◊ Wil Wu, Associate Registrar Admissions and Records, City College of San Francisco (California)

For Conference Participation Grants, special consideration is given to applicants who are first-time attendees, person from under-represented groups or institution types, and member of institution whose funds are especially limited. PACRAO members can apply for grants in August prior to the annual meeting and conference. Congratulations to those awarded the grants this year!

Speakin' of Spokane

While we are about to gather at the Happiest Place on Earth for PACRAO 2015, you should know that planning is underway for future years' conferences, too. The 2016 conference will be at Planet Hollywood in Las Vegas, and then in 2017, we will gather in Spokane at the Davenport Grand Hotel.

On a recent sunny September day, President Heather Chermak and former President Sue Eveland visited the Grand Hotel. The contract was inked before the property was even built (a leap of faith!), so this was our first opportunity to visit the hotel and see the facilities up close. I can tell you, you will be absolutely "wow'd" by this property. The hotel is part of the Autograph Collection and is a Marriott property. Everything about the place is WOW, from the lobby to the meeting spaces and ballroom, to the guest rooms and suites. The \$159/night room rate for singles or doubles, which includes free internet access, is a real steal (the rooms are huge and have double KING beds!). There are several restaurants on site, including Table 13 which features small bites and seating for big groups. The Grand Hotel also features a fabulous lobby bar (yes, with the PAC 12 network on the big TV's); a "walk-up" outdoor terrace level bar; a lobby coffee shop; a fitness center and more. All the staff are super friendly and helpful!



The Spokane Airport is a short seven miles away; Spokane is a direct flight from Seattle (only 41 minutes!), Portland, San Francisco*, Oakland, Los Angeles, Burbank*, San Diego*, Phoenix, Las Vegas, Salt Lake City, and Boise (and from Denver for our Colorado friends!). (*one stop/same plane).

The hotel is adjacent to River Front Park, and just a short walk to the Spokane Falls, where you can ride the Riverfront Park Skyride (gondola) over the falls and back for a close-up viewing. Shopping and dining and pubs are nearby. You won't want to miss PACRAO 2017, so mark your calendars now (Nov 5-8, 2017). See you in Spokane!

Guest Contributor, Sue Eveland

2015 Program Committee Update

The Program Committee is currently finalizing the program for this year's PACRAO conference. Would you like to get involved in PACRAO, but don't know how? An easy way to get involved with PACRAO is to facilitate a session. Your next question is probably, what do I have to do to facilitate a session? I'm glad you asked.

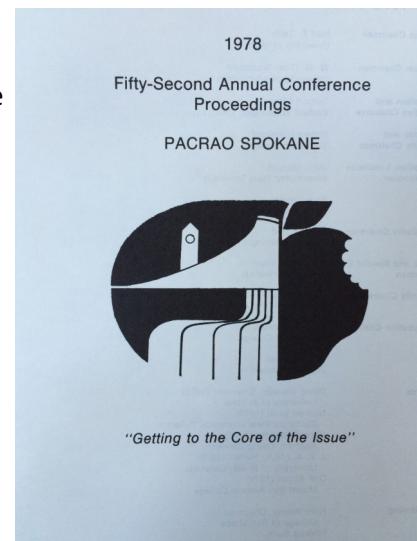
Here is what a facilitator does:

- Introduce the presenter (s)
- Remind the attendees to complete the survey
- Count the number of attendees
- Assist the presenter if needed
- Attend the Presenter and Facilitator Orientation on Sunday afternoon

It's that easy! If you are interested in facilitating a session, please email Ryan Burton at ryan.burton@asu.edu

Speakin' of Spokane, Part II

Thanks to Past President and Honorary Member, Christine Kerlin, a treasure trove of historical PACRAO publications and documents have been secured and will be added to the PACRAO archive in the coming months. One such treasure is the "PACRAO Proceedings" from the 1978 PACRAO conference, held in none-other-than Spokane, WA. The theme of the conference was "Getting to the Core of the Issue" as a nod to the area's apple and fruit orchard industry. The stylized conference logo featured the Spokane Falls, the tower and the main tent from the Spokane Expo 1974 World's Fair, and an apple with a bite out of it. A total of 510 people attended the conference, including members, past presidents, spouses and guests, and eleven exhibitors. B. Eugene Omey, Registrar at Western Washington University, was President at that conference.



Back in the "olden days" of PACRAO, a recorder was assigned to each session. The recorder took notes and captured the questions/answers at the end of each session. The recorder then submitted a written record of the session, and those recordings were published in a booklet and mailed to all members after each annual meeting. The Proceedings also included the conference schedule, committee members' names, Executive Board members, reports from the Board members, the constitution, a list of exhibitors, future conference sites, a list of all honorary members, and more. I can only imagine all the work that went into producing such a booklet – remember, this was in 1978 -- before micro-computers and word processing and email. The recordings were probably typed initially, then snail-mailed, then re-typed into the final form for printing the document. It cost \$1515.45 to print the booklets.

The 1978 Conference offered 30 sessions, five at a time in most cases. Some topics just never seem to go away – Grade Inflation, Transfer Advising, Wait-listing, Credit for Prior Learning, Transfer Articulation Practices, Using Students as Advisors (even using the words "peer advising"), Retention, Foreign Student Admissions, AP Programs and a plethora of sessions about "systems" and "computer conversions" and "Integrated Records Management Systems." One session entitled "Mini-Computer: How to Select One in Action" featured Bruce Benedict from UC Berkeley discussing problems with paper records and with large mainframe batch system processes. The Q&A covered costs (about \$245K at UC-Berkeley), large scale reports (still done on mainframe by batch), word processing (available on the system but not used at UC-Berkeley), and Data Base Systems ("No, we are a little afraid of it. There's not as much flexibility as with a file system.")

We've come a long way since 1978! There's sure to be twice as many sessions at PACRAO 2017 in Spokane and just as much fun!! You won't want to miss it!

Guest Contributor, Sue Eveland

PACRAO Board Members

Heather A. Chermak
President
University Registrar
University of Idaho

Todd M. McCollum
Past President
Director of Enrollment Services
Linfield College

Marc Booker
President-Elect
Senior Director, University Admissions and Evaluations
University of Phoenix

Julia Pomerenk
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University Registrar
Washington State University

Mickey Reynolds
Vice President for Membership
Associate Director of Operations (Admissions)
Oregon State University

Jim Bouse
Vice President for Publications & Information Technology
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University of California-Irvine

Ruth Garay
Diversity Development Advocate
Operations Analyst
University of Nevada, Las Vegas

Chris Sweet
Business Partner Liaison
Registrar/Enrollment Services Operations Manager
Clackamas Community College

2015 PACRAO Conference Chairs:

Soraira Urquiza
2015 Conference Local Arrangements Committee Chair
Assistant Registrar
Art Center College of Design

Ryan Burton
2015 Conference Program Committee Chair
Senior Director of Applicant Services
Arizona State University

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