Thank you Portland!

It seems like yesterday that we were all together in Portland, Oregon for the Eighty-eighth annual meeting. I hope you all had as much fun connecting with your colleagues, meeting new friends, and learning new things as I did.

Congratulations to Chris Sweet, 2014 LAC Chair, and Mickey Reynolds, 2014 Program Chair and their committees for hosting a wonderful conference full of informative sessions and many opportunities to connect with our business partners, exhibitors, and colleagues from the region. Thank you to Ann Gillen, 2014 Business Partner Liaison, for assembling a great group of exhibitors. Thank you to our business partners and exhibitors as well for joining us and sharing their products and services with us. I hope you all were able to meet with them and learn about what is available to assist us with our work. Also, thank you to Soraira Urquiza, 2014 Diversity Development Advocate, for arranging the diversity sessions. It was truly a fantastic conference.

Special thanks to Todd McCollum who is now PACRAO’s Past President. Todd’s tireless leadership and guidance throughout the past year will be a hard act to follow. Todd’s vision and thoughtfulness to keep the organization strong will be felt throughout the years. Thank you Todd for your work this past year. It is appreciated more than you know.

As we begin the New Year and look forward to the Eighty-ninth conference in Anaheim, California, I hope you will consider sharing your experiences with the organization by presenting at the conference. The 2015 session proposal submission will open soon. Also, please participate in defining the mission of our organization. Information on how you can participate is located in this edition of the newsletter. I wish you all a Happy New Year.

Heather A Chermak 2015 PACRAO President

“When you're curious, you find lots of interesting things to do. And one thing it takes to accomplish something is courage.”

- Walt Disney
2014 Nominations & Elections Selections

Last spring the PACRAO membership voted these colleagues to serve on the 2014 Nominations & Elections Committee:

Wes Holland, 2014 Vice Chair (continuing from 2013), Loyola Law School
Rayanne Williams, 2015 Vice Chair, San Diego State University
Andrew Anderson, Seattle University
Cindy Baccar, Portland State University
Melissa Frey, Chemeketa Community College
John Hamblin, Mt. Hood Community College
Carlos Williams, University of Washington

In addition, Alejandro Chacon, University of Nevada, Las Vegas, and Jason Doell, University of Saskatchewan, were selected as alternates, but were not called to serve.

Throughout the summer, into the fall and right through the annual conference, the committee was busy soliciting nominations for open board positions, the audit committee and the 2015 N&E Committee slate of nominees. At the conclusion of the Portland conference, the committee met to consider 28 nominations. After careful consideration, the committee presented their selection to the Executive Board who received the names of the nominees.

And now on behalf of the board I am pleased to announce the slate of candidates for the three positions that will be open on the 2015-2016 Executive Board. The membership will vote on these candidates at the 2015 annual meeting, November 4, at the Disneyland Hotel in Anaheim, California.

President Elect:
James Miller
Director of Admission
University of Puget Sound

Vice President for Publications and Information Technology:
Katherine Rousseau
Associate Registrar of Student Information Technology
Portland State University

Treasurer:
Christopher Hart
University Registrar
Concordia University

The N&E Committee is also charged with appointing the Audit Committee Secretary, a two year position that begins concurrent with the 2015 Executive Board Winter Meeting, and continues as Audit Committee Chair in the second year. As noted above, John Duarte is the incoming Audit Committee member.

Finally, the N&E Committee is also responsible for selecting 10 nominees who will stand for election this coming spring for the 2015 N&E Committee. As the highest vote recipient in 2014, Rayanne Williams, will serve as the 2015 vice chair. The membership will elect six committee members and two alternates from these 10 nominees. The highest vote getter will serve for two years, continuing as vice-chair in the second year. The nominees are:

Natalie Coppedge, Associate Director, Enrollment Operations, Southern Oregon University
Steve Downing, Director of Enrollment Services, Bellevue College
Stuart Lau, University Registrar, University of Hawaii at Manoa
Brandy McLelland, Director of Student Information Systems and Registrar, California State University, Dominguez Hills
Desi Nielsen, Student Services Specialist, Salt Lake Community College
Hilary Parsons, Manager, Enrollment Services, Open Learning, Thompson Rivers University
Julia Pomerenk, University Registrar, Washington State University
Andrew Reyes, Operations Analyst, University of Nevada, Las Vegas
Stephen Shirreffs, Associate University Registrar, Stanford University
Courtney Whetstine, Director of Admissions/Registrar, Central Oregon Community College

Additional information about the candidates and the election process will be distributed to members by email in the coming months.

Todd McCollum
Past President
PACRAO Review Call for Articles

By Marc Booker
Vice President for Professional Development

Is your admission or registrar’s office doing something cutting-edge in the region that you would like to tout? Was there a session at the recent PACRAO conference that you think the PACRAO membership could benefit from on a broad basis? If so, this may be a great opportunity to submit an article to the PACRAO Review for consideration.

The PACRAO Review is still accepting articles for the March publication, and is open for submissions on admission and registrar-related topics from PACRAO membership. Current areas of interest in PACRAO are student success and retention strategies, emerging technology tools (i.e. mobile apps), diversity, and working and leading cross-functional groups and teams.

Please don’t be shy! This is a fantastic way for you to contribute to your PACRAO Association and spotlight the good things that are going on in the region.

The PACRAO Review is published twice a year in March and September as a professional development tool for membership. Those looking to be considered for the March 2015 edition should submit article drafts by February 22nd, 2015 as the first submission deadline. Those submitting articles to the PACRAO Review can expect the review process to take approximately 30 days, and articles should typically be 4-6 pages double spaced.

Alternatively, if you would like to contribute to the PACRAO Review in other ways you can let us know of your interest in the PACRAO Review Editorial Board for 2014-15 cycle.

If you are interested in submitting an article please email the article submission and/or any questions about the PACRAO Review or Editorial Board to Marc Booker, PACRAO VP for Professional Development at: Marc.Booker@phoenix.edu

For reference, the past editions of the PACRAO Review are available online at: http://pacrao.org/b/
This past December I had the distinct honor of attending the annual AACRAO State & Regional Leadership Meeting in Washington D.C. As the 2015 Local Arrangements Committee chairperson the PACRAO Executive Board thought it would assist me in planning the annual conference. Boy, were they right! Not only did it prove to be a pleasant networking and educational experience, it also provided me with the opportunity to connect with other “ACRAO” members and pick their brains.

The annual State and Regional Leadership Meeting is meant to assist new state and regional officers with the finer details of how to run all-volunteer organizations and to provide a program planning forum for the AACRAO professional activity committee (PAC) Chairs and Board of Directors for the coming year. All of us state and regional officers attended sessions on financial management, legal issues, strategic planning, and volunteer engagement in addition to round table discussions for networking and brainstorming purposes. All of the leaders in attendance currently hold positions representative of the wide range of professional areas that the AACRAO membership consists of; from admissions and enrollment management to registrars and institutional researchers.

As an avid House of Cards fan and first time DC traveler I was very excited to be in our nation’s capital discussing how to better our work environments and how to create positive social, professional and academic impact within our sphere of employment. The energy of the city was intoxicating and as a person traveling from the west coast it was invigorating to be in a city with so much history. However, the most rewarding portion of the conference were the connections I made. I met people from all across the United States that were just as passionate and enthusiastic and about higher education and their respective organizations. It was interesting to see how other organizations have handled various situations, conferences and decisions. Although, being the PACRAOian that I am I did manage to find fellow PACRAO members and immediately felt the comfort of family and home. They were equally jet lagged and excited to be at the conference and city.

During the meeting, we discussed areas in which we felt more professional development needs to take place as well as other hot topics in higher education. We pondered questions regarding information and skills younger members need to advance their careers and the profession as a whole as various management techniques needed for upper-level administrators to make a positive impact at their institutions. A very insightful and entertaining presentation was given by Director of Admissions and College Registrar at Volunteer State Community College in Gallatin, Tennessee, Tim Amyx, on the role of social media its impact and most importantly its role in our organization(s). Jason Miller, CPA presented on financial issues and management for state associations. Other presentations included, state legislature advocacy, strategic planning, and association leadership. One of the more powerful engagements was during our round table discussions and idea sharing portions of the conference. This is where we got together in small groups and shared what roles we play and how our regional conferences are run. It was interesting to listen to some of the challenges that other associations have encountered and how they overcame their adversity. However, the most influential words, for me, came from AACRAO President Brad Myers from The Ohio State University during his Association Leadership presentation. He gave the following advice on how to focus on strategic issues: Ask yourself what is your vision? Then manage only what you must, but do it effectively. Scan the horizon and be forward thinking. Be willing to grow and change. Change is inevitable; but growth is optional. As a person who at times bites off more than I can chew, these words really resonated with me.

As I look forward to the 2015 PACRAO conference at the Disneyland Hotel I will remember to stay true to the words Brad Myers provided. Unfortunately, I have never been able to attend an AACRAO conference (budget constraints) I am ever grateful to have been selected to attend the leadership conference. It gave me new perspective and appreciation for the work we all do and our involvement in PACRAO. I am excited to move forward and lead the 2015 Local Arrangements Committee and provide a memorable and educational conference for us all!

Soraira Urquiza
2015 Local Arrangements Committee Chair
Gender Diversity Quiz

Adopted from the International Multicultural Institute

1. Who was the first woman to have her name placed in nomination for President of the U.S. by a major political party?
   a. Margaret Chase Smith
   b. Jeanette Rankin
   c. Francis Perkins
   d. Victoria Chaplin Woodhull

2. Who, for her tireless work and support of Civil Rights, received the Presidential Medal of Freedom in 1994?
   a. Winona Duke
   b. Margaret Meade
   c. Barbara Jordan
   d. Ada Louise Huxtable

3. What famous woman said, 'Deliver me from your cold phlegmatic preachers, politicians, friends, lovers and husbands'?
   a. Gloria Steinem
   b. Eleanor Roosevelt
   c. Abigail Adams
   d. Ann Landers

4. The first woman U.S. Supreme Court Justice began her term in what year?
   a. 1975
   b. 1981
   c. 1983
   d. 1987
   e. 1992

5. What was the first coeducational college in the United States?
   a. Oberlin Collegiate Institute
   b. Andover Newton College
   c. Radcliffe College
   d. University of Tennessee
   e. College of William and Mary

6. How many women did Mary Livermore, (who organized supplies and raised money for the Union soldiers) estimate disguised themselves as men to fight in the Civil War?
   a. 100
   b. 400
   c. 900

7. Who was the first modern woman to graduate from medical school?
   a. Clara Barton
   b. Emily Blackwell
   c. Elizabeth Blackwell
   d. Florence Nightingale
   e. Mary Ewing Outerbridge

8. In what year did Switzerland adopt women’s suffrage (the right to vote and hold public office?)
   a. 1893
   b. 1910
   c. 1920
   d. 1939
   e. 1971

9. Who was the first woman to run for president of the United States of America?
   a. Ida B. Wells-Barnett
   b. Victoria C. Woodhull
   c. Shirley Chisholm
   d. Belva Lockwood

10. This woman was a famous orator of the 19th century yet she could neither read nor write.
    a. Sojourner Truth
    b. Frances Willard
    c. Dorthea Dix

11. Caesar Chavez and this woman became involved in social activism and community work in the mid-1950s and eventually founded the United Farm Workers union.
    a. Emma Tenayuca
    b. Dolores Huerta
    c. Maria Mercedes Barbudo

Answers elsewhere in this newsletter!
Welcome to the PACRAO Board!

We extend a warm welcome to the following new members of the 2014-2015 Executive Board:

**Ann Gillen**
President-Elect
University Registrar
University of the Pacific

**Marc Booker**
Vice President for Professional Development
Senior Director, University Admissions and Evaluations
University of Phoenix

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

**Jerri Weston**
Secretary
Assistant Registrar
Montana State University

And by presidential appointment:

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

Also serving the association this year by presidential appointment:

**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

And serving by Nominations & Elections Committee appointment:

**John Duarte**
Audit Committee Secretary
Registrar
Klamath Community College

As we welcome these new individuals, we also extend our heartfelt thanks to those who are moving off the board and have contributed so much of their time and expertise to the association over the past several years:

**Sue Eveland**
University Registrar
University of Oregon

**Celeste Nguyen**
Associate University Registrar
Stanford University

**Marianne Stickel**
Assistant Vice President of Academic Services & University Registrar
Dominican University of California

**Desi Nielsen**
Student Services Specialist
Salt Lake Community College

Also, thank you to Brad Tomhave, Registrar, University of Puget Sound, who was instrumental in the development and launch of the Audit Committee process and has now concluded his service on that committee.

~Todd McCollum, Past President

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**Answers to Gender Diversity Quiz**

1. **b.** Margaret Chase Smith’s name was placed in nomination at the Republican National Convention in 1964. Senator Smith became the first woman to be considered for the presidency by either of the two major parties.

2. **c.** Barbara Jordan.

3. **c.** Abigail Adams, a staunch advocate for women’s rights wrote this to her husband John Adams.


5. **a.** Oberlin Collegiate Institute.

6. **b.** Mary Livermore, who was actively involved in the United States Sanitary Commission, claimed to personally know of at least 400 women who disguised themselves as soldiers to fight in the Union Army.

7. **b.** Elizabeth Blackwell in 1849 from Geneva College.

8. **e.** 1971.

9. **b.** Victoria Woodhull was a woman 100 years ahead of her time. Although few have heard of her today, when she ran for President of the United States in 1872, she was one of the most famous women in the country. She advocated many things which we take for granted today: the 8-hour work day, graduated income tax, social welfare programs, and profit sharing, for example.

10. **a.** Sojourner Truth was originally named Isabella. In 1843 she says God gave her the name of Sojourner Truth and began traveling and lecturing as an itinerant preacher.

11. **b.** Dolores Huerta

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**PACRAO Needs You!**

The PACRAO Executive Board is developing PACRAO’s mission and values statements. We need your assistance in developing these statements and planning the future of our organization. Please take a moment to complete the short survey found at https://www.surveymonkey.com/s/2H7WZM3 before January 28.

The PACRAO Executive Board
Thanks You.