Happy New Year!

As I write this greeting from sunny San Diego, we are getting our first rain storm of the season! For those of you in the northern area of our Association, it may seem strange that we get “excited” when it rains, just as we were excited by the snowfall in Spokane; both are rare for us!

In looking ahead into 2018, I bring excitement and optimism to my role as your President, which is certainly a carryover from our 2017 meeting in Spokane. What an excellent meeting James Miller and his team, Jana Jaraysi, local arrangements chair, and Matt Bemis, program chair, presented us. The venue and the city of Spokane were beautiful and the sessions and speakers were informative and engaging. I hope the sessions you attended gave you something to take back to your campuses to create excitement and optimism in your areas of expertise.

It is hard to believe that we are already a few weeks into 2018. Before we know it, we will be gathering in Sacramento for our 92nd annual meeting where our theme is “Capitalizing our Potential.” The road to that conference requires lots of work and your executive board, 2018 program and local arrangement committees are meeting at the end of January to get the ball rolling. Soon there will be a call for session proposals and I hope you consider a submission. How do you tap into your potential, your staff’s potential or do you have mentors that have helped you realize your potential, as I have had over my lifetime?

As I plan what I would like to accomplish as your president, I would be remiss if I did not thank James Miller for his year of service as president to our association. James has set a level of excellence that I can only hope to reach during my tenure. Thank you, James, for your incredible leadership across our association and with the executive board.

Please enjoy this edition of the winter 2018 newsletter. There are many interesting articles submitted by your fellow PACRAOnians. Everything from the latest nominations and election news to a member profile to another installment of “from the archives” which is always a fun read.

Rayanne Williams, PACRAO President
“Many hands make light work,” my Aunt Vi would say as we hesitantly filed into the kitchen to help wash the mountain of dishes that had inevitably accumulated at the end of our Christmas meal. I still laugh at how deeply I used to sigh and roll my eyes at that phrase. Over the years, I have come to understand just how much common sense is embedded in the idea of “many hands make light work,” a proverb initially penned by the English writer John Heywood.

The 2017 PACRAO Conference hosted at the Davenport Grand in Spokane, Washington was not exactly light work. Though, the many hands who helped to make it happen made the work as light as it could be. I want to say a special thank you to the Local Arrangements Committee, chaired by Jana Jaraysi, associate director of admissions at Eastern Washington University and the Program Committee chaired by Matt Bemis, associate registrar at University of Southern California. Matt and Jana were exceptional in their respective roles and as a planning team. I would be remiss if I didn’t also thank their marvelous committees:

**Local Arrangements:**

Jana Jaraysi, Eastern Washington University, Committee Chair  
Rebecca Mathern, Oregon State University  
Brian Lowery, University of Oregon  
Sherie Snyder, University of Oregon  
Kim Mickey, Washington State University Spokane  
Shannon Carr, University of Puget Sound  
Cathy Sleeth, Eastern Washington University  
Nate Marney, Eastern Washington University  
Angela Anderson, Eastern Washington University

**Program Committee:**

Matt Bemis, University of Southern California, Committee Chair  
Pamela Lundquist, University of Washington Bothell  
Jennifer Silverman, University of LaVerne  
Montery Sims, University of Phoenix  
Stephen Shirreffs, Stanford University  
Arturo Torres, University of Nevada Las Vegas  
Matthew Zimmerman, Washington State University

My gratitude for this wonderful team is evermore and eternal. I encourage you to seek out opportunities to volunteer on a program committee or local arrangements committee in the coming years. Conference planning and execution is a fun and rewarding way to give back to PACRAO.
Did you Know?

This year’s conference in Sacramento, CA will represent the 92nd Annual Meeting for PACRAO.

PACRAO Audit Committee

If you’ve never had the chance to attend the AACRAO Leadership Meeting, it is something you should try to attend if your position allows it. In December I had the privilege of attending AACRAO’s Leadership Meeting in Alexandria, Virginia. It consisted of a half day on Friday and a full day on Saturday. Attendees included state and regional CRAO’s as well as AACRAO leadership and committees.

Friday started off with a strategic planning overview. AACRAO mentioned how they were moving to a new building. Originally residing at One Dupont Circle, they are moving to a space located at 1108 16th Street NW and anticipate moving in early June 2018. The Diversity Keynote speakers were from University of Missouri. They elaborated on the issues they have had the past few years with faculty, staff and students. They discussed changes that have been made and how it is still a work in progress.

Other items that were covered were current legislation: budget, house repeals, house resolutions, DACA, and HEA. AACRAO updates include: Member Nation, which is a Salesforce based platform that allows for single sign-on’s, a FERPA training module that can be used in schools for training purposes, SEM and comprehensive transcripts.

Saturday was comprised of several informational sessions. AACRAO would like to help the CRAO’s by eventually doing the following: Have state and regions utilize the member click, identify and explain benefits to become a 501c3, if they are not already, and how to run a state or regional guide. The guide will be coming out once information is gathered.

Jim Goldberg spoke on legal issues for associations. He discussed incorporation, maintaining corporate formalities, organizational structure and maintaining a corporate record book. He also discussed insurance, liabilities and contracts.

And lastly, but not least, AACRAO is looking at changing when the Leadership Meeting is offered. They are looking at June. The Leadership meeting is very informative and time well spent.

Michelle Dodge– VP Membership

AACRAO Leadership Meeting

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PACRAO Audit Committee
Recognizing a group of individuals and a committee committed to leaving a place a bit better than when they arrived, the Pacific Association of Collegiate Registrars and Admissions Officers (PACRAO) Diversity Development Committee (DDC) has done just that in 2017. In advancing diversity and inclusion the 2017 Diversity Development Committee (DDC) has many accomplishments and successes that PACRAO members and the communities we visit have felt first hand. In addition the PACRAO DDC continues to provide members and organizations with resources and experiences that will continually and consistently benefit students and the colleges and universities we serve.

The DDC in 2017 has successfully realized the association’s mission, “To provide professional development opportunities for its members and to contribute to the general advancement of education, especially higher education, in the regional area of the Association.” The organization’s efforts in community outreach, academic programming, and mentoring relationships have become an integral part of the member experience and the overall culture of PACRAO. In addition, these programs have helped break down boundaries between our organization and the communities we serve.

Six years ago, the local arrangements committee for the San Diego conference and the Diversity Development Advocate (DDA) thought that it would be great to leave a place better than when we got there. As they researched, they felt that the way to do this is through donations of some sort. In an attempt to streamline, as only Registrar and Admissions Officers do, the way we provided these donations, they decided that we would choose one to “sponsor.” As they reviewed all the possible options, they realized that they wanted to first determine what population they wanted to target. They knew only that the organization must help our future students and be a 501c-3 as these are the only nonprofits that are tax deductible. In addition to this criteria, they wanted the help to go towards the foster children in San Diego, thus Just In Time for Foster Youth was chosen and the rest is history.

This year, we wanted to dedicate our resources to an organization that speaks Spokane. In the case of our charity, The Salish School of Spokane, they literally do, by speaking the first language of the northwest. According to Living Tongues Institute for Endangered Languages, the Northwest is considered to have a severe threat level for language extinctions. From the fourteen language families that existed in Oregon about 200 years ago, only five language families exist today. Salish is one of those families. I stand amazed, year after year, at the sense of community that PACRAO provides. We set out for a goal of at least $1 from each member for a target total of $350. We surpassed that by leaps and bounds and collectively gave $535 to this wonderful charity. Additionally, Soraira Urquiza, who won a 40” TV, donated it straight to the school! Soraira was excited to have donated the television to the school. We hope the television can benefit the students and school in many ways and for many years.
Last year, we worked with our charity for a way members could donate and obtain a receipt directly from the charity. This year, our charity provided the same service, with one particular add-on that had everyone craving for the top spot: an empty meter that, as we donated, measured how close we were to achieving our $350 goal. Additionally, the donation portal provided the opportunity to donate anonymously or to disclose your name. Some of our more competitive members got a kick out of this and a small scale competition formed. It was great!

Under the leadership of the DDA, Ruth Garay, University of Nevada Las Vegas and the DDC, a tradition of excellence and contribution has continued. The DDC in 2017 provided webinar ideas, offered over 12 diversity sessions for the annual conference, PACRAO members surpassed the donation goal for the local charity giving to the Salish School of Spokane and provided insightful book options with the PACRAO book club reading “The Book of Unknown Americans” by Author: Cristina Henriquez.

As we all know and as data suggests, increasing diversity increases academic excellence in education. The sustainable and quantifiable results are only part of the story; continual efforts to this cause are important through available resources and trainings provided by PACRAO and the DDC. Emphasizing the passion for and the dedication to diversity as PACRAO DDC members do each and every day is another key factor to success.

I can never say enough of my fellow PACRAOnians. You all are the best. Can’t wait to see what next year brings.
The 39th Annual Conference of the Pacific Coast Association of Collegiate Registrars and Admissions Officers (PCACRAO) met at the Benjamin Franklin Hotel in Seattle, Washington. You might have noticed that the “and Admissions Officers” part of the association’s name was added by this time. That change was voted for in 1952 and was the name of our association through 1965. The theme for the 1965 conference was “Change of Pace.”

To set the stage a bit, Seattle was the home of the Seattle World’s Fair in 1962. This event drew nearly 10 million people during its run from April 21 to October 21, and was one world’s fair that actually turned a profit. A fairgrounds and several buildings were built for the fair, including the Space Needle and the Monorail; all of this development is sometimes credited with boosting Seattle into the national and international spotlight. No wonder PCACRAO decided to meet there in 1965!

The host hotel was the Benjamin Franklin Hotel, located at the southeast corner of 5th Avenue and Virginia right on the monorail line; it was a 14-story hotel constructed in 1928-29, and was Seattle’s second largest hotel when it first opened. It no doubt served as a major hotel during the fair, as it was directly on the new monorail. Sadly, “the Ben” was demolished in 1980 to make room for the second tower of the Westin hotel after architects determined that it was not feasible to add additional floors to the Franklin Hotel as had been originally planned.

By 1965, the PCACRAO annual conference had expanded; instead of mostly having plenary sessions, there was a mix of plenary sessions and time slots where two or three sessions were offered simultaneously. Sunday’s program offered afternoon sessions for new registrars and admissions officers plus an intriguing session called, “What Punch Cards Can Do for You.” The session was billed as an “Introduction to Punch Cards, Data Processings, and Computers.” (Yes, the program said “processings” – plural). There was a demonstration of Series 50 unit record and new “360” computer, with a promise of “Applications for Registrars and Admissions Officers – Suggestions for Getting Started.” The IBM Series 50 were basic accounting machines; the IBM System 360 was a mainframe computer introduced about 18 months prior to the 1965 conference. I think we’d all be curious to know what marvels the marketing people from IBM promised our colleagues! Later on Sunday, there was a social hour, then a smorgasbord (when’s the last time you heard that word?) and a special evening speaker, James W. Whittaker.
Jim Whittaker was a Seattle native and a 1952 graduate of Seattle University. He was the first American to scale Mount Everest in May, 1963. At a special session on Sunday evening of the 1965 conference, he shared slides and commentary about his climb. Some trivia about Jim: he was the first fulltime employee and eventual CEO of REI, Inc. You can read more about Jim’s life, career, and adventures as a mountain climber and see more pictures at historylink.org.

Sessions at the 1965 conference included Data Processing for Admissions; Questions and Answers about Selective Service and Other Topics of Interest (2.2 million men were drafted between 1964 and 1973 to serve in the Viet Nam War); Recruiting and Admissions Problems in Schools of Less than 1000; PERT: Program Evaluation Review Technique; Computer Sectioning; a Panel Discussion on Problems in Admissions 1965; Seminar in Letter Writing by Charles Bury of Charles Bury and Associates from Dallas, TX; and many others.

By 1965, the organization had instituted a “Displays Committee” which was responsible for soliciting companies to attend the conference. The committee was chaired by Mary Alice Lee of Seattle University and was comprised mostly of the chairs of each of the eight other conference committees.

The seven “Companies Displaying Equipment for the PCACRAO Conference” were:

- Clint W. Lee Company (diploma printer)
- Charles Bruning Company (the Copytron Electrostatic Copier 1963 ad pictured here – google Chester Carlson, inventor)
- IBM Typewriter Division
- F&E Checkwriter (signature signing machines)
- Nye Products (possibly dictation machines)
- 3M Microfilm Products
- A.B. Dick (mimeograph copy machines)

All these companies had business locations in Seattle.

Optional evening entertainment Monday evening was an outing to the Opera House (built in 1927 and renovated for the Seattle World’s fair; it is still in operation today); the Los Angeles Symphony Orchestra performed. Tuesday night’s adventure from 4 p.m. to 10 p.m. was an “Excursion and Salmon Barbecue at Kiana Lodge on Bainbridge Island (in lieu of banquet). Busses leave from side of Hotel at 4 p.m.” The Kiana Lodge is still in business, mainly as a wedding venue; see pictures of the old lodge at www.kianalodge.com and imagine a salmon BBQ with all your PCACRAO colleagues!

On Wednesday morning, participants boarded the 8:30 a.m. Monorail run to the Space Needle. Breakfast was served at the top of the Space Needle. Afterward, a twelve and a half minute film, “The House of Science” was shown at the Pacific Science Center. You can find the film on YouTube, though without seven projectors running simultaneously, as the film was designed for showing at the 1962 World’s Fair, the quality is not all that wonderful. The business meeting concluded the 1965 Annual Conference.

Officers that year were:

- President J.E.A. Parnall, Registrar, University of British Columbia
- Past President Mary Jane Learnard, Registrar, City College of San Francisco
- First Vice President Melvin Anderson, Dean of Admissions and Records, San Diego State College
- Second Vice President Catherine F. Emenaker, Registrar, Loyola University of Los Angeles
- Secretary Ellen K. Johnson, Registrar, Reed College
- Treasurer Jack H. Shirley, Director of Admissions and Registrar, University of Nevada

References for facts and figures available upon request.
Next Year’s Slate of Nominees

While a PACRAO Past President is tasked with a variety of duties throughout the course of their last year on the board, one of the best parts is ushering in a new class of board nominees. Serving on the PACRAO Board has been one of the most rewarding aspects of my career thus far.

PACRAO’s board nomination process involves the Nominations & Elections Committee soliciting interested nominees from the membership for each of our open board positions in a given year. Once nominations are gathered, the N&E meets at the conclusion of the Annual Meeting to review submitted nominations and to determine the slate of nominees. Without further ado, it is my pleasure to present the slate of nominees who will join the 2018-2019 PACRAO Board should this slate be approved by a vote of the membership at the annual business meeting:

President-Elect (three year term) – Rebecca Mathern, Associate Provost and University Registrar, Oregon State University
Vice President for Membership (two year term) – Laura McKenzie, registrar, Idaho State University
Vice President for Professional Development (two year term) – Jana Jaraysi, associate director of admissions, Eastern Washington University
Secretary (two year term) – Kristen Labrecque, admissions advisor/recruiter, University of Washington Bothell

The Nominations & Elections Committee is charged with selecting a competitive slate of nominees who will stand for election by the membership to serve on the next N&E committee. Voting on this slate of superb candidates will be opened in spring of 2018. The nominees are:

Danielle Ambrose, university registrar, California State University Sacramento
Jerri Weston, assistant registrar, Montana State University
Michelle Comer, assistant registrar, University of California Merced
Mark Fonseca, FERPA analyst, University of California Irvine
Joy Kim, student services specialist, University of California Irvine
Holly McDonald, associate registrar, University of Alaska Fairbanks
Garnett Tipton, assistant registrar, Azusa Pacific University
Katrina Highland, associate registrar, Southern Oregon University
Kory Riddle, assistant registrar, University of California San Diego
Zachary Klc, coordinator, Salt Lake Community College
Finally, the N&E is responsible for selecting the Audit Committee Secretary who assists the Audit Committee Chair in auditing PACRAO’s finances and provides feedback regarding financial practices that need to be modified. The Audit Committee serves a two year term becoming the Audit Committee Chair in the second year of service. This year, the selection for this vital role is:

Tina Miller, senior associate registrar and chief residency officer, University of Washington

I must say a special thank you to this year’s Nominations & Elections Committee. The N&E did a great job assembling what I humbly feel is a remarkable slate of nominees for the Board, N&E election, and Audit Committee:

Heather Chermak, registrar, University of Idaho (N&E Chair as Acting Past President)
Jared Forell, assistant director for curriculum and technology, Central Oregon Community College
Nikol Roubidoux, registrar, Lewis-Clark State College
Michael Jefferis, assistant registrar for operations, University of Oregon
Erin Webb, deputy registrar, University of California Merced (2018 N&E Vice Chair)
Arturo Torres, assistant registrar for operations, University of Nevada Las Vegas
Melissa Thomas, registrar, George Fox University
Lisa Erck, registrar, University of the Pacific School of Law
Journey to the Registrar: Past, Present, Futuro

Claremont, California — Just a few weeks ago, floods of phone calls and emails were sent to the Registrar’s Office at Pomona College. It was registration time. Eager first-year students were looking for a course to take in their major, sophomores were relishing their earlier registration slot, juniors were deciding between classes on-campus or in a different country, and seniors were filled with mixed emotions as they prepared for their final semester at the college. The organized chaos is prevalent in institutions of higher learning across the country but, unlike most colleges, the registration process at Pomona is led by a first-generation Latina millennial who, as she says, sort of fell into the field.

Born to hardworking immigrant parents in Los Angeles, CA, Elisa Alban never thought of college as an option but rather as a necessity. At 25 years old, Elisa’s mother made the journey to Southern California to escape the patriarchal system of Peru and to give her children more opportunities for success. “My mom wanted to come to the U.S. because the culture of in Peru is very different,” said Elisa. “She wanted a place where women are truly independent and their own individual.”

Elisa had the autonomy but, when it came to college readiness, she found herself facing the same obstacles first-generation students today struggle with. What is FAFSA? How does one write a personal statement? What is a liberal arts college?

Fortunately, with the help of Upward Bound, Elisa found the support she needed to become competitive in the college application process. After submitting several applications, she accepted the Posse scholarship to attend Claremont McKenna College in Claremont, CA. And while her upbringing played a major role in her deciding what she wanted to do as a professional, her journey at CMC would determine how she would go about accomplishing her goals.

As a Government major, Elisa planned to attend law school and serve the often ignored underrepresented communities. But as the political climate began to worsen and as laws were created to benefit the elite, she began questioning if a legal career was actually for her.

She reflected on her journey to college and she remembered the people who helped get her there. Upward Bound, the CMC Registrar’s Office, and her mentors all wanted her to succeed because they believed in the promise of higher education. And Elisa, after overcoming her own challenges, became an even stronger believer in that same promise. Fate would lead her to her first post-college job in the Registrar’s Office at CMC’s sister college—Pomona.
Like most new professionals in the field, Elisa wasn’t sure what she was getting herself into when she accepted the position at Pomona. “I wasn’t sure what the Registrar’s Office did,” she said, “but I knew they helped.” After automizing the transcript ordering process and streamlining degree verifications, Elisa discovered a new passion: data. “I learned what it was and how to use it to affect students’ educational experiences,” she said. She moved up to Associate Registrar, Senior Associate Registrar, and now serves as the Registrar—a role she uses to maximize the benefits of data-driven decisions at Pomona and the entire Claremont University Consortium.

So what’s next for this first-gen Latina? Well, she’s building the bridge as she crosses over it. She sees herself continuing a role where data analytics meets social justice advocacy. The two will allow her to address the inequities and polarizing differences between students of all backgrounds in higher ed. “Elisa is a truly gifted Registrar, a talented administrator, and one of the kindest, most upbeat individuals I know,” writes Dr. Audrey Bilger—Vice President for Academic Affairs and Dean of the College at Pomona. “She’s an invaluable asset to Pomona College and to the Claremont College consortium.” There’s no question in that her service to the students is truly valued.

Elisa has served as a mentor and role model to me and others who have had the pleasure of working alongside her. She embodies the passion for service that is desperately needed at institutions of higher learning across the country. When I asked her for words of wisdom, she humbly said, “Be persistent.” Our work—our roles—in higher ed “is not always one of the most immediate gratifying at one time,” she said. “But it’s worth it.” Adelante, Elisa.
PACRAO took a step into the paperless future by using a mobile-friendly app called Guidebook as our primary communication device during the recent PACRAO 2017 Conference in beautiful Spokane, Washington. For those of you who did not attend the conference, but would like to have a look around, the app is still downloadable at https://guidebook.com/g/pacrao2017/. Overall, Guidebook was a great success. Anecdotally, I saw conferees using it all the time, and almost all the feedback I personally received was positive. The negative feedback occurred when something was broken, and we were able to fix the broken stuff very rapidly. An example is when we discovered that we had erroneously set the survey system so that a user could only fill out one session survey and was then blocked from any further feedback at other sessions. Once we identified the problem, a quick check-in with the online chat help from the Guidebook team was all we needed to find the box we needed to uncheck to fix the problem.

The app has many features, and we ended up choosing those features through discussion and experimentation. Some of the features we included were pretty obvious: the schedule, creating your own schedule, speakers and facilitators, and session surveys. The maps functionality facilitated creating an Eateries, Bars, and Attractions feature. That was a lot of fun to create and I hope that it was useful to participants. Spokane is actually a pretty fascinating smaller city, and its downtown is filled with excellent eating and drinking options. And if we succeeded in guiding a few people to the magnificent Monroe Street Bridge and its view of the spectacular Spokane Falls, then my work was a success!

The Guidebook was downloaded by a total of 267 users which is only slightly smaller than our total attendance. Of those, 104 users checked-in to the app so that they would be able to use all its functions; that’s a number we should try to increase next year. (Anyone can use the app, but check-in users could use in-app functionality to connect with other attendees.) We’ll have a lot more stats in the next PACRAO Review article.

Next year, we should try to make more use of messaging to everyone, especially before the conference, to direct people to features of the app and hopefully to engage attendees even before the conference begins. Given the success of the workout and recreation possibilities, we should look at ways to increase these as well; perhaps we could solve the old problem of finding new people to have lunch or dinner with through the app! Lastly, attendees asked whether the sessions selected during enrollment could be pre-loaded to Guidebook. We did not see an obvious way to do this, but we might work with Guidebook to solve this. Or, perhaps, we should just collect these selections in Guidebook upfront to promote the app.

There is a lot more data available that our Board may want to review, but I hope this gives you an overall view of the success of Guidebook in our first year.

See you in Sacramento!
Looking Ahead to Sacramento 2018

Your 2018 Local Arrangements Committee and Program Committee are already hard at work to ensure that our next conference in Sacramento, October 28-31 is a huge success. Be on the look out for emails soliciting sessions and announcing when registration is open.

Lock in your calendars now!

2018 Local Arrangements Committee
Lisa Erck, Chair, University of the Pacific
Courtney Whetstine—Co-Chair, Central Oregon Community College
Heather Hall, San Francisco State University
Cheryl Gaughan, Point Loma Nazerene
Myrna May, Point Loma Nazerene
Monterey Sims, University of Phoenix
Dinorah Fleciano, University of the Pacific
Tara Atkinso, University of the Pacific
Courtney Hennigan, University of Californian, Davis
Dede Sanchez, University of the Pacific
Michelle Faul, University of the Pacific

2018 Program Committee
Clint Rebik, Chair, Humboldt State University
Melissa Frey, Chemeketa Community College
Anne Herman, Registrar, Pacific University
Todd Wolfe, CSU Northridge
Andrea Martin, Nevada State College

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