



# PACRAONews

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## President's Message—Fall 2003

FALL AND THE BEGINNING of new academic years across our institutions means that our Annual Meeting is very near—as is the end of my own year as PACRAO President.

I hope you have made your reservations and are ready to join your PACRAO colleagues in Coeur d'Alene to "Discover The Direction You Can Take." If we have ever needed the support and inspiration of our colleagues, this has been the year! How often over the last nine months, after all, have we referred to the fiscal crises in each of our states and the budget cutbacks that have afflicted our campuses and our members? And how daunting still appears 2004 for so many of our social and educational institutions!

Yet, we have to keep up a positive outlook. I happen to believe that things happen for a reason and that God watches over those who live with integrity, harmony, and generosity. Many of you have shared these same sentiments with me, upon learning that I, too, have become a victim of the budget crises. In case you did not know, I have been laid off by UCLA. But fortunately, the effective date in late November allows me to follow through with my responsibilities to PACRAO.

Despite the troubles experienced across our region, our PACRAO year has been one of exceptional growth and development. Look at the number of professional development events we've had, the outreach our Diversity Development Committee has embarked upon, and the anticipation generated by our new PACRAO website and membership database. By the time this Newsletter is produced, we will likely have held our first Emerging Professionals Institute, PACRAO's contribution to ensuring the continuity of the ethics, standards, and quality of our profession. And PACRAO 2003 is ready to be experienced.

When I think about all of the wonderful people who have been involved in my PACRAO year as president, I am proud of and grateful for PACRAO. Just think about the many personal sacrifices that members of the Executive Board, the Local Arrangements Committee, and the Program Committee have made to get us where we are now. Consider the contributions made by the Diversity Development Committee and the Professional Development Writing Team! Indeed, what sentiments of gratitude could ever suffice for the

contributions that advance us all as professionals and as an Association?

As President and, therefore, spokesperson for PACRAO, I want to thank you all who have been part of a PACRAO effort this year.



Some of you may think that these contributions are transitory, important this year, but soon to be forgotten amidst the busyness of our hectic lives. But take a moment to reflect on all that PACRAO has meant to you over your career. Perhaps there was the joy of discovering new friends or of working together as a team that might never be called together were it not for PACRAO. Don't you remember some of the words of our past speakers—the spirit of Glenna Salsbury, the personal depth of Barry Posner, or some of your other favorites? Do the words of our own colleagues resound from sessions, inspiring an idea or just affirming your own experience? If we are honest with ourselves, I am sure we can find such precious memories of our PACRAO membership, the jewels of our Association experience that make membership so valuable and worthwhile.

At the end of our Coeur d'Alene conference, I will pass the torch of PACRAO leadership on to President-Elect Bob Bontrager, whom I know will valiantly carry on our Association's efforts in professional development, professional networking, and professional recognition. If my presidency will be remembered in any way, I hope my legacy has been one of imagination, courage, and proactive leadership—all of which have been my personal goals this year as president.

As my motto goes, "The best way to predict the future is to create it." I hope this year has been another step forward in the direction PACRAO has chosen to take.

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



# The Writers Team

**Updated: October 8, 2003**

***Committee Reports to VP for Professional Development  
2002-04***

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**Jim Carson**

**Summer 2003**

**Authentication of Faculty Grading: Whose Opinion Matters?**

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**Summer 2003**

**Beyond FERPA: Maintaining the Privacy and Confidentiality of Student Data**

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**Janet V. Danley, Ed.D.**

**Winter 2003**

**SEVIS: One Institution's Tale of Implementation**

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**Summer 2003**

**(Book Review) First, Break All the Rules: What the World's Greatest Managers Do Differently**

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**Autumn 2003**

**(Book Review) Mentoring – is it for me?**

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**Janet Ward**

**Winter 2003**

**Cornerstone to Enrollment Management Success: Staying Focused and Building Collaborations**

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**Tom Watt**

**Autumn 2003**

**National Student Exchange: How Enrollment Services Helps Students Have the Best Experience Possible**

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**Gaylea Wong**

**Spring 2003**

**Supporting Staff through Reorganization**

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## Calling All Aspiring Writers!

Use your *creativity* to write professional development articles for the *PACRAO News* and meet new **friends** and colleagues and share your **ideas** with colleagues across the PACRAO region.

**The Writers Team will meet** at the annual conference on **Tuesday, November 4th** during the Lakeside Chats from 5:00 PM – 6:00 PM (see conference program for location)

*Everyone welcome to join.*

Contact Janet Ward, The Writer's Team committee chair if you're interested in sharing your writing skills by submitting one article in 2003-04 to the PACRAO News.

**Jward@spu.edu** or 206-281-2701.

## Inaugural EPI Inspires New Professionals

PACRAO's inaugural Emerging Professionals Institute (EPI) was held October 20-21, 2003, for about 30 participants at the Hilton Los Angeles/Universal City. Intended as a comprehensive introduction to the world of admissions and records for new and emerging professionals, the event included seven plenary sessions and four breakout sessions for each of the two tracks. Complementing the passionate work of some of PACRAO's most respected professionals was the enrollment management expertise of Noel-Levitz, who partnered with PACRAO.

Participant evaluations were overwhelmingly positive. "Thanks so much! I enjoyed the content and the people!" wrote one individual. "Sharing the good, the bad, and the ugly — and how to deal with reality. Just what I needed!" remarked another attendee. And still another commented, "The faculty was up-front, honest, and inspirational." Participants loved the differing styles of the presenters, the numerous opportunities for networking and group interaction, and the involvement of Noel-Levitz.

A participant from outside the PACRAO region offered this testimonial, edited here because of space. "This is exactly what I needed. I have been an Assistant Registrar for less than one year. For the last several months, I have felt overwhelmed with the amount of work and responsibility that I have on the job. Being young, I have often felt intimidated by older administration and faculty, which leaves me feeling incompetent. My attitude has been changed as a result of EPI. Now, I know that I do have a place and I am valuable — not indispensable — but valuable. Thank you so much — to everyone for the planning and hard work to make this conference happen. I would like to see this replace Registrar 101. We are SNRAO (Texas) members and it would be great to see this there!"

Because of Noel-Levitz' national involvement and our marketing to the AACRAO State & Regional Officers, the EPI drew attendees from throughout the PACRAO region, but also from as far away as Texas, Chicago, and Canada. At the end of the EPI, 80% expressed an interest in follow-up and reunion sessions to continue the relationship building begun at EPI 2003.

The inaugural EPI was convened by then PACRAO president, Clifford A. Ramirez. At the end of his term, Cliff passed the future EPI on the Executive Board and the EPI directorship to the Vice President of Professional Development, Faith Weese.

## 'Faith'ful FERPA Corner:

Q: Can we use electronic signature (in lieu of a written consent) to release student education records?

A: Yes, you can currently use the electronic signature for release of info to the student and the FPCO has published a new proposed rule on the use of the electronic signatures in the Federal Register (July 28) and posted recently to the AACRAO TRANSCRIPT. See below and follow the link to get the full text of the article. If you have difficulty opening the links from this email, you may wish to copy them from this posting to your internet browser.

New FERPA E-Sign Regulation Published. The FPCO announces plan to electronically accept "signed and dated written consent" under student privacy law. [http://www.aacrao.org/transcript/index.cfm?fuseaction=show\\_view&doc\\_id=1478](http://www.aacrao.org/transcript/index.cfm?fuseaction=show_view&doc_id=1478)

# PACRAO 2004



Make sure that you plan and budget for the PACRAO 2004 Conference in Tucson, Arizona, November 7-10.



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## PACRAO EXECUTIVE BOARD

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