



PACRAONews

April, 2004

Message From the President



Many PACRAO members know the association primarily through the annual conference in November. As important as

PACRAO conferences are, there is so much more that we can and should be about. The ultimate goal is to provide an array of professional development opportunities to the PACRAO membership that extend throughout the year. Depending on your level of involvement, the full reach of PACRAO may be difficult to gauge. From my perspective on the Executive Board, I can tell there is an amazing amount of activity taking place on an ongoing basis to develop PACRAO programs and services. Here are a few highlights.

Last year Past-President Cliff Ramirez developed an exciting new concept, the Emerging Professionals Institute. Held for the first time last October, the intent of the EPI was to provide younger, mid-level administrators with

tools and insights for furthering their careers. While the conference was extraordinarily well received among those in attendance, timing and cost factors proved to be problematic. Under the leadership of Vice President for Professional Development Faith Weese, and with the assistance of President-Elect Dannette Sullivan, a new model for EPI has been developed that will deliver the same excellent program at less than half the cost of the original. Additional information on EPI can be found in this newsletter and through various other PACRAO communications. I encourage you to consider who on your staff could best benefit from EPI and send them to this unique conference. These will be the PACRAO leaders of the future!

This year we are fortunate to have the AACRAO annual conference in the PACRAO region, being held April 19-22 at the Mandalay Bay Resort & Casino in Las Vegas. As we do each year, PACRAO will hold a

reception for its members and guests on Wednesday, April 21, 6:30-8:30 in the Mandalay Bay A meeting room. I hope many of you will be able to join us and help show our AACRAO colleagues some Pacific hospitality!

As I mentioned in my March *E-Update*, planning is well under way for the PACRAO 2004 conference, to be held November 7-10 in Tucson. Local Arrangement Committee Co-Chairs Wendy Kilgore and Saskia Knight, along with Program Chair Alicia Moore are doing a wonderful job in getting the logistics and program together. The LaPaloma Resort, in addition to being a stunning location, has a staff that has been especially helpful in working with us to keep the conference as affordable as possible. Though conference costs will be a bit higher than previous years, you can plan on an experience that will be well worth the investment.

These items only hit the high points of the many

AACRAO 2004

- PACRAO will hold a reception for its members and guests on Wednesday, April 21, 6:30-8:30 in the Mandalay Bay A meeting room

PACRAO 2004

- The 2004 Annual Conference will be held at Westin La Paloma Resort in Tucson AZ, Nov 7—10

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Presidents Message Continued

important activities being carried out on your behalf by the members of the Executive Board. I encourage you to check out the reports and notices throughout this newsletter. Indeed, there are a lot of good things happening!

In closing, I would like to recognize the contribution of Cliff Ramirez to PACRAO over the years, and particularly last year as President. As a sign of the difficult financial times

in which we live, Cliff's position at UCLA was terminated in late November due to budget cuts. This in turn required him to resign from the Executive Board and his role as Past-President this year. Please join me in wishing Cliff the very best as he seeks a new position, which hopefully will keep him in a PACRAO profession and allow him to re-engage as an active member of the association. I also want to thank Sunny Burns, who has taken on the

responsibilities of Past-President.

Best wishes as you head into the home stretch of this academic year. I hope to see you in Las Vegas!

Board Nominations!

While those who attended the PACRAO conference were on your way home, an intrepid group of committed individuals were choosing a slate of officers for the 2004 PACRAO Annual Meeting. The Nominations and Elections committee members were: Cliff Ramirez, PACRAO Past President; Charlene Mann, Associate Director of Undergraduate Admissions at Northern Arizona University; Ray Pillar, Manager Admissions and Records, University College of

the Cariboo; Anne Delfin-Schnirch, Associate Registrar, Chapman University; Jeanne Gentillon, Registrar, Western University of Health Sciences in Pomona-CA; Dennis Bailery-Fougner, Director of Admissions, Sylvania Campus, Portland Community College; Gregory Brown, Dean for Student Services, Klamath Community College; and Sunny Burns, Vice President for Learning and Student Success, Pierce College Fort Steilacoom. This group read and discussed the

many nominations submitted by the membership and have created a slate of officers (see below) and we profile them here.

Frost Johnson: President-Elect
Tina Toma: Vice President for Membership
Mala Sharma: Vice President for Professional Development
Tandy Elisala: Secretary

President-Elect G. Frost Johnson

Frost is the Director of Enrollment Services at Portland Community College where he has been since September 1994. Starting his career in 1978, he worked in several capacities at the University of New Mexico ending his time there in 1991 as an Associate Registrar. He worked for three years as a student systems consultant for SCT before returning to higher education. He earned a BA in Economics and a BBA in Human Resource

Management from the University of New Mexico and a MS in Education Administration from Portland State University. Frost has been actively involved in PACRAO and AACRAO, most recently serving on the PACRAO Executive Board as Vice President for Publications and Information Technology with the term ending in 2003. Working in higher education as a technician, project leader, manager, and administrator coupled

with his private sector experience as a consultant to higher education gives Frost a unique perspective into the dynamic of higher education. He spends his limited spare time enjoying his family and the outdoors.



Vice President for Membership; Tina Toma

Tina is the Assistant Registrar at the University of California, Irvine. Her career in higher education spans 35 years with the University of California systems. During her twenty years of service at UCLA, and fifteen years at the UC, Irvine, she has worked every aspect of the Registrar's Office from transcripts to Supervisor of Degree Operations to Assistant Registrar.

Tina has been a member of PACRAO since 1988 and served in several capacities: Treasurer for 02-04, Hospitality Chair, Local Arrangements Committee 1995, Nominations and Elections Committee 1997, Registration Chair, Local Arrangements Committee 1998, Registration Chair, Local Arrangements Committee 2000, Facilitator in 1997, 1999, 2001, 2002, 2003 and Presenter. She also

served on the Registration Committee for the Reno AACRAO Conference and is on the LAC for Las Vegas AACRAO 2004.



Vice President for Professional Development; Mala Sharma

Nirmala (Mala) is the Director of Enrollment Services and Registrar at Charles Drew University of Medicine and Science, Los Angeles. She has been a member of the Pacific Association of Collegiate Registrars and Admissions Officers (PACRAO) since 1995 and has served on the Diversity Development Committee since 1998. Ms. Sharma is currently serving on the Executive Board of PACRAO as

the Diversity Development Advocate. In addition, she has served on the PACRAO program committee for years 2001 and 2002. She is also a member of the planning committee for the Emerging Professionals Institute (EPI). In addition, Ms. Sharma is a member of the American Association of Collegiate Registrars & Admissions Officers (AACRAO) and serves on the Fed-

eral Compliance Committee. She is also a Franklin Covey certified facilitator and has developed and presented several successful workshops at her University.



Secretary; Tandy Elisala

Tandy has served as Registrar/Director of Student Records at the University of Phoenix since 1993. She has served in a number of capacities in her 14-year tenure at UOP. She has been an AACRAO member since 1991, and serves on the AACRAO Distance Education

Committee. Additionally she is Past President of the Arizona AACRAO. Tandy has been an active participant in PACRAO conferences.



PACRAO Writers Group

“The Numbers Game: Phasing in Generated ID Numbers at the University of Oregon”

“The Numbers Game: Phasing in Generated ID Numbers at the University of Oregon”, by Sue Eveland (Associate Registrar).

There can be no dispute that it is time for colleges and universities to stop using student social security numbers as ID numbers. Even in states that have *not* enacted laws to prohibit this practice, it is clear that the risk of identity theft and the vulnerability of data sys-

tems dictate that institutions of higher education address the need for change in this area. Recent headlines such as “Princeton’s Web Breach Encourages Admissions Directors to Look at Security” and “ID Theft Turns Students into Privacy Activists” further support the need for the higher education community to address the problem. While it is appropriate and even required that colleges and universities collect the SSN

for several reasons (e.g., federal financial aid and payroll), it is no longer acceptable practice to use the SSN as an ID number.

The article discusses how colleges can and universities undertake a successful conversion process.

The full article is available on the pacrao website under the Newsletter link, select PDWG & scroll to Spring, 2004, April

AACRAO 2004: Las Vegas

Attention all Attendees - Call for Donations

If you have made plans to attend the upcoming AACRAO Annual Meeting in Las Vegas (April 19-22), I wanted to ask you to consider bringing a donation for the Hospitality Committee. As you may remember from past conferences, it is customary to offer donated door prizes each day with a series of Hospitality conducted opportunity drawings. This can be any merchandise from your college bookstore that has your institu-

tional logo. Examples of popular items are shirts, caps, mugs, etc. Any donation is greatly appreciated. When bringing a gift, please be sure to leave it at the Hospitality Booth to the attention of Tina Toma, Co-Chair of Hospitality, or myself. Hospitality will be located just outside the Exhibit area next to the Registration Booth.

Thank you in advance for your generosity and contribution.

Fred Dear,

Tina Toma



PACRAO MEMBERSHIP COMMITTEE REPORT

The Membership Committee recently distributed 2004-2005 renewal forms to the 401 institutional contact individuals who represent all the schools or organizations that are currently listed in the database. Included in the mailing were the 333 schools or organizations that remained active with paid memberships during the past year. If you have not submitted the form and payment to Janet Danley, PACRAO Treasurer, please consider mailing it at your earliest convenience. Remember that the membership

fee is a flat rate of \$75 and inclusive of ALL members listed.

As the 2004-05 paid membership renewal forms are being returned for processing, the committee has been extremely busy updating the corrected or added information in the soon-to-be-released PACRAO Membership Directory. The dedicated committee consists of Samantha Clements, Stephanie Hillman, Jean Knox-Stephens, Ruth Scott-Johnson and Carolyn Williams, all from the University of

Southern California.

If you have any questions about membership or the renewal form, don't hesitate to contact me at dear@usc.edu or telephone (213) 740-5306. I thank all of you who have renewed for the upcoming year and hope that any non-renewed institutions will consider mailing their forms as soon as possible.

Fred Dear
Vice President for Membership

**The Pacific Association of Collegiate Registrars & Admissions Officers
presents the 2nd Annual Emerging Professionals Institute**

Monday-Tuesday, July 26-27, 2004
Seattle University
Seattle, Washington

A Special Note to Enrollment Leaders in

ADMISSIONS, RECORDS, AND ENROLLMENT MANAGEMENT

If you take a moment to look around, you have to admit that many of our number are now retiring or close to retirement. The leadership ranks of admissions and records will soon be changing. Are there individuals ready to take the reins from us? What have we done to prepare our successors?

In an effort to be proactive about ensuring the continuity of quality leadership, professional ethics, and the highest standards of enrollment management, PACRAO developed the first Emerging Professionals Institute last year.

This Institute is unique because it is conscientiously concerned with the development of future leadership, both for our profession and for our professional associations. It does not merely focus on training individuals for admissions and records.

Leadership, after all, is about relationship, inspiration, and making a difference. While the Institute will provide a broad, comprehensive overview of admissions and records, it will also be punctuated by a distinct imperative on developing leadership, professional relationships, and service to the higher education community. Facilitated by PACRAO's most respected working professionals, the Emerging Professionals Institute is infused with value-added contributions from additional special speakers and leadership consultants.

We invite YOU to send several of your staff. Institute costs are purposely kept low to make participation as accessible as possible. In an age of budget cutbacks, restricted resources, and unstable futures, we at PACRAO are committed to ensuring the most effective support of our institutions and of our profession—both now and for the future. Look for your EPI brochure in the mail soon!

YOURS for PACRAO,

Faith A. Weese

PACRAO VP for Professional Development
Institute Director

(P.S.

A brochure on the EPI will be mailed to you soon. The brochure is also posted on the Association website. Just go to www.PACRAO.org, select newsletter, then 2004. The Emerging Professionals Institute brochure is posted under the March heading.)

**PACIFIC ASSOCIATION OF
COLLEGIATE REGISTRARS AND
ADMISSIONS OFFICERS**

PACRAO Newsletter
C/O David Johnston
Office of the Registrar
2500 University Drive
Calgary, AB T2N 1N4 Canada

Phone: 403.220.5510
Fax: 403.289.1253
Email: dbjohnst@ucalgary.ca

PACRAO
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Were on the Web
www.PACRAO.org

2004 PACRAO MEETING CHAIRS

Conference Co Chair

Dr. Wendy Kilgore
Registrar
Pima Community College
Tucson, AZ
Phone: (520) 206-4642
Fax: (520) 206-4790
wendy.kilgore@pima.edu

Program Chair

Alicia Moore
Director, Admissions & Records
Central Oregon Community
College
Bend, Or
Phone: (541) 383-7244
Fax: (541) 383-7506
amoore@cocc.edu

Conference Co Chair

Saskia Knight
Vice President, Enrollment Services
Chapman University,
Orange, Ca
Phone: (714) 628-6982, Fax: (714) 628-7395
knight@chapman.edu

PACRAO Executive Board

PRESIDENT

Bob Bontrager
Associate Provost for Enrollment
Management
Oregon State University
Phone: 541-737-4088
Fax: 541-737-8082
bob.bontrager@oregonstate.edu

**VICE PRES. FOR
MEMBERSHIP**

Fred Dear
Associate Registrar
University of Southern California
Phone: 213-740-5306
Fax: 213-740-8710
dear@usc.edu

SECRETARY

Helen Barker Garrett
Director of Enrollment Services/
Registrar
Lane Community College
Phone: 541-463-5686
Fax: 541-463-3995
garretth@lanec.edu

PAST PRESIDENT

Sara "Sunny" Burns
Vice-President for Learning and Student
Services
Pierce College
Phone: (253) 964-6854
Fax: (253) 964-6764
sburns@pierce.ctc.edu

**VICE PRES. FOR PROF.
DEVELOPMENT**

Faith Weese
Executive Director for Off-Site Pro-
grams
Grand Canyon University
Phone: 602-589-2833
Fax: 602-589-2054
fweese@grand-canyon.edu

TREASURER

Janet V. Danley
Interim Executive Director for Enroll-
ment
Services
Washington State University
Phone: 509-335-4531
Fax: 509-335-1208
danleyj@wsu.edu

PRESIDENT - ELECT

Dannette M. Sullivan
Associate Provost for Enrollment Ser-
vices
and Student Success
Seattle University
Phone: 206-296-5852
Fax: 206-296-2443
dmsulliv@seattleu.edu

**VICE PRES. PUBLICATIONS &
INFORMATION TECHNOLOGY**

David Johnston
Registrar
University of Calgary
Phone: 403-220-5510
Fax: 403-289-1253
dbjohnst@ucalgary.ca

**DIVERSITY DEVELOPMENT
ADVOCATE**

Nirmala (Mala) Sharma
Director of Enrollment Services/
Registrar
Charles Drew University
Phone: 323-563-4832
Fax: 323-569-0597
nisharma@cdrew.edu