

SUNDAY • MONDAY • SUNDAY • MONDAY • SUNDAY • MONDAY



THE PACRAO ENQUIRER

62ND ANNUAL
CONFERENCE
1988

We've Set Sail in Long Beach!

Welcome to PACRAO's 62nd Birthday celebration! Our jewel of the Pacific Coast is all polished up and ready to sparkle. We have never been further from retirement than we are in this 62nd year. Your local arrangements committee takes special pride in hosting this celebration. We have staged a magical program of 48 sessions; we have party favors for you that have been donated by some of PACRAO's most generous friends; and we have found the best Long Beach chefs and musicians to serve you throughout this very special annual event.

The City of Long Beach is also celebrating a special birthday this year... it's 100th! Our host city is undergoing a renaissance of physical, economic, and historic proportions. We hope you'll have a chance to step out on our "long beach" or take a look at the city's changing profile along Ocean Boulevard. You are invited to tour the 320 acre campus of California State University, Long Beach...home this fall to over 35,350 students and site of totally new computer systems.

Our celebration will climax with a fabulous night of pleasure on the Queen Mary. PACRAO and "The Queen" have much in common: they are both large, embracing, diverse, accommodating, and first class. A pre-dinner reception in the Queen Mary Museum will give you a look into the historic engine room, and a walk around the rotunda will take you through the Queen's rich history. Dining in the Grand Salon will find you seated in the splendor of the 1930's, and dancing will be as exciting as the dancers.

The Local Arrangements Committee is proud to welcome you and we are eager to please. Let us know whatever we can do to make your 1988 conference a total success.

Jim Menzel, Conference Chairperson

Sunday Starters

PACRAO will be honored at our Sunday Opening Session with the participation of John B. Slaughter, President of Occidental College. Dr. Slaughter returned to Southern California this past August, after having served the University of Maryland, College Park, as Chancellor from 1982-1988. He earned his advanced degrees at the University of California, Los Angeles and the University of California, San Diego.

Be sure to attend this exciting kick-off to PACRAO '88, and plan to follow the opening session by greeting old friends, and meeting new colleagues at our festive reception from 6:30 - 8:00 p.m. We promise music, food and drink to delight your senses and introduce you to Long Beach.

News of Special Events!

Stop by the "Tours and Transportation" desk near Registration (third floor) for up-to-date information on special events. Those who wish to exchange tickets should post notices on the bulletin board at Hospitality.

A Bright Start Monday Morning

Monday's General Session will feature a well-known and prolific scholar and teacher, Carlos Cortés, Professor of History at the University of California, Riverside. Dr. Cortés earned his doctoral degree from the University of New Mexico, and has lectured widely throughout the United States, Latin America and Europe. His areas of interest include bilingual education, critical thinking, race and ethnicity, and Latin American and Chicano history. We look forward to his insights and appreciate his willingness to explore with us the challenges of our profession.

Join us in Hospitality

Welcome to Long Beach! We hope you enjoy your stay in this fair city. Within walking distance of the hotel are several excellent restaurants, entertainment spots, tourist attractions and architecturally interesting old hotels and buildings, so please come by the hospitality table in the exhibits area and pick up some of our handout materials.

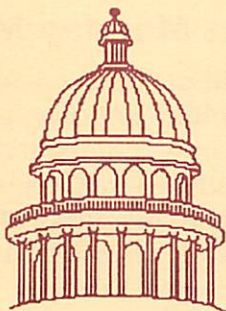
If you are not fond of walking, you should take advantage of the free tram service that operates daily between the hours of 10:00 a.m. and 5:00 p.m. on the Promenade outside the hotel. The tram runs from Shoreline Village located on the water south of the hotel all the way up to Long Beach plaza, the city's large shopping mall, about four blocks north of the hotel.

On Saturday and Sunday only, a water taxi runs between Shoreline Village and the Queen Mary and Spruce Goose. The taxi operates from 12 noon to 6:30 p.m. and leaves each location twice per hour. The fare is \$ 2.00 each way.

The conference prize, generously donated by the Periphonics Corporation, will be awarded at the Breakfast/Business meeting on Wednesday. To be eligible for the conference prize, you must obtain a sticker on the conference prize/exhibitor card from each exhibitor at the conference, as well as from PACRAO '89 Publicity. You must be present at the Breakfast/Business Meeting in order to win.

Make Your Plans for Sacramento in 1989

It is never too early to start planning for PACRAO '89! We will be hosted in Sacramento at the beautiful, Regency. Roger Conference and Roger General Chair, are with their plan a PACRAO miss!



brand new Hyatt Swanson, Program Chair, Anderson, Conference already working committees to you won't want to

Please be sure to visit the Sacramento Local Arrangements exhibit to find out just how delightful next year's conference will be.

Seaside Chats Save Freeway Headaches

Please remember that Monday afternoon from 5:00 - 6:00 p.m. there are Seaside Chats — an opportunity for you to continue your professional exploration and avoid that famous Southern California rush hour traffic. Four informal sessions will meet in the following locations:

International Student Admissions and Records	Harbour A
Professional and Graduate School Issues	Harbour C
CSU Admissions and Records	Shoreline A
Community Colleges Today and Tomorrow	Shoreline B

Please feel free to join the group of interest to you.

Equal Education Opportunity

PACRAO's commitment to the advancement of equal educational opportunities for students and professionals in the admissions and records field is evidenced by the emphasis on these issues in the Long Beach program. PACRAO'ans interested in discussing EEO issues are encouraged to contact Evelyne Glaser, Jim Dunning or Roger Swanson early in the annual meeting. There will be a meeting of those interested in Long Beach, and we'd like your input.

An Evening Aboard the Queen Mary

Advance reservations were required for those wishing to attend the special reception and dinner aboard the Queen Mary. The ship's management, however, has allowed PACRAO to offer an additional few tickets for purchase through Monday noon. There are fewer than two dozen extra tickets that we can make available. Please purchase these at the "Tours and Events" table located near the conference registration area on the third floor.

Anyone wishing only to dance after dinner

may purchase a "Dance Only" ticket for \$5.00.

These will be available "at the door" to the Grand Salon on the Queen.

(Parking is free if

you mention "PACRAO" to the lot attendant.) Admission with these tickets will start at 9:00 p.m.

We regret not having a larger number of last-minute reception and dinner tickets, but we hope that by making available these special "Dance Only" tickets we are still able to accommodate your desire to participate in this unique event.



ON THE RITZ

Door Prizes

Don't forget to turn in your door prize cards each day! We have some terrific prizes this year — round trip tickets for two to Catalina Island, a Bay Cruise for two, gift certificates to some of the fine restaurants in the area, leather attaches, portfolios and executive planners, credit card phone directory/calculators, Sonoma County wines and more.

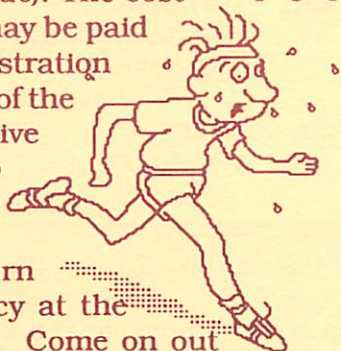
A Sunday Drawing has been added so that we can give away the cruise tickets and restaurant gift certificates early in the conference, so the winners may use them before they leave Long Beach. The Catalina Cruises require advance reservations, but one day may be sufficient for non-weekend travel.

Sunday drawing cards must be deposited in the box at the Hospitality Table in the exhibits area between 2 p.m. and 4 p.m. Winners will be announced following the opening General Session.

Drawing cards for Monday and Tuesday door prizes can be deposited in the box between 8 a.m. and 2 p.m. each day. Winners will be posted on the message board in the exhibits area.

Fourth Annual PACRAO Fun Run/Walk

Join the crowd Tuesday morning and run (or walk) through beautiful downtown Long Beach. Our running (walking) experts have selected a 5 kilometer (3.1 mile) scenic, pleasant, (almost) flat course which avoids busy streets and utilizes parks. The course begins in front of the Hyatt Regency at 6:30 (sharp) and ends in front of the Queen Mary (the land side). The cost of this event is \$6.00 and may be paid at the Conference Registration Desk, or on the morning of the run. Participants will receive a designer T-shirt to commemorate the event. Transportation will be provided to return you to the Hyatt Regency at the conclusion of the event. Come on out and run/walk your way to a stimulating healthy morning.



Program Changes

- A-2 Erlinda Rodriguez, Admissions Counselor, California State University, Fullerton, replaces Carlos Skeete as Recorder.
- B-4 Pamela Branson, Associate Director for Records at the University of California, Berkeley, replaces Dan Angelo as Recorder.
- C-2 "Student Assessment: A Cross Cultural Perspective" is now Session F-2.
- C-3 Session CANCELLED
- C-4 Beth Appenzeller, Admissions Coordinator, San Diego State University, replaces Dan Angelo as Recorder.
- D-4 Bonnie Wilcox, Assistant Registrar, Arizona State University, replaces Bob Bontrager as Recorder.
- D-6 Judy McNevin, Associate Director of Admissions, University of Idaho, replaces Claire McNeil as Presenter.
- E-3 Milt Shimabukuro, Transfer Center Director, Laney College, replaces Presenter Judy Miner. Juel Lee, Director of Community College Relations, University of California, Irvine will also serve as Presenter.
- E-4 Susan Peters, Admissions Officer, University of British Columbia, replaces Al MacMillan as Session Chair.
- E-6 Melanie White will not be participating as a presenter.
- E-7 Stan Plewe, Dean of Lifelong Learning and Community Service, Publication & Printing and Dell Taylor, Director of Admissions & Records, both of Dixie College, replace Maria Schenk and Sheila McClear as Presenters.
- F-2 "The Transfer Student in Transition" is now Session C-2
- F-5 Joan Fraser, Registrar, Foothills Hospital School of Nursing, Calgary, replaces Joe Daniel as Chair.
- G-1 Theresa Nishikawa, Academic Standing Adviser, Stanford University, replaces Joy Packer as Recorder.

Questions, Suggestions, Information

The Long Beach Local Arrangements Committee is available to you to answer questions, accept suggestions, and direct you to resources as you identify your needs. Conference Headquarters is located in Pacific Rooms A and B. You will find members of the Physical Arrangements Committee there, and people willing and able to answer your questions. Questions about local "hot spots" should be referred to the Hospitality area on the first floor. We're here to serve YOU!

PACRAO Exhibitors 1988

Booth	Exhibitor/Contact Person
1.	Double Vision Productions Inc. Holly Packard Cobb, Producer Betty Vivado, Vice President Ed Wartberg, Producer
2.	Software Research Northwest Michael Fox, Vice President
3.	Higher Education Systems Services Pat Portolese, Assistant Director
4.	AMCARD Systems Bill Cole, Regional Manager
5.	Target Marketing/Key Publications William T. Craig, President
6.	VCT Corporation Lee Davis, Product Manager Dan Fantuzzi, Senior Account Executive Barry MacRury, Sales Representative Electronetic, VCT
7.	Perception Technology Richard Gale, Higher Education Industry Manager
8.	EPOS Corporation Michael A. Lawler, Computer Systems Engineer
9.	Information and Communications, Incorporated Rosemary D. Dominick, Manager
10.	Jostens, Incorporated Larry L. Bardin, Western Area Manager
11.	House of Norman Norman B. Samuels, Owner
12.	ELS Language Centers Charles B. Foster, VP/Development
13.	SCT Corporation Ted Fauce, Principal Consultant
15.	National Computer Systems Diane Schnedler, Trade Show Coordinator
16.	Periphonics Corporation Karen L. Ferraro, Marketing Coordinator

Booth	Exhibitor/Contact Person
17.	Syntellect Inc. Gary Orf, Regional Manager
18.	The College Board John Vaccaro, Director, Admissions & Guidance Services
19.	A.B. Dick Record Systems Harold E. Davis, Marketing Manager
20.	Scantron Corporation Ken Thompson, Area Manager
21.	Career Guidance Foundation Julie M. DuBois, Subscriber Representative
22.	ECA Deborah E. Taylor, Marketing Manager Don Jefferis, President Larry Craft, Vice President
23.	American Passage Media Corporation Todd Abrahamson, College Relations Manager
24.	Herff Jones, Incorporated David C. Reuter, General Manager Linda Hanson, Diploma/Award Specialist
25.	ACT Marcus Ruger, Director of Assessment Services
26.	Information Associates Melanie Biel, Manager, Western Regional Sales
27.	International Education Research Foundation, Inc. Inez H. Sepmeyer, President
28.	DATATEL Valorie V. Duncan, Marketing Coordinator
29.	1776 William Treneer, Sales Engineer

Please be sure to visit the Exhibits area in Seaview A, B, and C. Exhibits will be open from 2:00 - 6:00 p.m. on Sunday, 8:00 a.m. - 5:00 p.m. on Monday and 8:00 a.m. - 4:30 p.m. on Tuesday.

TUESDAY • TUESDAY • TUESDAY • TUESDAY • TUESDAY • TUESDAY



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A Message from the President

It is very gratifying to see such a large turnout for this year's PACRAO meeting. We think the Long beach harbor is a great area to show off to our colleagues from throughout the PACRAO region, and the two visitors we are welcoming from the East Coast. We hope you will find time before, after or between sessions to explore the Long Beach and southern California areas.

Jim Menzel and his committee have been planning this conference for two years, and I think their efforts are noteworthy. From the preliminary program to the last meal of the conference, they have attempted to set a classy but casual tone to the conference environment. Please take advantage of as much of this as you can. Thank you for all of your work, Monica Augustin, Melanie Cox, Dick Dawdy, Fred Dear, Dave Harbeck, Bob Herschler, Carole Jones, Nora McLaughlin, Bob Morley, and Rose St. Onge.

Evelyne Glaser guided her committee through the work which resulted in the excellent, professional program you are enjoying. They have developed a variety of sessions which should be appealing to the great diversity of interests within our membership. Thank you Roseanne Dutton, Jaynee Groseth, Char Hamada, Irma Rodriguez, Fred Rosmanitz, Mary Lou Vesely and Jay Walker.

I hope that you will benefit from your time at this conference and that it will encourage you to get more involved in PACRAO activities. If you need answers to your questions about the Association or the conference, please stop a member of the Executive Board, the Local Arrangements Committee or the Program Committee.

Above all — enjoy!

Nancy Sprotte, President

Sunday's Opening Session a Success

PACRAO'ans were treated to a challenging conference start by John B. Slaughter, President of Occidental College. Speaking to a responsive audience, Dr. Slaughter challenged us to take an active role in enhancing cultural diversity on our campuses in *all* populations — faculty, staff and students. He made a strong case for a system of education that would afford all citizens the opportunity of an education that is not narrowly defined, but one which celebrates the cultural pluralism fundamental to our country.

Reminding us that we are front-line participants in the determination of the culture of our institutions, Dr. Slaughter made it clear that we must not wait for presidents and boards to set the tone. He encouraged participants to take seriously the challenge of high school preparation, and to increase the pool of qualified minority students by early identification of scholastic promise, followed by encouragement and financial support.

PACRAO appreciates the challenge, and we hope that our program will help to move us in this important direction.

Queen Mary Diners and Dancers — Don't Miss the Bus!

For those of you planning to dance the night away this evening aboard the Queen Mary, be sure to meet outside the Hyatt to catch the bus to the Queen. Busses will begin boarding at 5:30, and will make more than one trip. Those of you still trying to get a ticket should check the bulletin board in Hospitality to see if others are wishing to trade. If you just want to dance, be sure to join us at 9:00 p.m. on the Queen Mary — "Dance Only" tickets are only \$5.00, and can be purchased at the door. Parking at the Queen Mary is free if you mention PACRAO to the parking lot attendant.

PACRAO Retires Some of its Stars

At the Conference Recognition Luncheon today, PACRAO will honor its members who are retiring this year (or have already headed out to a life of leisure). Be sure to congratulate your colleagues, and find out how they managed to stay sane as long as they did:

John James Arthur
Loleta G. Espeseth
Robert L. Garfield
Mildred Scott
Maria Schenk
Jack H. Shirley
Barbara J. Zahn

To our retirees — we wish you health, happiness, and as many PACRAO meetings for fun and frolic as you'd like. (You don't *have* to go to sessions any more!) Best wishes.

Special Thanks to the 1988 Officers

The annual meeting of PACRAO brings our "changing of the guard," and what more appropriate timing than the first week in November. Special PACRAO thanks to our outgoing Executive Board members who have served the association for the 1987-88 PACRAO year:

Nancy Sprotte •	President
Ann Tremarello •	Past President
Jeff Halverson •	Vice President, Four Year Institutions
Chuck Adams •	Vice President, Two Year Institutions
Richard Riehl •	Secretary

These colleagues have done a masterful job guiding the association, and are deserving of our appreciation!

PACRAO Welcomes the AACRAO President

PACRAO is pleased that Bob Cyphers, 1988-89 AACRAO President, has joined us for our annual meeting. Bob is Registrar at Johns Hopkins University, and is willing to discuss how PACRAO'ans can get involved in the national association. Remember the AACRAO Annual Meeting in Chicago -- April 1989 at the Palmer House.

Program Changes

- B-6 Shelia Hood, Vice President for Enrollment at Seattle University, will serve as Recorder.
C-1 Louann Denny, Associate Registrar at Arizona State University, will serve as Recorder.

Thanks, Partners!

PACRAO wishes to express special appreciation to their special friends, who have provided such unusual support this year:

Information Associates (IA) -- Conference portfolios
SCT Corporation -- Queen Mary Museum Reception
Sonoma County Winegrowers Assn. -- cases of prize varietal wines

International Education Research Foundation, Inc.
-- Reception

Periphonics Corporation -- Conference prize

Thanks for helping to make this conference such a success!

Wanted: PACRAO Proceedings Editor

Interested in being an editor?

For a good time, call Richard Riehl, room 1131.

This is a limited-time offer!

Seats for the Swift

The Long Beach Local Arrangements Committee is so pleased with the tremendous attendance — but we wish to advise you to get to sessions early and fill in those front and middle-of-the-row seats. The rooms are large enough to hold us, but with as many of you as are here, the best seat is an early one.

Cal. State Los Angeles Job Opening:

EVALUATOR TRAINEE/EVALUATOR I, #101
\$1811 - \$2264 Admissions

Typical Duties: The incumbent reviews and evaluates academic records for students transferring to Cal State L.A. To be eligible for the Evaluator Trainee position, the applicant must have had the equivalent of six months' responsible experience involving academic, administrative, fiscal or statistical records processing and maintenance OR two years of full-time college with course work specific to the development of quantitative and analytical skills. To be eligible for the Evaluator I position, the applicant must have had the equivalent to completion of a formal training program in academic records evaluation, OR the equivalent to one year of academic records evaluation experience.

See the job announcement in Hospitality.

Sacramento — A Capital Idea

Have you made plans for November 5-8, 1989? Mark your 1989 calendar **Sacramento**, because PACRAO will be at the beautiful new Hyatt Regency Hotel directly across from the California Capitol. Room rates will be the same as this year — \$82 for a double. Pick up a questionnaire from the Sacramento booth near the entrance to the Grand Ballroom and list your preferences. (We'll even give you a sticker for your Conference Prize card!)

Sacramento is easy to reach by air, train, bus or car. Pick up a Sacramento Magazine at the Sacto PACRAO booth for a tempting listing of restaurants, shops, an area map, and everything you will need to convince you that Sacramento is *the* place to be next November.

Your Local Arrangements Committee and Program Committee are hard at work to ensure that you receive the finest opportunity for personal growth and enrichment, and entertainment.

Join us!



Win a Prize from AMCARD

Amcard Systems is offering a Sony AM/FM Stereo Dual Cassette Recorder to a lucky PACRAO registrant. The winner will be announced today at 3:30 p.m. in the Exhibits area.

To qualify, you must obtain a souvenir PACRAO photo-identification card which is available any time today in the Amcard booth in the Seaview Room exhibits area. You need not be present at the time of the announcement to win. Good luck!

Evaluations are Important

You will be asked in sessions to provide your input as an evaluator, and we ask that you assist the Program Committee by evaluating the sessions you attend. The Conference Evaluation is an important component of the planning for next year's conference, and we encourage everyone to take part in that process. We need your input to provide an even better conference next year.

Fruit Fantasy a Hit

The mood was festive, the food plentiful, the music delightful, and the company was ... well, it couldn't have been better. If you missed the Opening Reception, you missed a conference celebration that is not likely to be duplicated. When is the last time you had sumptuous treats, delightful company, music that welcomed you to the rich culture of southern California -- all in one place? A good time was had by all!



•Prizes by the Dozen•

Hospitality wishes to announce the following lucky PACRAO'ans who won Sunday door prizes. Be sure to pick them up in Hospitality:

- Catalina Express Roundtrip to Catalina Island
- Rose Stock**, C.S.U. Fresno
- Hyatt Regency Beacon Restaurant Sunday Brunch
- Betty Lumpkin**, Harvey Mudd College
- 555 East Restaurant \$25 Gift Certificate
- Janet Denford**, University of Alberta
- Ports O'Call Restaurant Sunday Brunch
- William Gowler**, C.S.U., Fullerton
- Leather Notebook and Calculator
- Arnaldo Rodriguez**, Evergreen State College
- City of Long Beach Beach Towel
- Barbara Lakin**, St. Mary's College
- Dry Flower Holiday Wreath
- Inez Sepmeyer**, IERF
- AACRAO '89 (Chicago) T-shirt
- Cally Lau**, Pacific Oaks College

More winners can find their names posted at Hospitality for the following prizes:

- Thirteen winners will take home a choice bottle of Sonoma County wine
- Fifty lucky PACRAO'ans won 1989 Monthly Pocket Planners

Thank you for not smoking during sessions





Secretary
Evelyne Glaser

Evelyne Glaser, who has been Registrar at Occidental College and an active member of PACRAO and AACRAO since 1980, is currently the Program Chair for the PACRAO Conference in Long Beach. She is serving on an AACRAO committee and has served on many PACRAO and AACRAO committees, including Conference Program and Nominations and Elections.

Vice President
 Two Year Institutions
Gordon A. Newman

Gordon Newman has been Dean of Admissions and Records at Santa Monica College since 1974. He served as president of the California Association of Community College Registrars and Admissions Officers (CACCRAO) in 1985 and was president of the Southern California Association of Community College Registrars and Admissions Officers (SCACCRAO) in 1974. He was instrumental in the formation of the statewide community college association.

Continuing on the Board will be Matt Telin, who moves from President-Elect to President, Nancy Sprotte, who moves from President to Past President, and Nora McLaughlin, who begins her second year as Treasurer (a two year term).

The Nominations and Elections Committee announced the nominees for the Executive Board positions for 1988-89 in the September 1988 Newsletter. The vote for board membership will take place at the Business Breakfast tomorrow morning. Be sure to come out and **VOTE!**

President-Elect
John C. Smith

John Smith is Director of Admissions and High School-College Relations at Seattle Central College. A member of PACRAO since 1974, he served as PACRAO's Vice President for Two-Year institutions in 1986-87. He has been active in PACRAO as a member of the program committee, as session chair and presenter, and continues important participation in WACCRAO (for the state of Washington).

Vice President
 Four Year Institutions
Christine K. Wilkinson

Christine Wilkinson is Assistant Vice President of Student Affairs and Director of Undergraduate Admissions at Arizona State University. Her contributions to PACRAO, AACRAO and to the admissions profession are many. She served as President Elect, 1987, President 1987-88 and Past President, 1988-89 of Arizona ACRAO. She is currently involved in committee work for AACRAO, and has given of her time for the past three summers to be co-director of the PACRAO Summer Success Seminars.


Local Arrangements Says Thank You!

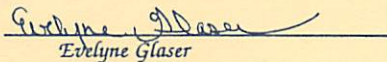
What a wonderful time we've had growing professionally and serving you. An "auld lang syne" from each of us!

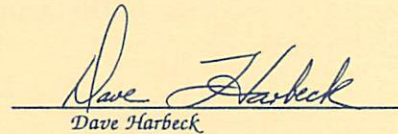

 Monica Augustin

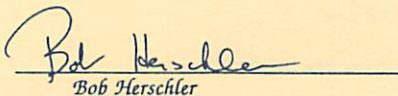

 Melanie Cox


 Dick Dawdy


 Fred Dear


 Evelyne Glaser

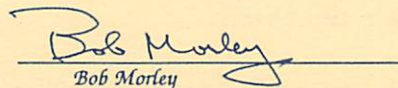

 Dave Harbeck


 Bob Herschler


 Carole Jones


 Nora McLaughlin


 Jim Menzel


 Bob Morley


 Rosalia St. Onge

Recorders ...

Be sure to turn in your summaries and evaluations to the Evaluations Table, located on the third floor outside the Ballroom.