



# PACRAO NEWS

Pacific Association of Collegiate Registrars and Admission Officers

Summer 2020

## Looking ahead with hope

As I reach out this summer with our (very long) newsletter, it is my sincere hope that many of you have been able to take time with family or friends this summer and find a moment to escape reality and relax. I was able to take a week off in early July and had no idea how badly I needed it (my colleagues probably knew!). I came back to work a week later with new perspective and a refreshed sense of purpose.

We all still continue to be as busy as ever, navigating our new normal, and providing support for our students who are also transitioning to this new reality. It is not easy to manage our lives with less structure and support around us but slowly this new standard is starting to settle a bit. That said, it doesn't mean it is easy or nearly as fun and collaborative as work used to be. My goal is to learn to be productive and enjoy some of the new approaches to our work so that 'on the other side of COVID' I don't return to the old way of doing everything. This is an opportunity to grow and plan our future in a positive way.

I say all of this because our institutions, PACRAO, and other organizations will not go back to 'the old way' at the end of the pandemic. Seismic shifts will occur and now that we have demonstrated that we can flexibly deliver many services, the expectation is that we will continue to do so. Take this time to contribute to your college, university, or organization in a way that creates new paths forward; paths that take your group next level, not a path that tries to circle back to the past. Speaking of the past, there is a great story at the end of the newsletter about the 2001 annual meeting, held shortly after the 9/11 disaster. Our always entertaining archivist, Sue Eveland, really delivered on this story!

There are two upcoming events that I strongly recommend you find time for in the next several months. First, our annual meeting is approaching and with the new virtual approach— that you all voted on— we need to create a valuable, engaging series of sessions. Basically, we need YOU. More information is coming soon from our planning leadership team. There is some basic information in the newsletter about the dates and times (times might shift slightly as we get closer) but now that we have that set, the committee is really digging into the planning. Be ready to engage! Our commitment is a first-rate virtual meeting for the membership at no or very little cost. The second event is the kick-off of the next Leadership Development Institute (LDI) series. If you are new to PACRAO, new to the field, or both, please consider applying to the LDI. This program won a national award for its ingenuity and commitment to the profession. There is more on this program later in the newsletter. Get reading!

As I have said before, this is not the year of leadership in PACRAO I expected but it is still an amazing honor to serve our membership as we build a new future 'on the other side of COVID'. Thank you for continuing to be part of the PACRAO team.

Rebecca Mathern, PhD

Associate Provost and University Registrar—Oregon State University



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## Nominations and Elections



## Brought to you by your Past President, Chris Sweet

### Nominations and Elections Committee Results

Here are the results of our spring 2020 nominations and elections committee voting. Kylie Borges will serve as Vice-Chair for 2020 and Alisha Higley will serve as Vice-Chair Elect for 2020 and then continue as Vice-Chair for 2021.

Those receiving the most votes were:

Alisha Higley, Southern Oregon University  
Helena Babiski, Coconino Community College  
Tchad Sanger, University of California, Santa Cruz  
Jason Trosine, Washington State University  
Crystal Ego, Stanford University  
Biljana Jovanovska, Washington State University

This amazing group of PACRAO members will begin the work of soliciting nominations for leadership roles within PACRAO for the 2021-22 cycle and those are:

President Elect – (3 year term)  
Vice President for Publications and Information Technology - (2 year term)  
Treasurer Elect – (3 year term)  
Audit Committee Member (2 year term)  
Nominations and Election Committee Member (6 members, 1 year term)

The 2021-22 nomination process will continue through the end of the business meeting that will be held virtually this fall (dates TBD). Then the N&E committee carefully reviews all of the nominations and sets the slate of nominees for the board positions. These are then voted on by the membership at the end of the 2021 business meeting in Tucson and they begin serving at the end of the business meeting.

If you have a colleague that you think would be a great fit for one of these leadership roles, please connect with them to encourage them to get involved. We will have an online form that they can submit, or you can submit on their behalf. A notification will go out to the membership as soon as that form is developed.

On behalf of the 2020 N&E committee, we hope you consider the awesome opportunity to serve in a leadership role within PACRAO!

Chris Sweet  
Past President

## Annual Meeting Update and Preparation



As announced, PACRAO's annual meeting in 2020 will be a virtual affair. It is just one in an avalanche of disappointments that we are all feeling both personally and professionally. That said, this doesn't mean we won't have fun— this is PACRAO after all!

We are planning an all-virtual event. The purpose of this note is to give you a heads-up that Program and "Local" Arrangements Committees are joining forces to deliver an amazing meeting around the same time, this November.

Led by Krystal Cortez Bates, Nicolle Dupont, and Steve Downing (photos on the left in that order), the group is currently developing a program line-up to occur during the following timeline. Of course, this is approximate but we hope to hold as close to this schedule as possible. (Dates are firm, times may adjust slightly.)



### **Monday, November 2, 2020**

**2-6pm PST**

2 - 2:50 Opening Plenary  
3-3:50 Session Block A  
4-4:50 Session Block B  
5-5:50 Happy Hour, Social Activity

### **Tuesday, November 3, 2020**

**10am-2:30pm PST**

10-10:50am KeyNote Speaker  
11-11:50am Session Block C  
12-12:30pm - Break -  
12:30-1:20pm Session Block D  
1:30-2:20pm EdTalks/ PACRAO Panel Discussion



### **Wednesday, November 4, 2020**

**10am-1 pm PST**

10-10:50am Session Block E  
11-11:50 am Annual Meeting  
12-1:00pm Closing Speaker

Details will come shortly from your planning team! Keep an eye on your email and be ready to engage with PACRAO this fall.

### **Quick Tips for a Lively Online Meeting brought to you by Stephen Arod Shirreffs and Monterey Sims, members of the Executive Board:**

- Download and use Guidebook— it will be a great way to connect virtually prior to the conference, during the week, and of course, a great way to share contact information with new colleagues for after the conference. Details coming in the fall about how to download.
- Block your calendar now— the more sessions you attend, the more you will benefit from participating and connecting with your colleagues. If possible, disconnect from the 'office' during your conference time.
- Get support from your supervisor— online conferences are affordable but its still important that your supervisor allows you time away from your daily tasks to benefit from professional development. Get their commitment early— better yet, invite them to attend too!



## ***How Recent Social Movements are Affecting Higher Education***

***By Les Apouchtine***

In recent weeks, protests for Black Lives Matter have spread across the United States, Canada and elsewhere. Demands for explanations and apologies for people's past racist behavior is intensifying. In some cases, apologies are deemed not enough and people are calling for individuals to be fired, and companies to be boycotted, if they are seen as intolerant, racist, or promoting hate. Debates in the news, on social media, and on the streets, around racism, diversity, and so-called "cancel culture" have been growing recently. In light of these cultural shifts, here are some interesting news articles for anyone who would like to read more about how post-secondary institutions and students are handling this increased awareness of issues surrounding diversity.

In *Diverse: Issues in Higher Education*, Dr. J. Luke Wood and Dr. Frank Harris III examine racial microaggressions ("How to Respond to Racial Microaggressions When They Occur": <https://diverseeducation.com/article/176397/>). In this article, they look at the need for increased awareness of racial microaggressions and how to respond to them. They have developed a five-part framework that clearly sets out some guidelines of how to deal with microaggressions, whether these occur online or in person.

Osamudia James, in the *Washington Post*, takes a look at the recent decision by the University of California to eventually eliminate the SAT and ACT as part of admissions requirements ("How to achieve real diversity in higher education": <https://www.washingtonpost.com/education/2020/06/11/how-achieve-real-diversity-higher-education/>). These tests used to determine admissions eligibility are viewed as a barrier to both poor and minority applicants. James sees this as a necessary step to promoting diversity, but argues that there is much more work to be done. She believes that much of the diversity work in higher education has been "superficial" and that a much deeper analysis of current issues and a real commitment to address past and present injustices is in order to make real change.

In a further challenge to post-secondary institutions, Sarah Krichel, in *Vice*, argues that the commitments to diversity announced by colleges and universities don't represent the reality faced by students in Canada ("Canadian Universities Using 'Black Death as a PR Stunt': Students": [https://www.vice.com/en\\_ca/article/akz3ez/canadian-universities-using-black-death-as-a-pr-stunt-students](https://www.vice.com/en_ca/article/akz3ez/canadian-universities-using-black-death-as-a-pr-stunt-students)). Krichel states that students see many problems at post-secondary institutions such as a lack of real commitment and tangible action to tackle anti-Black and anti-Indigenous racism, despite "rosy" statements around diversity in recent weeks.

This is an important conversation that has been happening for decades, but has seen a renewed interest in recent weeks. This is a great opportunity for all of us to examine our own commitments to diversity, and how we can bring about positive change at our own institutions.

A couple other notable reads:

"More Colleges Should Divest From the Institution of Policing", *Inside Higher Ed.* (<https://www.insidehighered.com/views/2020/06/02/heels-george-floyd-killing-colleges-have-moral-imperative-not-work-local-police>)

"What Next? What Now? An Open Letter from The Victoria Black Student Network", *the Strand.* (<https://thestrاند.ca/what-next-what-now/>)



## PACRAO Leadership Development Institute

2020-2021 Applications Open Now through August 21!

Applications for the PACRAO LDI are open now, through August 21. Over the past two years, since the LDI began, almost 30 PACRAO colleagues have participated in the year-long professional development opportunity, with the support from four experienced PACRAO leaders who serve as faculty members and mentors. This may be your year to participate as a member of the cohort, chosen from across the PACRAO region to reflect the diversity that we see in our student populations and that we desire in our professional communities.

Use this link to apply: <https://forms.gle/dusqZSw3HuW5va8UA>.

The application asks for some demographic information and for your short response to two prompts:

How do you picture PACRAO having an impact on your career (in 100 words or fewer)

Please write a brief statement explaining why you are interested in PACRAO's Leadership Development Institute (in 250 words or fewer)

### Quick Information about the LDI

The LDI is a great opportunity for you and your institution—at no cost to you or your institution—to get the most out of your PACRAO membership, grow your network and develop as a leader.

The LDI is a unique professional development opportunity aimed to diversify the higher education enrollment management profession.

The LDI is committed to provide you a true professional development experience that will help you grow and develop into a stronger leader at your institution and in our profession.

You will receive (at no cost to you) up to 12 books to read during the year.

You will participate online through 90-minute monthly meetings as a group with LDI faculty to discuss topics based on reading material. These monthly meetings will be set at a regular time each month (such as every first Friday from 1:30-3 pm).

You will also be connected with one of the faculty members as a mentor who will meet (online or by phone) with you on a regular basis during the year, both in small mentor groups and individually. The times for these meetings will be set by both parties.

Please contact Julia Pomerenk, LDI Faculty Dean, with any questions. Julia can be contacted at [jpom@uoregon.edu](mailto:jpom@uoregon.edu).



## From the Archives



## Another PACRAO annual meeting that went sideways

**By Sue Eveland, PACRAO Archivist**

Jubilee Journey: Celebrate the Past – Look to the Future

Dateline 2001. PACRAO's 75<sup>th</sup> Annual Conference was scheduled for Nov 4-7, 2001 at the Hyatt Regency near the San Francisco Airport in Burlingame, California. John Finney, PACRAO President (then Associate Dean and University Registrar, University of Puget Sound) and his Executive Board and the two conference committees were on track to deliver more than 60 workshops and sessions to what was hoped to be a conference crowd of about 600. A Sunday morning pre-conference golf tournament, an evening shuttle trip to Fisherman's Wharf and a Jubilee Dinner followed by a DJ and dancing were all lined up and ready to roll.

That is, until 9-11 happened.

In a zoom call this past June, President Finney shared that when 9-11 happened, travel was way down all over the country. Yet there was a real commitment to the conference and a "let's go for it" attitude. There was, in reality, few alternatives; backing out of the contract with the hotel at that late date would have meant financial ruin, and there was no way to move a conference to an online format like there is today. The Program Chair, John Snodgrass (then Registrar, Chapman University) and General Conference Chair, Rozanne Largent (then Associate Registrar, UC-Berkeley) were committed to seeing the conference through.

President Finney and his wife Karen made the trip from Tacoma to northern California by Amtrak train; they got off at the Oakland station and grabbed a Yellow cab outside the terminal. When they told the driver that their destination was the Hyatt Regency in Burlingame, the driver said he was not willing to drive across the Oakland Bridge but would agree to take them "the long way" around the south side of the bay. That, of course, would have added considerable time and cost to the ride. Even two months after 9-11, there were many threats to buildings and bridges, and specifically, the Oakland Bridge. In the end, however, the driver agreed to drive across the bridge to Burlingame.



According to President Finney, PACRAO conferences in the 1980's and 90's routinely had attendees numbering in the 600's. The report in a 2001 newsletter indicated nearly 500 people attended the 2000 conference in La Jolla. In the end, there were around 200 PACRAO "warriors" who braved the dangers of travel to attend the conference. There seemed to be a real esprit de corps among the attendees. Most of the session presenters and all the plenary speakers came to the conference. These included Barry Posner, an expert on Leadership; Terry Roberts, one of the Little Rock Nine; and Henry Der, the Diversity Plenary speaker. Louise Lonabocker, of Boston College and Past President of AACRAO that year, was the AACRAO rep. And yes, LeRoy Rooker was there, as well, pictured here with PACRAO member, Faith Weese.

## From the Archives

## Another PACRAO annual meeting that went sideways

Other PACRAOans remember their meeting experiences, too:

Michele Sandlin (then at Oregon State now with AACRAO Consulting; PACRAO Pres in 2008), flew to California through the Denver airport and remembers it being eerily quiet in the terminal. As the 20 or so passengers deplaned from a very empty aircraft, the pilot came out and, as he teared up, hugged each one of them. Michele also distinctly remembers one session about pivot tables presented by Jim Buch (then Director of Admission/AVP from University of Oregon); it was Michele's first lesson on pivot tables and the last time she saw Jim. Michele remembers taking the PACRAO shuttle Bus to Fisherman's Wharf where she bought a crab bucket at what was a new restaurant at the time - Bubba Gump's.

Alicia Moore (Central Oregon Community College and member of the 2001 Program Committee) also remembers the Fisherman's Wharf outing. There she learned that Bob Bontrager (then of Oregon State University and later of AACRAO Consulting; PACRAO Pres in 2004) was "so dang competitive – especially at air hockey." Who knew? Alicia also recalls eating amazing donuts with Michele Sandlin (little mini donuts, according to Michele), which led to many other dessert adventures in the years that followed. [Author's note: I accused Alicia of getting married during the 2001 conference, as she gave a session on Monday morning as Alicia Vik and then a session Wednesday morning as Alicia Moore, giving her 48 hours to say "I do." She denies that this ever happened.]

Helen Garrett (then of Lane Community College and member of the 2001 Program Committee; PACRAO Pres 2011) remembers the 2001 conference as one of her favorites, as it was so small and intimate. She recalls, "It was a scary time because we were in this strange location of Burlingame near the SFO airport and because it was right after 9-11. I remember we were obsessed with the many bridges and SFO being in the area and we were worried that they might be attacked like the World Trade Center was." A favorite memory of Helen's was that on one evening, there was some kind of hospital fundraiser going on in the ballroom and in the adjacent lobby. She is unsure if the PACRAO people were invited or if some of the crazy PACRAOans just invited themselves, but a considerable number of PACRAO members joined the buffet line and in the fun. The other group did not seem to mind, and they welcomed the PACRAO partiers with open arms. Lastly, Helen remembers that while some sessions were cancelled, the ones that continued, with albeit smaller audiences, resulted in great conversations about the topics. Pictured here: Gaylea Wong, John Snodgrass, and Christine Kerlin.



Bob Morley (University of Southern California and PACRAO Vice President for Publications and Information Technology in 2001) also attended the conference. He recalls that the Winter Board Meeting was held (maybe) in February 2001; the Executive Board and both the Program Committee and the General Conference Committee all met at Hyatt Regency, as is PACRAO tradition. He recalls that the venue was a great site, and there was a lot of activity during their winter visit, and there was a really great restaurant on the property. There was a big event going on the Friday evening that weekend, and (ahem) a couple of the PACRAOans walked around the event with flutes of champagne, acting like they belonged. He also recalls that another group was meeting there at that same time: Memory Makers, a scrapbooking convention group. The crowd was energized by the call to make "Memory Maker" a national holiday. However, the Memory Makers "muscle" told the PACRAOans that the event was private and ushered them out. Bob relays all this to underscore that the hotel was bustling with activity in February and PACRAO was looking forward to the November meeting with great anticipation.

## From the Archives



## Another PACRAO annual meeting that went sideways

Bob remembers that the preregistration numbers were what he called “abysmal.” Everyone had been expecting huge numbers, as the PACRAO meeting had not been held in San Francisco or the adjacent area since 1977. Bob suspects that there was a travel freeze implemented by many institutions. Those in attendance were engaged but the tone of the meeting was very subdued. That really great restaurant at the Hyatt was closed during PACRAO’s conference; Bob recalls there were not a lot of options for dining around the hotel. He added, “for me it was the most un-PACRAO-like meeting I attended in my 38 years of PACRAO attendance.”

Christine Kerlin (then at Everett Community College; PACRAO Pres 1994) remembers how concerned President Finney was about attendance and about making the hotel room minimums. She remembers squeezing into the hot tub in the President’s Suite (photo evidence here) and she recalls that the conference was a success; everyone felt good about how it all came together in the end.

President Finney reviewed his photos from the conference and remembers many PACRAOans including Cliff Ramirez, Chris Butzen, Ron Urban, Charlene Mann, Nirmala Sharma, Fred Dear, Anne Delfin-Schnirch, David Johnston, Cecilia Rodriguez, Robert Jansson, Brad Tomhave, Julia Pomerenk, Skip Records (per President Finney, the best name a future college registrar was ever given by his parents), Jeff Halverson, Brenda Simmons, Sylvia Welch, Tony Loo, Janet Shandley, Ann Perkins, Georgia McRae, Ray Pillar, Frost Johnson, Tina Petersen, Janet Ward, Kenda Gatlin, Melanie Bell, Debbie Crouch, Jim Maraviglia, and Carole Jones.

So, in the end, the show must go on, as they say. President Finney, the Board and his committees worked continually with the hotel staff throughout the conference to downsize ballrooms and session rooms to smaller spaces and adjust food orders. And while the hotel was very cooperative, the final bill from the hotel was way more than the conference netted. President Finney recalls writing a letter to the hotel, offering to give every cent of revenue generated by the 2001 conference as payment in full. Surprising, the Hyatt agreed to his proposal, and the conference thankfully had a good financial outcome. And so, the gavel was passed on from John Finney to Sunny Burns! (That’s Nora McLaughlin, Past President, on the right.)

[Author’s PS: The 1941 Humphrey Bogart classic, “The Maltese Falcon” was set in San Francisco. At one point in the plot, the female lead, Brigid O’Shaughnessy, calls Sam Spade, gives him the address 26 Ancho, Burlingame, then screams and hangs up. Of course, he hurries to the location and of course, the address is a vacant lot!! Just thought you should know that!]

Thanks to fellow PACRAOans John and Karen Finney, Michele Sandlin, Helen Garrett, Alicia Moore, Christine Kerlin and Bob Morley for sharing their memories of the 2001 Conference. Special thanks to Christine Kerlin for the photos! I’d be delighted to gather more of your 2001 memories and put them in the PACRAO archives. Email me at [seveland@uoregon.edu](mailto:seveland@uoregon.edu).

Sue Eveland  
PACRAO Archivist



# Your Executive Board

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