

SUMMER 2021

PACRAO NEWS



Pacific Association of Collegiate Registrars and Admission Officers



Hello Friends and Colleagues!

I hope everyone is enjoying the summer months and mixing in some self care. The last couple of months have been filled with Tucson conference updates, improvements in processes, and making sure YOU, our awesome members, are provided with resources and information.

The Board just returned from our first in-person board meeting in 18 months. It was exciting to see each other and spend time together planning for the future. Meeting virtually was great, and gave us the opportunity to complete board tasks and catch up; however, meeting in-person has a different energy, giving us a boost of motivation and excitement for what's ahead for our association.

You will find a lot of information in this summer's upcoming newsletter that we're really excited about.

Please find details about:

- PACRAO's annual conference: Registration is open!
- Nominations & Elections
- Our upcoming webinar
- August's PACRAO Perspectives
- And much more...

Reach out to me or any board member to share ideas and suggestions or ask any questions you might have. We constantly endeavor to ensure that PACRAO is an association that serves you and provides what you need to excel at your passion and take care of our students.



Be well,

Jana
PACRAO President
Director of Admissions, EWU

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PACRAO 2021 FALL CONFERENCE UPDATE

We have been monitoring and following CDC guidelines as the pandemic continues to change. Our goal is to make sure our membership is safe and healthy. We are continuing to plan for in-person and virtual options. As we get closer to the conference we will keep you updated on guidelines or changes. Thank you.

Nominations and Elections Committee Results

Here are the results of our spring 2021 nominations and elections committee voting. Alisha Higley will serve as Vice-Chair for 2021 and John Leech will serve as Vice-Chair Elect for 2021 and then continue as Vice-Chair for 2022.

Those elected by the membership to serve on N&E were:

- John Leech
 - Erin Jensen
 - Lindsey Pierce
 - Brittany Budeski
 - Winter Leigh Woods
 - Connie Black
-
- Alternate: Barb Elich

This committee will begin the work of soliciting nominations for leadership roles within PACRAO for the 2022-23 cycle and those are:

- President Elect (3-year term)
- Treasurer Elect (3-year term)
- Vice President for Diversity Development (2-year term)
- Vice President for Professional Development (2-year term)
- Audit Committee Member (2-year term)
- Nominations and Election Committee Member (6 members, 1 year term)

The 2022-23 nomination process will continue through the end of the business meeting that will be held this fall during our annual meeting (Tucson and virtually). Then the N&E committee carefully reviews all 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 2022 business meeting in San Diego 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 have an online [form](#) that they can submit, or you can submit on their behalf. Details about Nominations & Elections can be found at: <https://www.pacrao.org/nande-home.php>

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



Rebecca Mathern
Past President and N&E Chair



PACRAO 2021

Exhibitor Registration is OPEN and in full swing!

Sponsorship packages are sold on a first come first serve basis & Premium packages are almost sold out.

Thank you to those who have already registered!!!

Secure YOUR spot.... REGISTER TODAY!

Check out all the details on the Exhibitor Conference Site

[PACRAO 2021 Exhibitor Conference Site](#)



The PACRAO leadership team is dedicated to continually developing the relationships we have with our corporate partners and appreciates the vital role you play in supporting PACRAO members!

We invite you to participate in our annual PACRAO conference which draws admissions and registration professionals from the Pacific Region.

For additional information or contact your dedicated Business Partner Liaison:
Monterey.Sims@phoenix.edu

REGISTRATION FOR THE 2021 PACRAO CONFERENCE IS NOW OPEN!

This year's conference theme is Tell Your Story; after such an interesting year, we all will have many stories to tell!

PACRAO is very excited to be meeting again in person with all the interaction and networking, creativity and professional development that always takes place at our conferences. Due to the success of 2020 virtual conference, we're providing a virtual option for members as well.



For an overview of the offerings between the modalities review the "In Person" and "Virtual Meeting" at a Glance.

[Register here](#) for the 2021 Annual Meeting

Let us know at conference-help@pacrao.org if you are having any issues or concerns about attending.

Diversity Development Committee Updates

The Diversity Development Committee is busy planning for our upcoming annual conference, and we have some exciting new sessions that we are bringing to this year's program on a variety of diversity topics. In the meantime, we would like to share the events below that we hope you will join us for as we explore a few important diversity related topics – Gender Equity, Mental Health & African American Culture.

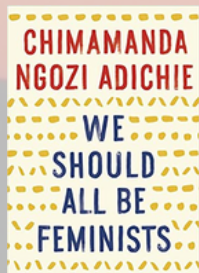
Our Story Matters, A Black Family in Arizona



We are excited to announce Dr. Tani Sanchez as our Diversity Luncheon speaker for the annual conference. Dr. Sanchez will discuss the importance of oral traditions, personal family migrations, and local community research, along with what they can create -- critical insight, cultural critique, and new paths to freedom.

Dr. Sanchez is a Professor in the College of Humanities, Africana Studies, and has lectured in Tucson and other cities on Black history, racial representations in film, and on African American family history and genealogy. Her wide-ranging background in broadcast and written journalism as well as in public affairs has included overseas assignments in the U.S. Army and a stint in the Arizona National Guard. Her academic writings have been published in two anthologies; she has created political videos and has written and edited books and newsletters for community-based associations.

Diversity Development Book Club: We Should All Be Feminists



At this year's annual conference, the Diversity Development Committee will be hosting an interactive book club session that you will not want to miss! 'We Should All Be Feminists', by Chimamanda Ngozi Adichie, is a book that explores what it is like to be a woman today in the 21st century. The author refers to herself as a "happy feminist" with a call for both men and women to understand how feminism benefits all of us. If you have seen her TED Talks, you will likely run out and grab your book quickly!

If you haven't, trust us – it's worth the read! To attend this session, we ask that you purchase and read the book before the annual conference to join us in this engaging conversation on "Why We Should All Be Feminists"! The date and time for the conference session will be determined and shared once the conference program has been finalized.

PACRAO Perspectives: Share Your Favorite Mental Health Apps & Podcasts

August 17, 2021 @ 12:00pm

Please join us to connect, share and learn about some of our members favorite apps and podcasts that focus on making their mental health and well-being a priority. If you are looking for tips or have a great recommendation to share, this session is for you! Bring your lunch, snack, or favorite beverage to enjoy as we gather virtually to talk through this month's topic.

Upcoming Webinar!

Title: Communications, Strategy and Crisis in the Digital Age.

Presenter: David Demarest

August 12th at 11 a.m. PST

Executives throughout organizations are increasingly challenged by the speed, impact, and complexity of today's communications landscape. Having served at senior levels in multiple sectors – politics, government, business, and academia – Stanford GSB Lecturer David Demarest will address those challenges as well as potential road maps for successful communications outcomes.

Publications and Information Technology

VPPIT for PACRAO manages the technology in what I like to call our "Organization Information System " or OIS. We've been making an effort to leverage MemberLeap as much as possible. The last few months, we've created the registration for the upcoming conference, the session gathering infrastructure, and many forms. Collecting session proposals via the OIS gives us a leg up on publishing those on our own web, as well as exporting them for Guidebook which we will be using again this year as our program for the conference. Very important also is that keeping data within the OIS means it is available to downstream board and committee members. An all-volunteer organization has to create pathways for organizational memory because the officers and other involved members turn over pretty quickly.

I am very open to ideas about how to use our technology. Contact me at vppit@pacrao.org.



Stephen Arod Shirreffs
VPPIT, PACRAO

Remembering Tucson and Bob Bontrager

As we head through summer and into fall, all PACRAO eyes turn to our upcoming conference in Tucson at the Westin La Paloma Resort and Spa. That resort is the same property where PACRAO's 78th Annual Conference was held in November 2004. Our theme that year was "Exploring New Educational Frontiers" and Bob Bontrager, then Associate Provost for Enrollment Management at Oregon State University, served as our PACRAO President.



I have many memories of that conference; one in particular was that, due to a clause in our contract, we had to spend a boatload on reception food, which made eating dinner afterward seriously unnecessary! Our gala that year was off-site at the Savoy Opera House in Old Town Tucson. A fun time was had by all.

Speaking of Bob Bontrager, through the years he inspired many young professionals to serve in our Oregon and Pacific Associations, leading by example by serving in many roles. He began his professional involvement in 1983 and was a "serial presenter" at state, regional and national conferences. In addition to many committee roles over the years, Bob served as the President of OrACRAO in 1999-2000; he served on the AACRAO 2000 Taskforce, AACRAO's Financial Aid Committee, and AACRAO's Enrollment Management Committee. After leaving Oregon State, he was the Senior Director of AACRAO Consulting and SEM Initiatives. He authored several SEM books including The Handbook of Strategic Enrollment Management with co-author Don Hossler, and numerous other SEM articles and book chapters. He served as the leader of AACRAO's SEM conference for many years.

Bob had a big smile for everyone and was a true giver. Sadly, Bob died of cancer at the young age of 57 on October 17, 2014. We honor Bob and others as we look ahead to Tucson to gather together again in celebration of our profession and each other.

See more of Bob here:

[SEM2014 BobBontrager Tribute - YouTube](#)
(AACRAO's tribute to Bob)

[Remembering Bob Bontrager - Bing video](#) (a fun musical montage of Bob at conferences)



Sue Eveland
PACRAO Archivist

Apply Now for the Leadership Development Institute! Applications open until August 25.

"The LDI program has really lit a fire in me to pursue my passions, whether that be professionally or personally. I am so grateful to be part of this amazing community who are so supportive and open to learning and growing with me. If you have any hesitations about applying, just do it! You will not regret it."

Carlyn Cudiamat,
Admissions Evaluator, California State University,
Northridge and LDI Cohort Member, 2020-2021

Over the past three years, since the LDI began, more than 40 PACRAO colleagues have participated in the year-long professional development opportunity, with the support from eight experienced PACRAO leaders who have served 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.

"I was in the middle of transition both professionally and personally and this group has helped reenergize my love of the profession, build authentic and meaningful connections with inspiring colleagues, and give me more in-depth knowledge and exposure to the different approaches to leadership."

Katrina Highland,
Associate Registrar for Operations, University of Oregon
and LDI Cohort Member, 2020-2021

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

More information about the LDI is available on the [PACRAO website](#).
Please contact Julia Pomerenk, LDI Faculty Dean, with any questions, at jpom@uoregon.edu.

"LDI has really shaped my professional growth in admissions. It has given me a foundation of what leadership means in higher education, but more importantly, how we as higher education professionals can empower others to lift and support the students we serve."

Yobel Mengistu, Assistant Director of Admissions,
Seattle University and LDI cohort member, 2020-2021

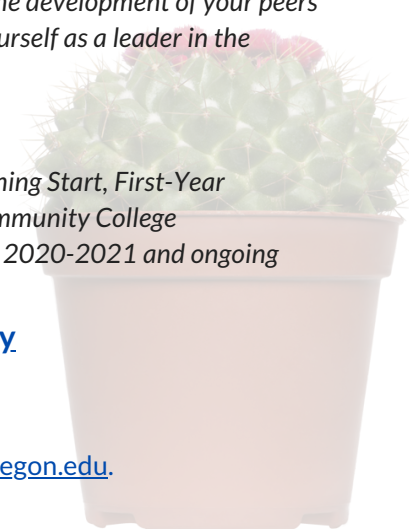
Quick Overview of the LDI

- The LDI builds greater belonging across higher education by widening our welcome and our wisdom.
- The LDI encourages and helps equip emerging leaders to shape their futures and the futures of their institutions and our profession.
- PACRAO covers all costs associated with the LDI.
- LDI cohort members and faculty members commit to scheduled, 90-minute group discussions each month, via Zoom.
- Each cohort member connects monthly with a faculty mentor and within mentor/mentee small group.

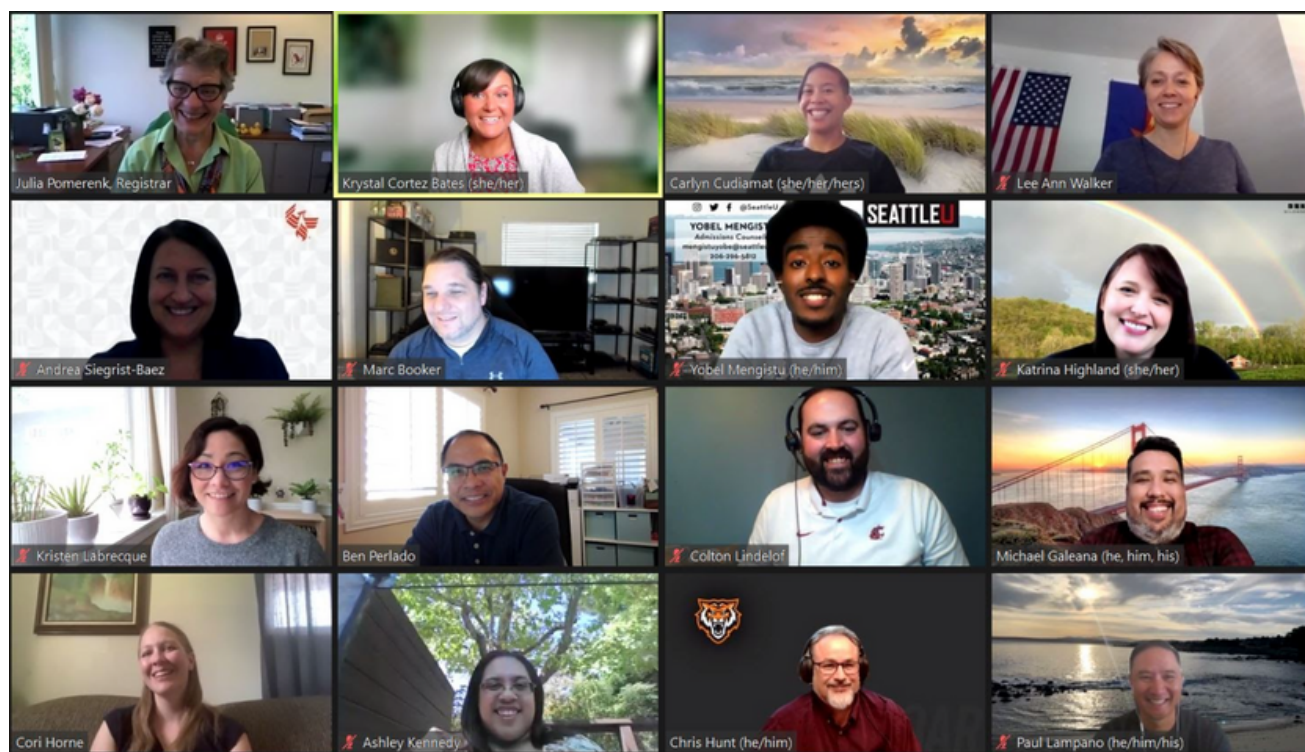
"The PACRAO LDI is a space in which you can bring your whole self to aid in the development of your peers and to further develop yourself as a leader in the education profession."

Kristen Labrecque,
Director of Advising, Running Start, First-Year
Experience, Shoreline Community College
and LDI Faculty Member, 2020-2021 and ongoing

[Use this link to apply](#)



Leadership Development Institute



Awards and Recognitions

PACRAO has three types of awards and recognitions that we use to honor our membership. We recognize our retirees, honorary members, and exemplary new members.

The retiree recognition is given to PACRAO members in recognition of their service to PACRAO. If you know a PACRAO member who retired since the last annual meeting, please submit their name so that we can honor them. Honorary membership may be granted to individuals who have provided outstanding service to PACRAO over the years. Typically, recipients have left the procession, by retiring or entering a different field of work. The exemplary new member award may be given to individuals who have made significant contributions to PACRAO and to the membership in their first years as a member. In both cases, the past president solicits nominations from the membership and forwards names to the executive board for consideration.

Nominations are due by September 30, 2021. You can submit nominations by clicking [here](#) to submit one or more names for the awards and recognition listed above. Please consider nominated someone you know to be an active member of PACRAO so they can be recognized for the amazing work they do.

Conference Participation Grants

The PACRAO Professional Development Committee is pleased to announce an update: We now have 10 Conference Participation Grants for the 2021 Annual Conference available. The grants are for in-person attendance and cover the conference registration fee for PACRAO's annual conference at The Westin La Paloma Resort, Tucson, Arizona occurring October 31 - November 3, 2021.

Special consideration is given to applicants who are first-time attendees, persons from under-represented groups or institution types, and members of institutions whose funds are especially limited. Individuals who have previously received the grant will not be considered.

To apply, the individual needs to be employed by an institution that is a current member of PACRAO, and the individual needs to be listed in that institution's roster of members.

Deadline to apply: August 31st, 2021

How to apply: Submit application by email to Laura Remillard at vp-pd@pacrao.org.

Send a one-page written proposal, with the following information:

1. Applicant's name, title, office or department, institution, address, phone, and email
2. Reasons for applying a conference participation grant
3. Include if a first-time attendee, person from under-represented groups or institution types, or member of institutions whose funds are especially limited
4. Submit a letter of support from the applicant's supervisor and/or from another PACRAO member outlining the benefits of awarding a grant to the applicant.

For more information about the Conference Participation Grants, or to apply, contact PACRAO Vice President for Professional Development, Laura Remillard at vp-pd@pacrao.org.

PACRAO Review Call

The PACRAO Review board is looking for submissions for the Fall edition.

The PACRAO Review consists of peer-reviewed articles on a broad range of subjects of interest to the PACRAO membership. If you are interested in submitting your work or would like further information, please reach out to Laura Remillard at VP-PD@pacrao.org.

Thank You Again to Our 2020 Sponsors!

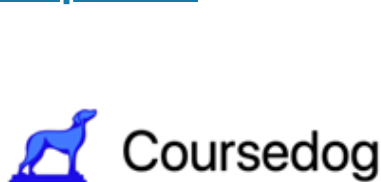
Diamond Sponsors



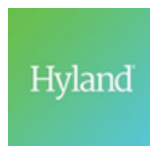
Platinum Sponsors



Gold Sponsors



Silver Sponsors



Inviting past and future sponsors to register for 2021!

For questions regarding exhibitor registration or sponsorship opportunities please visit [PACRAO Exhibitor Conference Information](#) or contact PACRAO Business Partner

Liaison, Monterey Sims at Monterey.sims@phoenix.edu

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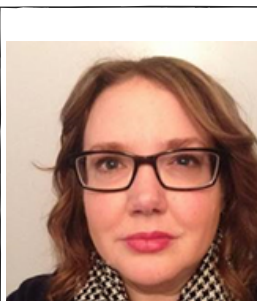
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