

Pacific Association of Collegiate Registrars and Admissions Officers

Quotable Quote:

"Education is the best
provision for life's journey."

~Aristotle

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Spring Greetings!

Spring Greetings! I know many of you are on a semester calendar and are flinging headlong into the end of your Spring Semester, with graduation and commencement looming. Others of us (on terms or quarters) are only midway into our "spring." Regardless, I think we are all looking forward to summer – the weather, the quiet campuses, and the slower time?!?

I've just returned from AACRAO's Annual Conference in San Francisco. A PACRAO "Shout-Out" is in order to Ann Gillen and James Miller, Co-Chairs of

Volunteers for the conference, and to the many PACRAO members who worked long hours as volunteers at the fabulous San Francisco booth at this year's conference. (See photo on page 8.) Well done!

AACRAO's Annual Conference boasted an attendance of nearly 2,600 attendees, with hundreds of sessions, many plenary speakers, and headliner speakers Marlee Matlin and Michele Norris. The PACRAO Board managed to squeeze in a meeting, too. Next year, AACRAO will be in Denver – another close location. Plan to go!



For those who are not AACRAO members, you can still take advantage of the expertise and support AACRAO offers. One of the best resources is the AACRAO Online Bookstore, where anyone (members and non-members) can purchase important and helpful guides on a variety of higher ed topics, in both printed and e-book formats. This spring, AACRAO released two new FERPA guides, both excellent resources! Take a look at AACRAO.org and add to your office library today!

~Sue Eveland
PACRAO President

New Professional Resource List

Within our Pacific region, there exists a wide range of smaller, focused professional discussion groups available to each of us. Most are within a particular state or province, limited to particular types of institutions and officers within those institutions. As such, conversation among participants is directly related to the issues that affect us most. These meet regularly, some more often than others. Some are face-to-face groups, others electronic. Most utilize both.

In an effort to increase awareness among our members of these groups, we are putting together a reference list that will be available to all on the PACRAO website. But we need your help. As you can see from the initial list on page 3, most of the entries are skewed towards Washington and Oregon. But we know there are other such groups out there! So please take a moment and think of the groups you're aware of, whether formal or ad hoc, and let's add them to the list! If everyone sends me information for just one group we'll have a comprehensive resource.

Please send me a brief description of the group following the model entries on page three inside. Include target audience, URL if there is one, and contact person for more information.

Thank you!

~Todd McCollum
President-Elect
todd.mccollum@linfield.edu

(see more on this topic inside)

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Sneak Peek at PACRAO 2013 at the Paris Hotel in Las Vegas

The Program Committee and Local Arrangements Committee are working toward their goal of getting registration for PACRAO 2013 online by June 1; if you think you will have year-end dollars to spend, plan to register early for PACRAO 2013!

The AACRAO SPEEDE Committee will be joining PACRAO in 2013 to offer workshops and a SPEEDE Track of Monday sessions. Watch for more information on the SPEEDE track... and think about bringing your tech colleagues with you this year.

Hotel rates for 2013 are an amazingly low \$129 for a single or double room; watch PACRAO.ORG for more information about how and when to reserve your room.

Our AACRAO Rep this year will be Brad Myers from THE Ohio State University, where he serves as University Registrar. Brad was elected President-Elect of AACRAO at the AACRAO 99th Annual Meeting in San Francisco this April.

A Salute to the 2013 Nominations & Elections Committee...

... and to All Those Who Nominated Others and Themselves!

Starting with Committee Chair Helen B. Garrett, I want to salute the good work of the 2012 Nominations and Elections Committee. I also want to thank all the PACRAO members who took the time and effort to nominate others and themselves for the next Nominations and Elections Committee and for upcoming vacant positions on the Executive Board. The N&E Committee brought forward a particularly robust roster of nominees, based on an exceptionally large and well-qualified pool of candidates.

~Julia Pomerenk, Past President

Announcing the PACRAO Executive Board Nominees for 2013-2014

On behalf of the Nominations and Elections Committee that met at the conclusion of the PACRAO Conference last November, I am pleased to announce the nominees for the vacant positions on the next PACRAO Executive Board. Congratulations and all best wishes to this very talented trio. PACRAO members will vote for these positions at the next conference, at the Paris Hotel in Las Vegas, in late October 2013.

~Julia Pomerenk,
Past President

President Elect: Heather Chermak

Senior Associate
Registrar
University of Idaho
Moscow, Idaho

Vice President for Publications and Information Technology:

Diana Thomson
Associate Registrar,
Recruitment and
Admissions
Okanagan College
Kelowna, British
Columbia

Treasurer: Paul Lampano

Senior Associate
Registrar
Univ of California, Irvine
Irvine, California

Additional Professional Resource Groups

Bay Area Registrars Group

Registrar administrators meet three times a year at different institutions in the San Francisco Bay Area to discuss a variety of registrar related topics of interest to participants.

For meeting notifications join the listserv:
<https://mailman.stanford.edu/mailman/listinfo/baregistrar>

Inter-institutional Committee on Admissions and Recruitment (ICAR)

University admissions officers and enrollment managers from the seven Oregon University System institutions, plus staff from the Oregon State University-Cascades campus and from the chancellor's office meet quarterly to discuss issues common to the four-year public institutions, set admissions policy, etc. A closed listserv is run from the chancellor's office.

Information contact: Joe Holliday,
joe_holliday@ous.edu

Inter-institutional Council of Enrollment Managers

Enrollment managers and vice-presidents/vice-provosts from the seven Oregon University System institutions, plus staff from the chancellor's office meet quarterly to discuss enrollment management issues common to the four-year public institutions.

Information contact: Joe Holliday,
joe_holliday@ous.edu

Oregon Alliance of Independent Colleges and Universities

Registrar administrators meet occasionally through the year to update activities of the Alliance and discuss registrar issues common to Oregon private colleges.

Information contact: Ryan Clark,
mailto:rclark@marylhurst.edu
 URL: <http://oaicu.org>

Oregon Council for Student Services Administrators

For chief student services officers of Oregon's community colleges.

Information, including listserv, contact: Linda Reisser,
lreisser@pcc.edu
 URL: <http://oregoncssa.org/wordpress>

Oregon Student Success and Retention Conference

Held annually in February, educators from campuses across Oregon come together to discuss common issues, successes, and challenges.

Information contact: Kori Bieber,
kbieber@roquecc.edu
 URL:
<https://sites.google.com/site/2013studentsuccess/home>

Oregon University System Registrars

University registrars from the seven Oregon University System institutions, plus staff from the Oregon State University-Cascades campus and from the chancellor's office meet quarterly to discuss issues common to the four-year public institutions. A closed listserv is run from the chancellor's office.

Information contact: Joe Holliday,
joe_holliday@ous.edu

Private Registrars of Washington

Meeting bi-annually in October and March, staff from registrar offices at private institutions across Washington gather to share best practices and to learn about state legislative initiatives from partners at the Independent Colleges of Washington (ICW) organization. In addition to meetings, the alias, prow@seattleu.edu is used to ask questions and share best practices. In addition, an email alias proveal@seattleu.edu exists to allow the transfer/credit/graduation evaluators better communicate best practices and resource sharing amongst themselves.

Information contact: prow@seattleu.edu.

Washington State Board for Community & Technical Colleges, Admissions and Registration Council

Provides an arena for consideration of common issues by its members.

Information contact: Kathy Rhodes,
krhodes@spscc.ctc.edu
 URL: http://www.sbctc.ctc.edu/college/_g-wssscadmissionsandregistration.aspx

LISTSERVS

AACRAO maintains a guide to a number of useful listservs, including those affiliated with AACRAO as well as others.

URL: <http://www.aacrao.org/about-aacrao/association-news/useful-listservs.aspx>

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2012 Exemplary New Member Awardee Soraira Urquiza

The Exemplary New Member Award is given to an individual who has made significant contributions to PACRAO and to the membership in their first years as a member. At the 2012 annual meeting in San Diego, Soraira Urquiza was honored with this award. She was nominated by her peers and recognized with a plaque at the Business breakfast. So, who is this amazing person?

Soraira is the Assistant Registrar at the Art Center College of Design in Pasadena, California, where she has worked since 2008. Prior to that, she was Assistant Director of Readmission at a for-profit art institute. She has her BS in Psychology from Mount St. Mary's College and is working on completing her Master's degree in Chicano Studies at California State University, Northridge.

Soraira's first PACRAO experience was in 2008 – at the annual meeting in Portland. Her most vivid memory from that meeting was the (first-time) election of President Barack Obama. As a newcomer to PACRAO that year, she took the opportunity to sit back and watch how it all worked. And she was delighted to see (and feel) such a strong family-like connection among the people involved. She didn't yet know how to navigate the system fully, but was sure she wanted to be a part of our association.

By chance, she was seated next to Mary Neary-Morley at the Diversity Luncheon and by the time the event was over, Mary had recognized her interest and her desire to contribute. Mary invited Soraira to consider joining the Diversity Development Committee. She did join, and then ended her first year of committee membership as Co-Chair. In 2012, she was asked to continue as PACRAO's Diversity Advocate (DDA) and chair of the Diversity Development committee through 2014.



So, what is it that motivates Soraira to work in the diversity arena? "I think it's important for our organization to acknowledge diversity, *especially* because our student population has become so diverse. It's good for our students to have someone they can relate to on the 'other side of the counter.' That same sense of familiarity and connection also motivate her work as DDA, "What I'd like to accomplish is for the committee to really get to know who each other are, to recognize one another at meetings, and to always have someone to sit with at lunch. What I like so much about PACRAO is its family feeling, its informal, friendly style – so I'd like to mirror that sense of community within the committee."

Soraira is very passionate about higher education. In fact, the primary reason she is getting her MA in Chicano Studies instead of Education is because, in her words, knowledge is power, and the histories of people(s) of color tend not to be reflected in standardized tests and the general history we all learned in school. To that end, part of her Master's thesis will include writing a children's book on Chicano history, which will be illustrated by her artist husband, Alejandro. "Children need to know very early on their history, as it's left out of most history books. They need to know that we have heroes too, that this is who my people are, and these are our great accomplishments."

In addition to her higher education interests, Soraira has a real passion for physical activity. She is a fitness devotee who has been teaching spinning classes since 2009. According to the website of the gym where she first started teaching, "she loves every minute of it. Soraira's passion for spinning is one that she loves to share with everyone. She encourages people to give it a try, have a good time, a good workout, and leave the studio feeling accomplished and sweaty." Soraira has shared her enthusiasm for fitness and for keeping life in balance with the PACRAO membership through her 2012 session "Health, Home, and Work: Creating A Balance." She also has a self-confessed addiction to the PBS series "Downton Abbey." She is really enjoying immersing herself in British culture of that period, to the point of sipping tea and eating biscuits. We agreed that such cultural immersion is not only beneficial and educational, but fun!

Congratulations on your award, Soraira! We are so glad you are a member of the PACRAO family.

~Marianne Stickel, VP Membership

Vote NOW for the PACRAO 2013 Nominations and Elections Committee

Working with an impressive number of nominations for the PACRAO Nominations and Elections Committee for 2013, last year's committee identified 10 candidates. All 10 individuals initially agreed to be nominated, though one individual has since had to decline, due to changed job responsibilities.

Congratulations and best wishes to this list of dedicated and diverse PACRAO leaders. The online election opened on April 10th and will run through May 10th.

If you have already voted, thank you!

To vote and to see bio's and short statements from the nominees, follow this link:

<http://www.pacrao.org/Vote/memNomElectIntro.html>

Slate for Nominations and Elections

Kristin Benson



Coordinator, Records and Enrollment Services
Portland Community College
Portland, Oregon

Marc Booker



Senior Director, Office of Admissions and Evaluation
University of Phoenix
Phoenix, Arizona

Christopher Hart



Assistant Director,
Registration and Records
Portland State University
Portland, Oregon

Wesley Holland



Assistant Registrar
Loyola Law School
Los Angeles, California

Fred Jacklin



Registrar/Director of
Enrolment Services
Vancouver Island University
Nanaimo, British Columbia

Kate Jakway-Kelly



Senior Assistant Director –
Transfer Admissions
Coordinator, Honors and
Veterans Liaison
University of California,
Los Angeles
Los Angeles, California

Liz Johnson



Manager of the
Scheduling Office
University of Utah
Salt Lake City, Utah

Stuart Lau



University Registrar
University of Hawaii at
Manoa
Honolulu, Hawaii

Paul Seegert



Associate Director
of Admissions
University of Washington
Seattle, Washington



The PACRAO Review

<http://pacrao.org/b/>

Read (or re-read)
-- and be inspired by --
thoughtful articles written by
your fellow PACRAO
members. The March
Edition is online now!

VOTING ENDS MAY 10th!
Don't Delay! Vote today
at PACRAO.ORG!

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Exhibitors at PACRAO in Vegas

As you think about the changing needs on your campus, there may be solutions out there to meet those demands.

Let us know if there are exhibitors that you would like to see at PACRAO this year.

Did you see an exhibitor at AACRAO or another conference that you didn't get a chance to talk with and you would like to learn more about their solutions?

Please send Ann Gillen an email with the company name and the contact (if you know) at

agillen@pacific.edu

PACRAO Honorary Member 2012: Christine Kerlin

At the 2012 annual PACRAO Meeting in San Diego, Christine Kerlin was awarded Honorary Membership in PACRAO. Each year, Honorary Membership is granted to individuals who are nominated by their PACRAO colleagues in recognition of their outstanding service to PACRAO over the years.

Christine Kerlin has been involved in higher education for more than 30 years. She recently retired as the Vice President of the University Center at Everett Community College. At Everett, Christine started as Director of Admissions and Records. Merging the two departments into a one-stop shop, Christine became Associate Dean of Enrollment Services. Some of Christine's favorite efforts over her years at Everett include International Education, Middle School Outreach, Hi-Q and Enrollment Management.

Prior to her arrival at Everett in 1996, she served as Registrar and Director of Admissions at Central Oregon Community College and also as the Director of Admissions at The Evergreen State College in Olympia, Washington. Christine holds a B.A. from Western Washington State College, an M.Ed from Western Washington University, and an Ed.D. from Oregon State Univ.

Christine is a nationally-known and dedicated professional expert in enrollment management who has provided exemplary service to PACRAO, OrACRAO, AACRAO, and NAFSA in many leadership roles, including innumerable committees and task forces. She has authored numerous publications, worked with SEM online courses, and as an AACRAO Senior Consultant. Among her contributions to the profession, she chaired AACRAO's Task Force 2000, co-facilitated AACRAO's "Intro to Enrollment Management" workshops in 2001, presented at multiple AACRAO annual Strategic Enrollment Management (SEM) conferences, and served as founding faculty of PACRAO's Emerging Professionals Institute. She authored chapters in a variety of AACRAO publications including [AACRAO's International Guide and Essentials of Enrollment Management](#). She is Past Chair of the National Council on the Evaluation of Foreign Education Credentials and Past Chair of AACRAO's Nominations and Elections Committee.

Christine is a selfless contributor to higher education and a model of volunteerism. She has served as a mentor,

presenter, and committee member in addition to her leadership positions. She has presented *more than 100 times* during her career at various conferences. She has served as President of PACRAO, Vice-President for Two-Year Institutions, LAC Chair, served on several program committees and received PACRAO's Distinguished Service Award in 2005. In addition she has received AACRAO's Distinguished Service Award in 2000 and AACRAO's APEX Award (Achieving Professional Excellence in Education Administration). She has earned several outstanding services awards from NAFSA, Region 1 and OrACRAO. She is a tireless advocate for community colleges and international education and has been involved in the field of international admissions and advising for over 20 years. Her knowledge extends to outreach and recruitment strategies, admission and registration processes, articulation practices, international programs, international admission and advising, credential evaluation, student services, university centers, and strategic planning.

Congratulations to Christine! She is most deserving of PACRAO's Honorary Membership!

~ Marianne Stickel
VP for Membership

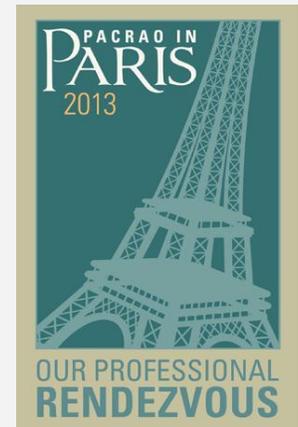
Call for PACRAO Retirees and Award Nominations

At the annual conference, PACRAO honors members who have reached retirement and announces two special honors: Honorary Membership and Exemplary New Member. We depend on our members to notify us of retirees and to nominate individuals for Honorary Membership and Exemplary New Members.

Honorary Membership is granted to those individuals who have given outstanding service to PACRAO over the years. Typically, recipients are leaving the profession through retirement or entering a different field of work. Past recipients include Christine Kerlin, Dannette Sullivan, Masa Fujitani, John Finney, and Fred Dear. (A full list of Honorary Members is available on the PACRAO website.)

The Exemplary New Member Award is given to an individual who has made significant contributions to PACRAO and to the membership in their first years as a member. The first three recipients of this award have been Ali Crane, Ann Gillen, and Soraira Urquiza.

Please send all notifications and nominations to PACRAO Past President Julia Pomerenk at pomerenk@wsu.edu.



PACRAO 2013 will be held earlier than usual in 2013!

**Dates are
October 27-30, 2013!**

Mark your calendars now!
You won't want to miss our professional rendezvous!

See promo video:
<http://www.youtube.com/watch?v=HMyiPboyO2Q&feature=youtu.be>

Sign up for the New Conference “PACRAO Pal Mentoring Program”

Be part of the new PACRAO Pal mentoring program at the Annual Conference in Las Vegas! Seasoned PACRAO members can volunteer as a PACRAO Pal Mentor, while newer members can sign up as a PACRAO Pal Mentee.

The PACRAO Pal Mentor is mentoring resource that offers support to new members of the association. The mentor helps the new member to get oriented to PACRAO at the annual meeting. PACRAO Pal mentors will....

- Meet with and discuss the conference and various resources at PACRAO;
- Assist in navigating the various sessions and offer advice on how to get the most out of PACRAO.
- Guide the new member throughout the organization by providing a connection and acting as a positive role model.
- Serve as a primary contact at the conference by checking in with their PACRAO Pal throughout the conference.
- Introduce their mentee to more seasoned members of the organization.
- Serve as an “adviser” to their PACRAO Pal. Their role does not have to end after the conference is over; it may even continue after the conference!

Look for PACRAO Pal registration when you register for the PACRAO Annual Conference!

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Thanks to our
2012-13
Corporate
Partners:

Diamond:

Leefrog
Technologies, Inc.

Platinum:

National
Student
Clearinghouse

Gold:

Digital
Architecture

Heff Jones

Parchment

Visit PACRAO.org for a list of all exhibitors and partners attending the 2012 conference, with handy links to their web sites.



New Edition of the PACRAO Review

The latest issue of the [PACRAO Review](#) is now available!

Articles include "Regional Professional Groups," "Humanizing Degree Audit," and "Quality Hiring."

These three articles were written by PACRAO members Reid Kallman, Maria Martinez, and Joyce Allen, and are relevant for all registrars and admissions professionals.

First, read about how registrar professionals throughout the San

Francisco Bay Area joined together to create a robust organization to discuss relevant topics in their field. A second article addresses the importance of the human side of technology in the case of implementing a degree audit system. Finally, the third paper addresses the key steps for a quality hiring process.

Thank you to the authors of the articles and the members of the PACRAO Editorial Board for putting together a wonderful new edition of PACRAO's very own peer-reviewed journal.

If you are interested in being an author, editor, or contributor to the PACRAO Review, please email:

Celeste Fowles Nguyen,
PACRAO VP for
Professional Development
cfnguyen@stanford.edu.



Above: Co-Chairs of Volunteers, Ann Gillen (PACRAO Business Partner Liaison) and James Miller staff the San Francisco booth with two of their volunteers at AACRAO 2013.



Left: Joyce Allen, PACRAO VP for Technology, finds a colleague with a matching button in the Parchment Matching Game at AACRAO 2013.