



# ROCKY MOUNTAIN ASSOCIATION OF COLLEGIATE REGISTRARS AND ADMISSIONS OFFICERS

COLORADO ♦ NEW MEXICO ♦ WYOMING ❖ FALL 2001 NEWSLETTER

## 2001-2002 Executive Committee

Steve Ekerholm, President  
*University of Colorado at Boulder*  
steve.ekerholm@colorado.edu  
(303) 492-0470

Kathleen Sena, President Elect  
*The University of New Mexico*  
ksena@unm.edu  
(505) 277-4792

Linda King, Past President  
*Casper College*  
lking@admin.cc.whecn.edu  
(307) 268-2213

Becky Barnes, Vice President - Colorado  
*University of Northern Colorado*  
rebecca.barnes@unco.edu  
(970) 351-1851

Ruth Gribble, Vice President - New Mexico  
*San Juan College*  
gribble\_r@sjc.cc.nm.us  
(505) 566-3426

Laurie Watkins, Vice President - Wyoming  
*Western Wyoming Community College*  
lwatkins@wwcc.cc.wy.us  
(307) 382-1647

Nolan Oltjenbruns, Secretary  
*Colorado State University*  
nolan.oltjenbruns@colostate.edu  
(970) 491-2712

Scheherazade Downey, Treasurer  
*University of Denver*  
cdowney@du.edu  
(303) 871-4996

Kathleen Sena, 2002 LAC Chair  
*The University of New Mexico*  
ksena@unm.edu  
(505) 277-4792

Sally Page, Newsletter Editor  
*University of Colorado at Boulder*  
sally.page@colorado.edu  
(303) 492-2464

## From the President

**“The times are changed even as we are changed in them.”**

As I contemplated the words that should go in this column relevant to the status and events of our organization, RMACRAO, I found I was unable to move beyond the events that transpired on September 11, 2001. Yet to write about the attacks, the loss in human life, and the assault to our way of life is difficult for me.

It is difficult to predict how much our lives will be changed as a result of these tragedies. Significant changes are taking place right now, as evidenced by our heightened awareness of security and our own evaluation of what is important. While the economy is suffering, volunteerism, patriotism, and philanthropic giving are at all time highs.

The lasting effects of the day remain to be seen.

**Let's face it; in the greater scheme of life, RMACRAO is insignificant - life would go on without it.**

That basic statement is true of many aspects of our personal and professional lives. But do we want RMACRAO to become insignificant and go away? If what we saw in Grand Junction is any indication, I don't think we do.

The annual meeting this past July in Grand Junction was an overwhelming success. The efforts of the Grand Junction Local Arrangements Committee (Jeff Hammer, Misty Sellden, and team) were tremendous. As president-elect I couldn't have asked for a better group of individuals to work with. They were enthusiastic, creative, and determined. Thank you GJ LAC.

And again, I thank the many, many volunteers for the hours of planning and preparation that went into their very well received sessions. Your contributions to RMACRAO and that meeting were so important. Our organization cannot succeed without volunteers that will step forward. For some it is a risk and personal challenge, but the payback potential is tremendous.

**“Parents and friends – would you please stand?”**

The commencement address given at the business meeting in Grand Junction talked about ensuring that our achievements in the “realms of admissions, registration, and records” were sustained. RMACRAO, it was noted, has a great tradition of learning,

*(continued on the last page)*



## Vice Presidents' Reports (continued)

she served as senior admissions counselor. She is responsible for coordinating the alumni ambassador program. **Liz Schoenleber, Sue Hendrickson, and Paige Weaver** joined the admissions office last spring. Liz has been at CSU for over three years serving as a program coordinator in the Office of International Student Services and then assistant ticket office manager in the Athletic Department. Liz will coordinate undergraduate transfer recruitment. Paige, a CSU graduate with a degree in Human Development and Family Studies, spent a year working abroad. Paige's primary responsibilities will include high school visits throughout Colorado. Sue, also a CSU graduate, was the marketing director for Columbine Health Systems. Sue will travel extensively throughout Colorado. Look for all our new counselors at high schools and fairs.

Effective with the end of fall semester 2001, **CSU students will no longer be mailed grade reports.** Recent enhancements to the university's on-line RAMweb system allow students to view their grade information on-line and print it for themselves, if needed. Alternatively, grade information can still be accessed via the telephone-based voice response system as well.

**Jeff Hammer**, director of admission and records at **Mesa State College**, has left the mountains of Colorado for the beaches of Florida. Jeff accepted the director of admissions position at the University of Jacksonville in late August. We hear from him often, and while he misses us here, he and his wife are adjusting well to the sun and sand!

On a sad note, on May 28, our long-time colleague and friend, **Pauline Reece**, passed away. Pauline retired this year after serving **Metropolitan State College of Denver** as the director of the admissions office and later, assistant dean for student life. She loved Metro State, its students, and certainly the staff she worked with. Last January, she received the Dr. Martin Luther King, Jr. Peace Award for her efforts in bringing people of diverse ideals together in harmony and peace. She will be missed.

### New Mexico - Ruth Gribble

Hello from New Mexico! Hope everyone's fall is off to a great start. Fall brings a lot of new faces to New Mexico colleges. **New Mexico State** has three new admissions counselors - **Bernadette Henderson, Sherri Newell, and Janell Leach.** **Mary Angell** is the new registrar at **The College of Santa Fe.** Mary moved to Santa Fe from New Jersey where she worked at Burlington County College. Welcome to New Mexico!

**New Mexico Military Institute** also welcomes a new face as well as a familiar face. **Anthony Grubbs** is the new admissions counselor at NMMI. Anthony attended NMMI for high school and junior college and graduated from Texas A&M in 1996. He worked as a corporate recruiter for Industrial Light and Magic, a George Lucas company, before being hired at NMMI. **Craig Collins** returns to NMMI as the new director of admissions. Craig started off his career at NMMI in 1985 as an admissions counselor. He became the associate director of admissions until 1998. He took a job as director of student services at Albertson College in Idaho from 1998-2001. He left this position in April 2001 to come back to NMMI as the admissions director.

Six institutions in New Mexico will be getting new computer network systems. **Luna Community College, New Mexico Junior College, New Mexico Military Institute, Santa Fe Community College, and San Juan College** attended a vendor presentation in Santa Fe in early October. The college representatives from these six schools saw presentations from two companies, SCT and Datatel. The colleges are in the process of making a collaborative decision on a new network system.

**The New Mexico College Day program** started the week of September 24 and ran through October 26. The fairs were held at colleges and high schools throughout New Mexico. These fairs give all high school students the opportunity to meet with college representatives from New Mexico and the surrounding states.

### Wyoming - Laurie Watkins

It's a boy! **Tami Afdahl**, coordinator of high school and college relations at **Eastern Wyoming College**, gave birth to a baby boy on August 9, 2001. Blake D. Afdahl weighed 7 lbs., 15.6 oz., and was 21.5" long. He joins a 4-year-old brother, Canton. Tami is on maternity leave until November 5th.

**Laramie County Community College** welcomed a new admissions coordinator, **Jenny Hargett**, who joined the staff in May. They also welcomed **Debbie Barbour**, the career programs admissions representative (a new position). Debbie came to LCCC from southern Maryland by way of Ft. Collins, Colorado.

**Sheridan College** announces **Rick Mansheim** is the director of distance learning and campus admissions at the **Gillette Campus.** Rick is a graduate of the Gillette Campus and in July earned his BA in Social Science from the University of Wyoming. He worked at the Gillette Campus for the past three years as project assistant for the assistant campus director and the vice president of the district. We are all looking forward to working with Rick in his new position!

**Western Wyoming Community College** congratulates **Jackie Freeze**, the new dean of student affairs, and **Laurie Watkins**, the new director of admissions. WWCC welcomes **Nicky Castillon** (a WWCC and UW graduate) as the new admissions counselor, **Rebecca Asplund** (formerly with UW's Center for Advising and Career Services) as the new coordinator of academic advising, and **Bobbie Freeman** as our new admissions secretary. WWCC bids farewell to **Kristan Crow** who is now coordinator for the Educational Opportunity Center and **Rene Weston-Eborn** who joined Weber State University as the academic transfer advisor. **The registrar position at WWCC remains open** — please contact Jackie Freeze at [jffreeze@wwcc.cc.wy.us](mailto:jffreeze@wwcc.cc.wy.us) if you're interested.

# Vice Presidents' Reports

## Colorado - Becky Barnes

First, **Judy Giacconimi**, vice president of student services at **Northeastern Junior College**, announces that two new individuals have been appointed to lead roles in the college's student services division. **Karen Munson**, has been named registrar and is overseeing the records department. She previously has been employed in education but was most recently working in social services. Karen replaces the retiring registrar, **Jan Krieger**, who was a long time member of the records staff and served as director of records for one year following the retirement of **Mike Claire** in 2000.

**Kelly Huenink** made a move from the academic side to the student services division when she accepted the position of assistant dean of residence life. Kelly had taught full-time in the college's agriculture division for more than seven years when she made a job change. Kelly has always been very active on campus as a sponsor for the Associate Student Government. She continues to work in the ASG capacity as part of her new responsibilities. Kelly replaces **Andrew Bickers** who was at NJC for three years prior to moving to California.

Second, Northeastern Junior College began a **new honors program** with the opening of this academic year. It is the only two-year college in Colorado to offer such a program. The program is designed to provide enhanced educational opportunities for academically talented, degree-seeking students in both transfer and career-technical programs, in order to enable them to develop to their fullest potential. Special courses are being offered that will emphasize to a greater extent critical thinking, verbal expression, and creative problem solving. Leadership development and community building experiences for highly motivated and talented student are also among the benefits of the program.

Northeastern has established a number of special class sections for core education requirements that are specifically designed for the students in the honors

program. In addition qualifying students are guaranteed housing in the newest, most popular residence hall. They also get some additional scholarship dollars beyond the institution's regular academic achievement award.

The Northeastern Foundation purchased a lovely older brick home adjacent to campus this summer, which is going to eventually serve as *The Honors House*. "The home is undergoing some renovation and will eventually house twelve of the honors students who are selected from the overall program, based on various criteria, to live in the house," explains Baker.

Northeastern is currently in dialogue with several Colorado universities regarding putting a program in place that allows its' honor students to be able to transfer into their honors programs.

**Aims Community College** announces that **Brenda Beckman** has been named interim president on a month-to-month contract. Brenda's background is community and technical college consultation services. A nationwide search for a permanent appointment will begin during the academic year.

The position of vice president for academic and student affairs vacated by **Bill Path** in May 2001 remains open without immediate plans for filling it. In the meantime, vice presidential business is being conducted by **Pat McGuire**, associate vice president for academic affairs and **Bill Green**, registrar.

As the 2001/2002 recruitment cycle gets underway at the **University of Northern Colorado**, the admissions office is very excited about two new staff members recently added to further their commitment to high schools throughout Colorado and neighboring states.

**Heather Brite** has joined the staff as senior admission counselor and **Rachel Domokos** has come on board as an admission counselor. Heather recently completed her master's degree at UNC and combines teaching, coaching, and recruiting experience as she serves high schools throughout southeastern Colorado and Colorado Springs.

Rachel, after completing her UNC bachelor's degree in May decided to build on her expertise gained as a UNC tour guide and student ambassador by joining our office full-time and will serve northeastern Colorado. Both Heather and Rachel have distinguished themselves as being very student centered and look forward to serving the needs of students and counselors this coming year. Lastly, UNC is pleased to report a 2% increase in new students this fall which was especially encouraging since fall 2001 was the first year of higher admission standards for first-time freshmen.

UNC regrettably said good-bye to **Jeff Bunker**, executive director of enrollment services, and welcomed **Rebecca Macon** into that position. Jeff accepted the position of dean of admissions and records at Brigham Young University – Hawaii. He is doing great and loves all the new challenges – particularly surfing! He would enjoy a note from his stateside friends at bunkerj@byuh.edu. Rebecca brings extensive experience as registrar at the University of Wyoming for the past 11 years. She is very student-centered and is quickly becoming emerged with campus activities. We are fortunate that she "crossed the border" to be a vital leader at UNC.

Six new counselors have joined the admissions office at **Colorado State University**. Each staff member will be responsible for counseling, recruiting, and other general admissions counselor responsibilities in addition to coordinating a specific program or project. **April Juarez**, a recent graduate from Colorado State's College of Business, held several key student positions while at Colorado State including head student coordinator for their phone bank. April will serve as staff advisor for the phone bank and committee chair for Discovery Days. **Tanya Kaanta** received her master's degree from Colorado State in 1999 and taught English at Hong-Ik University in South Korea. She will coordinate international undergraduate student recruitment. **Elizabeth Keller** comes to Colorado State from Manchester College in Northern Indiana where for three years

## RMACRAO 2001 Annual Meeting

### Grand Junction Was Indeed GRAND!

The reports and the evaluations have been tallied. The Annual Meeting of the Rocky Mountain Association of Collegiate Registrars and Admissions Officers held in Grand Junction, Colorado on the 18<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup> of July 2001 was a success!

### The things you liked best about the conference:

- The opportunity to meet others in my position and school size.
- Meeting my mentor.
- Very well organized and educational.
- Meeting and talking to all the wonderful people.
- All the new things I learned.
- Lots of choices in workshops.
- Sharing wisdom, meeting people.
- Informative sessions, great networking, and all made the newcomers feel welcome.
- Everything stayed on schedule, nice facilities.
- Presentations - met lots of interesting people.
- Registrar forum and connections made.
- Packed, but easy pace, organized, relevant.
- Being able to see what other colleges are doing.
- Meeting others in the same boat.
- Variety of sessions offered and the tracks.
- Great content; great organization. Thanks to LAC.
- James Rouse
- Maintaining your Sanity session.
- Schedule was very good. Nice time to end. Thank you!
- I enjoyed the conference - very well done.
- Networking

We are especially grateful for the comments and suggestions for ways to improve the conference. They will be very helpful to those planning the 2002 annual meeting.

### Travel Grant Recipients

The following first-time RMACRAO annual meeting attendees each received a \$100 travel grant from RMACRAO. Congratulations!

**Judy Allred**, Colorado Northwestern Community College

**Thomas Hartman**, Aims Community College

**Martin Frank**, Casper College

**Jennifer Williams**, University of Wyoming

The following were late applicants and each received a \$50 travel grant:

**Catherine Hogan and Deborah Anderson**, University of Colorado-Boulder

**Tim Downing and Sandy Eisenman**, Sheridan College

### Grand Junction LAC Report

The Local Arrangements Committee thanks everyone for attending our 2001 annual meeting in Grand Junction! We enjoyed welcoming everyone to the western slope, and we were thankful that the temperature was not in the 100+ degree range as well. Our expedition guides for the hiking and golfing trips on Wednesday morning were especially grateful for the beautiful mornings.

The LAC had a great time planning the conference, especially when it came to selecting the winery for our President's Reception! St. Kathryn's Cellars was a wonderful location, surrounded by the beautiful bookcliff mountains and the Grand Mesa. It seemed as though folks enjoyed the spirits and food, as there was hardly any leftovers!

We thank our keynote speaker, Dr. James Rouse, for his humor, insight, and knowledge. I know a few of our eating habits changed a bit in the following weeks. We would also like to thank our vendors, many of whom flew in from places near and far. We were pleased with the quality of services and information they provided and were dually impressed with their friendliness!

We were perhaps most impressed with

the fact that we had over 130 attendees, and of this group 44 were first-time RMACRAOans! It was wonderful to see so many new faces making connections with fellow colleagues. We again thank everyone for visiting Grand Junction and hope you had as good of a time as we did!

### WHAT A BARGAIN!!!

We still have a few great RMACRAO polo shirts left from the RMACRAO 2001 Annual Meeting. They are 100% pre-shrunk cotton and are available at a **REDUCED PRICE of only \$15.00!**

The following sizes and colors are still available. To order, send checks or money orders to **Misty Sellden, Mesa State College, 1100 North Avenue, Grand Junction, CO 81501-3122**. Please be sure to indicate color and size and your mailing address.

#### Men's:

Stonewashed Blue - 6 extra-large  
Stone (light tan) - 4 extra-large, 5 large

#### Women's:

Stonewashed Blue - 6 large, 4 medium  
Stone (light tan) - 1 extra-large, 8 large, and 2 medium

### Travel Grants for AACRAO 2002

Although fall has just begun, it's time to start thinking about spring and attending the AACRAO 2002 Annual Meeting in Minneapolis, Minnesota, April 14-17. The annual meeting features 15+ pre-meeting workshops and over 200 sessions of interest to AACRAO members.

RMACRAO offers six \$100 travel grants for first time AACRAO attendees. If you've never attended AACRAO before but plan to attend in April, we encourage you to apply for one of these travel grants. Go to the RMACRAO web page at [registrar.colorado.edu/rmacrao/](http://registrar.colorado.edu/rmacrao/) for an AACRAO travel grant application. Print out the application form, complete it, and send it to your RMACRAO state vice president **by February 1, 2002**. Take advantage and apply now!

## What Irks Me About Campus Web Sites —By Stuart Brown

I look at a lot of Web sites. As the head of StudentAffairs.com, one of the most accessed sites on the Internet for student affairs professionals, I have viewed hundreds of commercial and educational Web pages over the past few years. During this time I have been impressed and dazzled with what loads before my eyes. On the other hand, I have been frustrated by fruitless attempts to locate even the simplest information and baffled by the logic and organization of what does appear on my computer screen.

In the book, "Web Style Guide: Basic Design Principles for Creating Web Sites," authors Patrick J. Lynch and Sarah Horton articulate many of my concerns and complaints with Web sites, especially those with an .edu domain. Their pithy aphorisms provide an easy-to-follow roadmap for both Webmasters and newbies alike. One of their basic tenets is: "The fundamental organizing principle in Web site design is meeting user's needs." Too often this simple statement of Web construction is ignored resulting in, what the immortal Bard calls, a "lame and impotent conclusion."

What follows is my Top Ten List of what irks me most, what gets my blood boiling, about browsing college and university Web sites.

1. **WHAT'S THE PURPOSE**—Why are you developing a Web page? What is its function? What population are you trying to serve? Without answering these and other fundamental questions, constructing a Web site is meaningless. How is the world suppose to understand what yourself don't know?
2. **NAVIGATE WHERE?**—I scratch my head wondering what designers are thinking about when they build their pages. Where is the logic behind a site's organization? How are you suppose to get from point A to point B without an inordinate number of click thrus? That is, of course, if you know which way you are heading in the first place.
3. **INCONSISTENT LOOK**—Each page of an institutional Web site should have the same look, the same feel, to it. Think template. There should never be a doubt, when clicking from page to page, that you are on the same campus site. Sometimes it's hard to tell.
4. **DIRECTORY ASSISTANCE**—I am always amazed when a site does not have a "people find" link to identify directory information about someone—phone number, e-mail, etc. Or, if I want to ascertain a name behind a title, i.e. who is the Dean of Students at an institution? Unless I know this person's name, which I don't, I can't uncover this information.
5. **LACK OF CONTACT INFORMATION**—Every home page of an institution or of a specific division should have essential contact information such as a full phone number (which includes area code), mailing address and e-mail. It's quite maddening when I want to contact a school or office, but I don't know how. And if there's no directory...
6. **OUTDATED LINKS**—Nothing is more irritating then to click on a link and have a "page not found" message flash before your eyes. These errors don't encourage return visits either.
7. **NO HOME**—You've delved deep into the recesses of an institutional Web site and want to go back "home." The problem? There is no link back to a main home page or navigational links at the top of a page (headers) or at the bottom (footers) to aid one's passage through a site.
8. **GRAPHIC MAYHEM**—Graphics, properly employed, greatly enhance the design of a Web site. Inappropriately applied visuals—too large, meaninglessly utilized—greatly detract from a site and may take an insufferably long time to load. Remember—most users still exploit the Web via modems, not super-fast T1 lines.
9. **LACK OF HOT LINKS**—Text heavy pages lacking hot links to other areas of the institutional Web site is the antitheses of a Web site's function. Why bother having a Web site if it's just a aggregation of static pages?
10. **ANCHORS AWEIGH**—You've located a page with pertinent information, but have to scroll...and scroll...and scroll to reach the material you want (which always seems to be near the bottom). Placing anchors, internal links within a page, allows users to effortlessly vault up

and down the text block with minimal exertion.

"Good design will withstand the test of time," state Lynch and Horton. "...Web sites that endure...need only...communicate ideas clearly and effectively..." If Web builders followed this simple dictum, surfing through institutional Web sites would be a less frustrating and disconcerting ordeal—for browsers and critics alike.

*— Stuart Brown is the President of StudentAffairs.com, which includes hundreds of resources for student affairs professionals, including the most accessed job site on the Internet.*

## Looking Ahead to RMACRAO 2002

RMACRAO 2002 is beginning to take shape as this newsletter crosses you desk. Mark your calendar right now for **July 17-19, 2002**, to join your associates, counterparts, and many of their families for **RMACRAO's 25th Anniversary Annual Meeting**. We will be meeting at the Angel Fire Resort, in Angel Fire, New Mexico, beginning on Wednesday and concluding by noon on Friday. The conference hotel rate is \$75.00 (single or double) and is good July 15-19. The hotel will reserve a block of rooms at this rate as well for those who would like to stay the weekend and continue to enjoy the wonderful community and the beautiful surroundings that Angel Fire has to offer.

The executive committee is investigating the possibility of hosting several pre-conference workshops (like those done at the annual national meeting) that will be really beneficial to the membership of RMACRAO. Of course there will be plenty of informative sessions to attend during the conference and plenty of fun and relaxing activities to participate in as well.

As the details get worked out, I will be sending info out to the membership to plan for a very special conference to celebrate our 25 years of service to our profession.

Respectfully,  
**Kathleen F. Sena**  
RMACRAO President-Elect

## From the President (continued)

sharing, and camaraderie. Throughout the year you will have numerous opportunities to sustain your professional achievements and RMACRAO as well:

\*The call will soon go out for presenters for the 2002 annual meeting.

\*Volunteers will be needed to work on the 2002 program.

\*The Local Arrangements Committee always needs volunteers.

\*Attend AACRAO in April.

\*Consider putting your name on the slate of candidates for a RMACRAO office.

\*Let your state vice-president know that you are available to serve on committees.

The annual meeting also saw the installation of the slate of officers for this year:

Past President	Linda King
President-Elect	Kathleen Sena
Colorado VP	Rebecca Barnes
New Mexico VP	Ruth Gribble (continuing)
Wyoming VP	Laurie Watkins
Newsletter Editor	Sally Page (continuing)
Treasurer	Scheherazade Downey
Secretary	Nolan Oltjenbruns (continuing)

These individuals have specific roles and responsibilities within our association, as outlined in our bylaws. The service they provide to RMACRAO and its membership is deeply appreciated, as are the commitment and

dedication of those individuals that have left the executive committee:

Past President	Luz Barreras
Wyoming VP	Tamara Lehner
Historian	Darlene Lucero

With the help of these past and present officers and the rest of the membership, we can make this a very special year. I look forward to the opportunities that we may have throughout the year to converse and share ideas.

I hope that all is well with your families and co-workers. Our thoughts and prayers go out to those who experienced a loss from the tragedies of September 11.

Sincerely,

**Steve Ekerholm**  
**President, RMACRAO**



**University of Colorado at Boulder**

Office of the Registrar  
105 Regent Administrative Center  
020 UCB  
Boulder, Colorado 80309-0020