



# ROCKY MOUNTAIN ASSOCIATION OF COLLEGIATE REGISTRARS AND ADMISSIONS OFFICERS

COLORADO ♦ NEW MEXICO ♦ WYOMING ❖ SUMMER 2001 NEWSLETTER

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## From the President

I hope those of you who were able to attend AACRAO in Seattle returned home with as much energy and enthusiasm as I did. Seattle's finest coffee might be helping my energy level a little. One of the highlights for me was the opening session. A video entitled "Fish" was shown. This was a video about customer service and making the most of your job. I know we have all seen numerous videos on these topics but this one had a special flair. Based on the Pike Street Fish Company, this video reminded us how important it is to bring play into our lives. If we have fun at work it spills over to our customers and we can make their day. If you have the opportunity to see this video or read the book called "Fish", I highly recommend it.

Another highlight was definitely our RMACRAO reception. Steve Ekerholm did an outstanding job. The networking, food, and scenery were exceptional!

Now that AACRAO is behind us, it is time to make plans for the RMACRAO annual meeting, July 18-20. Jeff Hammer and Misty Sellden at Mesa State have been working hard to make this a conference to remember. Registration forms are out now so register early. (Registration forms can also be printed from the RMACRAO web site at [registrar.colorado.edu/rmacrao/itinerary.htm](http://registrar.colorado.edu/rmacrao/itinerary.htm).)

On a separate note, I want to remind everyone that there is money in the budget to assist institutions with peer evaluations. If you have need for a peer evaluation, there is \$500 available to help defray some of the costs. This money would be used to pay for the travel expenses of three peers. These peers can be chosen by you or by the executive board. What a great way to get some feedback and suggestions from those of us that understand the ins and outs of admissions and records offices. These peers can take a narrow look into a particular problem or help with global issues. If you are interested, please contact me or any of the RMACRAO board members.

Remember, send in your RMACRAO 2001 registrations today! See you in Grand Junction!

Sincerely,

**Linda King**  
President, RMACRAO



# Vice Presidents' Reports

## Colorado - Cher Downey

The registrar's office at the **University of Colorado at Boulder** has recently begun sending automatic e-mail notifications to students who roll into a course from a wait list. The Denver campus has been doing this for a couple of years with great success.

The University of Colorado at Boulder is also implementing a course forgiveness pilot for fall semester 2001 and spring semester 2002. This pilot program allows students to retake a course for a better grade and have the original grade removed from their GPA calculation (although the original grade still appears on the transcript).

## New Mexico - Ruth Gribble

**San Juan College in Farmington**, had a record number of graduates this year. 361 students graduated in May. We also added our first on-line application recently and had our first on-line applicant in May. This may be old news for many of you, but it is pretty exciting for us!

**Santa Fe Community College** has added three new admissions counselors to their staff: **Jennifer Nollette, Arturo Naegelin and Michelle Renteria**. Jennifer previously worked in the records office, Arturo was with the Title III program director, and Michelle comes to SFCC from Las Cruces. **Anna Tupler**, Director of Admissions, can now say she has a staff of people. Welcome to you all!

Some exciting news for all New Mexico schools is the extra funding for the **Lottery Scholarships**. In the past, only part of the New Mexico Lottery proceeds would go to the scholarships. This year, the New Mexico legislature decided that all of the lottery proceeds should now go to funding these scholarships which pay for a New Mexico high school graduate's tuition at an NM college. The student must

qualify for the tuition scholarship by maintaining a 2.5 GPA and remaining a full-time student. Many students have greatly benefited from this scholarship.

**Kathleen Sena, Registrar at University of New Mexico**, recently sent out an e-mail to all New Mexico RMACRAO members seeking out volunteers for the local arrangements committee for the 2002 RMACRAO annual meeting next summer. Kathleen has been the Local Arrangements Committee Chair for the last two annual meetings held in New Mexico and would like to extend this rewarding experience to others. If you are a New Mexico RMACRAO member and are interested in serving as the local arrangements chair, contact Kathleen at (505) 277-4792 or email [ksena@unm.edu](mailto:ksena@unm.edu).

## Wyoming - Tamara Lehner

**Casper College** is pleased to announce the addition of **Marty Frank and Steve Levin** to their staff. Marty, formerly at the University of Great Falls in Montana, is their new admissions coordinator and Steve was hired into a new position as a career programs representative. Although the two will work closely together, and you will see both of them on the road, Steve will concentrate his efforts on the career and technical programs at Casper College. Casper College also welcomes the technical expertise of **Donna Hoffman** as their new admission specialist.

**Eastern Wyoming College** recently held their annual telethon. Student volunteers called alumni, parents, and friends of EWC to raise over \$10,000. It was the most successful telethon ever held! In other news, Coach Verl Petsch and the Lady Lancer Volleyball Team have qualified as one of the 2000 Fall Academic Teams of the Year for the NJCAA. EWC's team

ranked 6th of the teams that received the designation. The men's basketball coach, Bob Davis, has been chosen as Coach of the Year in the Wyoming Community College Athletic Association.

**Sheridan College** reports a first: Deb Crawford, a student from Campbell County High School in Gillette, will graduate this spring and receive her Associate of Arts Degree along with her high school diploma. She completed her degree through concurrent enrollment courses and summer school through Sheridan College's Gillette campus. Deb will transfer to MSU-Bozeman this fall as a junior.

**The University of Wyoming** is excited to be in the final stages of their integrated marketing process, and about to embark upon a fresh cycle of publications in compliance with the "new look." The consultants (selected by an RFP) were Education Marketing Group of Denver, Colorado. EMG will be a vendor at RMACRAO this year if anyone wants a sneak-peak at their work. UW's Office of Registration and Records has officially changed their name to the Office of the Registrar. The Admissions Office has gotten approval for the temporary hire of a recent graduate in Education, **Gretchen Schmidt**, as a part-time admission representative in Las Vegas. Gretchen will be recruiting for UW in Nevada, Arizona, and California. UW is currently conducting a search for a new admissions counselor, and will also be looking for a new associate director soon as **Barbara Smith** will leave in June to join her significant other at Cornell.

In other news, spring UW graduate and out-going ASUW president Kara Calvert of Riverton was recently named to USA Today's All-USA College Academic Team based upon her academic excellence and community service. Kara was among the top 50 students selected in the competition, designed to spotlight the best and brightest undergraduates at U.S. universities!

## RMACRAO 2001 Annual Meeting

### President's Call to the Annual Meeting

I, Linda King, President of the Rocky Mountain Association of Collegiate Registrars and Admission Officers, do hereby issue the call for the twenty-fifth annual meeting to be held July 18-20, 2001 in Grand Junction, Colorado.

President-Elect Steve Ekerholm has put together a great program offering a variety of sessions to fit everyone's interests. Jeff Hammer, Local Arrangement Chair, and Misty Sellden have also worked hard in planning activities that will show us the beauty of Grand Junction and all it has to offer.

Please join us in Grand Junction!

### Program Update

As reported in the last newsletter, the Local Arrangements and Program Planning committees are working hard to make this millennium year annual meeting an event to remember.

Here are just some of the 22 sessions being planned:

- Tuition Classification – each state will host a highly interactive session that will allow participants to share and discuss unusual tuition classification cases and issues
- Intranets, Knowledge Bases and Imaging Systems - How can they work for you?
- Applying the New Methodology - International Student Admissions
- Diversity at your University - Recruiting, Understanding, Motivating
- Getting Students to SOAR! - Student Orientation, Advising and Registration
- Admissions and Registrar Open Forums will facilitate a discussion of issues that are of primary interest to professionals from both 2- and 4-year institutions.
- Maintaining (Not Discovering) Your Sanity During Registration and Other Fun Times
- Making the Connection: Relationship Marketing
- Survivor 101: Surviving A New Core Curriculum
- Interactive Web Sites and Privacy

In addition a number of vendors have agreed to do sessions.

Registration materials have been mailed. Make you hotel reservations now! This is an annual meeting not to be missed!

**Date:** July 18-20, Grand Junction, CO

**Registration Deadline:** June 18

**Hotel:** Adam's Mark (970) 241-8888

For more information see the RMACRAO web site at registrar.colorado.edu/rmacrao/itinerary.htm.

### Update from the LAC

The 2001 RMACRAO Annual Meeting will be held at the Adam's Mark hotel in Grand Junction, Colorado on July 18-20. The Local Arrangements Committee is having a great time planning the July meeting! We have been busy sampling wines at our local vineyards, contacting local musicians, and selecting food for the conference. The Adam's Mark hotel has also been busy renovating their facilities and getting prepared to welcome the RMACRAO membership. They have a new sports bar, a great outdoor pool, tennis courts, and fitness center.

Conference attendees will be able to attend a selection of outstanding sessions in a spectacular location. Summer in Grand Junction is best characterized by hot days, cool nights, awesome recreational opportunities, and great fresh fruit. In order to give our guests a true flavor of the Grand Valley, the President's Reception will be hosted at St. Kathryn's Cellars in Palisade. We were very impressed by their hospitable staff and comfortable accommodations – it will be difficult to leave that tranquil setting!

We will also be selling RMACRAO polo shirts during the conference. The shirts are available in two different colors: light stone or blue. They also come in both men's and women's sizes. The shirts are a great deal at only \$20 each!

So be sure to leave room in your suitcase for your RMACRAO shirt, a few souvenirs from the winery, and maybe some peaches and apricots! Please contact either Misty at msellden@mesastate.edu or Jeff at jhammer@mesastate.edu with any questions. We look forward to having you in Grand Junction!

## Proposed Changes to the By-Laws

The RMACRAO Executive Committee approved the following change to the By-Laws on April 23, 2001. Please review this proposed change (highlighted below), as it will be voted on by the membership during the business meeting portion of the RMACRAO 2001 Annual Meeting this summer in Grand Junction. This change came about as a result of the president not being able to attend a scheduled board meeting and the executive committee unsure about who should lead the meeting. The executive committee felt it necessary to make sure situations like this were covered in the By-Laws.

### By-Laws

#### Article IV. Duties of Officers

**Section 1.f.** The Past-President shall serve as the chair of the Nominations and Elections Committee, host the first-timers session at the annual meeting, serve as the chair of the Awards Committee, **serve as acting President in the President's absence during Executive Committee meetings**, and assist the President as assigned.

**NOTE:** Before the annual meeting in July, go to the RMACRAO web site at [registrar.colorado.edu/rmacrao/board.htm](http://registrar.colorado.edu/rmacrao/board.htm) to view the minutes from last year's annual business meeting in Cheyenne (July 20, 2000). These minutes will be voted on for approval at this year's meeting in Grand Junction.

## AACRAO Travel Grant Recipients

The following RMACRAO members each received a \$100 travel grant to attend the AACRAO annual meeting held in Seattle in April. These travel grants were awarded by RMACRAO to first-time AACRAO attendees.

### New Mexico

**Jep Choate**, Associate Registrar,

University of New Mexico

**Theresa Acker**, Admissions Counselor, New Mexico State University

### Colorado

**Lori Brunnett**, Transfer Work

Coordinator & Evaluator, University of Denver

**Carolyn Weatherly**, Registration

Events Coordinator, University of Colorado-Boulder

## Congratulations to RMACRAO Members

**Luz Barreras**, RMACRAO Past President and Registrar at New Mexico Institute of Mining and Technology, was recently elected to serve on AACRAO's 2001-2002 Nominations and Elections Committee. Another RMACRAO member, **Michael Poindexter**, Community College of Denver, was also elected to serve on this committee as a second alternate. Congratulations to you both on this honor and for your commitment to AACRAO.

### News to Share?

Do you have information to share with your RMACRAO colleagues? If so, please send it your RMACRAO Vice President for the next newsletter.

## New AACRAO Workshop

Register now for AACRAO's NEW Introduction to Enrollment Management Workshop! Learn how to develop a comprehensive plan to attract new students and retain them, and manage enrollment. This workshop will provide the basics for those relatively new to enrollment management.

Attendees will learn:

- \* What is enrollment management
- \* How to think strategically
- \* How to get started
- \* How to involve other departments
- \* How to maximize resources
- \* How to create an enrollment management plan for your campus

These 1 1/2 day workshops, designed for the busy professional, will be held at five locations throughout the country. Bring your team! We offer registration fee discounts for multiple registrants from the same institution.

Nashua, NH (Boston area), June 4-5  
Atlanta, GA, June 11-12  
Anaheim, CA, June 11-12  
Dallas, TX, June 25-26  
Chicago, IL, July 9-10

A limited number of hotel rooms at the special conference rates are available at each location. Check the web for details including hotel reservation deadlines.

For brochure, registration, and hotel information, go to [www.aacrao.org/meetings/new.htm](http://www.aacrao.org/meetings/new.htm).

Questions?

E-mail [meetings@aacrao.org](mailto:meetings@aacrao.org) or call (202) 293-9161.

## Scenes from Seattle - AACRAO 2001



Mary Lepley and Dave Sorenson (CU - Health Sciences Center), and Barb Schneider (CU - Boulder) at the RMACRAO reception at AACRAO.



RMACRAO 2001 LAC Chair Jeff Hammer (Mesa State), doing some pre-sales of the polo shirts that will be available at the RMACRAO annual meeting in Grand Junction.



AACRAO travel grant recipient Lori Brunnett (University of Denver) with AACRAO annual meeting veterans Shelley Dodd and Rebecca Macon (University of Wyoming).



Barb Todd and Steve Ekerholm (CU-Boulder) giving a demo of what happens when you act silly at annual meeting.....someone takes a picture and it ends up in the newsletter!

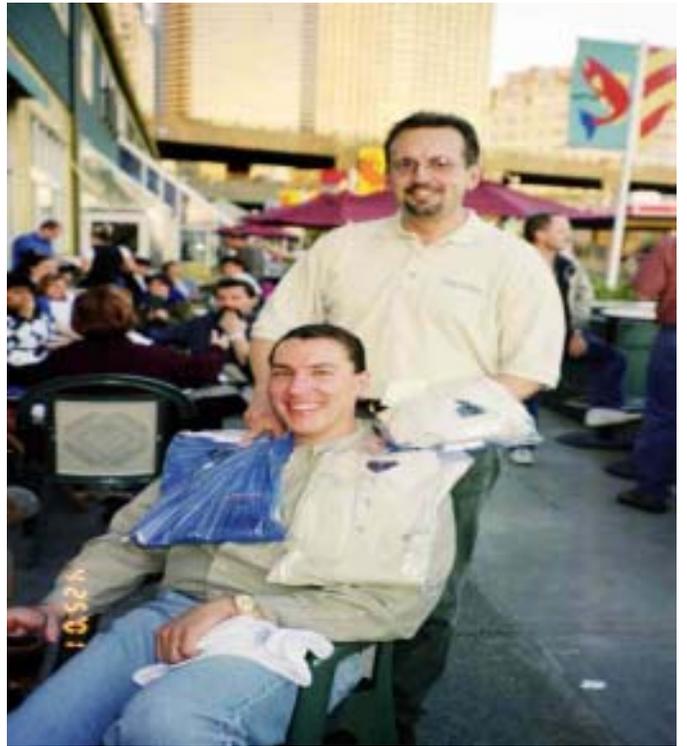


Some RMACRAOans relaxing and enjoying the great view of the boats during the RMACRAO reception in Seattle.



Lynn Denzin (Metro State), Jackie Freeze (Western Wyoming College), and Jeff Hammer (Mesa State).

# *RMACRAO*



Jeff Hammer gets Kathleen Sena (UNM) to model one of the RMACRAO 2001 polo shirts and then sells three shirts to Matt Gallegos (Adams State).



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