



ROCKY MOUNTAIN ASSOCIATION OF COLLEGIATE REGISTRARS AND ADMISSIONS OFFICERS

WYOMING • COLORADO • NEW MEXICO • WINTER/SPRING 2009 NEWSLETTER

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From the President

We have arrived at spring 2009. I'm not sure how we got here so quickly, but we made it. I hope that things are going well for everyone.

The board has been working on several projects. One of the more exciting accomplishments is the credit card payment system. Many of us used this option to pay our annual dues, and it has worked beautifully. Thank you to Carolyn Gutierrez, treasurer, and Corey Wahl, web developer, for your dedication to this project. We will be using an online registration form with the credit card payment option for our annual meeting this year. We look forward to making everyone's registration that much easier!

Tammy Aagard, past president, is working on comprehensive job descriptions for each of the positions on the board. We hope to provide information for interested members of RMACRAO who may like to run for a board position. The descriptions will be helpful to explain the duties of each position as well as the time commitment involved. Tammy has also convened a Nominations and Elections Committee to identify people interested in running for a board position this year. Thank you, Tammy!

Have you heard? Have you been out to the RMACRAO Forum? It is receiving increased traffic, and colleagues are sharing information about all sorts of topics including admissions, registration, and records.

We recently put a survey on the Forum asking you to share your plans to attend AACRAO and RMACRAO this year. We would like to get an idea of the number of attendees we should expect. Please go to the Forum and share information about your institution. In order to spend our funds wisely and in the best interest of our members as a whole, we may plan a regional gathering at AACRAO in Chicago that is not subsidized (or partially subsidized) by RMACRAO funds. Nolan Oltjenbruns, president-elect, is organizing something wonderful for us. We will let everyone know as soon as the plans are set. Do you have an opinion about the gathering at AACRAO? Share it on the Forum! We appreciate your input so that we can plan appropriately.

As we are all painfully aware, budgets are tight and travel is being cut. I know that some of us will not be able to go to the national conferences this year. Some are foregoing the national conventions and sending staff to less costly regional meetings. Some may not travel at all.



(continued on page 4)

Vice Presidents' Reports

Colorado - Kelley Christman

Northeastern Junior College was pleased to be notified in October that the admissions features on its website were recognized as among the most highly rated in the country by the National Research Center for College & University Admissions (NRCCUA) 10th Annual Enrollment Power Index (EPI). NRCCUA does analysis of the admissions websites for more than 3,000 post-secondary institutions.

In the NRCCUA study, NJC's website was identified as being one of the top in the entire Western region of the country. This ranking was based on both two and four year colleges. As for two year colleges across the country, NJC scored second overall.

The **Jones International University** School of Education is launching a master of education in English as a second language. Courses for this new program will begin in April. The degree will offer four new specializations – two for previously licensed educators and two for those individuals seeking initial teacher licensure as follows:

For licensed educators

- K-12 English as a Second Language Education
- K-12 English as a Second Language Specialist: Bilingual Education

For Individuals seeking initial licensure

- K-12 English as a Second Language Education: Teacher Licensure
- K-12 English as a Second Language Specialist: Bilingual Education Teacher Licensure

University of Northern Colorado is happy to announce our new Executive Director of Admissions & Enrollment Management, **Randall Langston**. Randall began his new position on January 15 and will directly oversee admissions, financial aid and the registrar's office.

The University of Colorado Denver would like to announce the addition of

a new member to the registrar's office management team. **Daniel Parks** is now taking on the challenge of our managing our systems and information as our new associate registrar. Daniel comes to us from our academic technology group, where he most recently served as the business analyst for the division. Having worked in Student Affairs for the last 14 years, Daniel brings strong experience with financial aid, admissions, enrollment management, and data reporting and analysis. Please join us in welcoming Daniel to our registrar's team.

The admissions office has added three new staff this fall: **Ricky Mott**, associate director of admissions; **Deneshia Hearon**, admissions counselor, and **Tara DeLaFuente**, admissions counselor. All three bring great admissions experience with them from their previous institutions.

Recently the University of Colorado Denver has been working on a Strategic Planning Initiative in preparation for our pending NCA accreditation review scheduled for the 2010-2011 academic year. Several critical principles to the Student Affairs division are considered high priorities. We remain focused on our continued consolidation efforts between the Downtown Denver Campus (DDC) and the Anschutz Medical Campus (AMC) locations. The PeopleSoft Campus Solutions implementation will serve as a primary tool of consolidation efforts allowing for the integration and streamlining of work process for greater efficiencies to our students. Another vital focus of the University of Colorado Denver is our retooling our Continuity of Operations (COOP) Plan. This plan will greatly increase the safety and welfare of our students, staff, and faculty, by creating avenues for more sophisticated and comprehensive communications in case of emergencies.

As many of you are already aware, the University of Colorado has been implementing the PeopleSoft Campus

Solutions product as our new Student Information Systems. Progress has been going very well, as we have passed our design, fit/gap, prototyping and our now moving quickly to our Systems Integration Testing (SIT). Although the work has been fast and furious as we move closer and closer to our fall semester 2010 go-live date, our morale is high as the new system is expected to enhance the experience of our students, staff, and faculty. Recently the University of Colorado just completed a successful RFP for a new document management system vendor. This system will be fully integrated into the PeopleSoft Campus Solutions SIS to provide a seamless workflow for student centered business processes. In addition, Denver has set the go-live date for the new Degree Audit System (DARS). We expect the system to be fully ready for use by our advisors, faculty, and students by July 1st.

New Mexico - Denise Esquibel

University of New Mexico reported that although the official census date for the spring 2009 semester is still a few days away, enrollment looks to be up in both head count and student credit hours for all campuses of UNM.

The university implemented a hiring pause (minus justified critical hires) for the remainder of the 2008-2009 year. The salary savings from across the campus will assist in balancing the bottom line at the end of the fiscal year. Travel within the Enrollment Management division for the rest of the fiscal year has been cut. Thus at least UNM Albuquerque will not have a presence at AACRAO. We will miss not being able to connect with our peers and friends, but hopefully next year will be a better year economically all around.

The Office of the Registrar has implemented the Credentials Solutions online transcript ordering service . . . and it has taken off like gangbusters!

Vice Presidents' Reports (continued)

New Mexico Military Institute Registrar, **Ed Preble**, reported that they have implemented e-transcripts with Scrip-safe and have been very pleased with the processing and support reports that that have.

College of Santa Fe has undergone many changes over the past few months to include personnel. **Danielle Burgess** is now the applications coordinator in Enrollment Services Department. Two new hires as of October 2008 are **Susie Quenzler**, transfer coordinator and **Shandi Thompson**, enrollment service counselor.

University of the Southwest announces that **Dr. Steve Hill**, dean of admissions will be retiring on March 1, 2009. New employees include **Ashley Taylor**, assistant director of undergraduate admissions, **Evelyn Rising** has been appointed as acting registrar, **Leah Kaszycki** has been hired as undergraduate admissions specialist, and **Paula Harrison** accepted the position of assistant registrar in June 2008. USW also announces that enrollment for spring 2009 is up by 6% as compared to spring 2008.

Dona Ana Community College would like to welcome **Ricci Montes**, admissions advisor.

Institute of American Indian Arts announces that **Nena Martinez Anaya** is now the director of admissions and records. **Louise Ortiz** has been hired as the registrar. She has been with IAIA since April 2008 and her specialty is database automation. With that being said, IAIA is working on implementing EMPOWER for their student information system.

New Mexico State University has been busy implementing new software applications over the past few months. Ad Astra has been implemented for academic and event scheduling. This application was a welcomed tool to assist with academic scheduling and we

are very pleased with the processing and outcome for academic scheduling. NMSU has joined the ranks of other New Mexico institutions offering official transcripts transmitted electronically. Working with Avow Systems, transcripts are marked with a digital signature, which verifies the authenticity and integrity of the transcript when opened by the recipient. **Todd Woods**, transcript guru, reports that students are enthusiastic about the new service, which has been in place since November. "We expect an increasing number of orders for transcripts to be sent electronically as the word spreads on campus," he says.

As with others across the state, many personnel changes and reorganization has taken place. Graduate Admissions and International Admissions have joined the Enrollment Management Team. New hires include **Candace Aragon**, senior admission advisor, and admissions advisors **John Paul Wagner**, **Norma Palomino**, **Adrian Alba**, and **Monica Garcia**.

With census for spring 2009 complete at NMSU, we are pleased to report a 3.6% increase in headcount for main campus as compared to spring 2008.

Change is name of the game at **New Mexico Institute of Mining and Technology's** Office of the Registrar. In accordance with the 21st century, we have undergone a restructuring of staff, roles, and procedures. **Dr. Scott Zeman**, associate vice president for academic affairs and history professor, overseeing the Office of the Registrar has led his team of registrar staff to a new plane. The team consists of **Luz Diaz Barreras**, registrar, **Sara Grijalva**, coordinator of enrollment management, **Ina Crawford**, coordinator for data analysis and reporting, and **Raylene Rohrbaugh**, administrative assistant II.

This past fall semester, faculty entered all final grades online, without paper! We also pre-registered continuing students in early December using a

NMT schedule of classes posted online. An online catalog addendum was created to accommodate the many curriculum changes, additions, and deletions academic departments made. In like fashion, no beginning of spring semester class lists will be printed or distributed. Thus, New Mexico Tech has come of age and students could not be happier. In an effort to coordinate all things academic, the Advising Resource Center joins the Office of the Registrar under Dr. Zeman's leadership.

Wyoming - Kay Leum

Tammy Aagard, registrar at the **University of Wyoming**, reports that the Office of the Registrar is completing its self-study document in preparation for a Comprehensive Program Review of the office. This process is part of efforts by the Division of Student Affairs to evaluate structure and processes in units within the division. Writing the self-study has encompassed most of the semester and has involved the entire office. This document will be available on the Student Affairs web site and will be distributed in hard copy to the site review team. This team is chaired by external reviewer **Nancy Keogh**, registrar at the University of Idaho, and includes **Noah Buckley**, director of admissions at UW and other representatives from information technology, outreach school, faculty and students. The review team will visit with various constituent groups on campus to gain feedback on the operations of the Office of the Registrar. At the end of the site visit, the review team will provide written comments and recommendations to the office, the vice president for Student Affairs and the president. We are looking forward to the suggestions provided by the committee.

Vice Presidents' Reports (continued)

At **Western Wyoming Community College** fall and preliminary spring enrollment numbers are up! The *ActiveAdmissions* implementation team met with Datatel in January to launch a project that adds personalization to our admissions web site. The site is expected to go live in fall 2009. **Laurie Watkins**, associate vice president for student success services, reports that WWCC representatives will attend an AQIP Strategy Forum in Illinois in February to begin work on this year's action projects. The proposed projects include improving internal communications through strategic plan development, fostering student engagement and strengthening student learning. The celebration of our 50th anniversary has unofficially kicked-off with the New Year. The entire year will have several events recognizing our 50 years, culminating with a major event the first week in October.

Casper College's Kyla Foltz, admissions coordinator, would like to welcome new staff member Pam Hoken. Pam joins the CC staff after much experience in the school district. Casper College will begin offering classes in fall 2009 for a degree in paramedic. They are also looking forward to their Higher Learning Commission accreditation visit.

At **Northern Wyoming Community College District**, **Christina Hoskins**, associate registrar, reports that the start of the New Year brought us Jeri Russell as the director of admissions at Gillette College. In other areas around the district, we have been continuing the construction of our student housing on both the **Gillette** and **Sheridan College** campuses. In Gillette, the Tech Center is on schedule for opening this fall.

From the President (continued)

Because the location for our next annual meeting is in Denver, we hope that everyone will be able to come to this central location for our three-state region this July. Denver is an easy-in, easy-out location with access by train, plane, and automobile. Plane tickets can be found at reasonable prices. Our meeting location is the beautiful Denver Hyatt in the Tech Center. Its proximity to downtown and public transportation will allow us to move around relatively inexpensively.

Due to the challenges of budgets and travel, Kay Leum, vice president for Wyoming, hosted the most recent RMACRAO board meeting on February 9th using web software owned by Western Wyoming Community College. RMACRAO funds were neither expended for a meeting place, nor for lunch for the board members. Thank you to Kay and WWCC for allowing us to "meet" virtually!

I want to take this opportunity to thank all of the members of the board for everything you do to make this organization a success. I also would like to make special mention of our board members who are appointed – Sally Page, newsletter editor, Kathleen Sena, exhibitor liaison, Steve Ellis, historian, and Corey Wahl, web developer. These are people who serve year after year on a voluntary basis and do a wonderful job. You have all made incredible contributions to RMACRAO.

I am sad to report that Steve Ellis will be resigning from the historian position later this year (but only if we really allow him to). Steve has done an extraordinary amount of work to put our board tasks and projects into MS Project. His work with "A Year in the Life of RMACRAO" led our region to be awarded the AACRAO Ockerman Award. He has also been imaging

historical documents so that we don't have to move boxes of paper from person to person when our board positions change. We thank Steve for all his contributions as a board member!

Have a wonderful spring term, and I hope to see as many people as possible in Chicago in April.

– *Lara Medley, RMACRAO President*

REMINDER: Peer Review Available

Lara Medley, registrar at Colorado School of Mines, has requested a peer review that will take place in June 2009. The RMACRAO board considered and approved the request with president-elect Nolan Oltjenbruns presiding to avoid any conflict of interest.

Lara will be presenting a session on the peer review process, insights, and challenges, at the annual meeting in July.

If you and your institution are also interested in a peer review, this is a great opportunity provided by RMACRAO. A peer review can help you with issues, procedures, or goals that your office is struggling with. It can also help you figure out if there is a better way to do some things, get new ideas, or gain a different perspective.

The deadline is June 1, 2009 for institutions to apply for a peer review for 2009-2010. For more information go to http://www.rmacrao.org/member_services/peer_review.html and take advantage of this great opportunity just as Colorado School of Mines is doing!

Treasurer's Report

2008-2009 RMACRAO Budget
(Approved 10/06/2008)

Expenses

Executive Committee	\$600.00
Presidents Travel	\$500.00
Miscellaneous	\$100.00
Bank /Filing Fees	\$650.00
Advertising/Recognition	\$110.00
AACRAO Reception	\$1,710.00
Peer Evaluation	\$800.00
RMACRAO Travel Grants	\$600.00
AACRAO Travel Grants	\$750.00
Association Insurance	\$500.00
Prof Development Scholarships	\$1,500.00
Web Support	\$250.00
Credit Card start up costs	\$1,100.00
Total	\$9,170.00

Activity Summary for 2008-2009 To Date (Does Not Include LAC)

Account Balances as of 10/01/2008	\$20,772.70
Revenue	\$4,980.00
Expenses	\$1,603.82
Account Balances as of 02/01/2009	\$24,148.88

– Carolyn Gutierrez, RMACRAO Treasurer

Are You An Enthusiast of History?

RMACRAO will need a new historian next year. **Please contact any member of the board to let us know if you are interested.** This is an appointed position. Following is a description of the historian position from our By-Laws:

Historian. An institutional member shall be appointed by the President as Historian to develop and maintain a repository of the Association archives. When there is need to change location of the repository, the Board of Directors will seek suitable invitations and designate the repository headquarters for an undesignated period of time. The appointment shall be a two-year term with reappointment possible. The Historian shall be an ex-officio member of the Board of Directors.

Calendar of Major Dates & Deadlines

Steve Ellis, RMACRAO historian, has created an annual calendar of major dates and deadlines for members to reference. Check it out on the RMACRAO website at www.rmacrao.org.

Going to Chicago?

Are you planning to attend the AACRAO 2009 Annual Meeting in Chicago in April? If so, remember to reserve the evening of Wednesday, April 15 to catch up with RMACRAO friends and colleagues. Location details have not yet been firmed up as of the publication of this newsletter, but several possibilities in the general area of McCormick Place (the annual meeting venue) are being considered. Watch for an email update from your state vice president in the very near future! Information will also be posted on the RMACRAO forum.

Call for Nominations

One of the duties of the past-president is to put together a slate of nominees for vacant positions on the RMACRAO Board of Directors. At this time I would like to give a little word of support for service on the RMACRAO board. It is a pleasure to serve with wonderful folks doing the work of this organization. You or someone you know could be elected to one of the vacant positions and use this opportunity to learn more about your organization, get to know great professionals, and take an opportunity to effect change.

Recent changes in the By-Laws for the organization have increased the term for Treasurer from two years to three years. This change facilitates a smooth transition for this very critical position. In May, you will be receiving a ballot for the 2009-2010 RMACRAO Board of Directors election. RMACRAO is your association and we need you to get involved. If you or someone you know is ready to get involved in our association, we want to know! This year we will be electing four officers:

President-Elect – This is a three-year appointment serving first as president-elect, president, and finally, past president. The president-elect serves as program chair for the annual meeting, acts as the chief assistant to the president, and may serve as president in his/her absence. The president-elect is also the liaison officer between the annual meeting Local Arrangements Chair and his/her committee, and the board of directors.

Treasurer-Elect – Serves a three-year term serving first as treasurer-elect, and then treasurer. The treasurer keeps an accurate list of the members of the association (by membership category), collects the membership dues, pays all bills, issues checks for travel grants/scholarships, files state and federal reports, publishes a proposed budget for

the Board of Directors, and prepares the financial report to be presented to the members of the association at the annual meeting. The treasurer will train the next treasurer-elect and their terms will overlap by one year.

Vice President for Colorado and Vice President for Wyoming – Each serves a two-year term. The vice presidents act as state representatives to the association and serve as a member of the Professional Development Scholarship Committee. Their primary responsibility is to serve as communication liaison between the Board of Directors and the appropriate state membership. They may also be given special assignments by the president or president-elect.

Nominations are due **March 31, 2009**. If you would like to nominate someone for an office or if you wish to throw your hat in the ring, email name, title, and school to Tammy Aagard at taagard@uwyo.edu. Each candidate will need to provide a short bio for the ballot. The bio can be provided at the time of nomination or I will contact the nominees at a later date. If you have questions about the offices, you may email questions to me or call at 307.766.5273. I also encourage you to visit www.rmacrao.org to access information about the duties of the offices. Presentations for each office are available for download. You can share this information with administrators and supervisors at your institution to get their support for your nomination.

During these times of economic challenges and shrinking budgets, we realize that some may not be able to serve. If you are in the position to fulfill the duties of an office on the RMACRAO board, I encourage you to volunteer.

– *Tammy Aagard, RMACRAO Past-President*

Travel Grants Available for July's RMACRAO Meeting

Time to start thinking about applying for a travel grant to the RMACRAO annual meeting...this year's meeting is July 22-24 in Denver. RMACRAO has **six \$100 travel grants** available for first-time attendees of a RMACRAO annual meeting. Please take advantage of this opportunity, especially in these economically tough times.

To apply, e-mail the following information to your state vice president:

- Name, Title, Institution, & State
- Phone Number & Fax Number
- Mailing Address
- Number of years in RMACRAO
- Brief statement regarding why you're applying for the travel grant, what you hope to get out of attending RMACRAO, how the grant will help pay expenses, etc.

Applications are due to your RMACRAO state VP by June 1.

2009 Annual Meeting

Plans are underway for the 2009 RMACRAO annual meeting at the **Hyatt Regency Tech Center** in Denver to be held **July 22-24**. The board of directors met and toured the hotel in October. It is a beautiful facility with plenty of meeting space and newly remodeled hotel rooms. There are dozens of restaurants within walking distance. There is also easy access to the light rail to take conference attendees north to downtown Denver, or south to the Park Meadows Mall for some retail therapy. There are also many options for evening activities in the area including Comedy Works and an REI store with a climbing wall. The local arrangements committee is investigating all the possibilities before making decisions on what to offer RMACRAO attendees. Also, the annual golf tournament will be held at Kennedy Golf Course nearby. We hope to see you all in Denver this summer!

RMACRAO 2009 Speakers You Won't Want to Miss.....

Tobias Guzman will be one of the headliner speakers for the 2009 annual meeting. Tobias currently serves as assistant vice president of enrollment management & student access at the University of Northern Colorado. His prior experience was at Plymouth State University in New Hampshire, Colorado College, and the University of Toledo (Ohio).

Tobias has worked with diverse constituencies at each of these four institutions, and places a high priority on developing effective collaborative working relationships with faculty, staff, students, and other campus constituencies. He has a passion for working with students and their families as well as presenting on a variety of topics such as social justice, diversity, campus safety, and student life.

Tobias will deliver a plenary address that speaks to the ways strategic enrollment management is practiced at the University of Northern Colorado. Come hear about all the dynamic initiatives at this growing, vibrant institution!

Do you have a great idea for a session?

We are still taking submissions for presentations for the next RMACRAO annual meeting in Denver. Be a part of the team by proposing to present a session about which you are an expert! **Submissions can be made until March 31, 2009** to Nolan Oltjenbruns at nolan.oltjenbruns@unco.edu.

Report from Washington, DC

As RMACRAO President-Elect, I attended the AACRAO State and Regional Officers Meeting in Washington, D.C. in December 2008. This meeting provides an opportunity for state and regional officers to learn from association management professionals, network with colleagues, and hear updates about the status and current priorities of AACRAO itself. Here is some info from the sessions I attended:

Legal Issues for Non-Profit Associations

Jim Goldberg, whose law firm specializes in non-profit association issues, updated us on new IRS requirements that will take effect in the 2010 tax year. The primary change involves an updated Form 990, which is an "information return". The intent of the form is for associations to report their activities in a narrative format. Jim provided a number of helpful suggestions to associations in managing tax issues. This is especially critical for groups such as ours, given the yearly turnover in officers and the possibility of knowledge being lost in that process.

Jim also fielded a number of questions from the group on the subject of collecting sales tax. He pointed out that "casual sales" can be exempted from sales tax law if the sale is not a regular, recurring process.

There was also a discussion of accumulated earnings by non-profit associations. Jim counseled that it's OK to build reserves if you document a particular purpose for which those reserves will be used. Hotel contracts, for example, may require that conference planning begin with a larger amount of "seed money" than has been needed in prior years.

State Advocacy: Getting Involved

Helpful information was presented about ways that non-profit associations can influence legislation at the state level. It's important to build coalitions with other associations that have a common interest in the issue, and it's

also important to make sure that government affairs personnel in your own institution are aware of the advocacy work you're doing on behalf of the association. In addition to building relationships with legislators, get to know their staff members, and let them help you make the contact you need to make.

AACRAO Updates

Several AACRAO officers and staff members were on hand to discuss the state of the association. In summary, AACRAO has solid reserves and is well positioned to continue its work. There is some concern about the potential for decreased attendance at the 2009 annual meeting, but the budgets for that event are being adjusted accordingly.

Professional Development Initiative by Georgia ACRAO

Joe Head, of Kennesaw State University in Georgia, offered a thought-provoking presentation on the status of our profession and what can be done to regain the influence he believes we've lost in many of our institutions. He shared the details of a professional development (PD) initiative which embeds PD sessions in conference programs. These sessions include an academic component which is completed by participants on their own, and which is graded by qualified higher education administrators. Sessions are packaged into various tracks, and certificates are awarded to track completers. In summary, it's up to us to provide our own PD opportunities and sell our professional qualifications in the environments where we work.

Taking a Stand Legislatively: What Texas Learned

Mike Allen (University of Texas) shared some specific examples of successes and failures in his state. He recommended that the focus should not be on the development of the policy itself, but rather on how the regulations are written. He emphasized the critical role of the legislator's staff (more so than the actual legislator) in influencing this process.

*– Nolan Oltjenbruns, RMACRAO
President-Elect*