

PNACAC NEWS

WINTER 2011

Table of Contents

President's Pen	1
Executive Board Nominees	2
Membership Report	2
PNACAC Annual Awards	3
Admissions Practices Report	3
2011 Annual Conference	4
Conference Planning Comm.	4
Summer Tours	5
In Our Region	5
In Remembrance	6

PRESIDENT'S PEN



Alicia Ortega,
PNACAC President:
Associate Director
for Admissions,
Oregon State
University

Recently I had the good fortune of serving as a presenter at a local parent night with three colleagues whom I greatly admire. We had done this program in the past and the format was the same, but for some reason this year felt different. As we chatted while waiting for the program to begin, it occurred to me how lucky I am to work with such kind and dedicated people. The type of people that you may not see more than once or twice a year, yet when you do, it is like reuniting with a long lost friend. It's reconnecting with someone who does not necessarily know the ins and outs of your daily life but can empathize with your struggles and will celebrate your success.

The program began and I sat in the front, in quiet admiration of my colleagues as they shared their words of wisdom with the eager students and families in the room. These were not just any run of the mill admissions representatives, these were some of the best. They shared their helpful hints and tips for success in an enthusiastic and unassuming way. Even after being in the profession for nearly 14 years, I felt like I too should be taking notes! Sitting there I realized that there is always something to learn in this field and that I should never take my experience for granted.

Driving home that evening, I felt grateful and re-energized after this short time with my colleagues. It was like I had met a brand new admissions counselor, so thrilled to embark on a new adventure. But these were not "newbies," they were veterans and yet had the same excitement and passion for the profession as someone on their first day. It occurred to me that it is this enthusiasm that makes them not just good at their jobs, but great. In a world where it is easy to focus on the negative, on all the have-nots and looking for the next best thing, it was humbling to be with such dedicated professionals who do this work not for recognition but simply for the joy of helping students.

I would like to say thank you to all of the admissions and college counseling "lifers," "old timers" and "titans" for their years of dedication and service --you know who you are! You are an inspiration for new staff to see admissions as a career and a profession.

I encourage everyone to connect with new and "seasoned" colleagues at the annual PNACAC Conference this spring. I hope to see you all in Tacoma

Alicia Ortega
President, Pacific Northwest Association for
College Admissions Counseling
Associate Director of Admissions
Oregon State University

PNACAC EXECUTIVE BOARD SLATE OF NOMINEES 2011

President-Elect

Kevin Dyerly, Whitman College, WA

Treasurer-Elect

Erica Johnson, Lewis & Clark College, OR

Secretary

Robbie Cupps, Capital High School, ID

Membership Chair

Rob Lamb, The Overlake School, WA

Technology Chair

Patrick Wilson, Linfield College, OR

Professional Development Chair

Karen Copetas, Western Washington University, WA

Inter-Association Chair

TBD

NACAC Delegate

*Jason McDonald, University of Portland, OR**

NACAC Delegate

*Adrian San Miguel, College of Western Idaho, ID**

**Delegates are voted on only by PNACAC Members who are also NACAC members in good standing.*

MEMBERSHIP REPORT

By Rob Lamb,

PNACAC Membership Chair,

Counselor, The Overlake School

So far this membership year, roughly 33% of our membership is represented by people/groups outside our region, which is statistically significant and worth comparing to other years and regions.

The numbers of PNACAC Member colleges in and outside our region has slightly increased over the last couple of years.

The data shows a significant drop and consistent downward trend in the numbers of high schools represented in PNACAC (perhaps

due to budget cuts affecting secondary school counselors).

At the same time, there has been a steady increase in the number of colleges in and outside the region represented in PNACAC.

A renewal notice postcard was mailed to members who have not renewed on February 4, 2011.

I welcome your input about ways we can serve you. Please feel free to e-mail me with any ideas you may have as well as if you would like to serve on the membership committee. You can reach me at rlamb@overlake.org.

Thank you for all you do for your students!

PNACAC Membership as of February 2011

Colleges In PNACAC Region	74
Colleges Outside PNACAC	84
High Schools	55
Independent Counselors	40
Service Organizations	4
Retired	2
Grad Students	2
Total Paying Organizations/Individuals	261
Total Number of Members	734

Alaska

Paying Individuals/Organizations	2
Total Members	2

Idaho

Paying Individuals/Organizations	17
Total Members	70

Montana

Paying Individuals/Organizations	9
Total Members	27

Oregon

Paying Individuals/Organizations	59
Total Members	176

Washington

Paying Individuals/Organizations	79
Total Members	279

2011 PNACAC ANNUAL AWARDS NOMINATIONS

By Paula Sutton, PNACAC Awards and Recognition Committee Chair

It is time to begin thinking about nominations for PNACAC's annual awards. The awards are described below, and the final deadline for submitting nominations is March 31, 2011. Please read through the descriptions and consider colleagues whom you might wish to nominate for a particular award. The nomination form can be found at www.pnacac.org. Awards are announced at our annual meeting, which will take place May 18-20 at the University of Puget Sound. Please provide supporting comments with the nomination form and explain why you are nominating this individual. Information that you provide will help the committee make selections. Questions and nominations should be directed to Paula Sutton, PNACAC Awards Chair at suttonp@oes.edu.

ADMISSIONS PRACTICES COMMITTEE REPORT

By Rob Findtner,

PNACAC Admissions Practices Committee Chair



Greetings!

The NACAC Admission Practices Committee and affiliates continue to receive inquiries regarding institution encouraging student students to apply for admission early. A recent AP affiliate conference call addressed the issue of a university notifying high school juniors that if they apply for admission by June 11, 2011 they will receive an early decision. The university in question states that June 11 is not a deadline, but rather an invitation for students to apply for admission.

After an initial conversation regarding the letter sent by the university in question, members of the NACAC AP Committee and affiliates raised the following issues and questions:

- Is the university in question violating the NACAC SPGP, which states institutions cannot establish a deadline before October 15?
- Concern the invitation to apply had an ending date thereby inferring that a deadline exists even though it is not called a deadline.
- Concern this approach will lead to more grievous tactics in the future.
- Clarification is required regarding how this approach is different from early decision.
- Institutions cannot offer perks for early decision that other applicants do not receive.
- How does this issue mesh with a rolling admission policy where institutions are soliciting applications on a year-round basis? The solicitation of early applications appears to be as much of an issue as defining a deadline as something else.

Individuals participating in the conference call concluded that an institution may not establish a deadline before October 15 per NACAC SPGP. This principle was established with the intent of preventing the shift of admission applications earlier and earlier. A recommendation was made to the NACAC AP Committee to make a definitive decision regarding the October 15 deadline rather than continuing to amend the SPGP. If NACAC does not take a definitive stance, institutions will continue to attempt to circumvent the SPGP.

Sincerely,
Rob Findtner
Admissions Practices Committee Chair
Western Oregon University, Director of Admissions

2011 PNACAC ANNUAL AWARDS

Through the efforts of its Awards and Recognition Committee, PNACAC endeavors to honor exemplary professionals among our membership and the professional community with the following four awards:

Sister Shawn Marie Barry

Distinguished Service to Youth Award

The Sister Shawn Marie Barry Distinguished Service to Youth Award is named for the St. Mary's Academy of Portland's former college counselor who lost her battle with cancer in 1995. These awards are given to the independent or secondary school counselor or college level admission officer. Recipients of the award must have a minimum of ten (10) years of high school or college teaching and/or counseling experience with at least three (3) years in their current position. They must be currently engaged in counseling and be recognized as "those who have given outstanding and faithful service to youth."

PNACAC Newcomers Award

The Newcomers Award is given to secondary school or college admissions counselors who have been in the profession for five years or fewer and possess exceptional promise.

Program of Excellence Award

Programs eligible for this award are unique and provide excellent service to students. Nominees must have been in place for less than five years, and be replicable by other institutions.

PNACAC Exemplary Service Award

This award is given to members who have demonstrated outstanding service to students and the organization.

2011 PNACAC CONFERENCE PLANNING COMMITTEE

Thanks to everyone on the planning committee for making this possible!

Registration

*Jeanne Eulberg, O'Dea High School
Christie Welch, Joel E Ferris High School*

Program

*Kelly Braun, University of Great Falls
Megan Diefenbach, Holy Names Academy*

Publications

Martha Wilson, University of Puget Sound

Exhibitors

Sally Schwartz, The Evergreen State College

Promotion

Kjirsten Kennedy, Pacific Lutheran University

Scholarships

Fiona Johnson, University of Washington-Tacoma

Pre and Post Activities

Kellen Willis, St. Martin's University

Housing

Stephanie Knottingham, University of Puget Sound

Conference Co-Chairs

*Matt Burns, Woodrow Wilson High School
Mike Rottersman, University of Puget Sound*



The 2011 PNACAC Annual Conference will be "MAKING HISTORY."

By Matt Burns, PNACAC President-Elect, Woodrow Wilson High School

Join us at the University of Puget Sound in Tacoma, May 18th-20th for the most important and productive professional development and networking opportunity in the Pacific Northwest, the 2011 PNACAC Annual Conference.

Come early and join us for a round of golf at the Oakbrook Golf & Country Club on Wednesday morning. The University of Washington-Tacoma, Pacific Lutheran University, St. Martin's University, and The Evergreen State College will host counselors on tours of their campuses on Wednesday afternoon, and there will be a Financial Aid Workshop, as well as tours of the Museum of Glass, Tacoma Art Museum, and Brown & Haley where the world famous Almond Roca is made.

In keeping with this year's theme, "Making History", the conference will officially kick off on Wednesday evening with our Conference Social and dinner at the beautiful Washington State History Museum on the waterfront in downtown Tacoma. Thursday morning will begin with breakfast and our conference

keynote speaker, Joyce Smith, the Executive Director of NACAC, who will speak about the future of college admissions. Other activities on Thursday include educational sessions, our working-lunch business session, a college fair/card swap, and displays by our exhibitors and sponsors. Topping off the day will be the President's Reception & Imagine Fund Benefit. Last year's Reception set a high bar of fun and fund-raising, which we fully intend to beat! Friday's agenda includes breakfast and our second business meeting, at which we'll elect our officers for the coming year, followed by our last two educational sessions.

For those who are able to extend their stay in Tacoma following the official closing of the conference, we are planning some exciting Post-Conference Activities, including more museum tours, a trip to the Emerald Queen Casino, and a group outing to watch the Tacoma Rainiers play the Memphis Redbirds at the newly remodeled Cheney Stadium.

Watch for more information about conference registration and housing reservations coming soon. It won't be as much fun if you aren't there, so register early!

For questions please contact Matt Burns (mburns@Tacoma.K12.WA.US) or Mike Rottersman (mrottersman@pugetsound.edu), Conference Co-Chairs.

DISCOUNTED AIRFARE

For those planning to fly to the 2011 PNACAC Annual Conference, Alaska Airlines has graciously offered a 7% discount on airfare to Seattle from anywhere Alaska flies including Alaska and Hawaii. Use code ECCMB2237 when booking tickets. This code is good on travel between May 11-25, 2011.

SUMMER COUNSELOR TOURS

Oregon College Tour

Get ready for the summer 2011 college counselor's tour! We've worked our way back to Oregon and from July 10 – 15 thirteen colleges & universities will show you what makes their campuses special places for students to learn and grow. It will be a tall order, but we hope you will join Concordia, George Fox, Lewis & Clark, Linfield, Oregon State University, Pacific Northwest College of the Arts, Pacific University, Portland State University, Reed, University of Oregon, University of Portland, Western Oregon, and Willamette University for the tour.

The tour is \$400 for members and \$450 for non-members. Now is a great time to become a PNACAC member and enjoy the \$50 discount for the tour plus all of the other exciting member benefits!

Ready to register? Check out more detailed information at www.pnacac.org.

We can't wait to see you on the tour!

Lisa Knodle-Bragiel
PNACAC Professional Development Chair

Montana College Tour

The 2011 Montana Counselor Tour is NOT at full capacity! The tour runs July 18-21, 2011 visiting four Montana schools throughout the week. The starts at the University of Montana in Missoula, moves on to Carroll College in Helena, to Montana Tech in Butte and finishes up at Montana State University in Bozeman. Folks wanting to take in more of Montana's beauty and scenery can sign up for the pre-tour activities to Flathead Lake and Mission Valley or the post-tour trip to Yellowstone National Park.

The tour cost is only \$150 per counselor which includes accommodations and meals plus bus transportation between campuses. There are limited seats for guests with a \$300 registration fee for each guest. Participants are responsible for their travel costs to and from Montana.

Apply today! Visit www.montana.edu/admissions/counselortour or contact Shannon Marr, Tour Coordinator at montanatour@bresnan.net or (406) 788-7431

GET INVOLVED:

The Newsletter Committee needs your help. If you or someone you know would like to be involved in the planning and coordination of the newsletter please e-mail Mike Ouert at mrouert@montana.edu.

SAVE THE DATE:

2011 PNACAC Annual Conference
Dates: May 18-20, 2011
Location: University of Puget Sound, Tacoma, Washington

2011 NACAC National Conference
Dates: Sept. 22-24, 2011
Location: New Orleans, Louisiana

IN OUR REGION

Pacific University, Forest Grove, OR

The Office of Admissions at Pacific University in Forest Grove, Oregon welcomed 4 new additions to its team this fall:

Laura Boboth, Admissions Counselor: Laura joins the staff at Pacific from Eastern Washington University, where she earned her Bachelors' degree this past Spring and worked as a student Tour Coordinator in Admissions. Laura's recruitment areas include Montana and schools in the Oregon counties of Linn, Benton, Lane, Marion, and Polk. Laura can be reached via email at lboboth@pacificu.edu.

Valerie Cleary, Assistant Director of Admissions and Events Coordinator: Prior to joining the staff at Pacific this summer, Valerie served as the Director of Student Athlete Services at Boise State University. Aside from being the point person for all major Admissions event planning, Valerie recruits in the Oregon Counties of Multnomah and Clackamas, and serves as a general contact for students in states east of Colorado. Her email address is vcleary@pacificu.edu.

Erin Riha, Assistant Director of Admissions: Erin comes to Pacific after a stint in Admissions for Case Western Reserve University School of Law, her alma mater. You can find Erin recruiting in California and Southern Oregon and will serve as the office's IB Program expert. She can be reached via email at Erin.Riha@pacificu.edu.

Karlen Suga, Assistant Director of Admissions: Some of you may remember Karlen from her previous role as an Admissions Counselor at Colorado State University. Ecstatic to be a full-time resident of the Pacific Northwest, Karlen serves the students, families, and counselors of Eastern and Central Oregon, Idaho, Nevada, Utah, and Arizona. Feel free to email her at karlen@pacificu.edu.

Montana State University, Bozeman, MT

Montana State University welcomed Anders Groseth and Heather Wofford as their newest Admissions Representatives in December. Anders graduated from Montana State University in 2008 with a degree in Liberal Studies. Anders will be traveling to Montana, Texas and Illinois this spring. Heather graduated from MSU in 2010 with a degree in Natural Resources and Rangeland Ecology. Heather is the new Minority Admissions Representative and will be traveling to Montana, Idaho and the New England area this coming spring. We are excited to welcome the both of them to the Office of Admissions and PNACAC! Anders can be reached via email at anders.groseth@montana.edu



IN REMEMBRANCE

PNACAC lost two longtime members as Sue Rauch and Jim Knudson recently passed away. The thoughts and prayers of the PNACAC community go out to the family, friends and colleagues of Jim and Sue.



Sue Rauch

Susan Jean Rauch, Associate Vice President for Admission and Financial Aid, passed away on the evening of January 15, 2011, after a long and courageous struggle with ocular melanoma and its complications. She died peacefully in her home with her family by her side, having seen many friends, family and dogs during the previous week.

After graduating from Willamette in 1975, Sue was hired as an Admission Counselor for two years. She spent the following two years in the Carroll University Admission Office in Waukesha, Wisconsin, before returning to Willamette as Assistant Director of Admission. Little did she know that she would become one of the change agents for Willamette at a time when the university was, in the words of one of Sue's favorite professors, "...comfortable, a little self-satisfied, but not hopeless I think." Sue played a major role in moving Willamette from a non-computerized institution to a leader in technology. Sue's gift for mathematics propelled her and her colleagues into designing the university database, still used today.

In addition to her organizational and technological skills, Sue was a talented writer and for many years wrote all of Willamette's admission publications. Sue's leadership skills were appreciated throughout her career, but especially from Aug. 1, 2006 through June of 2007 when she served as Interim Vice President. Among Sue's many interests were the Willamette University music programs (she loved everything from Mick Jagger to Puccini) and Bearcat athletics. Having been a member of "The Rockets" in the girls' softball league of Napa County, she appreciated the art and science of athletic endeavors and took a special interest in Willamette's student athletes and coaches. She was especially thrilled to do the coin toss at several Bearcat football games. As her illness progressed, Sue became an expert in medical terminology. She was an eager participant in a clinical trial at Providence Cancer Center in Portland, OR, and appreciated the good care and friendship of all the doctors and medical staff there.

Sue is survived by her parents, Loren and Carol Rauch of Lebanon, OR; her brother Ivan of Ukiah, CA; sister Mindy Harding (Nelson) of Walnut Grove, CA; sister Laurie of Salem, OR; favorite nephew Dylan (Jessie), and beautiful grandnieces Elizabeth and Alexandra, of Kelseyville, CA; her enthusiastic dog, Rex, and a multitude of family and friends throughout the world. Sue is often described as "a force of nature," a woman of great intellect, strong opinions, many talents, compassion, with "a heart the size of Texas." She will be sorely missed and her contributions appreciated for a very long time.



Jim Knudson

Our beloved friend and colleague, Jim Knudson, passed away on the morning of February 15, as a result of pancreatic cancer. Jim's wife, Donna, daughter Katia, son Joel and his family were present when he passed.

Jim was a long-time faculty member, beginning in 1978 in the language department where he taught both French and Spanish. In 1989, he followed a dream and moved into counseling, where he served until this year.

For many years, Jim also worked in the drama department, managing the McAstocker Theater and overseeing technical production for our plays. Jim attended Bellarmine himself, graduating in 1971, and served on the Faculty Senate, and, as Senate President, a term on Bellarmine's Board of Directors, from 1992-1995.

Jim's presence as a colleague, friend, and a mentor for Bellarmine students will be greatly missed.