



Chronicle

ILLINOIS ASSOCIATION OF COLLEGIATE REGISTRARS AND ADMISSIONS OFFICERS

DEKALB, ILLINOIS

SPRING 2003

What's Inside?

Who Governs IACRAO?	2
Upcoming District Meetings	3
A Message from the President	3
The 2002 Bright Ideas	4
Life After 32.8 Years in Education	5
Thoughts and Wisdom From a Past President	5
From the Archives	6

Mark Your Calendars!

District Meetings

East Central, March 28, 2003
 Northeast, March 7, 2003
 Northwest, April 4, 2003
 Southern, March 28, 2003
 West Central, March 12, 2003

IACRAO Executive Board Meeting

May 1, 2003

IACRAO Annual Meeting

October 22-24, 2003

You're Invited to IACRAO's 2003 Annual Conference: "Touching All the Bases"

From Dale Wolf
President-Elect

If you think running the bases after a solid hit is fun, wait until October 22-24, 2003 when you cross "home plate" at the IACRAO Annual Conference. The Holiday Inn of Collinsville will be ready and waiting for a large turnout in the "grandstand" and on the "playing field." The facility is compact and will be easy for you to find your teammates, the dugouts and the concession stands. Every inning will have a lineup that can bring you top-notch information. Sessions will cover a wide variety of topics that will "touch all the bases."



Put October 22-24 on your calendar now. Plan to make your reservations at the hotel (618/345-2800), and be sure to mention that you are with the IACRAO Conference team.

Inform others in Admissions, Records and Registration and graduate students that this is the one game that can't be missed! We are looking for a large attendance so be sure to watch the mailbox and the IACRAO website for more information in the coming months.



"Touching All the Bases" Conference Managers:

Russ Fahrner	(Owner)
Dale Wolf	(General Manager)
Boyd Bradshaw	(Field Manager)
Cris Legner	(Tickets)
Nguyet Fuller	(Gift Shop)



Questions? Need more information? Contact Dale Wolf at 217/581-2223 or email him at cfdww@eiu.edu

Be a Good Sport!

From Brenda Ross
IACRAO EEO Officer

The planning committee for this year's annual conference in Collinsville is looking for some seasoned allstars to show our rookies the ropes. We want to fill the ballpark (Collinsville Holiday Inn) with talented players and enthusiastic fans. We're going to need your help.

We don't want any excuses to keep our members from attending the conference. Sure, all of our budgets are shrinking. Yes, Collinsville is quite a distance for many of us, but it'll be worth it. We have some vital, informative workshops and fun activities planned. You wouldn't want any of your colleagues to miss out, would you? If we work together, we can all help to make this year's program, one of the best in our 81-year history.



Are you with me? Remember, there's no "I" in "team." Now back to my point. If you're willing to mentor a new member (you've always wanted to mold an impressionable, young mind), organize a car pool (nothing beats those old camp songs to cut the drive time in half), or cut down on expenses, by sharing your room at the conference (this one will get you that promotion for being thrifty), you'll be making the ultimate sacrifice for the team.

Take a few seconds to think about the role you can play in the success of the conference. This is your chance to be MVP. Okay, time's up! Drop me a line at brross@mail.millikin.edu. For the subject line use "ultimate sacrifice." Play ball!

Who Governs IACRAO?

The Executive Board is responsible for enforcing the by-laws of the organization while providing services to the membership. These services, providing educational and professional development, are the primary goals of IACRAO.

The membership of IACRAO governs through elected Executive Board members and District Chairs. The organization is also directed by a charter and a constitution written and approved by the membership. Members of the Executive Committee are:

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*Use what talent you possess—
the woods would be very silent
if no birds sang except those
that sang best.*

~ Henry Van Dyke ~

Chronicle

The *Chronicle* is published three to four times a year by the Illinois Association of Collegiate Registrars and Admissions Officers (IACRAO) as a means to promote educational and professional development of IACRAO members. The *Chronicle* covers organizational activities and individual accomplishments of IACRAO members. Articles spotlight issues affecting the admissions and records functions of educational institutions. The *Chronicle* welcomes ideas, photographs, and articles from our professional membership. Send your contributions or comments to Sheri C. Kallembach or Wendy Lawson Raver, *Chronicle* Co-Editors, Northern Illinois University, Registration and Records, DeKalb, IL 60115-2871, Fax 815/753-1908, e-mail skallembach@niu.edu or wraver@niu.edu.

UPCOMING DISTRICT MEETINGS

Mark your calendars for the following district meetings. They provide a great opportunity to share knowledge and get to know each other. Additional information will be made available to you at a later date.



East Central District *Judith Webster, Chair*

The Spring Drive-In-Workshop for the East Central District will be held in Danville, Illinois on March 28 at Danville Area Community College. The theme for this year's workshop will be Imaging and Technology. The day's events will begin at 9:00 a.m. and will include several break-out or special topic sessions and conclude with the district's mid-year meeting and luncheon.

Northeast District *Alice Blomquist, Chair*

The "Fun" section of the state, the Northeast District, will meet at Oakton Community College on March 7 to discuss dealing with cultural differences, and how those differences impact our roles in Admissions, Registration, Records, and Financial Aid.

Northwest District *Lea Houdek, Chair*

Mark your calendars for Friday, April 4, from 8:30 a.m. to 1 p.m. at Waubensee Community College. One of the featured sessions is "Think Outside the Bag" designed to help you look at the "same ole thing" from a fresh perspective. The presenter is Ron Partch, Consultant for Regional Office of Education, in Rockford, Illinois. He is a frequent statewide presenter known for his engaging style. His counseling background is an asset in helping individuals and groups see beyond their self-imposed limitations. Ample opportunity to network with colleagues will also be provided. With Debbie Conlee of Waubensee as our host and Lea Houdek of Kishwaukee as our District Chair, this meeting promises to be a memorable event.

Southern District *Julie Jobryce, Chair*

The Southern District Meeting is scheduled for Friday, March 28, at the beautiful Rend Lake Resort in Ina, Illinois. The meeting will start at 9 a.m. with juice, coffee and warm, delicious cinnamon rolls. Phyllis Werner, Secretary, has arranged to have Alan Shiller, from the Department of Speech Communication at SIUE, present "The Nonverbal Agenda." Alan was the recipient of the 2002 Teaching Excellence Award. With the premise that we communicate more information without words than we do with our verbalizations, this workshop will examine the important role nonverbal communication plays in our daily lives. We will investigate body language, touch, space, facial expressions, eye contact, and paralanguage (vocalic communication). This informative and entertaining session will give you tremendous insight into your nonverbal communicative behaviors. The ever popular "Birds of a Feather" will follow and lunch will be served at noon. Cost will be \$5.00 per person. Additional information can be requested from Phyllis Werner at SIUE. We look forward to seeing everyone there for a fun morning of information, idea sharing, and fellowship.

West Central District *Ron Gregoire, Chair*

Take a day to de-stress at the IACRAO West Central District Meeting. It will be held on Wednesday, March 12, from 9:00 a.m. to 1:00 p.m. at Blessing-Rieman College of Nursing, located on Broadway and 11th Street in Quincy, Illinois. (Log on to www.brcn.edu for directions to the campus.) Parking will be in lot #2 on 10th and Oak. The speakers will be Dr. Margie Williams, DNSc, RN, who will present "Who You Are By What you Eat", and Sheila Capp, M.S.N., R.N., who will present "The Hat Trick." Free lunch will be served. Please bring one item from your institution for a drawing.

Happy New Year IACRAO Members!

From Russ Fahrner **IACRAO President**

The IACRAO board has met twice since the conference and is busy looking at issues and planning this year's conference. Dale Wolf has next October well in hand. I'm sure you'll be hearing from him numerous times in the coming months.

As we approach the spring meetings and workshops, let's keep our fingers crossed that the State budget does not direct its problems to Higher Education.

I will be attending a variety of meetings and the annual AACRAO conference in the coming months. I am interested in how technology is changing our business practices, the SEVIS updates and Enrollment Management. I am also curious how cross-functional teams enhance Student Service Operations. I plan to share my experiences, ideas and questions in the upcoming *Chronicle*.

Have a great year! I'm heading off to Hawaii for two weeks to celebrate 30 years of marriage to my terrific partner, Pat.

The 2002 Bright Ideas

From Wendy Raver
Chronicle Co-Editor



Each year the IACRAO conference has a session devoted to the Gene Majac Bright Idea Awards. This is an opportunity for members to share a plan, project, or idea that improved their office or university. The winner of the award is chosen by the audience and receives a free conference registration for the next year. We were very lucky to have five excellent submissions for the conference. They have agreed to share their ideas in the *Chronicle*. The 2002 Bright Idea Award went to Sheri Kallembach of Northern Illinois University.

Internal Marketing to ESL and GED students

Submitted by Alice Blomquist, Admissions Outreach Associate, Harper College

This “bright idea” has turned into a very successful recruitment tool for Harper College. Our Admissions staff was traveling to high schools, businesses, and organizations in our community to reach prospective students, but then we thought, “What about the prospective students right here on campus?” We decided to strengthen our relationships with our ESP and GED departments in order to have direct contact with students. We knew we could help these students, who were already familiar with Harper, transition into college level courses, and we wanted the opportunity to meet with them and motivate them to begin the process of becoming a college student. Our adult recruiter visits the GED classes each semester. We also send them a letter of congratulations signed by our president when they graduate from the GED program.

Our ESL presentations work a little differently because we have different types of ESL programs. Each semester we visit our full-time Intensive English Program classes to provide an hour-long presentation and question and answer opportunity. We also hold several joint sessions for part-time ESL students.

We consider these initiatives to be very successful. The cost is minimal. We provide folders with catalogs, brochures, and a giveaway to each student, and the rewards are great. Not only do these endeavors increase our enrollment, but they provide us with an opportunity to honor our ESL and GED students who need to overcome many obstacles and meet difficult challenges in an effort to improve their lives and further their education. The honor is actually all ours, and we are grateful that we can make a difference.

Document Imaging at Contact

Submitted by Boyd Bradshaw, Acting Assistant Vice Chancellor for Enrollment Management, Southern Illinois University Edwardsville

Southern Illinois University Edwardsville has implemented a campus-wide document imaging system. As part of the system, the Office of Admission Counseling electronically scans student contact cards received at college fairs and high school visits. The cards are scanned using Cardiff Teleform Reader Software. Once the cards are scanned, the data is uploaded automatically into the student information system. Electronic reports are generated from the cards to track academic interest and are routed to academic departments.

This new process allows the admission counselors to view all contact cards electronically

side-by-side with data in the student information system. It allows for better use of time for data entry staff that enters data into the student system and for admission counselors who would spend time locating and tracking contact cards. In addition, the reports generated from the document imaging software and student information system allows academic departments to receive information that is more desirable and usable on prospective students than just getting photocopies of the contact cards. Document imaging has become our solution!

Campus FERPA Training: A Little Ditty About Jack and Diane, Two American Kids Growing Up In the Heartland...

Submitted by Sheri C. Kallembach, Director of Registrar Support Services, Northern Illinois University

Participants learn how to turn FERPA, generally considered a dry, boring yet important topic, into an interactive session where learning happens as a result of dialogue between actors (participants) playing Jack and Diane and other participants summarizing important points. By taking a trip with Jack and Diane through the FERPA rules while attending Northern Illinois University (NIU), participants learn what rights are given to students in the annual notification, who is protected under FERPA, what is and what is not an education record, what is directory information, how students can request nondisclosure of directory information, who has access to education records, what your responsibilities as faculty and staff are, and what happens if NIU is found in noncompliance.

The result of changing the format, from what was once a dry, stern program into an interactive program with audience participation, has greatly increased the attendance of both faculty and staff. There are more questions and discussions because participants have been put at ease and are more willing to pose questions without fear of retribution. There is sharing between participants with respect to procedures on dealing with FERPA issues and parents and students. Because the presentation is presented through an applied teaching method, participants can better absorb and understand FERPA concepts relevant to their everyday situations.

Copies of the Bright Idea presentation (script) will be distributed to interested parties by providing an e-mail address to Sheri Kallembach. The script can be personalized by using other institutions’ policies and procedures.

Employee Advantage Program

Submitted by Kathy Beaty, Registrar, Bradley University

The Registrar’s Office has instituted several opportunities for staff members to grow, learn, improve, and enjoy their work environment. A

staff development series takes place six to eight times a year. Speakers are invited from campus to learn about other units. The discussion centers on working together, improving services and learning about processes in other offices. Often the topic will be about health or self-improvement topics, or the latest critical topic on campus.

Other events are dress up days in which the staff chooses a theme for each day during fall and spring breaks; designated red and white days to support the athletic teams; payday lunches where the staff has the opportunity to lunch together while the management staff oversees the office; and positive lunches once a month where the office closes and the staff shares positive quotes and stories. Staff appreciation lunches are held twice a year. There also is ongoing recognition for anniversaries, birthday celebrations, holiday themed potluck lunches, and tokens of appreciation throughout the year. People are sent to IACRAO workshops to build professional development whenever possible.

Getting High School Freshmen Excited About Their Future—A High School/Community College Partnership

Submitted by Jan Drennan, Elgin Community College

High school freshman rarely focus on tomorrow. This community college/high school partnership gets them excited about exploring their future. The partnership incorporates Holland typology activities in freshman high school English classes and utilization of student’s new self-knowledge doing career planning while learning about the partnering college campus. Small group activities using Legos and Pictionary and mini-tours with college faculty turn on students to career opportunities and help develop an interest in putting college in their future.

The students first complete “The Career Game.” This ascertains which area of interest is highest for each student. The student then prints his/her name and the highest interest area on a form provided to Elgin Community College (ECC) for processing. The ECC Career Services assigns students to breakout groups of 15-25 members based on highest interest area and provides this information to the high school. Students then arrive at Elgin Community College for a two hour program which consists of: a presentation by ECC on making good career decisions; breakout groups which go to individual classrooms; sessions held for each of the six areas of interest; and mini-tours of primary areas of interest on campus. Students then return to their high school campus and complete an evaluation form.

Life After 32.8 Years in Education

Submitted by Karen Helmers
IACRAO Past-President

As most of you remember from the IACRAO Conference this past fall, I will be retiring on June 30, 2003 after 32.8 years in education (and still so young). The *Chronicle* co-editors asked me to write a brief write-up about my experiences in education. OK, I will be brief!!!

As I look back I can say I have VERY much enjoyed my career, even though I am sure while I was going through all those years I had mixed emotions! After graduating from the University of Illinois in Champaign in (never mind what year), I started out as a teacher at St. Charles High School in St. Charles, Illinois. I came to Western Illinois University for summer school one summer and was offered a graduate assistantship in the Counseling Center and accepted.

After earning my master's degree in Counselor Education at Western, I was a high school counselor at Dallas City, Illinois and LaHarpe, Illinois for a total of 15 years (yikes!). I decided it was time for a change.

I saw an ad in the paper for an admissions counselor for Western Illinois University and applied, thinking I would never want that job in a million years! And, of course, I was offered the job, accepted it, and the rest is history! I was an admissions counselor for Western for 9 ½ years, traveling throughout the state and going to high schools and community colleges and who knows how many college night programs. (How much coffee can one person drink in a day!)

I was then promoted to assistant director of admissions, associate director of admissions, and then director of admissions

and here I am! Now, on June 30, 2003 I am turning in the keys to Sherman Hall and retiring from "Show Biz".

Fortunately along the way, I came to join and become involved in the IACRAO organization. I want to say a BIG THANK YOU to all of you who I have met along the way and have worked beside in our organization. This is a great organization, and I encourage all of you to become active members. Our first 80 years of IACRAO were great so keep the next 80 years just as great.

And, now, for the next 32.8 years? As Boyd Bradshaw heard me say last fall, "I have a golf game that needs some work!" See you on the greens!



Thoughts and Wisdom From a Past President

Submitted by Ruth Jass
Director of Institutional Research and Registrar, Emeritus
Bradley University
Past-President of IACRAO (1964) and AACRAO

First, let me thank you for including me in your celebration of the 80th anniversary of the founding of IACRAO, both at your meeting last October and now in this newsletter. My IACRAO friends and the days which I spent with you are of great value to me.

My mother lived 82 years. She said, "Ruth, I've lived 80 of the most exciting year that this world has existed. When I was a kid, the only way to get around was by horse and buggy." Then she would exclaim with great joy, "And I lived to see the man on the moon."

I worked in higher education for 45 years. And I believe that I have experienced 40 of the most exciting years that our profession has existed. When I started, faculty members visited high schools to interest students into coming to Bradley. Then the Admissions Office was created, and we actually used the word, "recruiting" which later turned to "admissions counseling." Later still, we used marketing techniques, and now, I understand, that strategic enrollment management is the "in" word.

I have planned registration in the Library, in the fieldhouse, in classrooms, and by touch-tone telephone. Now, of course, you are doing it online. I have seen permanent record sheets that are handwritten, typed, printed on the 405 unit record equipment, stuck with gummed labels, and now stored in computers. I have watched record sheets go up in flames when a fire gutted our office. I have sent transcripts duplicated on photostatic equipment (white print on black background), and thermal transfers and xerox, and now you send them on the net. I have used punched cards, and mainframes and PC's. WOW!

At the October meeting I shared some fun and funny happenings from our past IACRAO meetings. But now, I should like to share

more serious thoughts about a conversation which I had with Don Gwinn, which has disturbed me. Don said, "When some of us retire from the profession these days, we are being replaced with "techies" whose focus is on systems and their applications. Sometimes, not much weight is given to abilities leading to sound professional management and interest in the academic process." In my days, systems certainly received a great deal of attention because they allowed us to be effective in our daily work. But we also gave high priority to having a say in the administration of the institution. We prized our unique apolitical position so that we could speak in the academic and administrative forums and be listened to. We fought hard to be the campus "Conscience-in Residence."

This role was ours because we were allowed to sit in on meetings where rules and changes were discussed. We were listened to as policies were debated and formulated. We knew the intent of the regulations, and we could administer them fairly and consistently. We backed up our work with honest data which we analyzed and presented in a form which could be relied on. Our certifications were proper, and exceptions to rules were few and well supported. We built trust from our colleagues. This was meaningful to us. I know that these things are important to you, too.

My toast to you for the coming years as professional educational administrators, is this:

May your loyalty be to your institution's goals;
May your focus be on your students;
May you be effective in your daily work;
May your voice be heard where it counts;
May your advice be sought and valued;
May your recommendations be enacted;
And may trust be the watchword in everything you do!

Thanks for the opportunity to share my thoughts.

From the Archives

Submitted by Peter Hood
IACRAO Archivist

Because we recently celebrated our 80th IACRAO anniversary, I decided to look back in our archive materials and in the national journals to see what was happening at some of our other decade anniversaries. Let me tell you briefly about our 10th, 20th, 40th, 60th and 70th anniversaries.

In 1932, our 10th anniversary was held at Bradley Polytechnic Institute. Almost every Illinois institution of collegiate rank was represented. At this meeting the far-reaching Illinois resolution was initiated. This proposal began the discussion regarding the coordination of work and the relationship of activities of the state and regional associations with the national association. A second major report concerned the evaluation of credits from non-accredited institutions. Also noted were problems with the forging from Photostat transcripts and a special warning in regard to Russian credits, especially if translated in Chicago. Unfortunately, nothing was written about an anniversary celebration.

The 20th anniversary celebration occurred in 1942 during the early years of World War II. World events did have an effect on this anniversary. At first, I wondered why I could not find any October meeting summary about our 20th. Looking at a later Journal, I discovered that the war had caused the cancellation or postponement of several state and regional meetings because of “transportation difficulties.” One cause, undoubtedly, due to gas rationing. However, the 20th IACRAO anniversary was celebrated the following April 1943 at the Drake Hotel in Chicago. Sixty-eight members were present. The war effort made other changes, so this meeting included registrars from Michigan, Wisconsin, Tennessee and Ohio. The Illinois registrars celebrated at the Drake with a serious and lighter side. The serious program topics include: “Admission to College of Students Who Have not Completed High School Graduation”, “The Army Testing Program”, (Ralph W. Tyler, University of Chicago.) On the lighter side, the evening festivities were held in the Lantern Room of the Drake.

In 1962, the Pere Marquette State Park was the site of the 40th anniversary. The meeting format was four workshop sessions on Research and Data Gathering, Foreign Students, Junior College Relations, and Small Machine Equipment. The general session featured Richard Browne, Executive Director of the Illinois

Board of Higher Education commenting about “The Master Plan of Higher Education in the State of Illinois.” The anniversary celebration included the evening banquet followed by—guess what—square dancing!

The location of the 60th anniversary, in October 1982, was the Clock Tower Inn in Rockford. This year (actually for the third time) the conference was a joint meeting with Wisconsin ACRAO. Our President was Bart Schiermeyer from Black Hawk, and Kirby Browning, was Program chair and President Elect, from SIU, Carbondale. The theme, “Time for the Future,” was appropriate, as the site was the Time Museum in Rockford. There was good news and bad news about the conference. The bad news was the



Executive Board minutes showed \$750 budgeted for this anniversary meeting. The Board’s report after the conference showed expenses of \$2,376.38. I don’t know, maybe it was time to switch to a new accountant? The good news was that it was a great conference. Illinois ACRAOans continued their long-standing tradition of rejecting all work and no play at its anniversaries and annual meetings. The business sessions were filled with relevant topics like the keynote address by Edward Lias from Sperry Univac speaking about his book “Future Mind: The Microcomputer, New Medium, and new Mental Environment.” He addressed the worldwide uses of computers in schools and universities and about the revolutionary changes we can expect in the world of information processing.

Members presented sessions including, “The One-Two Punch! Or How to Combine Word and Data Processing to Personalize Your Recruitment, Admissions and Advising Process,” and sessions with creative titles like “Baseball, Power and Sex, or Getting to First Base.” I wonder what that was about? All 148 attendees came to this session. (Not really.) But this all work and no play, don’t you believe it! The conference program scheduled a recreation break indicating the

possibilities of golf, tennis, racquetball, or swimming, plus excursions to Cherryvale Shopping Center with 105 stores. (No time for the conference for some.) On Thursday evening the anniversary celebration included the President’s reception with free hors d’oeuvres, and the conference banquet followed by the anniversary entertainment of Chuck Hoenes and his “Hit Parades.” This musical review featured a colorful dance and musical show performed by this group. Speaking of hits, the general conference evaluations hit a mark of 8.48 out of 10 for a positive evaluation.

The last anniversary I’ll mention is our 70th. Many of you recall the theme, “70 Years of IACRAO Service” with the meeting held at the Holiday Plaza Complex in Matteson. Bob Marshall held the position of President and Sue Harvey, President elect and Program Chair. We were into the sweatshirt/T shirt day format. At that time, Bob Marshall expressed the confidence that those who attended this anniversary meeting would “return home well-founded in the four Rs, Renewed, Relaxed, Refreshed and Ready to take on new challenges.” I am sure Russ Fahrner hoped for the same results at the past year’s 80th anniversary. The conference program reflected another higher education cycle of doing more with less and downsizing. (I’m not sure we ever get out of this cycle.) Other session topics included Pascarella and Terenzinin’s book “How College Affects Students”, Student Right to Know and Campus Security Act, Cultural Diversity, and the 1993 High School Subject Pattern Requirements. Then there were the programs I started thinking about at the meeting. The session title: “Who Art They? What Are They? Isn’t It Time to Find Out?” No, it was not a session concerning freshman or transfer students, it was about the State University Retirement System. That program was followed by “So You Would Like to Retire Tomorrow – You Had Better Be Prepared” given by our own Kirby Browning and Eric Moch, the latter having been retired for a few years at that time, and who you have just read about in the Chronicle. Attendees celebrated the 70th anniversary meeting with a reception and conference banquet and an evening program of “Late Night Blues” by the vocal jazz ensemble from Elmhurst College.

So let us continue the IACRAO anniversary tradition of working hard and having fun as we celebrate our 80th year!