



## A Letter from President Angela Udelhofen



Summer greetings from Southwest Wisconsin. Many of our WACRAO members recently enjoyed a meeting in Waupaca, Wisconsin where the weather cooperated and the topics facing higher education were discussed.

As I drove to the meeting, I reflected on my times that I spent as an admission advisor on the road, visiting high schools and meeting

with students. While my role has changed, I believe my goal remains the same. I believe as WACRAO members our roles may change, but our goal remains the same: to work with students in order to promote and contribute to the advancement of higher education.

Your WACRAO Executive Committee, Nominations and Awards Committee, Conference Local Arrangements Committee, and Standing Committees have been working diligently throughout the summer months. Activities include handbook updates, membership policies, joint conference discussions with UMARCRAO, WASFAA joint conference contracts, elected position nominations, the 2015 annual conference details and the organization of an incredible line-up of sessions for the annual conference in Eau Claire, Wisconsin. The volunteers on these committees go above and beyond with their time

and commitment. I would truly like to thank them and tell them how much I appreciate all of their efforts.

I feel like I just wrote the spring newsletter and it is difficult for me to believe that the students will soon be arriving back on campus. With their arrival is a sense of excitement and the feeling that fall has officially arrived. While it is difficult to accept that fall is around the corner, we can look forward to the WACRAO 84th Annual Conference November 4-6th: a time to network with colleagues, for professional development, recognizing our colleagues and inaugurate the new WACRAO President. I truly hope to see you all there.

I wish you and your families the very best as we wrap up the summer months in Wisconsin.

Angela Udelhofen  
*UW-Platteville*



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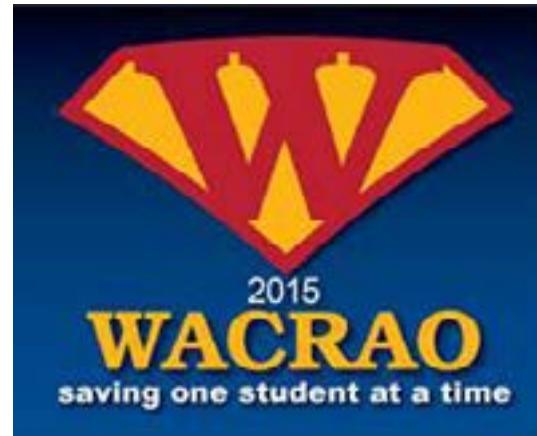
# SAVE THE DATE

## WACRAO Conference 2015

November 4-6, 2015 • Eau Claire, Wisconsin



By Joey Bohl  
UW-Eau Claire



Take time and recharge your super powers by attending the 84th Annual WACRAO Conference in Eau Claire November 4-6, 2015. Enjoy connecting with your colleagues through thought-provoking sessions, lively competition at Action City, networking opportunities, musical entertainment and much more. Dress will be casual (yes, this means blue jeans) throughout the event with semi-formal attire at the banquet on Thursday evening.

We'll be at the Metropolis Resort and Conference Center. Reservations are being accepted now. To make your reservation, call the resort at 715-852-6000 and press 1 for reservations. Then ask for WACRAO reservations. Since there are a limited number of rooms, we recommend reserving early and encourage roommates so everyone can enjoy the fun at the Metropolis - Chaos Water Park and Action City included.

Check out the website for more information on the agenda and speakers, including local and New York Times bestselling author, humorist and radio show host Michael Perry, and closing speaker Julia Raehpour who will discuss personality and generational differences in the workplace. Registration information will also be forthcoming. If you have any questions, feel free to contact Joey Bohl ([gibbonje@uwec.edu](mailto:gibbonje@uwec.edu)) or Linda Young ([youngl@uwstout.edu](mailto:youngl@uwstout.edu)). We look forward to seeing everyone in Eau Claire in November!

# PROJECTS & CAMPAIGNS

## Project Prioritization, Please: Tales from a Developer

By Leslie Gardner  
UW-Madison

What are all the projects your group is working on? When are they supposed to be done? Who's working on those projects? What projects did you finish last year? If you can answer all of these questions, then bravo. Most of us can't. This was definitely our situation in the Office of the Registrar at UW-Madison a couple of years back. Our office was working on anything and everything that came our way: internal projects; campus projects; technical upgrades; all sorts of projects. We are unique in our office in that we have four internally hired developers. You'd think we could handle it.

I'm one of those developers, so I can fully admit we couldn't handle it. I was never really quite sure how to prioritize my work and planning my work out was impossible when I had no idea what projects were coming up next. We were operating under the "flavor of the day" mentality meaning whoever came to our desk or sent an email got the most attention at that point in time. There are two main problems with this way of working. 1) We weren't able to focus on the necessary projects because we didn't know the priorities. It all felt urgent. As a result, most, if not all, projects were way behind schedule. 2) There was no governance to what was worked on. Anyone and everyone could request whatever work they wanted to have done, which meant leadership was mostly in the dark as to what was really being worked on.

Of course, it wasn't only the developers that were impacted. The managers would make promises to campus partners not knowing the workload of the office. Our campus partners would get frustrated because we were not quick to respond to their needs since we were making too many promises we couldn't keep. Our office staff would get frustrated because

they would ask for projects to automate some of the manual work and we would only get to it when we had extra time, which was never. And our Registrar was flying blind without a clear idea of what the office was working on and it's kind of hard to report out on your successes when you don't know what you completed. It's also difficult to ask for more resources when you can't prove that your staff is working beyond capacity.

So a couple of years ago our office went through a reorganization and out of that process came the initiation of the Project Management Service Team. Our team charged forward with our first initiative to construct a Project Prioritization process. A fancy way of saying "Go get a handle on your incoming projects and only work on what is most important." With budget cuts and staff retirements we were all trying to do more with less and this was a great way to alleviate some of that pressure...and yes, self admittedly, help reduce the chaos of daily changing priorities.

The process we designed was 5 steps. 1) Have an idea and discuss it with a Sponsor. In our case, a Sponsor was usually a leadership member from our office. 2) Fill out a Project Proposal form to explain the business need behind the project. This required the staff to fully think through the project idea before tossing it over the fence to the developers. 3) Pitch the project proposal to the leadership group to have it approved. This provided a governance layer to make sure all of leadership was aware of the projects being requested. 4) Have each leadership member score the project proposal using a rating criteria matrix the Project Management Service Team developed. Some criteria we used included Risk, Impact, Registrar strategic initiatives and Campus strategic initiatives.

*(Story continued on p4)*



Each criterion was given a weighting so a project relating to a Campus Strategic initiative, for instance, would have a weight of 5, whereas a project relating to a Registrar Strategic Initiative would have a weight of 4. The scorer would select a 0,3,6,9 for each criterion and that value would be multiplied times the weighting factor to get a score. The total project score would be averaged across all submitted scores. 5) Finally, the leadership team would meet monthly to review the recently rated projects and determine which project(s) we had capacity to work on. Interestingly, this was not always the highest rated project. Leadership also tried to make sure we had a diversified selection of projects so we had a good balance of internal projects and external projects.

We have been going through this process for two years now, and while it not absolutely perfect yet,

there are three important benefits gained from utilizing this process. 1) Transparency to the office and to the campus in knowing exactly what we are working on 2) Our staff feel empowered to put an idea into an action through the project proposal. Not to mention, the idea is fully thought through before it is submitted. 3) With a process in place, we can control the projects we work on which means we can accurately set expectations and not be in a position of overpromising. And, personally, I have become more productive. I don't have to feel guilty about not addressing every email or request that comes my way since I know exactly what my priorities are.

If you would be interested in our rating criteria matrix or our project proposal template, please feel free to contact me at [leslie.gardner@wisc.edu](mailto:leslie.gardner@wisc.edu).

## Marian, Moraine Park develop new transfer agreements

 By Lisa Kidd  
Marian University

FOND DU LAC, Wis. — College-bound students will have several new educational opportunities this fall following Marian University's and Moraine Park Technical College's recent partnership to offer 11 new academic transfer agreements.

Marian and Moraine Park interim presidents Robert Fale and Bonnie Baerwald, respectively, made the agreements official during a March 18 signing ceremony at Marian. The transfer agreements will allow five Moraine Park associate of applied science degree programs to transfer into ten Marian baccalaureate degree programs.

"Moraine Park and Marian have been collaborating on projects for many years and this is another partnership that will benefit students interested in attending both institutions," said Baerwald. "As college tuition continues to rise, allowing students to earn their associate of applied science degrees at Moraine Park and then seamlessly transfer those credits into a baccalaureate degree at Marian, will open doors to

many students who may have thought a four-year degree was unattainable."

"This agreement between Marian University and Moraine Park allows for greater opportunity for individuals looking to achieve their personal and professional goals through earning a bachelor's degree," said Fale. "This agreement demonstrates our combined commitment to the Fond du Lac and surrounding area with quality, affordable pathways for continued success."

The agreements include Moraine Park's Alcohol and Other Drug Abuse (AODA) Associate of Applied Science Degree program transferring into Marian's Bachelor of Community Health and Human Service, Bachelor of Psychology, Bachelor of Social Work, and Bachelor of Criminal Justice traditional and adult degrees; Moraine Park's Associate of Applied Science Degree Radiography program transferring into Marian's online adult Bachelor of Science in Radiologic Technology; Moraine Park's Business

*(Story continued on p5)*


Management-Marketing Associate of Applied Science Degree program transferring into Marian's adult Bachelor of Business Administration; Moraine Park's Business Management-Management/Supervision Associate of Applied Science Degree program transferring into both Marian's traditional and adult Bachelor of Science in Business Administration and Bachelor of Business Administration degrees, as well as Marian's adult Bachelor of Business Administration – General Management degree; and Moraine Park's Associate of Applied Science Degree Nursing program into Marian's 15-month online adult Bachelor of Science Nursing program.

For more information about the Marian and Moraine Park transfer agreements, contact the Mar-

ian University Office of Admission at [admission@marianuniversity.edu](mailto:admission@marianuniversity.edu) or at 920-923-7650, or contact Amy Clark, Moraine Park's Admissions and Advising manager at [aclark@morainepark.edu](mailto:aclark@morainepark.edu) or 920-924-3257.

Marian University was founded in 1936 by the Congregation of Sisters of St. Agnes in Fond du Lac, Wis. The institution has one of the lowest student-faculty ratios in the state, and strives to live its core values as a community committed to learning, dedicated to service and social justice and joined together by spiritual traditions. Marian offers undergraduate, adult, master's and doctoral degree programs at its main campus and in facilities throughout Wisconsin.

## Design students undertake a real-world makeover

 By Dean Robbins  
UW-Madison



Forget about research papers and final exams. Students in a University of Wisconsin-Madison design course demonstrated their mastery of the material with a real-world project: transforming a campus space in need of a makeover. And in three weeks, no less.

*(Story continued on p6)*



For this ambitious assignment, the Department of Design Studies in UW-Madison's School of Human Ecology partnered with the Office of the Registrar, which sought a more functional and engaging environment. Departments are isolated from one another, and employees tend to stay in their separate rooms. The office is too quiet and closed-off, with lots of wasted space—not exactly a place conducive to collaboration.

“Our work at the Office of the Registrar has evolved immensely over the years, and it requires us to work together differently,” says University Registrar Scott Owczarek. “So we approached the School of Human Ecology to take a look at our space.”

Enter 15 students from the summer course Design Studies 501, an immersion in the design-thinking process. It was part of UW-Madison's Summer Term, which serves 13,000 students each year with nearly 1,000 courses.

Faculty associate Lesley Sager split the students into five groups to rework a multipurpose part of the office, offer recommendations for the front-desk area, and design custom cardboard furniture.



Testing a custom-designed cardboard chair

### A sense of community

Design thinking has five steps: empathize, define, ideate, prototype, and test. In this case, the students started with two full days of observing, interviewing, and surveying staff members at the Office of the Registrar.



Discussing a prototype.

“When it comes to the design-thinking process, observing how the staff members currently use the space can be just as important as the staff interviews,” says student Robyn Connors. “We integrate these observations into our design so we can create a space that fits what the staff needs, even if they're not sure how to verbalize it.”

Based on their observations, the design students brainstormed ideas, created prototypes, tested them, and finally selected the ones that would work best.

To encourage a sense of community, they envisioned a flexible, multipurpose space. It includes stackable furniture, whiteboards that can move 360 degrees, lounge chairs next to windows, drop-down desks, a coffee bar, and walls and tables that employees can write on.

To ensure that people can still have privacy when necessary, they designed two permanent spaces amid the flexible ones. They also added a strategically placed phone booth for private calls.

In a fanciful touch, the students incorporated a nature theme to establish a sense of calm. It features natural light, hanging plants, lanterns, and felt “rocks” to simulate the outdoors. They also turned a column into a tree with acoustical felt leaves and branches.

### ‘Amazingly creative’

Design Studies 501 is an example of an innovative summer course that helps students progress through their degree and participate in a life-changing experience. Three of them, along with Owczarek, did a presentation on the project at a July conference of the American Association of Collegiate Registrars and Admissions Officers in Austin, Texas.

“One of the things that stood out to me was the speed at which the learning was taking place, and the excitement of the students to have this real-world example instead of a made-up example,” says Owczarek. “They were amazingly creative in their design prototypes.”

In the course of their work with the Office of the Registrar, the students came to appreciate Sager's design-thinking approach.

“It's an interesting way to learn how to accommodate people,” says Krista Neerdaels. “We got an idea of what people really need, not necessarily what we wanted them to want.”



Rendering for a functional and engaging space

# AWARDS & RECOGNITION

## Athletic Certification Officer presents at B1G Ten Annual Conference

By Beth Warner  
UW-Madison

Tristin Marotz, Athletic Certification Officer in UW-Madison's Office of the Registrar, presented at the B1G Ten Annual Conference held at Northwestern University this past April. In her session on “Advanced Continuing Eligibility”, she shared a collaborative approach to resolving issues, drawing on actual scenarios and outlining best practices in managing the eligibility impacts of such things as major declaration, certification of double majors as well as two- and four-year transfer issues. Conference attendees included athletic department administrators, compliance staff, athletic certification officers and financial aid specialists from throughout the B1G Ten.

## Selected by student vote, UW-Stout Admissions Office received the UW-Stout Outstanding Service Office award for 2014-15



Photo provided by Joan Ebnet • UW-Stout



# NEW HIRES & RETIREMENTS

## Updates from UW-Platteville

### New Director of Admissions



UW-Platteville announces that Heidi Tuescher-Gille is now the director of the Office of Admission and Enrollment Services, a position she had held as an interim for the past two years.

“Heidi has a successful history in recruitment and outreach,” said Angela Udelhofen, assistant chancellor for Admission and Enrollment Management. “She has experience in leading teams through transition during changing enrollment landscapes.”

Tuescher-Gille has worked at her alma mater since 2002, spending four years in the Distance Learning Center, then four years as recruitment manager for Prospective Student Services before becoming assistant director for Admission and Enrollment Services in 2010.

*By Tricia Pothour  
UW-Platteville*

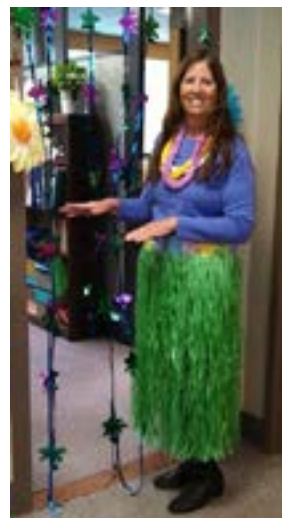
### Farewell to Associate Registrar

Dianne Hanten left her position as Associate Registrar at the University of Wisconsin-Platteville on March 20, 2015. Hanten first came to Platteville in 1996 after serving as Associate Director of Transfer Admission at the University of Dubuque. She joined WACRAO in the same year and served on the Records and Registration Committee for six years.

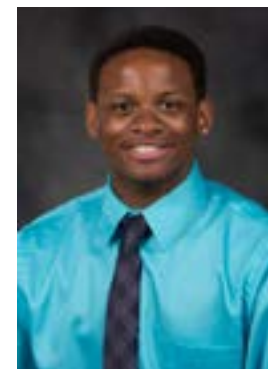
Although Dianne, “retired” from her position in Wisconsin, she accepted a position back at the University of Dubuque as Registrar. Her wealth of experience, commitment to serving students, organizational skills, and ability to meet any challenge made her an ideal candidate.

Aloha from Dianne. She may be saying goodbye now, but looks forward to saying hello to all a AACRAO or possible future joint ventures with UMACRAO.

*By David S. Kieckhafer  
UW-Platteville*



### UW-Stevens Point: New Admissions Counselor



Chris Brundidge grew up in Chicago Illinois and began his collegiate journey at UW-Stevens Point. After four years, he graduated with a BS in Interpersonal/organizational communication in May of 2012. Throughout his education he developed a passion for student affairs which inspired

him to stay at UW-Stevens Point for his Masters Degree. He has completed all of the coursework for the program as of spring 2015 and is in the process of wrapping up his thesis: first-generation students and their advising relationships with their academic advisors.

Chris began his undergraduate service and employment in the Admissions Office as a social media coordinator, then transitioned to doing social media with Career Services as an internship. He was a Graduate assistant and facilitated six semesters of a communication course: introduction to oral communication/speech and served as a peer advisor in the student academic advising center. Chris feels like he is well-traveled in the student services center at UW-Stevens Point and is especially happy that it went full circle, right back to where he started.



*By Laura Bell  
UW-Stevens Point*

### UW-Stout Staff Updates



#### New Staff

Scott Correll: Interim Director of Enrollment Services and Registrar (pictured left)

Sarah Klick: Administrative Assistant (pictured right)

#### Title Change

Joel Helms:  
Associate Director of Admissions  
Linda Young:  
Assistant Director of Admissions - Transfer and Articulation

Joan Ebnet:  
Marketing Coordinator



*By Joan Ebnet  
UW-Stout*



### New Interim Membership Coordinator for WACRAO



Lane Holte has been the Registrar at Moraine Park Technical College since 2010. Prior to accepting the position at MPTC he was the Registrar/Institutional Research Officer at Dawson Community College in Glendive, MT

(2002 – 2010) and the Controller at SRS Crisafulli, Inc., also in Glendive from 1998 – 2001. Holte was a member of the Montana Association of Collegiate Registrars and Admissions Officers (MACRAO) from 2002 – 2010 serving as Vice President in 2006-07 and President in 2007-08. In his spare time he is an avid golfer and enjoys experiencing all the great opportunities Wisconsin has to offer – but is still getting used to the traffic.



*By Lane Holte  
Moraine Park Technical College*



# WACRAO PHOTOS

## 2015 WACRAO Veterans Conference



The 2015 WACRAO veterans workshop held in Eau Claire, again proved to be a great professional development opportunity for those who serve veteran students. This year the University of Wisconsin- Eau Claire and Chippewa Valley Technical College partnered together to co-host the conference, which was a great way to showcase both institutions. Sessions focused on a variety of topics such as: state and federal VA benefits, Vocational Rehabilitation, Federal Tuition Assistance and many others. Our keynote speaker, WI National Guard Major Angela Joseph, spoke about “People & Perseverance”, a topic that attendees felt translates well to many areas in the workplace. The 2016 WACRAO Veterans Conference will be hosted by UW- Green Bay and Northwest Technical College in Green Bay WI, June 2016.

 By Miranda Cross-Schindler  
UW-Eau Claire

## A-R Meeting Summer 2015



Photos provided by Denny Roark • UW System

### Contributors:

A big thank you to all of the contributing writers who shared their campus stories and updates with WACRAO members for the Summer 2015 newsletter:

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 Lisa Kidd - Marian University  
 Dean Robbins - UW-Madison  
 Beth Warner - UW-Madison

Tricia Pothour - UW-Platteville  
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If you have questions or would like to submit an article to the next issue of the WACRAO newsletter, contact Jeremy Traska at [jeremy.traska@wisc.edu](mailto:jeremy.traska@wisc.edu)