

Wisconsin
Association
of
Collegiate
Registrars
and
Admissions
Officers

wacrao.org

newsletter

SUMMER 2016

Hello, WACRAO members!

Time has really flown by! It's hard to believe that we are already into August and the start of a new academic year! Hopefully, you have had a chance to enjoy the weather and summer activities with family and friends.

Although summers might be considered a slower time on your campus, various WACRAO committees have been keeping busy—whether it is organizing sessions for

the conference, planning the upcoming conference, or seeking nominees for open positions on the Executive Committee and honorary membership, etc.—all in preparation for our wonderful joint WACRAO/WASFAA (Wisconsin Association of Student Financial Aid Administrators) conference in November.

Enjoy the rest of your summer and see you at the annual conference in November, if not sooner! v



Christine Glynn
President, WACRAO
Registrar, Cardinal Stritch University
clglynn@stritch.edu



CARDINAL STRITCH
UNIVERSITY

On a scale from one to five...

Jennifer L. Anderson Richmond
Admissions counselor & scholarship coordinator, University of Wisconsin-Stevens Point

Happy summer, WACRAO-ites! As summer draws to a close—where did the time go?—I wanted to provide you with a brief summary of the survey results from the 2015 WACRAO Annual Conference in Eau Claire.



The overall conference rating was 4.5 on a 5-point scale, so kudos to the folks on the Local Arrangement Committee! What a great venue, sessions, and activities! The total online survey response rate was about 53%, which is up from last year. Thank you for taking the time to respond to the survey. The planning committees use our survey feedback to plan the next year's conference, so your input is very important.

I'm sure I'm not alone in looking forward to the joint 2016 Annual Conference, at the Hyatt Regency Milwaukee. We'll be joined by folks from WASFAA this year, so we'll have to be on our best behavior.

Thanks for another great year! I'll see most of you in Milwaukee! v

			surveys	average
THURSDAY	1.1	Be Smart About Early Student Engagement	9	4.4
	1.2	Collaborating on Transfer Recruitment with the Advising Office	15	4.9
	1.3	FERPA, FERPA, FERPA! Discussion of Specific Cases/Scenarios	38	4.5
	1.4	Reenvisioning Customer Service	24	4.6
	1.5	Working from Home: Benefits, Opportunities and How Does It Work?	10	4.2
	2.1	Best Practices for Preferred Name Policies on Campus	19	4.7
	2.2	Connecting Your Division through Community Learning	7	4.5
	2.3	Veterans 101-Benefits and Programming Best Practices	13	4.7
	2.4	Building a Go to Garden; Creating and Maintaining Relationships with Faculty	35	4.7
	2.5	"One-Stop" The Good, the Bad, and the Yes, We Can Make This Work!	36	4.6
	3.1	Mental Health: Focus on the Student	11	4.3
	3.2	The Good, Bad and Ugly of CRMs	21	4.3
	3.3	Strategies for Efficiencies in Processing Veterans Benefits while Maintaining Quality	11	4.5
	3.4	Tech Talk for Those Not Technically Inclined	15	4.2
	3.5	Academic Scheduling and Classroom Utilization Roundtable	19	4.3
FRIDAY	4.1	Foster Youth Alumni Enrolled in College	17	4.9
	4.2	Transgender Identity 101	20	4.9
	4.3	The Collaborative Engineering Program at UW-Platteville: A Partnership to Better Serve the Needs of Wisconsin Students	6	4.5
	4.4	Cracking the Code to Evaluate Military Courses and Occupations	8	4.7
	4.5	A Tale of Two Transcripts: The Traditional and the Extended	31	4.5
	1.1	Free Application Week: The Pros and Cons from Minnesota State Colleges and Universities	18	4.9
	1.2	Results of the State-Wide ACT Testing in Wisconsin	11	4.7
	1.3	Maximizing Credit for Prior Learning for Your Students	15	4.2
	1.4	Utilizing Technology to Enhance Campus Visits	8	5.0
	1.5	Making Services and Processes More Efficient Using Business Process Improvement Principles	38	4.5
	2.1	Meeting the Needs of a Homeless Student Population	9	4.8
	2.2	Meeting the Needs of Under-Prepared Students: Support and Bridge Program	17	4.3
	2.3	Federal Compliance and the Role of the Higher Learning Commission	25	4.8
	2.4	Discovering Technological Resources	12	3.9
	2.5	Best Practices in Project Management	20	4.6
3.1	PeopleSoft Technical User Group Round Table	15	4.3	
3.2	Banner Technical User Group Round Table	9	5.0	
3.3	Jenzibar Technical User Group Round Table	7	4.5	
3.4	ImageNow Technical User Group Round Table	9	3.8	
3.5	Transfer Equivalency System Technical User Group Round Table	5	4.5	
Overall session average				4.5

UW–Madison joins the Common Application

Kara A. Zavada

Communications specialist, Office of Admissions and Recruitment, University of Wisconsin–Madison

Students applying to the University of Wisconsin–Madison may now use the Common Application in addition to the UW System application. This change aligns UW–Madison with nearly 700 other colleges and universities nationwide who use the Common Application, which allows students to apply to member institutions using a single application.

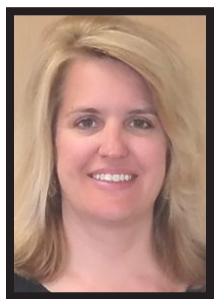
Joining the Common Application will allow UW–Madison to expand its reach to those who might not have otherwise considered the university. It will also likely increase the diversity of applicants and assist in efforts to attract more of the best students from around Wisconsin, the nation, and the world.

The Office of Admissions and Recruitment will continue its commitment to a holistic, competitive, and selective admission process for all applicants. v

staff changes

UNIVERSITY OF WISCONSIN SYSTEM

Jackie Morgan joined Academic Programs and Educational Innovation in May as the credit transfer technology manager. Jackie has spent 20 years working in higher education. She most recently served as registrar at Lakeland University.



Her experience also includes 13 years at University of Wisconsin–Fond du Lac in student affairs, and five years at Marian University in admissions and recruitment. She also served as a corporate trainer for a manufacturing company.

Her years of experience have provided her with extensive knowledge of the UW System, technical colleges, and Wisconsin private colleges. Credit transfer has played a large role in all of her higher education positions, and she is excited



to move the UW transfer credit initiatives forward.

Jackie received a master of science degree in management and organizational behavior from Silver Lake College, and her bachelor of business administration with majors in finance and real estate and urban development from the University of Wisconsin–Milwaukee.

Jackie spends a great deal of her free time traveling around the state to watch her daughter play softball and basketball. Outside of bleacher time, she enjoys reading, cycling, gardening, traveling, cooking, sports, and spending quality active time outdoors.

Jim Henderson has joined University of Wisconsin System



Administration as the vice president for academic and student affairs. He earned master of arts and doctor of philosophy degrees in mathematics from the University of Wisconsin–Madison, so he has returned

to the system that launched his academic career. Prior to joining the University of Wisconsin System, Jim served as the provost and vice president for academic affairs at the University of Louisiana at Lafayette.

Jim earned his undergraduate degree and a master's in mathematics at the University of Texas at Austin. His academic appointments includes faculty positions at the University of Tennessee, Texas A&M, Colorado College, and the University of Louisiana at Lafayette. His administrative experience include serving as a department chair, senior student affairs and enrollment management officer, academic dean, and provost. Jim's administrative career was strongly influenced by his selection and training as a Fellow of the American Council on Education.

Jim has served his communities in a variety of ways. He was twice elected to a public K–12 school board, served on a nonprofit dedicated to renovating historic sites, and was a member of the board of trustees of a private K–12 school. Governors from two political parties in Colorado appointed Jim to statewide policy boards for education issues. During his time in Louisiana, he served on the executive committees of both a regional

staff changes (continued)

chamber of commerce and a state chartered economic development authority.

Denny Roark
University of Wisconsin System

LAKELAND UNIVERSITY

Amanda Hruska, a veteran of a variety of student services roles, has been named Lakeland University's registrar.



Amanda comes to Lakeland from the University of Wisconsin–Green Bay, where she served six years as Registrar, coordinator for athletic compliance, and degree audit specialist. During her time as registrar, she led implementation of several changes that made the office more efficient and responsive to students.



For eight years she worked at Moraine Park Technical College in Fond du Lac, first as an admissions associate from 2002–07 and then as registrar from 2007–10. She also served as student development coordinator at the University of

Missouri–St. Louis for two years, and as an employment counselor in Madison County in Illinois for two years.

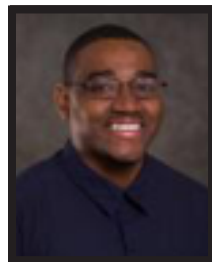
A resident of Manitowoc, Amanda received a master of science in human services and counseling from State University of New York at Oswego in Oswego, N.Y., and a bachelor of social work degree from Marquette University.

Mari Falk
Lakeland University

UNIVERSITY OF WISCONSIN–PLATTEVILLE

UW–Platteville welcomes three new admission advisors to the Office of Admission and Enrollment Services. The advisors will be focusing primarily on our new freshmen prospective students and families throughout the year.

Jeremy Payne: "I received my bachelor's degree in health and human performance (health promotion) from UW–Platteville and currently finishing up my master's degree in adult education (human service). In addition to being involved with student organizations



as an undergraduate, I have been fortunate enough to work four years in fields ranging from student organizations, Greek Life, to multicultural student engagement. Working with students in numerous capacities and helping them find their way has attracted me to the exciting field of admissions and enrollment."



Jena Garrett: "I am a proud 2014 graduate from UW–Platteville with a B.S. in secondary education with an English emphasis and Spanish minor. For the past nine months I have been an interim admission advisor at UW–Platteville. I am thankful for the opportunity to continue in this capacity to help students reach their higher education goals. In the future, I plan to obtain a master's degree in counseling with the goal of becoming a high school counselor."



Jeanette VonHaden: "I just graduated from UW–Stout in May with my B.S. in human development and family studies with a

student-designed concentration in higher education administration. While at UW–Stout, I worked for University Housing for three years in a variety of roles and was a member of several student organizations. I am excited to share my passion for student success and achievement with the UW–Platteville campus community and potential incoming students."

Additionally, our Admission team will be welcoming a new transfer admission advisor, Jamie Laurie. Jamie will be joining us in late August and will provide recruitment and support to our prospective transfer students.

We're delighted to have these individuals assisting the newest class of UW–Platteville Pioneers!

Heidi Tuescher-Gille
University of Wisconsin–Platteville

UNIVERSITY OF WISCONSIN–STOUT

Registrar:
Josh Lind
Registration
coordinator:
Ria Haas



Joan Ebnet
University of Wisconsin–Stout

staff changes (continued)

UNIVERSITY OF WISCONSIN-
MILWAUKEE

We are happy to announce that we have three new staff members in the University of Wisconsin-Milwaukee Office of the Registrar.



Welcome to Sarah Rothmann-Mandl, who is our new classroom assignments specialist. Sarah comes to us from our Union retail services where she was catering director, and she also has prior experience as a lecturer in art history and in various administrative roles in retail services.

Welcome to Katie Peterson, who is our new transfer credit specialist. Katie is not new to the registrar's office, but has transitioned over from our Information Center, and we are excited to have her in this new capacity.

Welcome to Michael Muise, who is our new records and student service coordinator. Michael has an extensive registrar's office background, and was most recently a student information analyst at Vanderbilt University.

Rachael Daniel
University of Wisconsin-Milwaukee

UNIVERSITY OF WISCONSIN-
MADISON

After six years as director of the Office of Admissions and Recruitment at the University of Wisconsin-Madison, Adele C. Brumfield has left to become the associate vice chancellor for enrollment management at the University of California, San Diego.

Adele will be very much missed. In her tenure, she reorganized the Admissions office, adding the recruitment mission to the office's work; streamlined marketing efforts; traveled each year to bring Posse Program students to Madison; expanded campus visit opportunities for prospective and admitted students; and represented U.S. higher education on State Department speaking tours abroad, just to name a few accomplishments. She has contributed to improving the quality of incoming classes, and she oversaw robust freshman application growth. Adele also served as president of the Wisconsin Association for College Admission Counseling.

Adele's last day was August 1. Andre Phillips, currently the senior associate director for recruitment and outreach, will serve as the interim director of admissions



and recruitment. Andre will work closely with the vice provost for enrollment management and key campus partners to achieve important recruitment and enrollment goals for the coming year.

Kara A. Zavada
University of Wisconsin-Madison

Eric Durkee joined our Applications Development and Technical Services team. His main responsibilities involve set-up and processes in the Integrated Student Information System and coordination of testing.

Suzanne Broadberry
University of Wisconsin-Madison

Angie Rieves joined the University of Wisconsin-Madison's Office of the Registrar in August as its curricular and enrollment coordinator. Angie's primary duties will be project managing and coordinating with UW-Madison's 200+ department-based curricular and enrollment coordinators as campus prepares for new end-user experiences. She has been a career advisor within the Wisconsin School of Business and an academic advisor at the Cross College Advising Service at UW-Madison.

Will Lipske
University of Wisconsin-Madison

UNIVERSITY OF WISCONSIN-
EXTENSION



The University of Wisconsin-Extension Registrar's Office is pleased to introduce our new registration specialist, Holly Viren. Holly joins UW-Extension from Rock Valley College in Rockford, Illinois where she worked 11 years in the Office of Records and Registration. Holly served as the records analyst where she was responsible for verifying degree audits, maintaining student planning modules, issuing diplomas and certificates, and coordinating the commencement ceremony.

Holly brings a wide array of knowledge related to student registration services, including compliance reporting to the National Student Clearinghouse. Holly has been an active member of the Illinois Association of Collegiate Registrars & Admissions Officers and served as co-chair of the Data Compliance Committee for the past two years.

Holly will help manage registration and records services for the UW Flexible Option Program and the new bachelor of science in business administration degree being offered by UW-Extension.

Holly holds a bachelor of science in management studies from Rockford University and is currently pursuing her master of business administration degree through Rockford University.

Dan Kellogg
University of Wisconsin–Extension

UNIVERSITY OF WISCONSIN–SUPERIOR

The University of Wisconsin–Superior is proud to welcome Christopher W. Tremblay to campus as the new vice chancellor of enrollment management.



Tremblay is an experienced college administrator with over 24 years of experience in higher education, with his most recent position being the associate

provost for enrollment management at Western Michigan University in Kalamazoo, Michigan.

Tremblay earned a doctorate in educational leadership (Ed.D.) in 2014 from the University of Michigan–Dearborn. He earned both bachelor's and master's degrees through Western Michigan University's School of Communica-

tion. He also has a post master's certificate in enrollment management from Capella University.

"We are excited to have Christopher join our energetic campus," said Renée Wachter, chancellor at UW–Superior. "His experience, combined with a proven track record of successfully leading enrollment management teams, will continue to enhance and grow our enrollment strategies that are already showing significant and positive increases."

"I am thrilled to join the University of Wisconsin–Superior community," said Tremblay. He added, "I am looking forward to providing leadership in support of recruitment and retention, all in the context of student success. This campus is a gem and I look forward to bringing state, regional, national, and international attention to it."

Tremblay's background also includes marketing awards for the development of admissions print materials, websites, and television and radio ads.

He has been active in the various communities in which he lived and has been extensively involved for many years in community theatre productions, as an actor, producer, and playwright.

by Jeff Kirschling
University of Wisconsin–Superior



UW–Oshkosh associate registrar Scott Johnson receives service award

Scott Johnson, associate registrar, is the recipient of the University of Wisconsin–Oshkosh 2016 Academic Staff Outstanding Service Award.

Scott has been at UW–Oshkosh for 11 years, overseeing staff in the areas of credit examination, course catalog, room scheduling, and information systems development in the Registrar's Office. He has been an integral team member for the implementation of the University Studies Program and was a leader in the PeopleSoft Campus Solutions 9.0 upgrade, making UW–Oshkosh the first UW System campus to complete this upgrade.

Johnson is dedicated to improving the experience for UW–Oshkosh students by finding new and better ways to solve problems as they arise. Johnson also leads implementation of the online graduation application process, which allows students to apply for graduation electronically.

An expert in the PeopleSoft Student Records module, Johnson is a member of the state and national Higher Education Users Group for PeopleSoft. He is also a member of the UW–System Student Information System Executive Committee, which oversees budget and project management for common systems used for UW–Madison's PeopleSoft.

In addition to his service to the University and UW System, Johnson was also a Scoutmaster for Troop 146, has held several leadership position in the Glacier's Edge Council, Boy Scouts of America. He was food committee chair for the 2015 Wisconsin Farm Technology Days in Dane County.

Johnson earned a bachelor's degree in dairy science and a master's degree in continuing and vocational education with a certificate in agricultural education teaching from UW–Madison.

The Outstanding Service Award the UW–Oshkosh recognizes the contributions of professional and administrative academic staff and nonteaching faculty to the University. The award emphasizes the importance of services to students and services affecting the academic environment, the administration, and the reputation of the University. ✓



Joint Conference 2016 - Milwaukee

Save the date for a joint conference of WASFAA and WACRAO

November 2-4, 2016
Hyatt Regency in Milwaukee, WI

Hotel registration is now open! The joint conference will take place at the [Hyatt Regency](#) at 333 West Kilbourne Avenue in Milwaukee. Make your reservation [online now](#) OR call the hotel at 888-421-1442 and reference the WACRAO/WASFAA room block.



FEATURED SPEAKERS

Darcy Luoma (Keynote)
Jeff Baker (FSA)
Justin Draeger (NASFAA)
Mike Reilly (AACRAO)
George Levanthes (NSC)
Rick Torres (NSC)
Cheryl Weiss (WI Dept of Financial Institutions)

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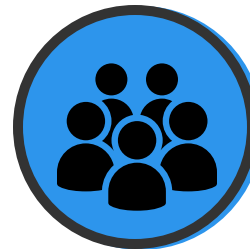
BREAK-OUT SESSIONS

Record number of sessions! Topics ranging from study abroad, math remediation, foster youth, UCTA, athletics, compliance, mental health and wellness, veterans, millennials, early FAFSA processes, leadership...

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PRE-CONFERENCE OPTIONS

Come early for a deep-dive session on NASFAA Credentialing, Active Shooters, or Student Veterans.



NETWORK WITH COLLEAGUES

Relax and explore Milwaukee on Wednesday evening with colleagues. Thursday evening will provide an opportunity for you to stay in and rock the night away with the [Screamin' Cucumbers](#), voted one of Milwaukee's best local bands.



Conference agenda and registration will open in early September. Until then, feel free to visit the [conference website](#) to learn more.

Conference website: goo.gl/RcY3IS

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CONFERENCE CHARITIES

The [Pat Tillman Foundation](#) and [Care Kits for Kids](#) are the two conference charities.