



Clarion

Wisconsin Association of College Admission Counseling

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October 2010

WAICU Expands Student Access Programs

By: Mari McCarty, WAICU

The merger of the Wisconsin Foundation for Independent Colleges (WFIC) with the Wisconsin Association of Independent Colleges and Universities (WAICU) means that a successful pre-college program will now be added to WAICU's other student access initiatives. Launched in 2002, College Readiness 21 (CR21) helps prepare minority, low-income, and first-generation students for educational success by first helping them finish high school and then helping them navigate the college selection, application, and financial aid process. Students begin CR21 the summer before their freshman year in high school and remain in the program until high school graduation.

By engaging students early, the program ensures the students will be better prepared to make the transition from high school to college. In fact, CR21 students spend more than 1,000 hours on college campuses during their four-and-a-half years in the program, enabling them to experience what college life is like. Currently serving nearly 500 students, CR21 offers programming in Southeast and Northeast Wisconsin. To date, 100 percent of CR21 students who remained with the program

for two or more years have completed high school; of these, 89 percent have enrolled in college.

CR21 joins existing services under the WAICU Student Access Center such as PrivateCollegeZone.org (formerly WisconsinMentor), the Guide to Admission and Financial Aid and other publications, presentations at high schools, representation at the Wisconsin Education Fairs, and School Counselor Workshops in Wisconsin and Illinois.

After visits from tens of thousands of college-bound

(Continued on page 3)



Admission News from the UW System

By: Denny Roark, UW Help

Over 115,000 applications for undergraduate admission were reviewed and processed by UW System (UWS) admissions officers for the semester (fall 2010). The application for admission is one of the most important tools for students and admissions offices alike. It opens doors and begins the process of life changing opportunity.

As is the case every year, all UW campuses begin processing applications for admission on September 15 for the following fall semester. Each UW campus has its own application priority dates and deadlines. All dates at the following site: <http://uwhelp.wisconsin.edu/finding/introduction.aspx>



UWS admissions officers review the application annually and make appropriate changes and enhancements to the UW System application. Some of

(Continued on page 3)

In this issue...

- **NCI 2010:** page 2
- **Calendar of Events:** page 2
- **Multicultural Student Outreach:** page 4
- **Comings and Goings:** page 5
- **Who's Who in WACAC:** page 6
- **Virtual College Visits:** page 7

Events

- October 19, 2010
WAICU Fox Valley Area
Counselor Workshop
Marian University
8:15am-1:30pm
- October 21, 2010
WAICU Milwaukee Area
School Counselor
Workshop
Concordia University
Wisconsin
8:30am-1:30pm
- October 24, 2010
NACAC Milwaukee
College Fair
Frontier Airline Center
(Bus transportation
starting at noon)
12:00pm- 3:30pm
- February 23, 2011
WSCA Pre-Conference
Session
- March 3, 2011
WAICU Illinois School
Counselor Workshop
8:15am-1:00pm
- March 6, 2011
Greater Milwaukee
College Workshop
1:30pm
- May 19-20, 2011
WACAC Spring
Conference
Country Springs Hotel,
Waukesha, WI
- Summer 2011
Counseling the College
Bound: WACAC and
Marian University
- June 19-24, 2011
College Seminar Tour
- August 2011
Brewer Summer Outing
- August 3-5, 2011
New Counselor Institute

For a complete listing of events,
please consult our website.



A few counselors network in between sessions.

New Counselor Institute

2010

By: Erin Ortiz, Mount Mary College

At the same time that teachers and guidance counselors were making final preparations the frantic weeks before the new academic year, twenty new admission counselors and I were sprawled beneath a massive tree on St. Norbert's park like campus.

New Counselor Institute, known by its endearing acronym NCI, is a three day training and networking opportunity for admission counselors who have been in

their new career less than a year. Intrigued by the vague, secretive descriptions by veteran counselors who had already passed the initiation into the admission counselor family, my coworker and I drove up on a sunny Wednesday, luggage packed to the hilt, speculating about what the week would bring.

A warm introduction and a goody bag greeted us at check in as we pondered over the intense itinerary given to us. Days were packed with workshops and discussions including tips to survive the rigors of fall travel, in-depth analysis of financial aid, and group discussions on admission ethics.

Incredibly, our dedicated NCI coordinators also managed to wrangle three willing guidance counselors into participating in a panel discussion with us. Each counselor represented a different type of Wisconsin high school, including private, rural public, and urban public, complete with the nuances and challenges of each. All of us, knowing we would never be able to secure time in the hectic schedule of a guidance counselor ever again, pummeled them consecutively with questions as the hour session flew by. This inside glimpse into the high school's perspective of admissions extended over plates filled with cafeteria food and salad bar creations. While this indispensable dialog concluded too soon, we all took away valuable insights as we walked to our next session.

Our three days of intensive learning and fun concluded with a mock college fair before we were on the road again, each heading back to our respective schools knowing how to more effectively work with guidance counselors, parents, and colleagues toward the ultimate goal of effectively matching students to institutions where they will find a happy home at for the next four years.



New counselors gear up for a session on recruiting multicultural students.



Imagine a grant for your professional development needs or a special project that will help your students.

Apply online at www.nacacnet.org/ImagineGrants. If you or your students are underserved, NACAC's Imagine Grants are for you.

Grow professionally and personally by continuing your involvement despite a restricted budget. NACAC has the resources!

Deadline: December 1, 2010.

53 WACAC Members enjoy the 5th Annual Summer Outing

By: Nick Spaeth, Lakeland College

Snapping a 3 game losing streak, the Brewers beat the Arizona Diamondback 8-4, providing the perfect ending to another excellent Summer Outing. With temperatures in the 90's, WACAC members from Marian, Lakeland, WAICU, UW-Milwaukee, St. Norbert, Madison, MSOE, Ripon, Marquette, Stritch, Parkside, Hare Career Consulting, and Concordia Wisconsin got together on Thursday, August 12 for an end of summer tailgate and Brewers game. The heat did little to dampen the mood as 53 members came together to enjoy a little time away from the office before the busy fall school year ramps up.

As with last year, part of the registration fee was put towards a charitable contribution, and \$200 will be sent to NACAC's Imagine Fund on behalf of WACAC.

(Continued from WAICU Expands Student Access Programs, page 1)

students over the last decade, WisconsinMentor has now given way to a more dynamic website, PrivateCollegeZone.org. "It is a bit like saying goodbye to an old friend," said WAICU president Rolf Wegenke "But the Zone is going to take us to a new level of providing better information on college entrance and financial aid processes."

Content will still be the driving force behind the Zone. For the first time, students will have the option of accessing a variety of videos, both from WAICU as well as regular video features from member colleges and universities. Some videos will be aimed at a student's parents and cover a variety of issues from financial aid advice to tips on helping their son or daughter find the college that's the best fit for them.

You'll find many of the hallmarks of WisconsinMentor included in Private College Zone.org. Students will still be able to research high school courses required for admission, check out career options, and get free ACT/SAT test preparation assistance.

"I think the biggest difference that students and counselors will notice is that the Zone feels more interactive than Mentor did," said Wegenke. "We are still focused on our primary messages of affordability and excellence on the new website, but we are delivering that message in a more up-to-date style."

PrivateCollegeZone.org is sponsored through a generous grant from Great Lakes Higher Education Guaranty Corporation.

(Continued from Admission News from the UW System, page 1)

the most significant changes this year follow:

We have ceased printing and distributing paper applications for admission. Applicants can download and print a PDF of the application at apply.wisconsin.edu if a paper application is necessary. The UW HELP Office will also print single copies and send to those who don't have easy access to a printer. Online applications continue to be the preferred method of applying because of benefits to both applicants and admissions offices.

We have eliminated the "Counselor Form" (referred to as an eSSR for those using electronic transcripts) from the undergraduate application. Students will no longer bring a print form to school counselors to complete and send with the official transcript.

We have added a question asking if the student signed the Wisconsin Covenant Pledge. Admissions officers will be attentive in the comprehensive review process to applicants who signed the pledge. Additionally, this information will be used by financial aid offices for awarding Wisconsin Covenant Grant funding.

We encourage high schools to seriously consider converting to electronic transcripts. Docufide is the vendor that was chosen for the Wisconsin eTranscript Initiative. All UWS, WAICU and WTCS colleges and universities are registered to receive Docufide transcripts. Minnesota also has an eTranscript Initiative and is using Docufide as a vendor. As a result, the vast majority of Wisconsin applicants will be applying to universities that accept Docufide eTranscripts. The benefits to applicants, admissions offices, and school counseling offices make electronic transcripts a good option for high schools.

Multicultural Outreach: Increasing Access for Minorities and First-generation Students

By: Katharine Reid, Franklin High School

“Jeannie” is a 17 year old high school senior living with her aunt, who is her guardian. While her parents did not complete high school, Jeannie is a bright young woman who is completing a rigorous curriculum and has interests in STEM subjects or Social Work. She schedules an appointment to see me and we begin to explore careers and colleges. We look at Wisconsin Career Clusters, UW Help and Private College Zone online for examples. I explain the difference between a Bachelor’s degree and a Master’s degree. She wonders whether someone who is unsure of what to study should go to college. I reflect on the job prospects for people with a high school diploma, and discuss the income expectations for college degree holders. Jeannie’s transcript shows how much she has accomplished and I encourage her to pursue college as one means of building a rewarding career. We talk about how a college degree could help her to earn a good living. Jeannie nods, but then shrugs again when we talk about what to ask an admissions counselor at a college visit. She is baffled by the prospect of paying for tuition, housing and books. From Jeannie’s perspective, going to college must seem monumental.



This type of conversation is not unusual for many high school students and their counselors, but it is more common among minority, low-income and first-generation youth. Most of us work with students like Jeannie. For these students, their high school counselors, teachers and peers may be their only sources for obtaining “college knowledge” – a confident understanding of the language, attitudes, and procedures helpful in gaining access to a post-high school education. Even with information about college admissions and financial aid, they may lack the internal resources and external support needed to be successful. Students like Jeannie often need more support as they take on the task of pursuing higher education.

Some of this support happens every day in high school counselor’s offices and on college campuses. Special admissions programs like minority visit days and open houses enhance what we do. Multicultural open houses are designed by local colleges and universities to educate historically disadvantaged youth on how to go to college. As a

school counselor and advisor for our Multicultural Club, I have been able to take students from diverse backgrounds to several of these programs. In each case, our students attended panel presentations by minority students in leadership roles on campus. At UW-Parkside, we met in a seminar setting to discuss the challenges that young minority and low-income students face when attending college. At a UW-Milwaukee College of Health Sciences program, high schoolers took part in hands-on lab experiments. Admissions and Multicultural Student Affairs staff gave advice and welcomed the high school students into their offices. Joel Buschmann, UW-Parkside Assistant Director of Admissions reflects, “The Multicultural Open Houses are a great opportunity for prospective students of color to connect with present students, staff and faculty of color and with the resources that are available for them on our campus. Twenty five percent of the our new freshman class at UW-Parkside come from this population and we feel it is important that Juniors and Seniors in high school see that college is a realistic goal and that they are prepared for the rigor once they decide to attend.”

Our students gained greater clarity about college readiness, careers and majors, housing options, and services available to students from different backgrounds. They learned about how to talk to their parents about college, and about the difference between studying in high school and college. More than anything, I was pleased to know that our students were able to see *themselves* in the presenters and student leaders that addressed them. They were always enthusiastic about the colleges and many reported their intentions to apply.

Multicultural outreach efforts like these build the college literacy skills for historically underrepresented students while building their confidence to take on the challenges of attending college. Most colleges and universities have offices where the needs of diverse students can be met, and many have admissions staff dedicated to multicultural outreach and recruitment. The programs we attended were either free or very affordable. And the value of these programs to students like Jeannie is immeasurable.

NACAC Knowledge Center

By: Sean Nyahn, NACAC

NACAC is a trusted source for valuable professional information, so it makes perfect sense that NACAC is host to a collection of resources for members to use in helping their students and families through the admission process. The Knowledge Center is a member benefit with hundreds of resources, arranged by topic areas to help you keep up with professional and societal trends affecting college admission counseling. You simply need your NACAC username and password to gain access.

Main topical areas are *Admission, Counseling, Financing College, and Professional Ethics.*



Within each category, you will find sub-categories of topics related to your area of interest. Each page includes articles and discussion papers, brochures, presentations, models and samples, and newsletters to help you do your job more efficiently.

The NACAC Knowledge Center is a forum for sharing tools and resources for the college admission counseling profession. You are invited to submit models and samples of materials you use in your daily work. Submissions can be sent to KnowledgeCenter@nacacnet.org.

Not a NACAC member? Visit nacacnet.org to learn more about membership opportunities.

Congrats to our 2010 Award Winners!

Every year WACAC looks to recognize those in our respective fields who may be going above and beyond the call of duty. We congratulate the professionals that you felt (through your nominations) are doing a stellar job in serving the needs of students.

Brenda Ward

Verona Area High School - High School Counseling Professional

Connie Bennett

Marquette University - Admission Professional

Gia Euler

UW-Madison - Rising Star

Nominations are accepted year-round at www.wacac.com

“Comings and Goings”

Matt Beuning left Milwaukee School of Engineering.

Emily Blythin is a new Admission Counselor at Milwaukee School of Engineering.

Paul Borens, Dean of Admission at Northland College, left to take a consulting position with Noel Levitz.

Cassandra Donahoe has taken on a new position as the Community Outreach Manager at Ottawa University.

Jarett Fields left Marian University and has taken the Program Coordinator position with Admission Possible.

Jessica Forinash is a new Admission Counselor at Milwaukee School of Engineering.

Mandy George left Milwaukee School of Engineering.

Larry Graves left UW-Stout and has taken the position of Registrar/ Director of Admission at the UW Colleges.

Jenna Hamersky left UW-Stout and has taken a position at Inver Hills Community College.

Ruth Herrle left Marquette University and has taken the Director of College Advising position at Divine Savior Holy Angels.

Leigh-Anne Iverson-Sommers has taken on a new position as Senior Enrollment Advisor at Ottawa University.

Brooke Konopacki left her position as Vice President for Student Success at

WAICU to go to Graduate School at Mount Mary College and is currently a School Counseling Intern at Neenah High School.

Kip Kussman is a new Admission Counselor at Milwaukee School of Engineering.

Crystal Leinweber has left Milwaukee School of Engineering.

Max Metz, Jr. is a new Admission Counselor for Northland College.

Lydia Moua is the new Multicultural Recruiter at UW-Stout.

Quintin Overocker is a new Admission Counselor at UW-Stout.

Melissa Perez (UW-Stout) is on maternity leave for the fall semester but will return in December.

Chris Rhinhart has left Milwaukee School of Engineering.

Rick Smith is the new Vice President for Enrollment at Northland College. Rick comes with experience at Normandale Community College, Augsburg College, St. John's University, and the Minnesota Private Council.

Cassie Stewart has been promoted to Associate Director of Admission at Northland College.

Ralph Stewart, Director of Admission at Northland College, left to take an account manager position with Jenzabar.

Davinci Wallace is a new Admission Counselor at Milwaukee School of Engineering.

David Wegener is the new Vice President for Enrollment Services at Mount Mary College. David comes with over 20 years of experience at Cardinal Stritch University.

Who's Who is WACAC?

WACAC is always looking for new enthusiastic members to get involved in committees. If you are interested in serving on a WACAC committee, contact one of the following chairpersons.

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WACAC Counselor Seminar Tour 2010

By: Robin Jasinski, West Bend East High School

This past June, 44 school counselors embarked on another fun and informative Counselor Seminar Tour (CST) week, visiting 13 colleges in 5 days. Marian University and WACAC have co-sponsored CST for the past 18 years for the purpose of helping high school counselors stay informed and help their students choose a post-secondary institution that most suits them. The week started Sunday on the Marian campus where everyone learned the expectations of the course (not hard-take part in all the week's activities and tours, write a group paper about one of the colleges and write an individual reflection paper).

After dinner and a restful sleep in a private dorm room Sunday night, we boarded a charter bus and settled into our seats to begin the rest of the whirlwind tour of Wisconsin and Illinois colleges and universities. Monday included breakfast at Silver Lake College, lunch at Lakeland College, then dinner and overnight in the dorms at Concordia University. Tuesday took us to Lake Forest College

for breakfast, Dominican University for lunch and DePaul University for dinner and overnight in a hotel. While in Chicago, many visited Navy Pier that evening. Wednesday included Loyola University for breakfast, Elmhurst College for lunch and UW-Parkside for dinner, a trolley ride, overnight in the dorm and breakfast. Thursday was UW-Milwaukee for lunch and Marquette University for dinner at Bucca's, Summerfest, and overnight at the Ambassador Hotel. Friday was breakfast at Cardinal Stritch University and arrival back at Marian by noon.

Whew! All 13 schools were welcoming, gave great tours and lots of information, fed us well and sent us home with gifts to remember them by. (Do you have "college wear" day at your high school? All 44 of us got t-shirts from various colleges so we have lots of choices for those days at work!)

High school counselors – consider attending next year's College Seminar Tour, which will include Wisconsin and

(Continued on page 7)

Publications Committee

Sarah Blake
Cardinal Stritch University

Katie Eippert
Mount Mary College, Chairperson

Britta Horeck
UW-Stout

Shannon LaLuzerne
Marian University

Brenda Litwin
Menasha High School

Randi Martinez
Upper Iowa University

Leigh Mlodzik
Ripon College

Katharine Reid
Franklin High School

Ashley Schmidtke
Carthage College

Jenifer Wessels
Mount Mary College

Calling all Admission and School Counselors for the WACAC Mentorship Program!

Mentors – Five or more years of college admission or school counseling experience, in-depth knowledge of your job area, willingness to help someone new and positive attitude.

Mentees – Less than five years experience, enthusiasm to grow within the profession, willingness to get involved, a desire to meet someone new



Applications are reviewed on an individual basis based on compatibility and availability.

For more information and to apply go to www.wacac.com/mentorship or find us on FACEBOOK.

(Continued from WACAC Counselor Seminar Tour 2010, page 6)

Iowa schools. In addition to the three graduate level credits, you have networking opportunities all week with other school counselors and college admission people. The tours you take of each college are just like the ones your students take and can help you help them find the perfect “fit”. You eat fabulous food as the colleges showcase what our students can experience. You also get lots of exercise (one year a participant’s pedometer read 30+ miles at the end of the week) It is a well-rounded experience for all!

CollegeWeek Live

Virtual College Visits

By: Melissa Perez, UW Stout

Budgets. Economy. Money. It’s the only thing that seems to be discussed these days in our schools, our communities and in our homes. These conversations are continuing to take place right now as seniors go about visiting colleges this fall to find the right fit for them. You may have seniors that want to go to school in Florida, California, or New York; but in this economy, it may not always be reasonable for them to personally visit these far away choices. Parents may also have a hard time taking leave from their jobs, making it difficult to fit college visits into already busy schedules.

There is a new way for students to visit campuses from all over the nation VIRTUALLY. CollegeWeekLive is the world’s largest online college fair and connects students, parents, and counselors with admissions representatives and current students at colleges. The students enter a virtual lobby and can visit different university booths just as if they were at a real college fair. Registration for students and school counselors is completely free. There are a variety of events throughout the fall, but the main college fair will happen Nov. 3 & 4 from 9am-10pm. Please encourage your students to register and visit! Go online to www.collegeweeklive.com.

In addition, on Sept. 23, the UW System held a college fair for University of Wisconsin schools. For more information on the results of the event, feel free to contact me.