



**WACKRAO**  
MAKE A SPLASH 2023

**CHULA VISTA, WISCONSIN DELLS**  
**NOVEMBER 8-10**

# WEDNESDAY, NOVEMBER 8

**8:30 - 11:30 A.M.**

## **EXECUTIVE BOARD MEETING**

EXECUTIVE BOARD ROOM

**11 A.M. – 4:30 P.M.**

## **CONFERENCE REGISTRATION & CHECK-IN**

GRAND BALLROOM LOBBY

**12:30 - 2:30 P.M.**

## **SYSTEM ROUNDTABLE DISCUSSIONS: ISSUES/TRENDS IN WISCONSIN**

- SR. 1 **Universities of Wisconsin** - [CONFERENCE BD](#)
  - Kristin Hildebrandt, Registrar, UW-Milwaukee
  - Marc Young, Executive Director - Office of Undergraduate Admissions, UW-Milwaukee
- SR. 2 **Wisconsin Technical College system** - [CONFERENCE C](#)
  - Curtis Turner, Director of Express Services, Gateway Technical College
- SR. 3 **Wisconsin Association of Independent Colleges & Universities** - [CONFERENCE E](#)
  - Alexander Frain, Associate Registrar - Compliance, Marquette University

**1:30 – 2:30 P.M.**

## **DEPARTMENT BREAKOUT SESSIONS**

- **Universities of Wisconsin Admissions** – [CONFERENCE F](#)
- **Universities of Wisconsin Registrars** – [CONFERENCE BD](#)

**2:45 - 4 P.M.**

## **WELCOME & OPENING SESSION**

GRAND BALLROOM

- **Opening Speaker: Kacie Lucchini Butcher**

Kacie Lucchini Butcher is an award-winning public historian whose work is dedicated to building empathy and advancing social justice. She is currently the Director of the Rebecca M. Blank Center for Campus History, formerly known as the UW-Madison Public History Project – a university-wide effort uncover and give voice to the histories of discrimination, exclusion, and resistance on campus. The project culminated in the *Sifting & Reckoning* physical and digital exhibitions, public lectures, curricular materials and more, that give space for the Madison community to reckon with this history. The Center was opened in summer of 2023 to continue and expand upon that work. She is active in the public history community and is the co-chair of the Membership Committee for the National Council on Public History.

**4:05 - 4:30 P.M.**

## **NEW AND RECENT MEMBER SOCIAL**

CONFERENCE BD

**4:00 – 5:15 P.M.**

## **VENDOR SOCIAL**

CONFERENCE GHI

**5:00 – 8:00 P.M.**

## **DINNER**

ON YOUR OWN

- Complimentary shuttle and group reservations for dinner.  
Shuttles depart hotel at 5, 5:30 and 6PM. Shuttles return from downtown: 6:45, 7:15, and 7:35PM.  
**Recommended restaurants include:** River Walk Pub, Monks, The Keg, San Antonia Mexican Restaurant, Villa Pizza Company, MACS, and Dells Distillery.

**8:00 – 8:15 P.M.**

## **FINAL REGISTRATION FOR TEAM TRIVIA**

**8:15 – 10:00 P.M.**

## **ENTERTAINMENT**

GRAND BALLROOM

Team Trivia with Paul Gedlinske with cash bar

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**Motimatic**

# THURSDAY, NOVEMBER 9

**7:00 A.M. – 4:30 P.M.**      **CONFERENCE REGISTRATION & CHECK-IN**  
GRAND BALLROOM LOBBY

**7:00 – 7:45 A.M.**      **NEW AND RECENT MEMBER BREAKFAST**  
GRAND BALLROOM LOBBY (FOOD)  
UPPER DELLS (GATHERING)

**7:00 – 8:00 A.M.**      **BREAKFAST**  
GRAND BALLROOM LOBBY

**8:00 – 8:50 A.M.**      **CONCURRENT SESSIONS**

- **TH 1.1 Turning the Transfer Tide: Leveraging Transferology to recruit transfer students and meet the demands for transfer credit** - CONFERENCE C  
*Relevant Audience: Both Admissions & Registrars*  
Topics will include: Utilizing Transferology to promote your institution using your referral link, ensuring students who request information are being contacted and added to CRMs for recruitment funnel, managing your school's program array and articulation agreements, and overseeing the transfer of credit in a user-friendly interface.
  - Ryan Bench, Associate Registrar, UW-River Falls
  - Julie Meyer, Credit Evaluation Specialist, UW-Madison
  - Jennifer Bonack, Registrar, UW-Oshkosh
  - Scott Golueke, Assistant Registrar-Credit Evaluation Services, UW-Madison
- **TH 1.2 Taking a Deep Dive into Our Profession** - CONFERENCE A  
*Relevant Audience: Both Admissions & Registrars*  
Did you grow up thinking you wanted to work in higher education? Was your dream as you graduated high school to be a Director of Admissions or a University Registrar? For most of us, the answer to this question is probably a resounding no. Whether you are a relatively new fish in the admissions & registrar pond, have been swimming for a while and wondering if you're ready to be the big fish or you just want to learn more about the career paths of some truly amazing leaders in our profession, you'll want to join us for this session. Learning more about our evolving work and role in higher education through the lens of people who have unique journeys will help attendees learn how to identify opportunities - both strategically and via happenstance - and what characteristics, experiences and values will be important to solidify as you follow your own path forward.
  - Heidi Tuescher-Gille, Director of Admission, UW-Platteville
  - Michelle Kelley, Registrar, Blackhawk Technical College
  - Brian Troyer, Dean of Undergraduate Admissions, Marquette University
  - Leanne Vigue, University Registrar, UW-La Crosse
  - Rhonda Kitch, University Registrar, Cornell University
- **TH 1.3 Using Slate Data for Actionable Admissions Results** - CONFERENCE D  
*Relevant Audience: Admissions*  
This session will showcase some admissions related Slate queries and reports used in the operations, recruitment, orientation, visit programs, and communications areas of the Office of Undergraduate Admissions at UW-Milwaukee. Harnessing the power of Slate's real-time database, this data has given the staff in admissions the tools they need to succeed.
  - Jenny Elsner-Miller, Database Report Writer II, UW-Milwaukee
  - Blake Pogrnt, Assistant Director of Admissions-Systems and Communications, UW-Milwaukee
- **TH 1.4 Lessons Learned from Implementing Competency Based Education (CBE) in a Technical College** - CONFERENCE B  
*Relevant Audience: Both Admissions & Registrars*  
Lakeshore Technical College started implementing CBE in 2020. Institutional changes were made that affected all parts of the college. Lakeshore's Registrar will share on the changes that were made, challenges that the college faced, and lessons learned. Joining Lakeshore for this session is C-BEN, the internationally leading association for the advancement of quality CBE program design & delivery. C-BEN will discuss trends in the field of CBE, and how it impacts college registrars and admissions professionals. If your institution is thinking about CBE or if you are wondering what CBE is, you do not want to miss this session!
  - Chou Yang, Registrar and Student Conduct Officer, Lakeshore Technical College
  - Ryan Specht-Boardman, CBE Consultant, Competency-Based Education Network (CBEN)

• **TH 1.5 Dive Into the Future: AI & You - CONFERENCE F**

*Relevant Audience: Both Admissions & Registrars*

Join us as we dive into the future of college admissions and explore how AI is reshaping your everyday life in Admissions. This session will provide valuable insights into the potential of AI in higher education and inspire you to embrace the evolving landscape of higher education. Don't miss out on this exciting glimpse into the future!

- Sean O'melia, Admissions Counselor, UW-Oshkosh

• **TH 1.6 Arghh-ticulation Agreement Best Practices - CONFERENCE E**

*Relevant Audience: Both Admissions & Registrars*

In this session we would like to discuss articulation best practices with questions such as: What is your college's policy/rubric used when building agreements? Who is responsible for the process and where are the agreements housed? What is your review cycle management and pathway progression? What are the main pain points folks run into when developing articulation agreements?

- Rachel Aldrich, Functional Analyst - Credit for Prior Learning, Fox Valley Technical College

- Darren Ward, Associate Director of Transfer and Articulation, UW-Stout

- Lindsey Radloff, Transfer Articulation Coordinator, UW-Whitewater

- Lori Christianson, Assistant Director, Transfer, UW-Madison

## **9:00 – 9:50 A.M. CONCURRENT SESSIONS**

• **TH 2.1 Athletic Compliance 101 - CONFERENCE C**

*Relevant Audience: Registrars*

Athletic compliance will be brought to you by panel representation from Divisions I, II and III. We will discuss key points of what we each monitor, how we work with athletics, who is involved at what point, and what the athletic compliance person does versus what we do. Additional items may be touched upon including priority registration for student athletes, registration hold, scholarships and all American nominations. There will be an opportunity for questions and answers.

- Kelly Higgins, Assistant Registrar - Data, Reporting and Eligibility, UW-Madison

- Lori Turner, Associate Registrar, UW-Parkside

- Heather Chermak, Registrar, UW-Whitewater

• **TH 2.2 Joint Services Transcripts (JST) 101 - CONFERENCE F**

*Relevant Audience: Both Admissions & Registrars*

In this session, our presenters will provide valuable insight on understanding everything Joint Services Transcript (JST) with topics to include: where to gain more information on the courses, experiences, and American Council on Education (ACE) reviews.

- Benjamin Roob, Associate Registrar, Gateway Technical College

- Patrick Gnerlich, Credit for Prior Learning Coordinator, Madison College

• **TH 2.3 Diving into High School Visits - CONFERENCE A**

*Relevant Audience: Admissions*

Folks from several different institutions will lead this round table discussion on their process of setting up and carrying out successful high school visits. Take a deep dive into various areas of opportunity and growth within high schools, in order to maximize student interest and outreach.

- Patrick Correia-Harker, Associate Director of National Recruitment, Marquette University

- Sam Pierce, Associate Director of Admissions, UW-La Crosse

- Jeremy Smith, Director of Admissions, UW-Whitewater

- Mariana Sanabria, Director of Undergraduate Admissions, Mount Mary University

• **TH 2.4 The Importance of a Name - CONFERENCE D**

*Relevant Audience: Registrars*

Does your institution provide graduates with the option to choose what name they want on their diploma? Join the Assistant Director of the Gender and Sexuality Campus Center (GSCC) and the Assistant Registrar for Student Services in the Office of the Registrar (RO) at UW-Madison to talk about their partnership and work to garner support and implement a process to allow for name flexibility on an important document - the diploma! As of Spring 2023 students were able to indicate whether they want their legal name or their name in use to be printed on their diploma. Previously the only option was legal name, but through advocacy from the implementation team in the RO and the GSCC students now have the option to choose! This change puts UW-Madison in alignment with many peers in the UW-System and Big10 and more importantly is a meaningful step towards a more inclusive experience for both current students and alumni.

- Katie Block (she/her), Assistant Registrar for Student Services, UW-Madison

- Katherine Charek Briggs (they/them), Assistant Director, Gender & Sexuality Campus Center, UW-Madison

• **TH 2.5 Sink or Swim: Time Management as an Anchor in a Sea of Meetings - CONFERENCE E**

*Relevant Audience: Both Admissions & Registrars*

Drowning in a sea of meetings, fires, emails, and projects? Ignoring the most meaningful parts of your work because there's just too much to do? Is there a(nother) new committee for a(nother) new initiative that needs your expertise? Serving as everyone's life raft? Time management is a vital practice for leaders to be able stay afloat and steer the ship. Recalibrate course and regain momentum for the stuff that matters with simple practices you can start today.

- Katie Miota, Founder, Ms. Coaching LLC

• **TH 2.6 Make Waves Using Project Management - CONFERENCE B**

*Relevant Audience: Both Admissions & Registrars*

The UW-Madison Office of the Registrar redesigned and relaunched its website over a period of two and a half years during the COVID -19 pandemic. In this session, you will hear how the office was able to use various project management techniques - inventories, feedback, dashboards - and a unique student perspective to completely transform its website in a fully virtual environment. The presenters will walk you through their experience and share lessons they learned along the way. You will learn strategies for coordinating a small or large redesign of your website and its content and utilizing different data sources and working in a hybrid environment. Additionally, this presentation will highlight the student experience and using students to help design web content.

- Ellen Clark, Marketing Manager, UW-Madison

- Mahika Mohan, Communications Intern and Student Services Student Employee, UW-Madison

**9:50 – 10:20 A.M.**

**BREAK/REFRESHMENTS**

**CONFERENCE GHI**

**10:20 – 10:50 A.M.**

**VENDOR SESSIONS**

• **TH V1.1 Paradigm Inc - Enhancing Academic Recognition: Tailored Solutions for Diplomas, Diploma Covers, and Digital Credentials - CONFERENCE A**

*Relevant Audience: Registrars*

Paradigm, Inc. offers the largest and most comprehensive credentialing platform in the U.S. Our digital diplomas are widely accepted in place of apostilles, since they are the only credential validated against the domain (.EDU) of the institution, providing absolute authenticity, while also offering an optional and scalable CLR solution. When integrity matters, make the Paradigm shift.

- Jason Hadaway, Senior Director of Operations, Paradigm

• **TH V1.2 Focused approach helps drive increased student enrollment for hard-to-reach student populations - CONFERENCE B**

*Relevant Audience: Admissions*

Mid-State Technical College decided to augment their student outreach in partnership with Motimatic. With this collaboration, MSTC was able to reach these stopped-out students in a risk-free, pay-for-results scenario. Motimatic applied behavioral science-backed strategies and proven expertise in reaching priority populations just like MSTC's struggling stop-outs.

- Haley Johnson, Regional VP Education Solutions, Motimatic

- Leah Van Ert, Admissions Specialist, Mid-State Technical College

• **TH V1.3 Smooth Sailing to Graduation with the All New uAchieve Planner - CONFERENCE C**

*Relevant Audience: Both Admissions & Registrars*

Helping students navigate a voyage to graduation can be challenging, especially when the waves seem to never stop. The hosted uAchieve Degree Audit & Academic Planning system can take the "splash" out of the journey by saving you time and effort, allowing you to spend more of your time collaborating with students. The uAchieve degree audit has long been the most accurate and sophisticated way to track your trickiest requirements. Now the newest version of uAchieve Planner allows you to sail students toward degree more effectively than ever by providing an optimized, personalized plan suggestion based on their chosen program(s)—with no pathways/templates required. Additionally, our one-of-a-kind Degree Discovery service allows you to uncover credentials across your student population you hadn't realized were already earned! Join us to learn how uAchieve can help you tame the waves and graduate more students.

- Chris Starkey, uAchieve Functional Sales Specialist, CollegeSource

• **TH V1.4 Empower Students & Administrators With Unified Academic Operations - CONFERENCE D**

*Relevant Audience: Both Admissions & Registrars*

This presentation discusses the research behind how to provide students with accessible curriculum information, accurate degree paths, and the courses they need. We'll also go over how to effectively manage academic processes and leverage data to make student-centric decisions. Specifically, we'll cover best practices and the results from our research surveys conducted in partnership with AACRAO.

- Lauren Fontana, Director of Partnerships, Coursedog

## 11:00 – 11:50 A.M.

## CONCURRENT SESSIONS

### • TH 3.1 Duplicate IDs - CONFERENCE A

*Relevant Audience: Both Admissions & Registrars*

This session aims to discuss best practices for approaching duplicate IDs to ensure data integrity. How are duplicate IDs identified? What are ways to avoid duplicate IDs? What key people are brought to the table? What information is captured for historical records? What tools are used to compare data? What types of data are compared? How are name changes handled? And more!

- Lori Turner, Associate Registrar, UW-Parkside
- Rachael Daniel, Director, Systems & Data Analysis, UW-Milwaukee
- Liz Conway, Associate Registrar, Waukesha County Technical College
- Tina Pocerich, Campus Solutions Assistant, Northwood Technical College
- Alexander Frain, Associate Registrar - Compliance, Marquette University

### • TH 3.2 Prior Learning Assessment - CONFERENCE B

*Relevant Audience: Both Admissions & Registrars*

In this session, our panel will discuss best practices when navigating Prior Learning Assessment. Learn how folks from different campuses award, review, and accept PLA credit, as well discuss PLA opportunities within Transferology.

- Rachel Aldrich, Functional Analyst - Credit for Prior Learning, Fox Valley Technical College
- Patrick Gnerlich, Credit for Prior Learning Coordinator, Madison College

### • TH 3.3 Cannonball Right On In: How One School Implemented Direct Admissions - CONFERENCE E

*Relevant Audience: Admissions*

Staff at UW-Green Bay have piloted and begun the process of direct admissions for the fall 2024 cycle. Learn from Rachele Bakic and Jen Jones first hand how they did it, and how it's going.

- Rachele Bakic, Admissions Director, UW-Green Bay
- Jen Jones, Assistant Vice Chancellor of Enrollment Services, UW-Green Bay

### • TH 3.4 Preparing your Team for Travel Season: Training & Travel Tips for Admission Counselors - CONFERENCE F

*Relevant Audience: Admissions*

Do you help train new Admission Counselors for travel season? Are you a new Admissions Counselor wanting to feel more prepared for travel? Then this session is for you! Come add tools to your toolbox in preparing your team or yourself to hit the road. This session will cover topics and share travel tips on how to plan your trip accordingly, help you consider the logistics of travel, packing for travel, booking travel, and how to effectively recruit and represent your institution.

- Patrick Correia-Harker, Associate Director of National Recruitment, Marquette University

### • TH 3.5 Splashing into the Deep End: Implementing the Stellic Degree Management Solution - CONFERENCE D

*Relevant Audience: Registrars*

Software implementations are sometimes filled with dramatic tales of heroic effort and exciting examples of derring-do. But sometimes they're just a lot of painstaking details. UW-Milwaukee and UW-Stout are implementing Stellic, a degree management solution that brings together a set of integrated tools: degree audits, a degree planner, a student class scheduler, as well as advising and analytics tools. We will discuss the twists and turns of our ongoing implementations. Splash us with tough questions, helpful tips, and commiseration.

- Josh Lind, Registrar, UW-Stout
- Kristin Hildebrandt, Registrar, UW-Milwaukee

### • TH 3.6 Empowering Latinx Communities: Best Practices in Hispanic Serving Institutions - CONFERENCE C

*Relevant Audience: Admissions*

Join us as we delve into the innovative strategies and transformative initiatives that Hispanic Serving Institutions (HSIs) are implementing to uplift Latinx students and communities. This session will feature two leading Admissions and outreach experts at two of the largest HSI's in the entire country. We are excited to have Jody Glassman and Vanessa Ruiz join us virtually for this presentation.

- Jody Glassman, Associate VP Enrollment & University Admissions, Florida International University
- Vanessa Ruiz, Deputy Vice President for Outreach, Arizona State University
- Sean O'melia, Admissions Counselor, UW-Oshkosh

## 12:00 – 1:45 P.M.

## LUNCH AND WACRAO BUSINESS MEETINGS

GRAND BALLROOM

## 2:00 – 2:30 P.M.

## VENDOR SESSIONS

### • TH V2.1 Goodbye Manual Transcript Data Entry. Hello Data Automation! - CONFERENCE D

*Relevant Audience: Registrars*

How long does it take you and your team to manually input transcript data for just one application? Discover how you can process transcripts in just a few clicks — and extract more detailed transcript data — with Parchment Receive Premium + Data Automation. Join Parchment to get an in-depth look at how this powerful solution can help you maximize your admissions efficiency.

Learn how you can:

Process transcripts faster than ever before

Extract more transcript data for better admissions decisions

Improve the experience for prospective students

- Julie Wakefield, Regional Sales Manager, Parchment

### • TH V2.2 Journey Management: Rethinking Degree Progress and Student Success - CONFERENCE B

*Relevant Audience: Both Admissions & Registrars*

Imagine you are a student at your campus, and it's time to register. You need to review your progress, look at your plan (if you have one), identify the correct courses, figure out which sections work best for you, maybe meet with your advisor, and ultimately register at the appropriate time. How many tabs do you need to do this? How confident are you that you'll pick the right courses? How long before you reach out for assistance? Let's take a journey beyond fragmented systems and processes. Drawing on research from EDUCAUSE, NACADA, and Tyton Partners, come learn how unifying these components under one modern roof can impact student success, and provide unprecedented data and efficiency to your office.

- Joe Jolesch, Director of University Partnerships, Stellic

### • TH V2.3 Northcentral Technical College Modernizes Scheduling Processes and Plans for Workday - CONFERENCE C

*Relevant Audience: Both Admissions & Registrars*

The right modern scheduling tools can make all the difference in reducing administrative tasks and increasing student satisfaction and on time completion. During this session, Northcentral Technical College (NTC) will share how a new online scheduling solution that integrates with their SIS has helped them validate against campus policies and eliminate common conflicts. They will also discuss their upcoming move to Workday and how they are working with CourseLeaf to plan for that SIS migration.

- Tanya Schwartz, Scheduling Coordinator, Northcentral Technical College

- Kali Slaymaker, Senior Account Executive, CourseLeaf

### • TH V2.4 A holistic and student-centered approach to re-enrolling and retaining stopouts - CONFERENCE A

*Relevant Audience: Both Admissions & Registrars*

According to the NSC Research Center, on average, only 2.1% of stopped out students will re-enroll nationally and of those students, only 54% will still be enrolled one year later. In order to find, re-engage, re-enroll and support this population through to completion, institutions need to scale their efforts. Learn how Gateway Technical College, in partnership with ReUp Education, is ensuring equity in access, success and completion.

- Stacy Riley, Executive Vice President - Student Affairs, Gateway Technical College

- Bao Lee, Director of Recruitment, Gateway Technical College

- Ben Shoemaker, Director of University Partnerships, ReUp Education

## 2:30 – 2:50 P.M.

## BREAK/REFRESHMENTS

CONFERENCE GHI

## 2:50 – 3:40 P.M.

## CONCURRENT SESSIONS

### • TH 4.1 What do you call a person who is happy on a Monday? - CONFERENCE A

*Relevant Audience: Both Admissions & Registrars*

Retired. Join us to hear from some long-time WACRAO members who are now enjoying the next (best?) stage of their life journey. They'll share advice and perspective on the work they loved and how best to prepare for life after that work. The best part of this session is that we'll undoubtedly laugh our way to understanding that none of them have retired from being great!

- Jan Von Ruden, Retiree, UW-La Crosse

- Jan Ford, Retiree, UW-Extended Campus, UW-Milwaukee, UW-Washington County

- Paul Gedlinske, Retiree, UW-Oshkosh

- Linda Young, Retiree, UW-Stout

- Alan Tuchtenhagen, Retiree, UW-River Falls

- Denny Roark, Retiree, UW-System

• **TH 4.2 Motivating and Retaining Staff - CONFERENCE F**

*Relevant Audience: Both Admissions & Registrars*

The climate of higher education continues to evolve and staff turnover is of concern across campuses. At this round table discussion, we would like to encourage attendees to participate in robust conversations to share tips and tricks to keep staff motivated, and help people focus on their "why" to bring passion, energy and positivity to the workplace. We look forward to learning from each other, as the presenters do not claim to be experts in this area.

- Bridget Derge, Associate Director of Admissions, UW-Green Bay
- Meagan Manders, Visit Manager and Marketing Assistant, UW-Green Bay

• **TH 4.3 Project Management 101 - Principles, Processes, and Tools - CONFERENCE E**

*Relevant Audience: Both Admissions & Registrars*

Project management for staff who are not project managers. If you have ever been responsible for leading the implementation of a new process, policy, service, or system, then this session is for you! In this session, we'll cover the basic principles of project management and provide examples of how you can leverage some of these best practices and tools to effectively manage your projects. You don't have to be a formally trained project manager to benefit from the project management framework!

- Aaron Apel, Assistant Registrar for Enrollment & Residency, UW-Madison

• **TH 4.4 Excel Tips & Tricks - CONFERENCE D**

*Relevant Audience: Both Admissions & Registrars*

Learn tips and tricks to help navigate the world of Excel more easily. Sort and filter features, favorite functions, shortcuts, and pivot tables are a few of the topics that will be covered. All learning levels are welcome!

- Andy Stilp, Consultant & Author of VLOOKUP is Life

• **TH 4.5 LGBTQ+ Affirmative Care - CONFERENCE B**

*Relevant Audience: Both Admissions & Registrars*

Joint Sierra Phillips to learn about LGBTQ+ Affirmative Care for Veterans and how it can apply to Higher Education. Become familiar with relevant terminology, learn about the institutional disparities, and identify ways to improve interactions with the LGBTQ+ community. We will identify ways to create a safe and welcoming environment that is inclusive for all students, staff, and community members. We want members of the LGBTQ+ community and their allies to know they are expected and welcome in all our spaces.

- Sierra Phillips, LGBTQ+ Veteran Care Coordinator, Tomah VA Medical Center

• **TH 4.6 Addressing Challenges, Inspiring Change for Undocumented Students - CONFERENCE C**

*Relevant Audience: Both Admissions & Registrars*

Undocumented students face unique challenges as they navigate the complex landscape of higher education, often grappling with financial barriers, legal uncertainties, and emotional stressors. This session aims to empower educators, administrators, and advocates with the knowledge and tools needed to create inclusive and supportive environments for undocumented students. This panel will have a mix of online and in person presenters who have a great depth and variety of experience.

- Elizabeth Rosiles-Zavala, Director of Hispanic Student Programming, Gateway Technical College
- Keydi Bogner, Co-Director, Dreamers of Wisconsin
- Sean O'melia, Admissions Counselor, UW-Oshkosh

**3:50 – 4:30 P.M.**

**WACRAO COMMITTEE MEETINGS**

- **Access, Diversity, and Equity Committee - CONFERENCE B**
- **Admissions & Enrollment Management Committee - CONFERENCE B**
- **External Relations Committee - CONFERENCE B**
- **Information Technology & Research Committee - CONFERENCE D**
- **Military Connected Services Committee - CONFERENCE D**
- **Professional Development Committee - CONFERENCE D**
- **Records, Registration, and Academic Services Committee - CONFERENCE D**
- **LAC 2024 - CONFERENCE A**

**5:00 – 6:00 P.M.**

**SOCIAL HOUR/CASH BAR**

GRAND BALLROOM LOBBY

**6:00 – 8:00 P.M.**

**DINNER AND BANQUET**

GRAND BALLROOM

**8:00 – 11:00 P.M.**

**ENTERTAINMENT**

Midwest Dueling Pianos

SPONSORED BY:



**Paradigm**  
When integrity matters.



# FRIDAY, NOVEMBER 10

**7:00 – 8:00 A.M.**

## **BREAKFAST**

GRAND BALLROOM

**8:00 – 8:40 A.M.**

## **ROUNDTABLE DISCUSSIONS**

- **FR TR. 1 FERPA Roundtable - CONFERENCE F**

*Relevant Audience: Both Admissions & Registrars*

Come share your most complicated, zaniest, or most confounding FERPA issues with your peers from around the state. We'll laugh, we'll cry, we'll comply with federal student privacy laws! People with any level of FERPA experience, from none to 'Advanced Swimmer' are welcome in the FERPA pool.

- Alexander Frain, Associate Registrar - Compliance, Marquette University
- Lauren Gaecke, Assistant Registrar, Fox Valley Technical College

- **FR TR. 2 The Application Process - CONFERENCE E**

*Relevant Audience: Admissions*

What information must be collected and what information is convenient to collect during the application process? Has it simply "always been that way" or is there a valid reason for the required steps and questions prospective students complete as they apply to our institutions.

- Corey M. Sjoquist, Assistant Vice Chancellor for Admissions & Recruitment, UW-La Crosse

- **FR TR. 3 One Stop Shops and Student Services Centers - CONFERENCE D**

*Relevant Audience: Both Admissions & Registrars*

Let's talk about one stop shops, centralized customer service, call centers, and the like. What's working? What's not working? What resources are available?

- Curtis Turner, Director of Express Services, Gateway Technical College

- **FR TR. 4 Catalog Roundtable - CONFERENCE C**

*Relevant Audience: Registrars*

Interested in learning from your peers on their catalog processes? Let's discuss processes for change management, and share style guides, best practices surrounding accessibility, how to clearly communicate changes, and how to collaborate with campus partners to curate catalog content.

- Jen Brown, Institutional Curricular Management Specialist, UW-Madison

**8:50 – 9:40 A.M.**

## **CONCURRENT SESSIONS**

- **FR 1.1 Flabbergasted by FERPA? Fear Not! - CONFERENCE C**

*Relevant Audience: Both Admissions & Registrars*

FERPA can be frustrating, frightening, and fatiguing! If you feel flabbergasted by FERPA, this session is for you! We will work through real-world examples of sticky FERPA issues and share tips and tricks for handling them and discover that FERPA can also be fun! Participation is encouraged!

- Alexander Frain, Associate Registrar - Compliance, Marquette University
- Lauren Gaecke, Assistant Registrar, Fox Valley Technical College

- **FR 1.2 Ending the Term with a Splash: A Discussion on Strategies and Processes - CONFERENCE A**

*Relevant Audience: Registrars*

With the end of term comes the beginning of many detailed processes in the Records office. Graduation processing, academic standing processing, grading, repeat checking and more. Join a panel of your fellow Records office staff from private and public institutions across Wisconsin as we discuss the tricks of the trade, including recent changes our institutions have implemented to processes like repeat checking.

- Victoria Rahn, Assistant Registrar, UW-La Crosse
- Joseph Haferman, Registrar, Nicolet College
- Jennifer Bonack, Registrar, UW-Oshkosh

- FR 1.3 DRIP DRIP DRIP: UW-Madison's Divisional Recruitment Improvement Project** - CONFERENCE F

*Relevant Audience: Both Admissions & Registrars*

Do you feel like you are struggling to keep your head above water when it comes to recruiting and retaining a diverse workforce that is representative of a variety of backgrounds, experiences, and identities? Join Justin and Mike to learn what the UW-Madison Division of Enrollment Management did to set sail in a new direction. By building a toolkit to make recruitment processes more inclusive and support welcoming applicant experiences, we are hoping to turn recruitment from a ride down The Scorpion's Tale to a float on the Lazy River.

  - Mike Hollander, Strategic Initiatives Coordinator, UW-Madison
  - Justin Mumford, Deputy Director for Strategic Engagement, UW-Madison
- FR 1.4 Helping Indigenous Students Make a Splash Into Higher Education** - CONFERENCE E

*Relevant Audience: Both Admissions & Registrars*

Interested in learning more about ways to connect with Native students? Come to this session to learn about the historical context of education in Indian Country and how that continues to impact Indigenous students today. The presenter will use storytelling from her family's experiences with Indian Boarding Schools, the Indian Relocation Act, and pre-Indian Child Welfare Act (ICWA) times to illustrate the deep wounds inflicted upon Native families and children. Understanding the past traumas that occurred can help build bridges and pathways forward. This session will also include strategies to help Indigenous students feel more at ease with pursuing a journey into higher education.

  - Leanne Vigue, University Registrar, UW-La Crosse
- FR 1.5 Accreditation-How Things Have Changed** - CONFERENCE D

*Relevant Audience: Both Admissions & Registrars*

Lane Holte is Dean of General Studies and the institution's Accreditation Liaison Officer for the Higher Learning Commission at Moraine Park Technical College. He will share highlights on accreditation processes and recent changes that are important for both Registrars and Admissions staff to be aware of.

  - Lane Holte, Dean of General Studies, Moraine Park Technical College
- FR 1.6 Evaluating Refugee Credentials: Unique challenges and Alternative Methods of Assessment** - CONFERENCE B

*Relevant Audience: Both Admissions & Registrars*

This session will discuss specific challenges for refugees and displaced persons applying for further education in the U.S., including unofficial, incomplete or nonexistent academic documentation. We'll examine alternative methods of assessment and practical steps institutions can take, including suggestions outlined by UNESCO and the European Qualifications Passport for Refugees (EQPR).

  - Karin Christoph Brown, Executive Director & Senior Evaluator, One Earth International Credential Evaluations
  - Krissy Pretasky, Instructor - Adult Education (Family Literacy), Fox Valley Technical College

**9:40 – 10:00 A.M.**

**BREAK/REFRESHMENTS**

CONFERENCE GHI

**10:00 – 10:50 A.M.**

**CONCURRENT SESSIONS**

- FR 2.1 Remote and Hybrid Teams: Are Things Going Swimmily?** - CONFERENCE A

*Relevant Audience: Both Admissions & Registrars*

Remote and Hybrid Teams: Are Things Going Swimmily? In the post-pandemic era, many teams have remained hybrid or fully remote. Hear from panelists whose teams fall into one of these categories. What practices are going well? What could be improved? What would you recommend to teams considering permanent remote work options?

  - Kristy Sprung, Associate Registrar, UW-Milwaukee
  - Emma Pucker, Application and Residency Review Manager, UW-Milwaukee
  - Katie Block, Assistant Registrar for Student Services, UW-Madison
  - Anthony Lucci, Associate Registrar, Herzing University
  - Alexander Frain, Associate Registrar - Compliance, Marquette University

• **FR 2.2 Wonder Women: There Are More Than One** - [CONFERENCE C](#)

*Relevant Audience: Both Admissions & Registrars*

We have all read the book or seen the movie about the scary female boss who is demanding, intimidating and unreasonable. As the story unfolds you learn why she is the way she is and understand she needed to develop those traits and skills to survive. What if she had a mentor or supervisor(s) that was supportive and empowering? How might that have changed the story? There is a bias against women in the workforce and images, language, and toxic work culture all re-enforce this. This session will highlight some of the best tips and practices for being a supportive women leader and co-worker. We are three women who have worked with a variety of styles of supervisors and co-workers and not all of them have been examples of leadership to emulate. And while our work, co-workers, and even departments may have changed, what has stayed constant is the support offered to each other. We will share from our experience how to uplift others, create a community among peers and provide proof that work is more fun when you work with people who support you.

- Bobbie Jean Huerth, Director of Enrollment Management, Madison County Day School

- Sarah Stilp, Assistant Dean for Admissions & Student Services, Division of Continuing Studies, UW-Madison

- Beth Warner, Associate Registrar for Student Services, UW-Madison

• **FR 2.3 Fostering Authentic Diversity:**

**Recruiting College Students with Inclusivity and Respect** - [CONFERENCE F](#)

*Relevant Audience: Admissions*

Oftentimes in recruiting, we want to display our campuses as having the most diversity and culture. However there are many questions that arise, is this an accurate representation of our campus, are we promoting an accurate environment for prospective students. We will discuss these questions and more through a presentation given by Rock Valley College President.

- Dr. Howard Spearman, Dr. Howard J Spearman, President and Chief Executive Officer, Rock Valley College

• **FR 2.4 Democratizing Data with Tableau** - [CONFERENCE E](#)

*Relevant Audience: Both Admissions & Registrars*

Have you ever wondered what Tableau can do for you? Tableau is the leading tool for modern business intelligence and data analytics. This tool allows even non-technical people to create dashboards that put visualizations and analytics in the hands of those who need it, when they need it. It allows for easy creation of visualizations and actionable insights by bringing data together from a variety of areas and systems. This presentation will discuss and demonstrate how Tableau can be used to query, analyze, and display data in a way that is easily digestible for everyone.

- Samantha Surowiec, Ph.D., Institutional Research Analyst, UW-Green Bay

• **FR 2.5 Legislative/Legal Hot Topics and Updates** - [CONFERENCE D](#)

*Relevant Audience: Both Admissions & Registrars*

Join Matt Lind, Senior System Legal Counsel, to learn about current legislation that affects higher education professionals and the work we do in Admissions and Registrars/Records and Registration offices.

- Matt Lind, Senior System Legal Counsel, UW-System

• **FR 2.6 Verification Resources for International Academic Credentials** - [CONFERENCE B](#)

*Relevant Audience: Both Admissions & Registrars*

Electronic submission of academic credentials reduces processing time, costs, risk of loss or damage and is better for the environment. However, it can also come with security concerns and a key part of our job is to ensure that the credentials we evaluate are authentic. This session will share new verification resources, and tried-and-true methods, to help you evaluate international credentials more confidently and ensure the integrity of your admissions process.

- Karin Christoph Brown, Executive Director & Senior Evaluator, One Earth International Credential Evaluations

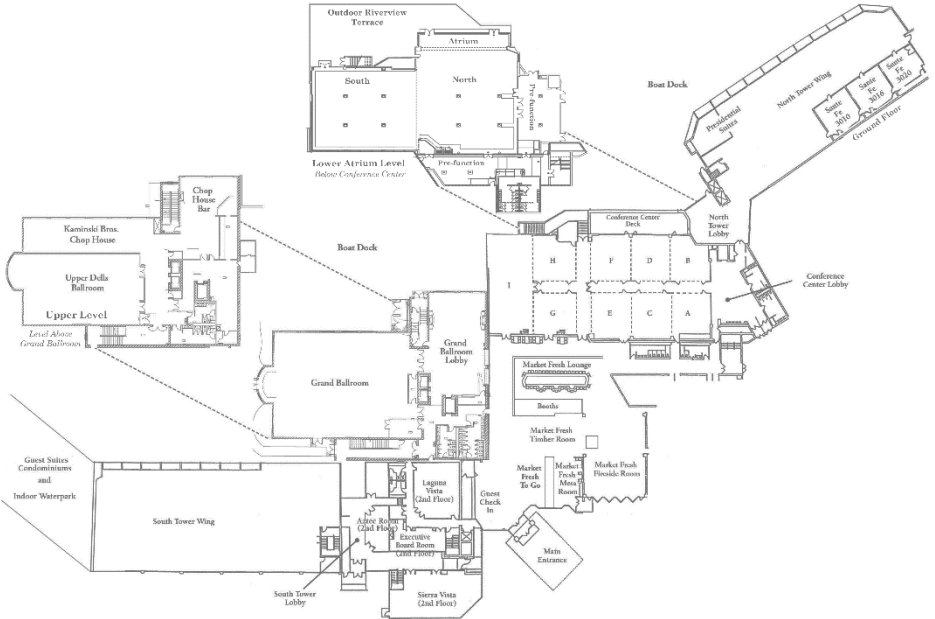
**11:00 A.M. – 12:00 P.M. CLOSING**

[GRAND BALLROOM](#)

• **Closing Speaker: State Superintendent Dr. Jill Underly**

Dr. Jill Underly is the current State Superintendent of Public Instruction here in Wisconsin. She has been serving in that role since August 2021. Dr. Underly has a deep background in public education, since 1999, she has worked in all facets of public education: at the college level, but also at both the state and district levels as a teacher and administrator. Dr. Underly previously worked at the University of Wisconsin Madison serving as Student Services Coordinator & Advising Dean. Dr. Underly received bachelor's degrees in history and sociology from Indiana University-Bloomington, master's degrees from both IUPUI and UW Madison, and her doctorate from the University of Wisconsin-Madison. She is the parent of two children, both in high school, and she lives with her family in southwestern Wisconsin.

# MAP



# PHILANTHROPY

**Do Good Wisconsin**, a 501©3 Non-Profit, started off with a simple idea of doing, sharing, and promoting goodness across Wisconsin. Do Good Wisconsin has grown their platform to dedicate and assist schools/teachers, fellow non-profits, organizations, and communities in “Doing Good” across Wisconsin. For more information visit [dogoodwisconsin.com](http://dogoodwisconsin.com).

Proceeds raised during the raffle will support Do Good Wisconsin’s educational programs including Teachers Supply Drive, Student of the Month, and Cereal Box Domino Challenge.



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