



The CLARION

Wisconsin Association for College Admission Counseling

PARTNERSHIPS OF WACAC

"Many ideas grow better when transplanted into another mind than the one where they sprang up." This quote by Oliver Wendell Holmes is one of many displayed in my office. It serves as a reminder of the important work we do, especially the value of collaboration in that work.

Residing in the small village in which I work, I am often approached by the parents of my students in social or public settings. Almost immediately, conversations are shifted to "How's your year?", "How's this group of seniors looking?", or "What's happening in college admissions?" My response, which has become quite scripted, but nevertheless, energetic, "I am so excited to be hosting XYZ institution this week!" I boastfully share stories of the upcoming visit from a college representative and the work they'll be doing with our students, faculty, or parents. I am grateful for the relationships our school has developed with admission representatives and the positive outcomes that are made available for our students; understanding fit, knowing how to read a financial letter, the do's and don'ts of essay writing, and so on.

Collaboration across the desk has led me to reflect on the professional and personal relationships that have grown through this work. I appreciate the support and advocacy of the admission professionals in my life and hope I am seen as returning the favor. Through this collaboration, my workload has become lightened, but more importantly, my students are served at a level beyond the abilities of an individual; for that I am most grateful to this affiliate and those across the desk.



Warmly,
Christine Voice
WACAC President

IN THIS ISSUE

1

OUR MEMBERS

Read member submissions about partnerships

2

SHOCKING PARTNERS

A college and CBO work together to serve students

3

ACROSS THE DESK

An admission and school counselor find ways to collaborate

4

AND MORE

PD workshop, Day on the Hill, WACAC Conference & more

WACAC MEMBER PARTNERSHIPS

We knew our members were up to good things! We surveyed membership and received great responses on partnerships at colleges, high schools and community organization working together to better serve our students!

"We partner with select schools that primarily serve low-income and first generation students to support them through the admission process. In addition to providing an additional \$2,000/year scholarship to students admitted from partner schools, we also provide opportunities for hosted group visits, financial aid presentations, and multiple visits from an admission counselor each year."

Maribeth Franken, St. Norbert College

"We have a signing day for our seniors, Senior Signing Day/College Fair (May 8, 2019). We purchase yard signs with the college/military or workforce logos on them and the students sign on the yard signs. The yard signs are put in front of our school for Senior Week (May 20 - 23) and for graduation ceremonies. We invite representatives from the colleges, universities and military to celebrate with us. After the event, we host a college/military fair for the underclassmen. 2019 will be our 4th year of the event."

Michelle Feucht, Kaukauna High School

"Currently, I am a committee member of the Southeast Asian Youth Education and Career Conference. The committee includes: Hmong American Women's Association, Gateway Community College, Milwaukee Area Technical College, MPS, and UW-Milwaukee. This conference is an annual event that focuses on promoting education, career, and cultural opportunities for Southeast Asian students. ."

Junior Vue, UW-Milwaukee

Marquette University High School (MUHS) and Marquette University (MU) have completed a year long collaboration to begin the Avenue Advantage Program, which is a transfer pathway for MUHS graduates to earn a MU degree. MUHS graduates first enroll at Milwaukee Area Technical College (MATC) and complete recommended transferrable coursework prior to transferring to MU to complete their bachelor's degree. To ensure their success at MATC and a seamless transfer to MU, students will be assigned a peer mentor and have two academic advisors, one at MATC and one at Marquette. The peer mentor will have gone through the same process the participants will be going through, assist students as they transition to the college environment, navigate course registration, and learn the tips and tricks of being a college student."

Connie Bennet, Marquette University High School

"I work directly with transfer students and two-year colleges in Wisconsin to promote transfer opportunities to Northern Michigan University. We pride ourselves on being transfer friendly with policies such as accepting up to 90 credits from two-year colleges and offering transfer specific scholarships. We have an established commitment to Wisconsin students through our transfer national academic award for out of state students, being a Phi Theta Kappa Wisconsin Region four-year college sponsor and our key partnerships with the technical colleges in Wisconsin. We have a total of eight articulation agreements currently in place with three colleges in addition to transfer guides for other majors not included as part of the articulation agreements. Our most recent articulation agreement was signed in September 2018 with Northcentral Technical College for our Applied Workplace Leadership program."

Julia Santa Maria, Northern Michigan University

"Our Graduation Plus department serves students to and through college. Beginning their freshman year of high school, instill the college mind-sight throughout high school. Once in college, we develop them as rising young professionals as they prepare to take the next steps. "

Adrian Flores, Boys and Girls Clubs of Greater Milwaukee

Shocking Partners: Northland College Possible

Teege Mettillie, Director of Admissions at Northland College, and Kelly Schaer, Program Director of College Possible

College Possible is a national “to and through” organization, serving low-income students with at least a 2.0 GPA from their junior year in high school to graduation from college. Our current sites include Minneapolis/St. Paul, Milwaukee, Portland, Omaha, Chicago, and Philadelphia and our students are used to living in large cities attending large high schools.

Northland College is a very small school in a very small town, in the middle of a million acres of national forest, surrounded by the biggest (and coldest) lake in the country. We have a unique focus on issues related to the environment and sustainability.

At times, it seems our organizations and our students are worlds apart. Yet, since 2014, we’ve forged a successful partnership and helped thirty-five students find themselves in the Northwoods for their college experience.

After College Possible rolled out their Bridge Partners program, Northland was quick to jump on board. We both made sure the expectations were realistic, that no one was expecting a deluge of students to arrive six months after we began working together. Instead, we connected our organizations beyond the two of us, and we made sure to listen to each other and change when needed.

For example, in the initial months of our partnership, the admissions committee at Northland College didn’t fully understand the background and strengths College Possible students would bring to campus. So during the first campus visit, we hand selected the coaches who were attending and scheduled a time for the faculty reviewing these applications to understand the program and the work we do to ensure student success even after they get to campus.

After the first year produced zero enrollments, Northland asked College Possible to get feedback from coaches to better understand why students weren’t choosing to go to Northland. What we uncovered was that the coaches didn’t understand the distinct financial aid package from Northland well enough to counsel students, and we built in time for the Northland admissions rep to train the coaches each fall.

The last two years have each resulted in more than a dozen College Possible students from across the country to become Northland College Possible students – and we feel this shocking partnership is just getting started.

Professional Development Workshop scheduled for April 4

The professional development committee is pleased to announce it's next workshop, "Reaching Across the Desk - Conversation & Collaboration.": This workshop is designed to bring together our members from both the high school and college-side because, well, relationships matter. No matter the side of the desk you find yourself, this workshop will leave you with ideas, insights, and best practices to take back to your office in order to bolster the work you do with students. Network with colleagues, hear from those who have spent time on both sides of the desk, and brainstorm ways in which you can make your work more effective.

The workshop will take place at the Cardinal Stritch University Conference Center on April 4 from 9 a.m. - 12:30 pm. Registration is online at www.wacac.com.

ADMISSIONS PRACTICES

Perry Robinson, Admissions Practices Committee Chair

Our profession is one defined by partnerships - partnerships with our students, their parents, and our professional counterparts on both sides of the desk. WACAC's Admissions Practices Committee is dependent on a healthy partnership between college/university admission officers and secondary school counselors. We act as the ethical oversight arm of our professional association, the National Association of College Admission Counseling (NACAC), and towards that end, we are responsible for educating and in some instances enforcing our professional ethical code known as the "Code of Ethics Professional Practices" (CEPP.). This partnership in many respects requires a mutual respect and commitment towards the principled conduct among professionals who support students in the college transition process from secondary school to postsecondary education, and the transfer process between postsecondary institutions.

All NACAC and by extension WACAC partners agree to adhere to CEPP and take responsibility for their institution's actions, including the actions of departments and offices that are not under the partner's specific institutional purview, as well as agents, consulting firms, vendors, and others who act on behalf of their institution.

Even with best efforts, no professional ethical document can anticipate every new admission or recruitment process or strategy which may be enacted. Moreover, it can't predict future secondary school policy changes or approaches with respect to the college search and application process. Therefore, as partners with shared student-centered interests, it is hoped that professionals will always honor the spirit and intent of the CEPP document.

If the WACAC AP Committee can ever assist in staff training or education of personnel on our guiding ethical principles, please feel free to contact the chair, Perry Robinson at probinson@usmk12.org.

Statement on the 'Varsity Blues' investigation

WACAC is dedicated to fostering ethical practice and social responsibility among our members so that they can provide high-quality college counseling to the students they serve. The news concerning the College Admission Cheating Scheme that broke earlier today is truly troubling. These actions are a clear manipulation of the college admission process and reinforces the need for our commitment to access and equity for all students looking to pursue higher education. We encourage all our members to ensure that their policies and practices are transparent, fair, and equitable for all students who entrust us with guiding them to their future.

- WACAC Presidential Team

INVITATION TO JOIN NACAC RURAL AND SMALL TOWN SIG

The NACAC Rural and Small Town SIG was approved by the NACAC Membership Committee just a few months ago. Since then, they have welcomed more than 300 members from high schools, colleges and universities, community-based organizations, vendors, and higher education faculty into our group. The purpose of the SIG is to gather folks who 1) are from rural and small town communities, 2) work in offices that serve rural and small town students/counselors, and 3) have interests in college access issues that affect rural areas.

SIG holds monthly meetings also available to members via YouTube recording afterward in case they have to miss virtual meetings. They also offer a suite of resources via Google Drive, such as podcasts and readings, as well as lists of federally-designated rural schools. Interested college admission professionals can complete [this Google Form](#) to hear about meetings and resources.

GOVERNMENT RELATIONS

John McGreal, Government Relations Committee Co-Chair

WACAC's presidential team and government relations Co-Chairs were in Washington DC on March 4 meeting with the Wisconsin Congressional Delegation to discuss NACAC and WACAC priorities. Our goal was to be resource for our lawmakers as well as advocate for fair admissions practices and regulations, school counselor support and funding, and general education related topics and legislation. The Day of Advocacy will bring together hundreds of NACAC members and professionals from around the county to engage our lawmakers in conversations about equity and access.

In April, we invite you to join us in Madison for a similar event focused on our state Representatives and Senators. Mark your calendars on April 11 for the 2019 WACAC Day on the Hill. The Government Relations Committee will begin working to set up meetings with the members of the education committees in the State Assembly and the Senate. In your inbox soon, will be an invite and registration form for the event. Our priorities and talking points will be college access through the Wisconsin Grant, Support and funding for school counselors, School Safety, and curbing for-profit education bad actors. Feel free to email Kevin at Khaas@northland.edu or John at John.McGreal@ua.edu to pre-register or with any questions.

2019 MILWAUKEE NACAC FAIR

Greetings from your National Conference Planning Committee. We have word that the proposed date for the Milwaukee NACAC fair is Sunday, October 6, 2019. Time is TBD. We will share more information as we have it. Location will be at the Wisconsin Center. We look forward to building partnerships with our college representations and high school counselors for this event. We are looking for volunteers to help with coordination on the day of in our counselor resource area and presenters for our breakout sessions during the fair. If you are interested please contact one of us. We look forward to hearing from you and sharing more soon!

Committee Co-Chairs
Samantha Martens, University of Nebraska-Lincoln
Smartens11@unl.edu

Mark Swenson, University of Wisconsin-Madison
Mark.swenson@wisc.edu



Sessions are being finalized for this year's WACAC Conference "Bridging the Divide" in La Crosse May 20 - 21. We have sessions on different ways admissions and schools counselors have worked together, transfer partnerships, mindfulness and self-care and many sessions around the topic of cultural fluency. Also back by popular demand are roundtables, focused on purposeful discussion during conference.

This year's conference will feature a Networking Cocktail Hour for intentional conversations with counselors and representatives across the desk. Join us to make meaningful connections for both yourself and your school or organization.

Registration is open online at www.wacac.com/WACAC-Conference. You can also book your conference hotel room at the WACAC Conference event page.

We hope to see you in La Crosse in May for this great event!

COLLABORATING ACROSS THE DESK

John McGreal, WACAC President-elect

As we prepare for our conference 'Bridging the Divide' in La Crosse, WI, I want to reflect on how we can collaborate across the desk in the admissions process. In the state of Wisconsin, our school counselors are currently working with an average caseload over 480 students plus various 'other duties as assigned' that pull them away from the work of social emotion support and college counseling. Additionally, as high school graduation rates slow all across the state and the Midwest, admissions professionals have to work to create new partnerships to reach students in a concrete fashion.

When I started in my new territory, University of Alabama had no footprint whatsoever and no real knowledge base with school counselors. Then I had the chance to meet Michelle Mckenna at Brookfield East High School. After some time of working with Michelle and her students at Brookfield East, we were able to strike up a friendship that allowed for some great collaborations at East and spurred new ideas that benefited the students, our personal goals, and both of our institutions. There were three key lessons I have learned from this experience.

First, become 'Professionally Personal' with your colleagues across the desk. As admission and school counselors, we can support each other in a variety of ways that will increase our level of success. The best way to know how to help is to know the other person. My challenge to all of us is to set aside about 5 minutes to simply talk and get to know each other on a deeper level than the elevator pitch we all practice during the summer. After about a year or two, I knew that Michelle was looking for ways to increase the general college knowledge of the students and parents at her institution.

This leads me to my second point, as an admission counselor develop a slate of non-institutional presentations you can give on the fly. It can be a passion topic or just something you know a lot about when it comes to the college search process. My personal favorite to give is 'YOUiversity: Discovering Your College Fit'. I created this session that I have now presented more than two dozen times in the last two years. It dives into the concept of fit and helps students and parents identify what matters to them. By being able to give this presentation, I can assist school counselors in giving their students additional college knowledge to help them in their search. I encourage school counselors to come up with ideas session they would like admission counselors to present on and be willing to ask.

Finally, be a collaborator and sounding board. About three years ago, I got an email from Michelle that simply read, 'What can we do to make the post-secondary night better?' This started a conversation that lead to completely new program for the Elmbrook School District to great success. It started because of the collaborative nature of our relationship. Both Michelle and I have been willing to ask each other questions that are purposefully open ended in order to create a better experience for our students.

Hear more about this collaboration during John and Michelle's session at conference: "Re-imagining the Post-Secondary Options Night."

WANT TO RECEIVE A PRINT COPY OF THE CLARION?

Request future copies of the clarion be delivered U.S. Mail by filling out the form on the WACAC Communications Committee Website.



Like WACAC on Facebook!

facebook.com/wacac