



The CLARION

Wisconsin Association for College Admission Counseling

IF IT WEREN'T FOR WACAC...

INCLUDE WACAC INVOLVEMENT IN YOUR PROFESSIONAL DEVELOPMENT THIS UPCOMING YEAR!

Four years ago, I learned about WACAC for the first time. A colleague at the high school I had recently been hired at insisted I join WACAC to strengthen my understanding of college counseling as a high school counselor. Professionally, it has been the most-rewarding decision and experience I have had.

My first conference, I sat alone in the back-row during the Welcome address. Before the address had ended, two separate groups had introduced themselves and provided kind regards; I quickly felt at ease. Since that first WACAC experience, I have continued to cross paths and develop friendships with others from throughout the profession. I was quick to join committees, Conference Planning and National College Fair, where I learned about our affiliate at a state and national level. I sought the Mentorship program and was paired with an admissions professional as a mentor; this provided someone outside of my office, only a phone call away, to give guidance around the plethora of obstacles and opportunities we face in our work.

As a result of my WACAC involvement, I have developed meaningful relationships with people on both sides of the desks. I have hosted panels, visits and events at my local school site that were developed as a result of my committee involvement. I have strengthened my understanding of our profession allowing me to better serve my students as well as the other professionals in my area. I have a reinvigorated passion for my work, and a calling to increase access to these resources for school counselors in our state.

My hope is that each WACAC member would be able to share a story of how WACAC has provided professional development, opportunities for growth, and lifelong friendships as well. The work we do is so important; the relationships we build are invaluable.



I encourage you all to engage in our affiliate by seeking opportunities for engagement and leadership through committee involvement; creating individual and systemic growth.

Warmly,

Christine Voice
WACAC President

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WACAC MEMBER GOALS

Our membership already have goals in mind to help serve our students better this upcoming school year!

"During the upcoming 2018-2019 academic year, I have a goal of recruiting and enrolling over 3,000 high school students in dual credit business and hospitality management courses within our district's local high schools and through courses from Gateway Technical College. Opportunities through our dual credit initiatives and partnerships with our high schools allows students to learn about the career possibilities within these fields, earn free college credit while in high school, and save time and money for their future higher education endeavors!"

Oliver Debe, Gateway Technical College

"I recently took on the position of Co-Chair for NACAC's Women's Colleges Special Interest Group. This next year, I look forward to relaunching the SIG and serving as a resource for women's colleges throughout the country."

Rebecca Surges, Mount Mary University

"To further develop our strategic plan for multicultural recruitment at UW-La Crosse."

Caroline Thao, UW-La Crosse

"My professional goal this summer is expanding our knowledge about our new academic programs, and sharing that knowledge with our community. We have added new programs to address the needs of incoming industry and it's an exciting time to be learning about Advanced Manufacturing and Industry 4.0!"

Amanda Virzi, Gateway Technical College

"My goal is to finally finish touring all of the 4-year colleges in Wisconsin. I have already toured 25 campuses and I have 11 more to visit!"

Chuck Erickson, College Connectors

"Build the dreamiest of dream teams across three divisions of the university: admissions, financial aid, and communications. (Also, enroll a class that meets all of the university's goals.)"

Ken Anselment, Lawrence University

"To connect with more WI high school counselors in order to begin great conversations about better serving WI students."

Tina Brooks, Pomona College

"I have two goals for this upcoming academic year. The first is to increase student participation in events both on and off campus. A student with a purpose and a sense of belonging is more likely to be retained and graduate. My second goal is to increase participation of our Alumnae in events geared for them and with our current students."

Ruth Lopez, Alverno College

Inaugural Camp College Program

Emily McEntee, Camp College Chair

This year, I am so excited to be the chair of the inaugural Camp College program. Approved by the membership in May, we will be hosting a college access workshop next summer, with the goal of providing guidance and direction to thirty students in Wisconsin.

Over the course of two days, students will review the college choices available to them, determine what matters most in their search process, find the “match”, complete their application and have tangible next steps. Additionally, they’ll gain confidence by staying overnight on a college campus, interacting with admissions counselors informally, and be surrounded by peers who are also driven to find their path to college.

My professional goals included being more involved in the profession and helping students beyond those on my recruitment caseload, and I am so glad WACAC is here to help make that possible. If you’re like me and want to be a part of this great program, email me at mcentee@beloit.edu – we’re just getting started!

Tips and Tricks from a Rookie and a Veteran

Lindsay Barbeau and Grant Egan, Marquette University

Whether you are new to the profession or have your travel routes memorized, there is always room to learn a few travel tips and tricks. Lindsay has been recruiting and traveling for five years. Grant just finished his first year traveling and will be leading the famous “Rookies on the Road” presentation at the New Counselor Institute. Both Lindsay and Grant have traveled extensively in Wisconsin, throughout the Midwest, and on a national level. They recently sat down to figure out their top five “good to know” tips while on the road:

Find the Flagpole: A life-saver when you’re visiting high schools! A school’s flagpole is most often at or near the front door of the school, and therefore, close to the visitor’s check-in. Too many schools have misleading side doors and doors without labels. Use the flagpole as your North Star and you’re set.

Be Prepared: I know we all try not to overpack, but it is smart to always pack some “just in case” essentials. An umbrella, Band-Aids, hand sanitizer, Kleenex, mints, a physical map of Wisconsin, comfy driving shoes, Advil, a lint roller and snacks.

Pack a Car Charger: Crucial! From GPS-ing hard-to-find schools to listening to audiobooks and more, you use your phone more than you may realize on the road. Many of us are in the car for a few hours a day traveling to and from visits/fairs – use this time to get your smart device to a green 100%.

Bring Reusable Drinkware: Whether you’re a caffeine addict or a devout lover of H₂O, bring a reusable cup or bottle when traveling. The number of plastic water bottles and coffee cups counselors receive at schools that accumulate in our rental cars is amazing (and frankly, disgusting). Buy the \$2 reusable mug from Starbucks and get on with your day - worth all 200 pennies!

Have fun! From taking a tour of the Coke Museum in Atlanta, boating across the San Francisco Bay to Alcatraz, or hiking in the great Wisconsin Northwoods, it is exciting to take full advantage of the work trips we go on. From seeing new things, to trying new restaurants, and finding the best independent bookstores in the city – there is so much out there to explore!

ADMISSIONS PRACTICES

Perry Robinson, Admissions Practices Committee Chair

Ethics is knowing the difference between what you have a **right** to do and what is **right** to do.
- The late U.S. Supreme Court Justice, Potter Stewart -

In the summer of 1981, I entered the field of college admissions as a young, enthusiastic and naïve admissions counselor at my alma mater, Ripon College. Thirty-five years later, I left the college admission profession and I am excited to begin my fourth year as a college counselor at University School of Milwaukee.

As I reflect on my career, and particularly those early years in college admissions, perhaps they are a tad clouded by romanticism that, back then, the field was somehow – “kinder and gentler” – less “corporate” than I found it to be by the time I exited. Regardless, I do firmly believe our profession (on both sides of the desk) has and is being threatened by an erosion of professional ethics. Of course, there are many reasons for these behavioral changes – some innocent and some not so – but that discussion/debate is reserved for another time or article. I am hopeful readers of this piece can minimally accept the premise there are many pressures – external and internal – causing us to push the ethical bubble and agreed-upon and appropriate professional guidelines allow us to become better professionals and serve our students and families fairly and more appropriately.

Admittedly, during my early college admissions career, I rarely if ever read the then “Standards of Professional Guidelines and Practices,” our profession’s final word when it came to best professional ethical practices developed by our National Association of College Admission Counseling. However, by the end of my admissions career and as a long-time dean of admissions, my copy of the SPGP was dog eared and highlighted in yellow marker. A piece of advice to “up and comers”: Learn the best ethical practices **early** in your career. You’ll be a better professional for it!

One year ago, at our national conference in Boston, the assembly approved a significant revision and name change to the SPGP – essentially addressing and resolving some long-term issues within the document. Our new professional ethical guide is the “Code of Ethics and Professional Practices” (CEPP), and I urge you to set aside some time to read it, regardless of the side of the desk on which you sit or years in the profession. I promise it will be the best fifteen pages towards your professional development you can read...maybe not exciting stuff but certainly valuable.

As chair of the Admissions Practices Committee for WACAC, we will also be using various forums this coming academic year to educate our membership on the CEPP and invite you to keep your eyes open for presentations at various professional conferences. Members of our committee are also available to make presentations at staff retreats or other professional development meetings. Regardless of the profession, our ethics reflect our values – professional as well as personal. With this in mind, I urge you to commit some of your professional development time this academic year towards ethical enlightenment and improvement. You, your colleagues, and the various constituents with whom you interact will all be better served for your time.



2019 WACAC CONFERENCE

The WACAC Conference will be taking place at the Radisson Hotel in LaCrosse, Wisconsin on May 20-21, 2019. Stay tuned for registration and program information.

GOVERNMENT RELATIONS

Kevin Haas, Government Relations Committee Co-Chair

When I started at Northland College in 2015, if you had told me that I would be a co-chair on a WACAC Committee, I would have probably laughed in your face. Now, after speaking with John McGreal at MIDWest in Dubuque, I am a co-chair of the WACAC Government Relations Committee! I'm thrilled to learn and work to bring change to the government on a multitude of levels!

The WACAC GRC, along with the NACAC GRC, have already begun working with legislators on issues that impact us and the students with whom we work. At the state level, we have been working on increasing the visibility of issues to legislators, some of which you may see pop up in the coming months on the hill in Madison. At the national level, NACAC has been proactive and vocal about changes that are being proposed on multiple fronts - from student aid, college access, and about a dozen other issues.

A new project John and I are very excited about is the start of a new effort by the GRC to help educate and enable our members to be involved in WACAC and how we broadcast our values, ideas, and concerns with our lawmakers. We will be hosting events across the state, in a workshop format, to get the ball rolling on being active within our profession in state government. Our goal is to help members who can't be in Madison for Day on the Hill to write letters and emails and call representatives. That is where the enable comes in: We want to show you how EASY it is to have your voice be heard. We all have unique ideas and concerns, and our representatives would love to hear those from us!

Wisconsin Schools and Colleges are Built on Native Land

Mary Beth Petrie, Director of Admissions, Lawrence University

At the NACAC Conference in Boston in 2018, Carmen Lopez, the Executive Director of [College Horizons](#), delivered a powerful speech about Native college students. College Horizons has served over 3,300 Native American, Alaskan Native, and Native Hawaiian students on their paths to higher education. During Carmen's speech she encouraged attendees to adopt the practice of [recognizing Native lands](#).

According to the U.S. Department of Arts and Culture, the practice of recognizing Native lands at events and meetings is an influential way to show respect for - and also help to correct the erasure of - Indigenous peoples and history.

This summer, the WACAC board adopted the practice of recognizing native lands at each future board or membership meeting. This practice will require research of the history of the people that inhabited the land we are occupying for our meetings. At the summer board meeting, we met in Kohler, Wisconsin which is on land that was inhabited by the Potawatomi people. When we took a break for lunch, we ate at a restaurant that displayed historical artifacts and art of the Indigenous community of that location. Displaying Native art is another way organizations can honor the history and truth of the place.

When we meet in September in Salt Lake City for the Wisconsin membership meeting, our President, Christine Voice, will take a moment to acknowledge the people of the land in that part of Utah. For a spoiler, you can look up any city or town on the interactive [Native Land Map](#). According to the Native Land map, Salt Lake City is on the traditional home of the Ute, Eastern Shoshone, and Goshute peoples. While the interactive map carries a lot of research, there are other resources that can tell Native perspectives of a particular place. Another great resource for Wisconsin is [The Ways](#) map which shows story locations and historical treaty lands. To learn about your home or place of work, I encourage you to use more than one source to gather a deeper and wider perspective.

IF IT WEREN'T FOR WACAC...

Nick Spaeth, Guest Contributor, Brookfield Academy

A few years ago, more than I'd like to admit, a former colleague "encouraged" me to join the Professional Development committee she chaired. Little did I know she really just needed the newbie in the office to help out, but 13 years later, it might be the most pivotal moment in my professional career. You see, if it weren't for WACAC, there's no way I'd be where I am today, both literally and figuratively.

I owe my current role, in large part, to a relationship forged in service to WACAC. My current head of school and I worked together way back when for a number of years on WACAC's executive board. Had it not been for the relationship we developed, it's highly unlikely I'd be in the position I am today. I consider myself so very lucky to be in this role, and couldn't be happier.

A year or two into my work with WACAC, I had the opportunity to take over managing exhibitors for the Conference Planning committee. I had big shoes to fill, though I'm unsure of what size Ken Anselment wears. That experience provided me the perspective necessary to better manage the vendor relationships that have been a crucial part of my more recent roles. Additionally, it paved the way to one of my career stops. While it was short-lived, I value immensely the experiences it provided me.

WACAC has been a part of my professional career in admissions from day one. I was one of those who went to NCI on their very first day of employment. After stopping by Cardinal Stritch University to pick up a travel bag for the mock college fair, I was off to UW-Platteville for a very memorable few days. There was great career preparation, but perhaps more importantly, I made lasting professional and personal friendships. Many of these relationships are still in existence today.

The wide variety of opportunities WACAC provided me in my first few years as an admission counselor paved the way for my first director job. Budget management, vendor relationships, public speaking, organizational development, party planning, just to name a few, were all skill sets WACAC helped me to develop and hone. Without them, there's no way I'd have been prepared for that role.

If it weren't for WACAC, I would not have enjoyed the opportunities presented to me thus far, and those sure to be coming down the pipe. (I guess a thank-you is in order, Emmy!) It is important for each of you reading this to encourage those young colleagues in your office to get involved. Equally important is you taking on a new task or responsibility within WACAC to ensure our organization remains vibrant and influential. We are lucky to have such a group in our state, and the benefit it provides us should not go unrecognized or under-appreciated. You are kidding yourself if you think the relationships developed in the service of WACAC doesn't matter. They can be life-changing, and if it weren't for them, who knows where I'd be today.

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