

Members Present:

J. Aigner, K. Barnes, D. Borton, S. Byrne Irwin, S. Chang, T. Deutsch, M. Fero, L. Fuller, K. George, D. Gygi, J. Hack, J. Hardy, J. Harper, A. Harley, J. Hutchings, TJ Jeske, S. Kaempfer, A. Kowaliczko, S. Lake, A. Maldonado, E. Maldonado, S. Martin, T. McGhee, I. McLaughlin, C. Morris, J. Nichols, D. Northrup, S. Perkins, K. Powers, K. Raymond, A. Runingen, L. Stark, M. Torres, D. Vang, D. Wallace, G. Wallander, C. Wolf, A. Wrench, S. Zlotocha

*Jan Ford, Yohlunda Hill and Jenny Nichols – DRO Departmental Changes and New Staff Introductions*

The Department of Recruitment and Outreach had previously been part of the Department of Enrollment Services. Now they are separate and viewed as sister departments that DRO deals with the front end of the undergraduate student recruitment and application process. Located in Vogel Hall, DRO now resides at the UWM Visitor Center with a beautiful building and a location with a real street address. The office now has a great set-up for meeting with students. DRO does have a small staff and relies on folks from across campus to help with recruitment efforts. There have been some recent changes within DRO, including many vacancies which led to a unique opportunity to redefine position and roles and recreate a new structure.

Yohlunda Hill is now responsible for most outward programs and recruitment while new staff member Jenny Nichols is responsible for inward programs like visits and on campus recruitment activities. There was also a great deal of turnover with IT and that support arm. A new recruitment tool was recently selected which signals a departure from PeopleSoft and a move to the CRM system. The goal is to bring all recruitment together and advisors will also have access to this system as well. DRO is hoping for a common message to our incoming students and an ease in working with all of campus. Yohlunda Hill has seven recruiters reporting to her covering many of the Midwestern states. If there are any outreach opportunities you would like to explore, please be in contact with Yohlunda. Ideally recruiters don't like to come across surprises when they are out on the road – it's important to have seamless recruitment and be well informed. College Week Live is a virtual college fair that UWM has participated in this year with about 860 students visiting online. DRO is hoping to explore this more for next year with more school/college information, along with other new online social media opportunities for recruitment. Currently there are 3 vacancies for recruiters. Once these positions have been filled Yohlunda will make sure to have these new individuals come to an ACN meeting for introductions.

Jenny Nicholas is responsible for Preview Day, Camp-In, Open House and U at UWM. The final Preview Day for this year is taking place on Friday, May 6<sup>th</sup>. Jenny also works closely with the technology staff and with the CRM system. DRO will be the first to use this program and then it will roll out to the school/college areas. Whenever you have a question as an advisor, don't worry about whether to contact Jenny or Yohlunda, just make sure to get in contact with one of them.

Jan Ford is currently working on recruitment plans with the individual school/college areas. Also please make sure to submit any new publications from your respective areas to DRO for mailings and availability in the Visitor Center. DRO really tries to work in tandem with what publications are already being sent out to students. Please make sure to include a recent date in the corner of the copy for the most recent version of the material. Another project that DRO has just finished up is looking at all the "contact us" link on websites throughout UWM. DRO is working on creating an opportunity to capture the name and basic information of these students who use the "contact us" link so that DRO can better develop a relationship with that individual. Overall, DRO wants advisors to feel comfortable to talk with them about any problems, issues or suggestions of how DRO can do things better.

*T.J. Jeske & Kristin George – Online Business Minor*

The School of Business has been offering the Business minor for 15 years and are now excited to offer the Business minor online. The online minor has now been available to students for about two months. Students needed an opportunity like this for online flexibility. The minor consists of 27 credits, 24 of which are specific required courses with 3 credits of Business electives. A student could also take Macroeconomics and Microeconomics as Social Science GER. Online classes will rotate between fall

and spring semester for students to take. A declaration form is available online but students are still encouraged to meet with an advisor. Any advisor can help but the main contact for the online Business minor is Kristen George. Equivalent courses can be used as substitutions. A student would have to ask for a waiver/substitution form from the office. The group meets once a month for review of appeals on substitutions. There is a \$300 additional fee for online program courses taken. This minor can also work with Campus Connect and transfer students as well as an opportunity to create new relationships with other school/colleges for minor options.

#### *Seth Zlotocha – Revamped Advising Brochure*

A new advising brochure has been created and despite the deadline passing your school/college can still submit a request. A student intern and design team worked on the new layout. Since the computer wasn't cooperating, Seth will email out the draft of the new advising brochure. The new brochure used some of the same information from the last brochure, including using the theme of 'It Takes Two' by showcasing step-by-step procedures for students to follow in working with an academic advisor. If you could send your request out by the end of the week, this would be helpful. If any changes need to be made, please let Seth know as soon as possible.

#### *Jennifer Hack – Open Positions in ACN*

Two open positions are available through ACN. The Secretary/Treasurer position is a two year position. A transition meeting will be taking place in late May for this position. There is also a position available on the ACN Recognition Award Committee. This group meets typically twice a year. If you are interested or would like to nominate someone, please send an email to Jenny Hack by Wednesday, May 4<sup>th</sup>. Election announcements will be made at the next ACN meeting on Tuesday, May 17<sup>th</sup>.

#### *Campus Community Reports*

- Enhancing Advising Subcommittee  
New brochure is the only report and that has already been covered above.
- Graduate/Retention Workgroup  
No report
- Financial Aid  
Courtney Morris will now be attending ACN meetings on a regular basis. A Financial Aid liaison relationship has been established with most academic departments on campus. This is primarily to serve as a point of contact between departments for information, presentation requests, and particularly complex student situations. Please remember this does not mean that all students from departments should be referred to that particular advisor. Students can and should meet with any advisor, and may schedule an appointment by calling the main line (414)229-4541, ext. 6. An email will be sent out to the ACN list serve shortly listing the specific liaison relationships.
- Center for International Education  
No report
- LGBT Resource Center  
No report
- Women's Recourse Center  
No report
- Orientation Leadership Team  
Ericca recently met with the NFO reps from ACN ( Jenny Hack, Sharon Kaempfer and Kristen George). Any suggestions or ideas please contact one of the reps. More volunteers are needed to speak at the Parent Orientation portion of NFO. If you are interested please email Amanda at balistr8@uwm.edu and let her know which date(s) you are available.
- Enrollment Services  
Testing Center – Freshman Testing is still going on. Scores have been posted on students' accounts. There was an issue with a few incorrect test scores being posted from a regional test on March 26<sup>th</sup>. If any scores have been pulled for this date or you have any questions, please call Sarah Perkins directly.

Thursday, May 5<sup>th</sup> from 5-8 OARSS will be hosting another Adult Student Information Session. Wait lists will now be running Monday, Wednesday and Friday night. The wait list did run this morning and the full process will run with emails to students next week.

- Student Accessibility Center  
SAC Excellence Awards will be taking place Friday, May 13<sup>th</sup>. An email will be sent shortly to the ACN list serve shortly.
- First Year Center  
No report
- Panther Academic Support Services  
No report

*General Announcements*

No general announcements