



THE WISCONSIN ADVISOR

A service for WACADA Members

Wisconsin
Academic
Advising
Association

Fall 2004

WACADA 2004 Awards

The WACADA Executive Board and Awards SubCommittee are proud to announce the 2004 WACADA Award Recipients.

The Wisconsin Academic Advising Awards are intended to recognize individuals who work with, for, and in favor of students in an academic advising capacity, and those who have demonstrated outstanding dedication to the profession of academic advising. These awards are available to all individuals in any institution of higher education in the State of Wisconsin.

Advising Excellence Award

Randy Gentile
Advisor for the Cross-College Advising Service
University of Wisconsin–Madison

WACADA Leadership Award

Mary Minson
Assistant Dean and Director of the Advising
Center, College of Arts and Sciences
Marquette University

Outstanding Achievement In Advising Award

Dr. Bruce Bukowski
Director of the Academic Advising and
Exploration Center
University of Wisconsin–Whitewater

Advising Profession Impact Award

Tammy Meyers
Academic Advisor
Marian College

Steve Schneider, past President, will be overseeing the 2005 WACADA Awards Program. The deadline for award nominations will be July 1, 2005. For further details, please check the WACADA website, www.wacada.org.

Wrapping it up in Titletown

The eighth annual WACADA Conference, "Creating New Advising Legends" is now history, but it lived up to the conference's theme as legendary. The Conference Committee worked hard at pulling off a high-quality event while keeping the conference fees minimal. Highlights included the well-attended pre-conferences on Thursday, the social at Lambeau Field, and our keynote speaker, Charlie Nutt of NACADA. Charlie challenged all of us to consider advising as an extension of learning and to focus our attention on meeting the needs of our learners.

Attendance at this conference was nearly 210 people — the second highest in WACADA history. Thanks to all of you for your interest in our programming, for your participation in pulling together an outstanding set of break-out sessions, and for your feedback on how we can improve for next year.

2004 Professional Development Grant Awards

At the 2004 conference in Green Bay, Dr. Bruce Bukowski and Phillip Yang, both of University of Wisconsin–Whitewater, received professional development grants of \$250 each.

Bruce is the Director, Academic Advising and Exploration Center. His project involves the purchase of an online survey program to administer their advising survey, allowing for more advanced survey capabilities.

Phillip is an Academic Advisor in the Academic Advising and Exploration Center. Phillip will use his grant to improve retention. His project involves implementing a link with Peoplesoft to allow the (AAEC) to track student contacts, appointment types and topics, referral information, and advisor course recommendations.

Both recipients will share their experiences within the Academic Advising and Exploration Center and the campus community. Congratulations to Phillip and Bruce.

Jeff Ritter, Treasurer, will be overseeing the 2005 WACADA Professional Development Grant Award Program. The deadline for award nominations will be July 1, 2005. For further details, please check the WACADA website, www.wacada.org.

From the President: Tim Walls

I don't know about you, but I am relieved that the 2004 presidential election is over. I was getting tired of all the ads from the media, as well as all the phone calls. I don't know how Rudy Giuliani or Bart Starr or Bill Clinton got my phone number. They called for my vote but I know they won't call back and ask me out for lunch or how advising is going. So the campaigns come to an end and the candidates are saying, "Let's unite. Let's work together."

Last month we finished our annual conference and I can truly say that our planning committee worked together to give us an excellent conference. The conference chair, Mary VanHaute, and her team did a superb job and we should all give them a hardy thank you for a successful conference. We had a near record turnout of advisors from all over the state, which speaks loudly about the commitment to advising. Thanks to everyone for being a part of the conference. Think Sheboygan for 2005.

We have three new members on the board this year: Jeff Ritter, associate professor of Business Administration, at St. Norbert College; Laurie Freeland, an adult education counselor at Lakeland College, Milwaukee Center; and Gretchen Gall, a student retention specialist at Moraine Park Technical College. Jeff is our treasurer, Laurie is our VP of programs and the 2005 conference planning chairperson, and Gretchen is our bylaws person.

The executive board met in late October for a meeting/retreat to discuss our goals for the upcoming year. Some of the goals we discussed were to do a survey of our membership, ways to market our organization, publishing articles by our members on the WACADA web site, having a web column, and ways to increase our membership in the areas of faculty advisors and advisors from technical and private institutions. If you have any suggestion, let us know. We will keep you informed as the year progresses.

One of my colleagues, Dr. Larry Ringgenberg, Director of the College Student Development and Administration program, recently wrote an article for the CSDA newsletter and made an interesting observation about today's students. He said, "Our students today are very concerned with the packaging. They will hear the message, but it really needs to be dressed with celebrity. It needs to be attractive, fun, and meaningful to their world — the world in which they have grown up. That world is very media-oriented. We need to develop our skills to teach these students the skills they will need in the 'real' real world. We need to foster their development of decision-making and problem-solving skills that begin with an understanding of the media impact and lead them to a more values-oriented decision-making process. The message is still important, but how we deliver the message will be gaining importance."

What is so fantastic about being a part of WACADA is that it provides its members with professional development activities to gain the necessary tools to deliver the message of the importance of advising, to be updated on advising programs that are working successfully on other campuses, and recognition of advising as a profession. Keep spreading the word to your non-member colleagues about WACADA. It's a worthy organization to be a part of.

I am Tim Walls, and I approve this message.



"Fishing" for new ideas on how to recruit, advise and retain adult and non-traditional students?

Then join the "Fighting Muskies" at the WACADA conference to be held, Sept. 22–23, at Lakeland College in Sheboygan, where we will lure in experts that will help you:

Bait the hook (recruit) so you can reel in the best students (advise) and not release them (retention)!

The Conference Committee includes Laurie Freeland, WACADA Program Vice President; Nathan Karst, Associate Director, Lakeland College–Milwaukee Center; Don Geiger, Counselor, Lakeshore Technical College; and Beth Raffaelli, Assistant Campus Dean for Student Services, University of Wisconsin–Sheboygan.

President: Tim Walls, *UW-La Crosse*
President Elect: Cathy Mathweg, *Marian College*
Past President: Steve Schneider, *Fox Valley Technical College*
V.P. Programs: Laurie Freeland, *Lakeland College*
V.P. Membership: Matt Jurvelin, *UW-Whitewater*
Secretary: Houa Xiong, *UW-Oshkosh*
Treasurer: Jeff Ritter, *St. Norbert College*
By-Laws: Gretchen Gall, *Moraine Park Technical College*
Webmaster: Michael Martin, *UW-River Falls*
Historian: Mary VanHaute, *Northeast Wisconsin Technical College*
State Liaison: Carla Burkhardt, *UW-La Crosse*
Conference: Laurie Freeland, *Lakeland College*
Newsletter Editor: Cathy Mathweg, *Marian College*

*Comments regarding the newsletter may be directed to
cmathweg@mariancollege.edu.*
For WACADA information, visit www.wacada.org.

WACADA Board Changes

The WACADA Board thanks two members whose term expired at the conference.

Becky Ryan of UW-Madison completed her two year term as VP of Programs in September. She has also served as the Wisconsin Liaison for WACADA from 1999-2003. Becky is currently the Region 5 Chairperson for NACADA. While we will miss Becky's official role on the WACADA Board, we will continue to appreciate her enthusiasm and wealth of new ideas for WACADA through her NACADA role!

Nan Jordahl of UW-River Falls has completed her term as Treasurer for WACADA. She has served in this role since 2002. Nan has done a great job of keeping our "financial books in order." She was the first faculty advisor to serve on the Board. We will miss her and the weather updates from up north! •



THE NEW BOARD: *Front Row:* Jeff Ritter, Cathy Mathweg, Steve Schneider, Houa Xiong. *Back Row:* Mike Martin, Laurie Freeland, Carla Burkhardt, Tim Walls. *Missing from picture:* Gretchen Gall, Matt Jurvelin.

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Membership Report

A special thank-you must go out to all the individuals who assisted with organizing the eighth Annual WACADA conference in Green Bay hosted by Northeast Wisconsin Technical College. Their effort and energy helped make this conference one of the most successful in our history.

Now boasting a membership of more than two hundred strong, WACADA strives to serve you with excellent benefits throughout the year. This newsletter is just one small service we provide to keep you connected until next year's conference. We encourage you to use the expertise and experience of our diverse membership to assist you in your activities in advising on your campus. Your colleagues are a terrific resource for you in many areas and it is one of our goals to keep you connected to them and our organization.

We are excited to tell you of a new benefit to be available and accessible before the end of the calendar year ... a WACADA online membership directory. Complete with information regarding our membership, this online directory will allow you quick and easy access to keep in touch with your fellow members. Keep an eye on the WACADA Web site: <http://www.nacada.ksu.edu/wacada/wacada.html> so that you can network and have at your fingertips the knowledge and experience held by others throughout the state.

Know someone that couldn't attend the conference but needs to be a member? Please contact Matt Jurvelin at (262) 472-5226 or jurvelim@uww.edu to become a member of WACADA for only \$15. More information regarding membership and member benefits can

be found on our Web site; visit often to keep your fingers on the pulse of a worthwhile organization.

The State of the Budget

Cash on hand 9/1/04	7,956.85
Receipts	4,227.00
Disbursements	5,683.51
Balance 11/15/04	6,500.34

2005 Region 5 Conference

Think Green! The 2005 Region 5 Conference will begin on St. Patrick's Day. Come to Toronto March 17-19 for a regional, yet international, professional development opportunity. The conference theme is "Academic Advising: Reaching New Heights." Please contribute your talents and knowledge by doing a presentation. Proposals are due Monday, Dec 20 and information is available at http://www.nacada.ksu.edu/Regional_Divisions/region5/confindex.htm.

National Awards

Wisconsin had an excellent showing in the 2004 International NACADA Advising Awards. The following Wisconsin advisors were honored at the International conference in Cincinnati in October:

Outstanding Advisor Certificate of Merit

Samantha Samreth, *UW-Whitewater*

Faculty Academic Advising Category

Dana Vaughn, *UW-Oshkosh*

Faculty — Certificate of Merit

Susan Price, *UW-Platteville*
William Weiss, *UW-Whitewater*

New Advisor (Primary Role Category) Certificate of Merit

Emily Dickmann, *UW-Madison*
Pamela Tanner, *UW-Whitewater*

Service to Commission

Martha Hemwall, *Lawrence University*
(Small Colleges and Universities Commission)
Don Woolston, *UW-Madison*
(Engineering & Science Advising Commission) •

Meet Your Board Members Corner

Jeff Ritter is the new WACADA Treasurer. Jeff is the Director of Academic Advisement at St. Norbert College. He has served in that position for three years and has been a faculty advisor for 21 years. Jeff is an Associate Professor of Business Administration and teaches various accounting and business courses. In addition, he is a Certified Public Accountant and has public accounting experience. Jeff has been member of WACADA for three years and was a member of the 2004 Conference Committee. Welcome Jeff!

Laurie Freeland is the new WACADA Vice President for Programs and will be serving as the 2005 Conference Chairperson. Laurie has at working for Lakeland College for 20 years, most of them at the home campus in Sheboygan in various academic advising and leadership roles. The last eight years she has worked at Lakeland's Kellett School — Milwaukee Center as an Associate Director. In addition, she is a new WACADA member and recently became a member of NACADA. •