



FALL 2017

BYLINE





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UW JOURNEY IS AVAILABLE

Have you heard about UW Journey? UW Journey is a mobile app that helps students find their fit within the UW System. UW Journey includes a variety of features that will help you and your students navigate the college search process. We hope that this tool is helpful in the classroom for preparing your students to start the college search process. Have your students create an account today. One feature we'd like to call out is sharing via text and email. You can share searches, favorites, and compares with students and parents. UW Journey is made up of five main sections that help students find their fit at a UW System campus and navigate the application and financial aid process.

Find your Fit – Complete your profile and see which UW schools fit you best.

Explore – Students can see how their specified criteria aligns with campuses in the UW System. Results can be viewed in list or map view.

Compare – Quickly compare multiple campuses side by side.

How to Apply – Keep track of admission requirements and important dates from your favorite schools.

Pay for College – Get valuable info on options to help make your education more affordable.

UW Journey Webinar

UW HELP is hosting webinars about UW Journey in October. This is a great opportunity to learn about UW Journey and how to use it with your students. Webinar dates are listed below along with the link to register.

October 3, 2017 at 10:00 AM-10:30 AM

October 5, 2017 at 2:00 PM-2:30 PM

REGISTER NOW

UW Journey is the perfect tool to share with your students to help them get started on their college search process. UW Journey is available in the [App Store](#), [Google Play](#), and at <https://uwjourney.wisconsin.edu>.

WELCOME TO THE NEW UW HELP WEBSITE

Visit the new UW HELP website! Our website was recently redesigned keeping you and your students in mind. You will find the same information with enhanced layouts and widgets specially designed to better convey the information. Take some time to check out a variety of our new features:

[Budget Builder](#) – Estimate the annual cost to attend a UW System institution.

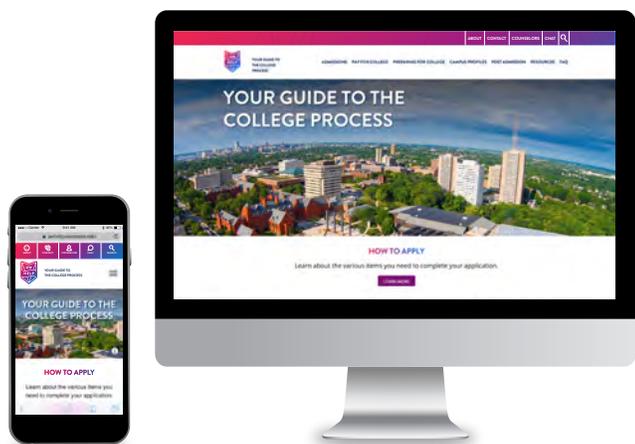
[AP & IB Search Tool](#) – Search to find Advanced Placement or International Baccalaureate credit equivalencies by the course or campus.

[Counselor Tab](#) – Find information and documents that pertain specifically to school counselors.

[Campus Profiles](#) – Learn about each campus all in one spot.

[Campus Contacts](#) – Find contact information for a variety of different departments for each campus.

[FAQ](#) – Find answers to your commonly asked questions on the application, admission, testing and a variety of other topics.



UW SYSTEM COUNSELOR WORKSHOPS

The annual UW System fall workshops for counselors are happening this September! These workshops are designed for counselors, administrators, and other educators to connect with admissions officers from UW System campuses. This event provides space to exchange ideas, hear updates, and walk away with resources to promote your students' success.

Invitations with complete information have been included in the fall mailing you received from UW HELP along with publications for your work with students.

These workshops are provided at no cost to participants. Registration is required at uwhelp.wisconsin.edu/counselors/work-shops. Following your registration, you will receive an automated email confirmation with workshop details and parking information.

We look forward to seeing you there!

2017 FALL WORKSHOP SCHEDULE

Sept. 11 – UW-Oshkosh
Sept. 12 – UW-Marathon County
Sept. 13 – UW-La Crosse
Sept. 14 – Lake Elmo, MN (Holiday Inn Pavilion)
Sept. 15 – UW-Eau Claire
Sept. 18 – Middleton, WI (Madison Marriott West)
Sept. 19 – UW-Milwaukee
Sept. 20 – UW-Parkside
Sept. 21 – Bloomington, IL (Indian Lakes Hilton)
Sept. 22 – UW-Whitewater

If there is someone new in your school/agency who did not receive an invitation, contact UW HELP at uwhelp@uwex.edu or call 800.442.6459 and we'll send an invitation. See you soon!

TEXTING & FINANCIAL AID

Once again, we will be texting approximately 20,000 new freshmen who apply for admission to UW campuses. For many of them, financial aid is the only way to make college affordable. Our office will be texting these students to ensure they are knowledgeable about the financial aid process, early FAFSA, UW System campuses' financial aid filing dates, College Goal Wisconsin, and other tips and resources about financial aid related topics.

The goals of the texting campaign are to:

- Encourage more students to submit the FAFSA
- Offer timely information about financial aid and scholarships
- Nudge prospective UW students to complete financial aid tasks

Students who apply for admission by October 31st will receive a more comprehensive set of messages than those who apply later. However, all students will have a greater understanding of financial aid as a result of the campaign.



Photo courtesy of UW-Madison

RECOMMENDED FAFSA FILING DATES

This table shows the date by which new freshmen should submit their Free Application for Federal Student Aid (FAFSA) when applying for fall 2018 to ensure a timely financial aid award and full consideration of aid. Please note, FAFSA applications that miss the recommended filing date are still processed.

We have created a card that displays the recommended financial aid filing dates as they appear in the chart to the right. On the back side of the card, information about the FAFSA process is included. Let us know if you would like a supply of these cards for your seniors by completing this [form](#). We expect to receive the cards mid-September, and we will send them as soon as possible.

CAMPUS PREFERRED DATE
UW Colleges February 1, 2018
UW-Eau Claire March 1, 2018
UW-Green Bay January 15, 2018
UW-La Crosse February 1, 2018
UW-Madison December 1, 2017
UW-Milwaukee February 1, 2018
UW-Oshkosh December 15, 2017
UW-Parkside April 15, 2018
UW-Platteville February 1, 2018
UW-River Falls February 1, 2018
UW-Stevens Point March 15, 2018
UW-Stout February 1, 2018

2017-18 CAMPUS TOUR INFORMATION

CAMPUS	CONTACT	TOUR SCHEDULE	PREVIEW PROGRAM
UW-Baraboo/ Sauk County	Student Affairs 608-355-5230	Contact Student Affairs to schedule an appointment. baraboo.uwc.edu/admissions/visit	Contact Student Affairs for more information. baraboo.uwc.edu/admissions/visit
UW-Barron County	Student Affairs 715-234-8024	Monday-Friday 8:00 a.m.-4:00 p.m. Contact Student Affairs to schedule an appointment. barron.uwc.edu/admissions/	Contact Student Affairs for more information. barron.uwc.edu/admissions/
UW-Eau Claire	Admissions Office 715-836-5415	Tours are offered at 10:00 a.m. & 1:00 p.m. Monday-Friday. Make an appointment at least two weeks in advance by calling 715-836-5415 or go to uwec.edu/admissions/visit	Saturday Visits: Oct. 7, Oct. 14, Oct. 21 & Nov. 4. Blugold Spotlights: Oct. 19 & Oct. 20. Online registration uwec.edu/admissions/visit UW-Eau Claire has program visit days, see uwec.edu/admissions for details.
UW-Fond du Lac	Student Affairs 920-929-1122	Contact Student Affairs to schedule an appointment. fdl.uwc.edu/admissions/visit	Contact Student Affairs for more information. fdl.uwc.edu/admissions/visit
UW-Fox Valley	Student Affairs 920-832-2620	Group campus tours are offered on most Tuesdays and Thursdays at 3:30 p.m. Campus tour information and online registration at uwfox.uwc.edu/admreg/campusvisits.html	Contact Student Affairs for more information. Register at uwfox.uwc.edu/admreg/campusvisits.html
UW-Green Bay	Admissions Office 920-465-2111	Tours are available Monday-Friday 9:00 a.m. & 1:30 p.m. Saturday and evening tours are available throughout the year; check uwgb.edu/visit for dates or call 920-465-2111.	Campus Preview Days: Oct. 6, Oct. 20, Nov. 10, Mar. 30 & Apr. 13. Online registration at uwgb.edu/visit
UW-La Crosse	Admissions Office 608-785-8939	Offered at 11:00 a.m. & 2:15 p.m., Monday-Friday, during the school year while classes are in session. During the summer session, tours are 11:00 a.m., Monday-Friday. Schedule a visit at uwlax.edu/visit	Campus Close-Ups: Oct. 20, Oct. 27, Nov. 10, Feb. 16 & Apr. 27. Online registration at uwlax.edu/visit
UW-Madison	Admissions and Recruitment 608-262-3961	Come for an admissions information session and campus tour , a class visit , or a University Housing tour , but also take time to hear a guest speaker , or visit one of our undergraduate schools and colleges . Some dates are not available due to holidays or special campus events. Some visit programs may fill quickly, so advanced registration is encouraged.	Register online at visitbucky.wisc.edu ! To request disability-related accommodations, please call or email our office two weeks in advance of your visit.
UW-Manitowoc	Student Affairs 920-683-4707	Contact Student Affairs to schedule an appointment. manitowoc.uwc.edu/admissions/visits/	Contact Student Affairs for more information. manitowoc.uwc.edu/admissions/visits/
UW-Marathon County	Student Affairs 715-261-6235 or 888-367-8962	Campus tour information and online registration at uwmc.uwc.edu/admissions/visit	Contact Student Affairs for more information. Register at uwmc.uwc.edu/admissions/visit
UW-Marinette	Student Affairs 715-735-4300 ext. 4301	Monday-Friday 8:00 a.m. to 4:00 p.m. Contact Student Affairs to schedule an appointment. marinette.uwc.edu/admissions/visit	Contact Student Affairs for more information. marinette.uwc.edu/admissions/visit
UW-Marshfield/ Wood County	Student Affairs 715-389-6530	Contact Student Affairs to schedule an appointment. marshfield.uwc.edu/admissions/visit	Contact Student Affairs for more information. marshfield.uwc.edu/admissions/visit
UW-Milwaukee	Office of Undergraduate Admissions 414-229-2222	For visit opportunities go to visit.uwm.edu	For visit opportunities go to visit.uwm.edu

2017-18 CAMPUS TOUR INFORMATION CONTINUED

CAMPUS	CONTACT	TOUR SCHEDULE	PREVIEW PROGRAM
UW-Oshkosh	Admissions Office 920-424-3164	Monday-Friday 10:00 a.m. and 2:00 p.m. during the academic year, Saturdays during the academic year at 10:00 a.m. Online registration at uwosh.edu/go/visit	Campus Preview Days: Oct. 20, Oct. 27 & Nov. 17. Online registration at uwosh.edu/go/visit . For information about specialized visit days, see admissions.uwosh.edu/visit
UW-Parkside	Admissions Office 262-595-2355	Monday-Friday 10:00 a.m.; Wednesday-Friday 10:00 a.m. & 2:00 p.m.; Thursday 5:00 p.m. during the academic year. To schedule a visit, call 262-595-2355 or schedule online at uwp.edu	Experience Parkside Days: Oct. 9 & Apr. 6. Ranger Saturdays: Oct. 14, Nov. 11, Dec. 16, Feb. 17, Mar. 17, Apr. 21, May 12 & Jun. 16. Online registration at uwp.edu
UW-Platteville	Admission & Enrollment Services 1-877-897-5288 or 608-342-1125	Monday-Friday at 10:15 a.m.; Afternoon sessions starting at 12:15: Sept. 15, Sept. 22, Oct. 27, Nov. 3, Nov. 10, Nov. 17, Dec. 1 & Dec. 15. Saturday visits: Sept. 23 & Dec. 2. Online registration at uwplatt.edu/admission/visit	Pioneer Preview Days: Oct. 7 & Nov. 18. Transfer Visit Days: Oct. 4, Nov. 3 & Dec. 1. Online registration at uwplatt.edu/admission/visit
UW-Richland	Student Affairs 608-647-6186 Ext. 3	Group campus tours are offered at 3:30 p.m. on Thursdays. One-on-one visits are available as well. Contact Student Affairs to schedule an appointment. richland.uwc.edu/admissions/visit	Contact Student Affairs for more information. richland.uwc.edu/admissions/visit
UW-River Falls	Admissions Office 715-425-3500	Tours are available Monday-Friday at 10:00 a.m. and noon. Saturday tours: Oct. 21 & Nov. 11. Counselors are available to meet with students and families individually. Online registration at uwrf.edu/visit	College Visit Days: Oct. 13, Oct. 19, Oct. 20, Oct. 27, Nov. 10, Nov. 11, Dec. 1, Feb. 19, Mar. 23, Apr. 6, Apr. 27 & Apr. 28. Online registration at uwrf.edu/visit
UW-Rock County	Student Affairs 608-758-6565 Ext. 200	Individual tours are offered Monday-Friday 8:30 a.m. to 3:30 p.m. Contact Student Affairs to schedule an appointment. rock.uwc.edu/admissions/visit	Contact Student Affairs for more information. rock.uwc.edu/admissions/visit
UW-Sheboygan	Student Affairs 920-459-6633	Contact Student Affairs to schedule an appointment. sheboygan.uwc.edu/admissions/visit	Contact Student Affairs for more information. sheboygan.uwc.edu/admissions/visit
UW-Stevens Point	Admissions Office 715-346-2441	Monday-Thursday 1:00 p.m.; Fridays at 10:00 a.m. & 1:00 pm. Saturday visits: Sept. 30, Oct. 7, Nov. 18, Dec. 2, Feb. 10, Mar. 10, May 5. Online registration at uwsp.edu/admissions/Pages/	ViewPoint Days: Oct. 20, Oct. 21, Nov. 3, Nov. 4, Mar. 17 (Transfer Day) & Apr. 21. Online registration at uwsp.edu/admissions/Pages/
UW-Stout	Admissions Office 715-232-1232	Monday-Friday at 9:00 a.m., 11:00 a.m., 1:00 p.m., & 2:00 p.m. Campus tour information and online registration at uwstout.edu/admissions/visit.cfm	Campus Preview Days: Oct. 19, Oct. 20, Oct. 27, Nov. 3, Nov. 10, Feb. 19, Mar. 23, Apr. 6 & Apr. 13. Stout Saturdays: Oct. 21, Oct. 28, Nov. 11, Mar. 24. Online registration at uwstout.edu/admissions/visit.cfm
UW-Superior	Admissions Office 715-394-8230	Monday- Friday at 10:00 a.m., Monday, Wednesday, and Friday at 2:00 p.m.; Tuesdays & Thursdays at 2:30 p.m. Online registration at https://www.uwsuper.edu/admissions/tour/campus-visit.cfm?cta=1	Campus Preview Days: Oct. 20, Oct. 21, Jan. 20 & Apr. 7. Online registration at https://www.uwsuper.edu/admissions/tour/campus-visit.cfm?cta=1
UW-Washington County	Student Affairs 262-335-5201	Contact Student Affairs to schedule an appointment. washington.uwc.edu/admissions/visit	Contact Student Affairs for more information. washington.uwc.edu/admissions/visit
UW-Waukesha	Student Affairs 262-521-5041 888-463-6892	Contact Student Affairs to schedule an appointment. waukesha.uwc.edu/admissions/visit	Contact Student Affairs for more information. waukesha.uwc.edu/admissions/visit
UW-Whitewater	Admissions Office 262-472-1440	Monday-Thursday, 9:30 a.m., 10:30 a.m., & 1:30 p.m.; Fridays, 9:30 a.m., 10:30 a.m., 11:30 a.m. & 1:30 p.m.; Saturdays 9:30 a.m. & 10:30 a.m. Online registration at www.edu/admissions/campus-tour	Warhawk Premiere Days: Sep. 29, Oct. 6, Oct. 9, Oct. 20 & Oct 27. Online registration at www.edu/admissions/campus-tour

UW HELP WINS THE GOLD!



David Schejbal and Mary Vilmo

Our office won the 2017 UW System Board of Regents Academic Staff Program Award, which is their highest recognition bestowed on a UW System program.

We were humbled to receive this award, and we thank counselors for all of the great ideas about how to serve you and your students. You make us a better office.

The following excerpt from the award ceremony highlights some of our work.

Created in 1971 as the “front door” to the UW System, UW HELP currently serves more than 300,000 individuals annually. The unit provides personalized assistance and admission information to prospective students, parents/guardians, and high school counselors through one-on-one contact, social media outreach, presentations, and webinars.

UW HELP developed the online admission application for the UW System, used by more than one million students to date; maintains a database of pre-college programs; and created MajorMania, a database of academic programs to help students find best-fit programs. This past year, UW HELP’s text messaging effort engaged 20,000 high school students in conversations about financial aid and preparing for college. This summer, staff built the UW Journey mobile application, which high school students may use to learn about and compare UW System campuses.

Last year, UW HELP co-sponsored College Goal Wisconsin (CGW) with the Wisconsin Association of Financial Aid Administrators. CGW is a free event to help students and families with the Free Application for Federal Student Aid (FAFSA).

UW HELP staff regularly participate in high school presentations, including annual workshops for nearly 1,000 school counselors in Wisconsin, Minnesota, and Illinois. Creator of the award-winning *Introduction to the UW System*, UW HELP has received national awards from the Council for the Advancement and Support of Education and the University Professional and Continuing Education Association.

COLLEGE GOAL WISCONSIN

College Goal Wisconsin provides free information and assistance to families who need to complete the Free Application for Federal Student Aid (FAFSA), which is the federally required form for students seeking financial aid, such as grants and loans. Completing the FAFSA is the first and most important step in qualifying for aid.



Photo courtesy of UW Colleges

COLLEGE GOAL WISCONSIN WILL TAKE PLACE ON THE FOLLOWING DATES:

Wednesday, October 4, 2017
Monday, October 9, 2017
Wednesday, October 11, 2017
Monday, October 16, 2017
Wednesday, October 18, 2017
Monday, October 23, 2017
Wednesday, October 25, 2017
Monday, November 6, 2017
Wednesday, November 8, 2017

ALL EVENTS START PROMPTLY AT 6 P.M.

Students should attend with a parent or guardian if possible and [bring specific materials necessary to complete the FAFSA](#). If parents are unable to attend, students may attend alone and bring these materials. Independent students should bring their own income and asset information. Specific locations are found at collegegoalwi.org.



CHANGES TO MAJORS

There have been several changes to majors since our spring newsletter. These changes are effective immediately except where noted.

- UW-Parkside started a major in **Early Childhood Education**.
- UW-Platteville is no longer accepting admission to its **Media Studies** major.
- UW-River Falls will now be offering **Associate of Arts** and **Associate of Science** degrees.
- UW-Eau Claire is renaming its Women's Studies major as **Women's, Gender, and Sexuality Studies** effective fall 2018.
- UW-Eau Claire has new majors in **Rehabilitation Science and Exercise Science** that will start in fall 2018.
- UW-Superior now has a major in **Environmental Science**.
- UW-Stout suspended admissions for **MS in Hospitality Strategy**.

Visit [MajorMania](#) to find the most up-to-date information about the UW System's academic programs.

UW HELP PODCAST

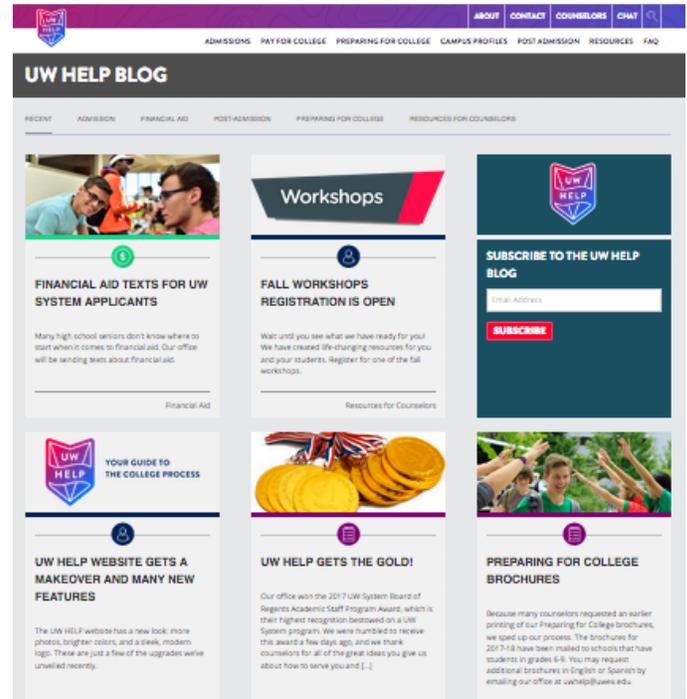
The UW HELP Podcast is a monthly interview series and discussion about student services issues in higher education and the UW System. The podcast has a wide variety of guests. Our first podcast is an interview with Denny Roark, Senior Outreach Specialist at UW System Administration. Denny has been a tireless advocate for helping students prepare for college, both academically and financially. Lis-

ten to this podcast to learn all about College Goal Wisconsin from an insider's perspective. Access it here: uwhelp.wisconsin.edu/resources/multimedia. Please send suggestions for topics to help@uwex.edu.

SUBSCRIBE TO OUR BLOG

The UW HELP blog is focused on issues counselors want to know about—and things prospective UW students ask about. We typically post once each week, which is just enough to keep you updated and not so much as to clog your inbox.

Please visit our blog site <https://uwhelp.wisconsin.edu/counselors/blog/> and subscribe! It's our way to keep you in-the-know about UW issues. We're happy to write posts about topics you'd like to hear about, so send your ideas to uwhelp@uwex.edu.



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YOUR GUIDE TO
 THE COLLEGE PROCESS

