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THE TROUBADOUR

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NEW, BLENDED OFFICE OF ADMISSIONS CREATED; KIRK MESSER IS DIRECTOR

In an increasing effort to better recruit and serve students, the undergraduate and graduate admissions offices have been blended to form a single Office of Admissions. Kirk Messer, former associate director of Graduate Admissions, has been named director. He has been with Stritch for seven years.

“Kirk has been working diligently over the past several years to firmly establish our graduate education programs in the Madison area,” said Executive Vice President Pete Holbrook. “The number of cohorts in the Madison area has dramatically grown under his leadership. He also has been a leader in streamlining processes through better utilization of Jenzabar. His education, recruitment leadership and Jenzabar knowledge provide Kirk with the necessary tools to move the admissions office to a blended structure.”

Messer has a bachelor’s degree from the University of Wisconsin-La Crosse and a master’s degree in management from Stritch.

Under the new setup, staff from both areas will collaborate on recruitment efforts. The number of undergraduate and graduate recruiters will remain the same, but Messer will no longer be directly involved in recruiting and will instead focus on leadership and technological enhancements. Pat Eckerstorfer and Kristy Bueno will serve as associate directors of admissions.

“Under Pat’s leadership enrollment in graduate programs has continued to grow and a framework

for future cohort expansion has been established,” Holbrook said. “During this past year, Kristy has been an integral part in the rebounding of our undergraduate enrollment. We want to thank both Pat and Kristy for the dedication and hard work they provide to Stritch.”



This move follows a series of steps in Enrollment Services that have been taken over the past year. They include:

- Creation of a Recruitment Marketing director to work with the University’s ad agency, Meyer & Wallace, as well as the Office of Public Relations and the University creative director to develop marketing aimed at increasing leads and applications for undergraduate and graduate programs.
- Creation of the Data Entry Application Processing and Assessment Team to increase efficiencies and capacity to process inquiries and applications to the University.
- Creation of a service and hospitality coordinator to assist in the development of individual and group visit programming.

“We all know that the world and technology are changing rapidly and that students increasingly are consumers who expect efficient and quality service,” said John Mueller, associate director of Enrollment Services. “With this in mind, we hope that by continuing to refine how we do business we will enhance our dealings with prospective and current students and achieve our enrollment goals.”