

**Profile of
Lynn Freeman
Director of Academic Advising, UW-Oshkosh
2010 Regents Academic Staff Excellence Award Recipient**

Background and Experience (Selected)

- Joined UW-Oshkosh as Director of Advising in 2002
- Ph.D., Pennsylvania State University; M.A., Northeast Missouri State University; B.A., Grinnell College
- Developed the university advising program to reflect national standards
- Created the Undergraduate Advising Resource Center (UARC), which offers comprehensive, developmental academic advising
- Established a comprehensive advisor training and professional development program
- Developed the Early Alert System, which helps increase student success among underrepresented students
- Encouraged use of online surveys to help advisors learn more about their advisees
- Implemented a 360-degree feedback process for advisors that includes a peer observation component
- Established effective partnerships with colleges, academic departments, residence life, athletics and other academic support units on campus (many of these partnerships were previously non-existent)
- Created workgroup to facilitate advisors developing curriculum for, and teaching, the Academic & Career Exploration course, using best practices in exploratory advising
- Secured differential tuition to hire five additional advisors and significantly reduce advisor to advisee ratios, thereby increasing both the quality and quantity of advising for students; also secured differential tuition to create the Peer Advising Liaison (PAL) program and for implementation of the Total Intake Model of advising on campus, which involved the establishment and development of faculty advising
- Founder and member of UW-Oshkosh Advisory Council for Comprehensive Academic Advising
- Chair of UW-Oshkosh Academic Support Task Force
- Member of the UW-Oshkosh Search and Screen Committee for Assistant Vice Chancellor for Academic Support of Inclusive Excellence
- President of the UW-Oshkosh Senate of Academic Staff
- System Representative of the UW-Oshkosh Senate of Academic Staff
- Member of UW System Advising Task Force

Professional Development and Recognitions

- Elected to regional and national leadership positions in the area of academic advising
 - Chair of National Academic Advising Association (NACADA) Region 5
 - Chair of NACADA Region 5 Conference Planning Committee
 - Mentor for NACADA Emerging Leaders Program
- Numerous WACADA, NACADA conference presentations

In Lynn Freeman's own words:

- “In my office on the filing cabinet, behind the chair where students and staff sit, is a clock. Of course it helps keep me on time during a busy day of appointments, but when I look at the clock frame, I'm reminded that the Oshkosh Student Association awarded me the President's Award for Dedicated Service in 2004. It refocuses me; it humbles me; it reminds me why I am here.”

- “When I arrived, the challenges the campus faced included: decentralized, disorganized ‘silos’ of advising groups with little communication; lack of collaboration with or respect from faculty; a prescriptive model of advising with little attention to developmental theory or practice or to major and career exploration. The advisors were doing the best they could with what they had, but their jobs were frustrating, unappreciated and they had no voice. The mandate was clear, the expectations high, and the need for change critical for the whole campus. The university rose to the occasion and I have thrived working on this challenge. Seven years later, we have a new advising model based on the expertise of professional and faculty advisors, changing academic policies and practices based on student success, a campus advising program for the 21st century based on current research and practices, a developmental model of advising students (advising is teaching/learning based on the student’s individual needs) and collaborative and productive relationships with faculty.”

In the words of colleagues:

- “...the projects spearheaded by Dr. Freeman most often are heavy duty in nature. Typically they are entrenched in history, carry multiple layers of complexity, and have rippling impacts throughout the entire University community. To be so trusted by students, faculty, staff and administrators takes proven effort and consistent excellence of performance. One can always expect her best.

“In addition to her driving work ethic, Dr. Freeman displays a humane, caring and compassionate demeanor. Not only is she humorous and personable, she is deeply committed to her staff and loyal beyond reproach. She is insightful and able to identify and recognize individual needs while balancing the good of the whole.”

Jill M. Endries, Director of Admissions

- “...Dr. Freeman sets the bar high for both herself and her staff. She consistently seeks the latest research, best practices and policies from the profession in order to critically review our university practice associated with advising and in the areas of student and academic support systems. Her contributions provide for efficiency, accuracy and high standards in relation to not only her administrative area but across advising practices in the four colleges and an academic division in the university.

“Her engagement with the university community has substantially altered the way that we advise, assist and support all students. Going beyond the necessary is a regular practice for Dr. Freeman. She engages with the state and national advising practices through her service on governance groups, leadership in professional organizations and through her contributions to studies, task forces and affinity groups. She is quick to apply what she learns to our own institutional practices to ensure that each student receives the best advising and support services possible. She developed the university advising program to reflect national standards and to be a leader within the university system and continues to serve as an agent of change for practices dealing with student success across campus.”

Dr. Carleen Vande Zande, Assistant Vice Chancellor, Curricular Affairs

Dr. Perry Rettig, Associate Vice Chancellor, Academic Affairs