

Much more than a registrar

# Schumacher makes campus experience a good one

She went to college to become an educator. But Diane Schumacher became a teacher in a different way. She educates students as they weave their way through the paperwork that comes with getting a college degree. And, she helps faculty and staff as they advise students through those collegiate requirements.

As Executive Director of Enrollment Services and University Registrar, Schumacher jokingly measures her success on how well students get to know her office. "If students don't ever remember going to the Registrar's Office, they must have done everything right, which means we've done our job," she says.

Schumacher says the Registrar's Office is involved in many college experiences and serves as the bridge between the academic and student development areas. "There are so many things that go on in which somewhere the Registrar's Office plays a role," she says.

Students seek out the office when registering for classes, of course, but also when they have questions about graduation, transcripts, grades, SNAPs, and veteran benefits. In recent years, much of what the office assists with has gone online, allowing student access 24/7.

"We use technology as much as we can to provide good service and be as efficient as possible," explains Schumacher. "Every year we add more Web services." Last year, student advising sheets (SNAP reports) went online. This fall, transcript information is expected to be added.

While much is online, Schumacher says it's still key to make the Registrar's Office friendly for those seeking help face-to-face. "Customer service is one of our office's key focuses," she notes. "We continue to work to make the Registrar's Office a positive place for students to come, and faculty and staff as well."

Last year, Schumacher was asked to head the newly-established area of Enrollment Services, which includes the offices of Admissions, Career Services, Financial Aid, Records and Registration, and the Academic Advising Center. Schumacher says the reorganization has worked as well as it had

because staff in those areas accepted the idea. "Everyone has worked hard together to make the unit successful," she says.

Her colleagues attribute success to Schumacher's management style, which encourages staff to reach their highest potential while having fun. "Her dedication to this institution is immeasurable," says Jan Von Ruden, associate registrar. "She worked countless hours, focused on the task at hand, secured the support of individuals in the affected areas and found a way to make it work."

During her 32-year campus tenure, Schumacher has served in campus governance, including a term as Academic Staff Council Chair and on numerous committees. She

continues to find a positive campus atmosphere. "I'm always impressed as to how much our faculty and staff care about students," she says. "And, they do the right things to serve students."

Schumacher says she has no regrets that she didn't head to the classroom right after graduating. Instead, she became a typist in the Registrar's Office. "I've never looked back and said I wish I would have tried something else," says Schumacher. "In general, the university is a positive place to work. When the goal is changing lives by becoming more educated, it doesn't get any better than that."

—Brad Quarberg, University Relations



### The Diane Schumacher file

**Diane Schumacher's more than three decades at UW-L has included:**

- **Executive Director of Enrollment Services since 2005.**
- **University Registrar since 1995.**
- **Associate Director of Continuing Education and Extension, 1986-1995.**
- **Coordinator of Administrative Services in Continuing Education and Extension, 1978-1986**
- **Support Staff, Records and Registration, 1974-78**
- **Master's in college student personnel, 1983; bachelor's in elementary education, 1974.**