A MESSAGE FROM THE REGISTRAR

The Office of the Registrar has completed yet another exciting year at the University of Wisconsin-Madison. From leading major campus initiatives related to student data to being a key player of national initiatives related to reverse transfer credits, I'm extremely proud of the breadth of our office’s contributions to the campus community and the greater higher education landscape.

Thank you for taking the time to review our key accomplishments and the scope of our work as it relates to the goals of our office as we strive to support the teaching and learning mission of the University of Wisconsin-Madison by providing essential enrollment, curricular and student record services to the campus community. Our goals are:

**MAINTAIN THE INTEGRITY** of all core functions;

**DEVELOP STAFF** both professional and student, to progress in their desired career that leads to an enjoyable, productive and stimulating workplace;

**COLLABORATE AND ENGAGE** with the campus community to ensure we efficiently and effectively meet the needs of faculty, staff and students;

**CONTINUOUSLY SUPPORT** the teaching and learning mission of the University of Wisconsin-Madison and embrace the Wisconsin idea;

**BECOME A NATIONAL MODEL** known for creativity, innovation and services which place us at the forefront of our profession.

I am very honored to be part of an organization with so many dedicated and passionate staff who align their work with the goals of our office. Their contributions have improved UW-Madison’s student educational experience, supported our colleagues in the schools and colleges, and advanced the overarching strategic vision of the campus.

The 2015-2016 year is going to be another productive and fulfilling year and I welcome the opportunity to lead our office in the support of the continuous advancement of the teaching and learning mission of our campus.

On, Wisconsin!

Scott Owczarek
University Registrar
The Academic Services area manages curricular, course and instructor data, assists with course enrollment set-up, classroom scheduling, letters & Science degree clearing and posting, degree audit coordination and NCAA/Big Ten academic eligibility.

The Application Development & Technical Services area manages the overall infrastructure setup, maintenance of systems, SIS setup and processes, project management, identity and access management, enterprise data management and security, and network services, web design and support.

The Student Services area is involved in recording and assessing information on the student record from the time a student applies for admission to the time a student graduates and beyond. This can include residence for tuition determination, veteran’s benefits, course enrollment, academic and demographic updates to the student record, transcript production, enrollment and degree verification and diploma services.

The Communications, Outreach and Administration Services area coordinates and executes the Office of the Registrar’s communication and outreach plan. COAS also manages human resources, business services, data requests and professional development for the office.

STAFF HIGHLIGHTS*

Retirements and Departures
Georgette Ballweg
Scott Clemence
Jenny Hefty
Kathy O’Brien
Will Lipske
Kyle Van Netter
Daryl Wilde

Awards
Joe Rasmussen: Madison Student Personnel Association Campus Impact Award
Will Lipske: Division of Student Life Partnership Award
WHAT DOES OUR OFFICE DO?

- Apply to Graduate Process
- Athletic Academic Eligibility
- Certificate Support
- Classroom Scheduling
- Curriculum and Enrollment Consulting
- Data Requests
- Data Visualization
- Degree Audit Encoding and Support
- Degree Clearing/Posting (Letters & Science)
- Development of Systems & Applications
- Degree and Certificate Postings
- Diplomas
- Enrollment
- Enrollment & Degree Verification
- Enterprise Data Management
- FERPA Consultation & Training
- Grade Posting
- Identity & Access Management
- Institutional Reporting
- Student Information System Security
- Student Information System Setup & Process
- Project Management
- Residency for Tuition Purposes
- Schedule of Classes
- Student Data Custodian
- Student Record Management
- Transcripts
- Tuition Assessment
- Veteran Services & Military Assistance Center (VSMAC)
- Veterans Benefits Eligibility

POSITIONED TO SUPPORT UW-MADISON

Register

Faculty

Advisors

Enrollment Management

Students

External Constituents

Schools/Colleges/Departments
MAINTAIN THE INTEGRITY

FEATURED PROJECT

LOCAL EMERGENCY CONTACT INFORMATION

The Office of the Registrar partnered with the Dean of Students Office to collect student local address and emergency contact information. The goal is for UW-Madison to have the best possible information at the worst possible time. If a student is having an emergency, the information is available for authorized staff and administration, such as UW Police, University Health Services, and UW Housing.

Previously, the source of a student’s address/contact information was from their application for admission or their billing information, which proved unreliable in emergencies. For example, a student’s “billing address” is often their permanent home address, rather than the physical address where a student sleeps at night. To compound the issue, the information wasn’t gathered consistently across campus or stored in a user-friendly format, which slowed down response times during emergency situations.

The end-goal of this project was to have a single place for students to enter this information and a single place for authorized staff to find it. This both follows best practices to keep UW-Madison student safe and brings the institution into compliance with state and federal requirements.

Students can enter their local emergency information (local physical address, cellphone number and the names of personal emergency contacts) in the new MyUW.

For more info, visit: go.wisc.edu/8zd669

APPLY TO GRADUATE PHASE 2: The Apply to Graduate function within the Student Center was enhanced to allow students more flexibility in indicating their desire to participate in a commencement ceremony other than the one in their degree conferral term. Students in these circumstances previously had to contact the Commencement Coordinator and their record had to be manually updated. In addition, a newly streamlined and more automated process was developed to identify students eligible to receive recognition for Distinctive Scholastic Achievement (DSA) and Degree Honors for the Commencement Program.

VETERANS ADMIN PAGES: The delivered PeopleSoft veteran pages were implemented as a two phase project. Phase 1 implemented new pages that display information that mirrors the Department of Veteran Affairs administrative pages, which greatly reduces processing time. Phase 2 of this project deployed a student facing feature, which allows students to participate in their own veteran benefit process.

STUDENT INFORMATION SYSTEM SECURITY RESTRUCTURE (ONGOING): Continued restructuring of current student information system security structure resulted in a more streamlined architecture with fewer roles.

DECEASED NOTICE UPDATE AUTOMATION: Reduced manual updates to student records when verified deceased notices are received from the University of Wisconsin Foundation through the use of batch processing within the student information system.

CLEARINGHOUSE EXTRACT PROJECT: In response to the Department of Education final regulations for 150% Direct Subsidized Loan Limit, the extract submitted to the National Student Clearinghouse required extensive modification. The main focus of the change was to incorporate detailed student program information and the expected time to complete the program.

DIPLOMAS PRODUCTION OVERHAUL: An analysis of diploma operations revealed several cost- and time-saving opportunities that led the office to partner with Paradigm, Inc. to print and mail UW-Madison diplomas. Previously, several pieces of this operation were not streamlined within a single entity causing increased cost and turnaround time to provide students their diplomas.

CHUB/CAOS/DATA WAREHOUSE DATA STRATEGY: The Curricular Hub (CHUB) completed a major expansion and has been renamed the Curricular and Academic Operational Data Store (CAOS). CAOS gets data from multiple source systems and uses web services to provide course and student data to authorized recipient systems. Work also began to leverage CAOS and partner with the Data Warehouse to meet the data needs of campus.

CATALOG MASS UPDATE: To comply with a Higher Learning Commission (HLC) accreditation standard that require at least 50% of credits of a graduate program’s degree credit requirement to be courses designed for graduate work, the Office of the Registrar partnered with the Graduate School and the Office of Academic Planning and Institutional Research in creating and assigning an attribute to courses that met this requirement. All courses numbered 700 and above were assigned the attribute as well as an enforced prerequisite requiring graduate or professional standing in order to enroll. Eligible courses in the 300-699 range were also assigned the attribute. To facilitate student class exploration, planning, and enrollment, the attribute is now a searchable field in Course Guide starting with Spring 2016 enrollment.

JIRA TASK TRACKING: The Application Development and Technical Services area deployed a tracking system, JIRA, to support the management of IT task requests and developer time, while enhancing the ability for all staff to monitor task request status.
DEVELOP STAFF

FEATURED INITIATIVE

WELLNESS PROGRAM

Kick-started by staff interested in eating healthily, living active lives and practicing mindfulness, the Office of the Registrar supported the development of a Wellness Group. The mission is to cultivate a supportive environment that encourages employees to make healthier lifestyle choices. The vision is to create and sustain a healthy office culture that educates, motivates and empowers staff to adopt and maintain healthy lifestyle behaviors.

In an effort to provide a wide range of opportunities for staff to be engaged, the initial launch of the wellness program included the following events:

- **Nutritional Value of Fruits, SuperFoods, and Vegetables and Workplace Wellness Class** - The office hosted a smoothie making contest where staff competed to make healthy smoothies. The event was followed by a presentation by Deana Preble, a registered dietitian who discussed the benefits of fruits, vegetables and ‘superfoods’.
- **Fitness and Movement Workshop** when Dr. Kyle Nye and Dr. Bailey Nye provided information about techniques to help your body fight heart disease, cancer, and other diseases.
- **Wellness Assessment via Well Wisconsin** - The Office of the Registrar was a host site where staff could get biometric screening for BMI, blood pressure, glucose, cholesterol and waist management.

![Inaugural Smoothie Contest Participants (left to right): Tristin Marotz, Joe Rasmussen, Suzanne Broadberry, Jeff Armstrong](image)

PROFESSIONAL DEVELOPMENT: 86% of full-time staff participated in at least one professional development opportunity over the past year. This is a 3% increase from the previous year. Opportunities ranged from on-campus/Madison-based events, to state, regional and national conferences.

The office began a series of informal ways for staff to debrief the office about their experience and share knowledge gained. These include gatherings such as ‘Fireside Chats’, ‘Lunch and Learn’, ‘Tea at 2:00’, and ‘Breakfast Chats’.

91 Unique Opportunities

- **Campus and Local (65)**
- **State (4)**
- **Regional (3)**
- **National (13)**
- **Online (6)**

71% 7% 15% 3%

71%

STUDENT EMPLOYEE PROGRAM: The Office of the Registrar developed a student employee program to create a more meaningful work experience that benefits both the RO student employees as well as the organization. The initial launch included the creation of a more thorough training, a handbook, and a student employee professional development program. Students now work on office projects, such as the design and implementation of a PeopleSoft Work Center and Trello.
**Featured Project**

**Enrollment Tools Design Sprint**

Over 25 individuals from the Office of the Registrar, DoIT, Office of Undergraduate Advising, various campus departments and several students came together for a week in June to assess and redesign the enrollment experience at UW-Madison. The catalyst for this project was feedback received from advising colleagues and students across campus stressing the need to improve the student course enrollment process. The overall sentiment was that many of the individual enrollment tools are useful, but when combined, they add complexity to and fragment the enrollment experience. This ultimately creates unintended stumbling blocks for students trying to enroll each term.

The group, led by User Experience expert Phyllis Treige, followed the steps of design thinking: (1) understand, (2) diverge, (3) decide, (4) prototype and (5) validate. The prototype streamlines the currently non-linear enrollment process into an intuitive user interface where a student can search, plan, and enroll from the same screen. The RO Enrollment Tools Service Team will continue working to implement the prototype.

While the new prototype will not replace traditional use of Student Center, this one-stop solution would encompass features currently found in Course Guide, DARS, Schedule Planner, and Student Center, and will be likely accessible in MyUW.

**Accomplishments**

**Design Studies 501 Project**: A Design Studies 501 class reimagined office space in the Office of the Registrar during a three-week summer course. Students viewed the space, interviewed staff, and drew sketches, resulting in six possible plans. The final proposal is being used as a framework for future planning of the space reconfiguration. Additional information can be found at: [http://go.wisc.edu/8fk7x5](http://go.wisc.edu/8fk7x5). Student focus group meeting pictured below.
CONTINUOUSLY SUPPORT

FEATURED PROJECT

LETTERS & SCIENCE MANDATORY
MAJOR DECLARATION POLICY

Starting Fall 2015, the College of Letters and Science (L&S) is enforcing the newly created major declaration policy which requires all L&S undergraduate students to declare a major or be admitted into a program before or upon the completion of 86 credits (i.e., senior standing). On paper, this policy implementation seems straightforward; however, the operationalizing of policy to reality involved several items.

The Office of the Registrar worked with the Mandatory Major Declaration Implementation Committee to assist in the successful rollout of the policy. The office’s first major contribution was automating L&S major declaration page that replaced a relatively manual process. The new process allows for real-time processing and posting of the plan update. Additionally, this enables the office to stop accepting paper major declaration forms, which leads to saved staff time as well as a lower risk of error associated with manual data entry. The Office of the Registrar also developed an enrollment hold to place on the student’s record if they fail to declare a major by a designated time set by L&S.

This collaborative partnership with L&S highlights the central role the Office of the Registrar can play in the successful implementation and enforcement of academic requirements on the UW-Madison campus. While there is still substantial work to be done to effectively and efficiently enforce all academic policies on campus, this project provides an example of how the Office of the Registrar can serve as a resource during the development and rollout of school/college policies.

KEY ACCOMPLISHMENTS

GRADING PROJECT (Phase 2): The Student Services area automated a series of processes and queries that run during the grading period as well as throughout the year. These include end-of-term grading processes such as Dean’s List, Academic Actions, and Retro Foreign Language. The automation of these processes allows accurate and up-to-date information to be reflected on the student file in a quick and timely manner.

MAJOR DECLARATION WORKLIST AUTOMATION: The Student Services area partnered with undergraduate schools and colleges to automate the processing of Program/Plan changes. RO team members met with representatives from each school/college to learn about their needs related to this process. The automatic process posts program/plan changes in real time, which provides students with up-to-date information when registering for classes. Advisors and departments will now also be able to more efficiently update student program/plans through automatic online forms.

CERTIFICATE PROJECT: Throughout the 2014-15 academic year reps from the Office of the Registrar met with over 40 department certificate program coordinators and academic advisors to share the Guidelines for For-Credit Certificate Programs and the process for declaring, reporting, and managing undergraduate certificate programs. The RO representatives also educated the certificate program coordinators about the new upcoming automated certificate audit process. Beginning with December 2015 graduates, only students who have applied for graduation, completed the requirements for an undergraduate degree, and declared a certificate will be audited based on the certificate requirements as they are coded in DARS.

FINAL EXAM RESCHEDULING: In response to a request from the chancellor to allow students and the campus community to fully focus on Commencement Day festivities, the Office of the Registrar facilitated the rescheduling of final exams scheduled to be held on the same Saturday of the spring commencement. Alternate arrangements were made for approximately 80 sections of courses, impacting 1,500 students. In addition, the final exam schedule has been permanently restructured to ensure that exams do not conflict with future Commencement Day events.

COMMENCEMENT SUPPORT: As a key partner with the Office of the Chancellor, which oversees commencement, the Office of the Registrar continued to provide support in the area of diploma cover management, day-of-stage party support, serving as commencement marshals and marshal captains, overseeing the apply to graduate process and providing data for the commencement program.

PREREQUISITE CHECKING AND ENFORCEMENT: The Office of the Registrar, in tandem with the University Curriculum Committee and the Office of Academic Planning and Institutional Research, will be auditing prerequisites to ensure enforceability and adding the prerequisites within the enrollment system on all courses approved by UCC after September 1. The office will also work with schools and colleges to review all existing courses to ensure prerequisites are enforceable and placed on courses. This initiative is part of advancing the Office of the Provost’s time-to-degree recommendations.

DEGREE AND CERTIFICATE AUDIT: The Office of the Registrar’s long-term goal of forming a campus service to maintain requirements and degree programs became a reality this year. The service team has assisted the College of Agricultural and Life Sciences, the School of Business, the School of Pharmacy, and the School of Nursing with requirement updates and entry of academic exceptions. Maintenance of Capstone Certificate programs and College of Letters and Science undergraduate certificate programs has also been brought into the office. Conversion to a Java-based version of our vendor-supplied degree audit software is underway and targeted for Spring 2016 completion.
Reverse Transfer Initiative

The Office of the Registrar, in partnership with the National Student Clearinghouse, University of Texas at Austin, and University of Missouri, is leading the development of a free national service to provide an automated solution to enable four- and two-year institutions to securely and efficiently exchange reverse transfer student data. Much of the project will be funded from a Lumina Foundation grant.

Reverse transfer of credits occurs when a four-year institution transfers student credits back to any two-year institution from which a student has transferred. It doesn’t matter if the student transferred to another associate degree granting institution first or a bachelor’s level institution, attended public or private institutions, or transferred across state lines. If eligible, the student is then awarded an associate degree.

The National Student Clearinghouse Research Center’s Transfer & Mobility report found that community colleges make an important contribution to college completion. Nearly a quarter of students who started at a community college transferred to a four-year institution within six years, but only one in eight did so after receiving a credential. In its Transfer and Mobility report, released in 2012, the Research Center found one in five students received a credential before transferring. This widening credentials gap is why many states and institutions are creating reverse transfer initiatives. The Clearinghouse’s Reverse Transfer service will help close the gap by awarding associate degrees to eligible transfer students.

UW-Madison is familiar the concept of reverse transfer as it already has agreements in place to automatically exchange transfer student data with community colleges within Wisconsin, specifically Madison College. Although Wisconsin has not been legislated to provide a reverse transfer service like many states, the commitment to provide this service was driven by the tangible benefit students gain with the additional degree credential.

Reverse Transfer System with Madison College: The Office of the Registrar instituted a system by which completed course data could be automatically sent to Madison College (MATC) to enable students to complete their associate degree while working toward their UW-Madison degree.

Flat Fee for Official Documents: Faced with two dilemmas of declining revenue from decreased transcript sales and the concern over nickel-and-diming students with incremental fee increases, the Office of the Registrar implemented a one-time flat fee for official documents. This concept has only been implemented in a select group of institutions, but is becoming a growing trend to provide a stable and predictable revenue source to cover the operating costs related to hard documents such as transcripts and diplomas, while supporting the data infrastructure that drives electronic delivery of documents including PDF transcripts, DARS, unofficial transcripts, etc. A secondary benefit was several efficiencies (labor and financial) gained by eliminating the per transcript fee. This project was selected to be discussed at the AACRAO 2016 annual conference.

Presentations, Panels and Publications: As part of the office’s professional development program and goal to support the Wisconsin Idea, the Office of the Registrar highly encourages staff to present, serve on a panel or publish on timely topics within the registrar profession. The following list highlights those staff members who either presented or published an article in the past year.

- AACRAO 2015: Driving Student Success Initiatives In Higher Education, Brian Canavan, Rob Fitzgerald, Scott Owczarek & Emily Shandley.
- AACRAO Tech 2015: How Did Peter Piper Pick His Projects and Prune His Project Pipeline?, Leslie Gardner & Phil Hull.
- Alliance 2015: Automating Residency Decisions – Lighten the Load for Applicants and Staff, Aaron Agel.
- BIG Ten Annual Conference 2015: Advanced Continuing Eligibility, Tristin Marotz & Dan Rohrer.
- WACADA Fall Pre-Conference 2015: Awarding Credit Where it is Due: Using Reverse Transfer to Support Associate Degree Completion, Scott Owczarek, Lori Sebranek & Diane Treis Rusk.
- WACRAO 2014: Different Approaches to Reverse Transfer, Scott Owczarek.
- WACRAO Veterans Conference 2015: Leveraging Student Employees via VA Work-Study Program, Joe Rasmussen.
**BY THE NUMBERS**

### TRANSCRIPTS ORDERED

![Graph showing Official and Unofficial Transcript Counts]

- **132,553 total number of unofficial transcripts ordered**
- **46,427 total number of official transcripts ordered**

### ENVIRONMENT AND DEGREE VERIFICATIONS

#### National Student Clearinghouse Transactions

- Total number of transactions: 132,553

#### Self-Service Degree Verification Letters via Student Center

- Total number of letters sent: 6,432

### AWARDS POSTED*

- **14,599 Total Awards**
  - 10,939 Degrees Posted
  - 2,732 Certificates
  - 517 Additional Majors
  - 306 Teaching Certificates
  - 105 Farm & Industry Short Course Certificates

*These are operational numbers based on work performed during September 2014 to August 2015. For official institutional counts used for reporting purposes, refer to Academic Planning and Institutional Research.

### RESIDENCY APPLICATIONS

- **67,259 Apps Reviewed**
  - 19,156 Grad (28.5%)
  - 11,238 Law (1.7%)
  - 835 Military (0.1%)

### SPECIFIC POPULATIONS SERVED

- **643 military affiliated students** (veterans and dependents) receiving education benefits. 364 are veterans.
- **835 student-athletes** reviewed for academic eligibility,

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**Courses, Grading, and Classrooms**

- Distinct Courses Offered: 9,466
- Enrollments Processed: 347,560
- Final Grade Rosters Posted: 28,302
- Final Grade Count: 344,636
- Graduation Applications Processed: 10,966
- Million Chub/CAOS Data Calls: 250

**DARS Report Requests**

- 577,379 DARS reports requested during 2014-2015
- 1,582 DARS reports requested daily on average

**Webs and Social**

- Registrar.wisc.edu
  - Website Unique Visitors: 848,382
  - Website Page Views: 1.6 million
- Ordertranscript.wisc.edu
  - Transcript Unique Visits: 43,574
  - Transcript Page Views: 96,457
- @UWMadRegistrar Followers: 1501

Let us know at: [go.wisc.edu/2Le2y8](http://go.wisc.edu/2Le2y8)