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FOR IMMEDIATE RELEASE

Mount Mary College Admissions Director Receives National Recognition

MILWAUKEE (December 6, 2011) – Rachel Gonnering, Director of Undergraduate Admissions at Mount Mary College, received two awards from the National Communication Association (NCA), President Eileen Schwalbach announced today. Gonnering received “Top Panel Award” and “Top Student Award” for her paper, “Training Student Employees to Effectively Apply Customer Service Principles to their Positions of Employment in Higher Education,” which was presented at the NCA’s 97th Annual Convention held November 17-20 in New Orleans. She co-authored the paper with Becky Mulane, Student Success Advisor at UW-Sheboygan.

The paper offered recommendations that were compiled into a guide, titled *Student Employee Recommendations for Vocational Interactions with Customers in Education*, (SERVICE). The guide included information on how to recruit and retain appropriate students, cross-train, create a team-focused environment, understand the customer, provide incentives, and obtain feedback and evaluations.

Gonnering received her B.A. in Communication from St. Norbert College and her M.A. in Communication from UW-Milwaukee. She has been employed at Mount Mary College since 2008.

The NCA serves over 8,000 communication scholars, teachers and practitioners nationally and internationally. Its mission is to advance and promote the importance of communication in both public and private life. More information on NCA can be found at www.natcom.org.

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Mount Mary College, founded in 1913 by the School Sisters of Notre Dame, was Wisconsin’s first four-year, degree-granting Catholic college for women. Located on an 80-acre campus in Milwaukee, the College offers more than 30 undergraduate majors for women and eight graduate programs for women and men. Mount Mary also emphasizes study abroad, service learning, and social justice initiatives. Its nearly 1900 students enjoy small class sizes (average 14) and over 90 percent of full-time students receive financial aid or scholarships. Through classroom instruction and community service, Mount Mary develops women to be leaders in their professions and their communities, serving as role models to inspire achievement in others. Visit Mount Mary at www.mtmary.edu.

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