

WOMAN TO WATCH

Mission: expand opportunities

Arlene Hisiger
Special to Rochester Democrat and Chronicle
USA TODAY NETWORK

While still an undergraduate pursuing a bachelor’s in Spanish language and literature, Kimberley Wiedefeld, set out for Kenya and Thailand. In Kenya, she participated in a microenterprise development service mission, while her trip to Thailand was designed to challenge herself to learn a non-Latin-based tonal language. In fact, these two vastly different geographic locations shared something in common that would serve as a springboard for Wiedefeld’s ultimate career in education.

In observing women and men around her age, in both countries, Wiedefeld was “struck by my privilege of being born to a middle-class family, in America, who was able to pursue higher education.” She came to realize that the opportunities the people she encountered overseas had less to do with their abilities than the context they were born into. “I felt a significant responsibility to take what I’d been given and use it to improve higher-education opportunities for individuals who wouldn’t usually have them,” Wiedefeld explained.

To accomplish this goal, she decided she needed to understand “the mechanics” of how students get into college. So she applied her education and skills set to the admissions and enrollment aspect of education.

Currently, Wiedefeld serves as Roberts Wesleyan’s vice president for enrollment management.

“My greatest satisfaction is collaborative leadership,” Wiedefeld says in explaining how the teams she works with at Roberts Wesleyan pull together to work toward their goals. A goal Wiedefeld is particularly proud of and one that she was instrumental in launching is the college’s Four Year Promise — the promise that qualified students will graduate with a college degree within a 4-year time frame.

“Kimberley is strategic, visionary and passionate about her work and those she works with. She brings fresh energy into each conversation and has the ability to reflect on how she can continue to improve in her own leadership,” says Dr. Deana Porterfield, Roberts Wesleyan College president.

If you had to point to an overarching driver behind all of Wiedefeld’s endeavors, it would be her faith-based motivation to use her God-given talents to pur-

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sue diversity and inclusion. This goal became intensely personal when her daughter, Kate, was born with Down syndrome and it is what animates her professional and communal work.

Personal: Age 37, married with two children, lives in Brighton.

Occupation: Vice President for Enrollment Management, Roberts Wesleyan College.

Education: Azusa Pacific University, Bachelor of Arts, Spanish Language & Literature, 2002; University of London, Institute of Education, Master of Arts in Education and International Development, 2005.

Recent work projects and achievements:

- Launched “Four Year Promise.”
- Improved first-year retention by 6.5 percent in one year.

■ Launched test-optional admissions for students for whom the SAT or ACT is not the best reflection of their ability.

■ Restructured student financial-aid program.

■ Expanding college opportunities to students with intellectual and developmental disabilities.

Current community activities and recent achievements:

■ Browncroft Community Church: teach marriage enhancement class.

■ Flower City Down Syndrome Network’s “First Call” program volunteer: serve as the first line of contact for par-

ents receiving a new diagnosis of Down syndrome.

■ **Pledge Committee:** Ruby’s Rainbow’s “World Down Syndrome Day” fundraiser, to provide college scholarships for individuals with Down syndrome.

Biggest challenge I’ve overcome: When my daughter was born with Down syndrome, I knew so little about the diagnosis. I filled in the blanks with misinformation about what life would be like for her, for me, for our family and for our future. I imagined something very hard, very lonely, and maybe even a bit sad. But during a family outing at the beach, when my daughter was 2, I saw both my son and daughter happily engaged and enjoying the beach. It struck me that we were having fun as a family! Our life was far more like that of our peers than it was different. We then started to look at life through a lens of opportunity and limitless ways to plan for the future.

A person or mentor who has inspired me: Deana Porterfield, Roberts Wesleyan College president. She is expert in her field and easily shares the lessons she’s learned. In addition, I admire her ability to be a great leader and influencer while not letting go of the important things in life — family and friends.

Future goals: My personal and professional goals intersect. I want to be a part of expanding opportunity for individuals with Down syndrome to attend college and find meaningful employment. I might also want to start a bake shop or coffee bar that is staffed by individuals with all abilities.

One piece of advice for someone starting out in her professional career: Take your career one step at a time. Learn as much as you can from your colleagues and leaders. Allow yourself to be mentored and developed, even when it’s uncomfortable.

Arlene Hisiger is a Rochester-area freelance writer.

To nominate

Woman to Watch features outstanding young women who are community servants and rising stars in the Rochester area. We also feature women from our On the Move database. Email us at womantowatchnominations@gmail.com. Include your contact information; the name, job title and contact information of your nominee; and the reasons you are nominating her.

CALENDAR

New Horizons Network 8-10:30 a.m., May 22. Episcopal Church of the Incarnation, 1957 Five Mile Line Road, Penfield. A networking support group for job seekers, providing help for those out of work, about to be laid off, transitioning to a new career, looking to volunteer or just refining networking skills. Meets every Tuesday morning. Free and open to all.

The Business Security & Technology Summit 8 a.m.-2 p.m., May 22. DoubleTree Hotel Rochester, 1111 Jefferson Road, Rochester. A business-to-business exhibition and conference with a focus on business and information technology solutions. Registration required. (585) 254-8710 or bstsummit.com.

Canandaigua Chamber of Commerce Mixer Noon-1:30 p.m., May 23. Ferris Hills at West Lake, 1 Ferris Hills, Canandaigua. “Spring Gourmet Picnic.” Networking and lunch. Registration required. \$5. (585) 394-4400 or canandaiguachamber.com.

Hot Topics in Employment Law 2:30-5 p.m., May 23. The Hilton Garden Inn, 800 Pittsford Victor Road, Pittsford. Presented by Lorisa LaRocca, Woods Oviatt Gilman. She will share valuable insight in regards to the top employment law situations that today’s business owners need to be prepared for. Registration required. (585) 410-6733 ext. 103 or <https://conta.cc/2l2jMWW>.

Lilac City Toastmasters Club 7-9 p.m., May 24. Immanuel Lutheran Church, 131 W. Main St., Webster. Increase confidence and improve public speaking skills in a friendly atmosphere. For more information, call (585) 259-1925.

Nick

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SUMo, the Software Update Monitor (<https://www.kcsoftwares.com/?sumo>), is a popular program when it comes to running automatic checks for software that is out of date on machines running a flavor of Microsoft Windows. It gets pretty high ratings in most reviews of this type of software.

Another program is UCheck (<https://www.adlice.com/download/ucheck/>). It’s very similar to the others. Not sure how much I trust a company named “adlice.”

Please note that almost all of the programs of this sort come in both free and paid versions. The paid version usually has more features (including automated updates), and are often relatively inexpensive for the home user.

How useful are these programs? Well, it depends. It depends on how many non-Microsoft programs you have (Microsoft does update their own programs — well, Windows and Office). But for non-Microsoft programs, you’re on your own. Remembering to check for updates, download them, install them, and make sure they run can be a pain. Of course, even if you use one of the programs above, you still need to check that the updated programs still run properly!

Most people don’t bother to update their software unless they are forced to by something like Windows Update. On the one hand, they don’t have to worry about an update breaking something or changing the look, but on the other hand, we all know that malware writers love to take advantage of software exploits to find new victims. Updating regularly helps keep you safer.

Which program should you use? I don’t know. The problem is that the mix of software on your machine is unique. So I can’t recommend any one product. You should make a list of the programs you have on your computer (starting with Windows itself, although most of these programs don’t update Windows), and then do a little research on each website to see which of your programs are covered. Make a little grid, and pick the one that does the best.

One word of caution: the versions I checked seemed free of spyware and malware. I cannot guarantee that updated versions will always remain so. Please check any program you download from anywhere, read each screen carefully when installing it so you don’t add any bloatware, and, of course, scan your system regularly for viruses and other malware.

Nick Francesco, a.k.a. Ask Nick, offers simple answers for your computer questions. He can also be heard on Sound Bytes during a weekly computer call-in radio show Saturdays on Jazz 90.1 and live online at Jazz901.org. Email questions to QANDA@AskNick.com.

ON THE MOVE

To submit your new hires or promotions, use our form at <http://on.rocne.ws/OTMove>



Aaron Young

Company: Sage Rutty & Co. Inc.
Position: Associate financial planner
Home: Henrietta



Colleen Brennan-Barry

Company: New York Chiropractic College
Position: Vice president of marketing & communication
Home: Rochester



Edward H. Townsend

Company: Harter Secrest & Emery LLP
Position: Senior associate
Home: Rochester



Isaac Onoh

Company: Lu Engineers
Position: IT technician
Home: Rochester



Jennifer Scarpulla

Company: Rochester’s Cornerstone Group Ltd.
Position: District manager
Home: Churchville



Justin Sansone

Company: Alesco Advisors
Position: Principal
Home: Rochester



Katie Flynn

Company: Martino Flynn LLC
Position: Account executive
Home: Victor



Lauren Mezzoprete

Company: Insero & Co. CPAs LLP
Position: Staff accountant
Home: Henrietta



Linda Cala

Company: The Summit Federal Credit Union
Position: Consumer lending manager
Home: Greece



Lisa Burns

Company: Finger Lakes Regional Tourism Council
Position: Executive director
Home: Geneseo



Patricia Cruz-Irving

Company: Sen. Rich Funke’s staff
Position: Director of communications
Home: Rochester



Rashaud Hinds

Company: Lu Engineers
Position: IT technician
Home: Rochester



Rich Klein

Company: ConServe
Position: President
Home: Churchville



Richard Dierna

Company: Hammer Packaging
Position: Electronic prepress systems specialist
Home: Rochester



Ruben Byrd

Company: Henderson Ford
Position: Sales consultant



Ryan Dillard

Company: Lu Engineers
Position: Environmental technician
Home: Rochester



Sarah A. Pellerin

Company: Harter Secrest & Emery LLP
Position: Senior associate
Home: Rochester



Twanda Christensen

Company: The Summit Federal Credit Union
Position: Marketing director
Home: Irondequoit