

Date: September 2026

Featuring: Sara Wood, Assistant Director for University of Arkansas

How long have you been a member of TACAC?

4 years

How has TACAC played a role in your career?

TACAC has played a role in my career by providing amazing opportunities for professional development as well as networking!

Tell us a little bit about your career journey?

After working in the corporate world for just under 10 years, I found myself beginning a career at the University of Georgia where I worked for 5 years. I quickly fell in love with higher education! I started working at the University of Arkansas in 2019 with the Office of Student Conduct. During COVID, I started looking for a new position and found my best fit with the Office of Admissions. In 2022, I made the leap and moved to Texas as a regional admissions counselor and have loved it ever since!

What is your favorite part of your job?

My favorite part of my job is helping students and their families to find their best fit to continue their education. I enjoy the relationships that I get to have with colleagues from other schools, counselors, students, and families.

What do you think is the biggest challenge facing our profession today?

I think the biggest challenge facing our profession today is the looming enrollment cliff. I am also surprised to see so many institutions pulling their regional reps out of territories.

What's a random fun fact about you that most people don't know?

I am a first-generation student.

What's something currently bringing you joy?

Beating breast cancer!

What are you currently watching or binging on TV/Podcast/Netflix?

I am a sucker for reality TV.

If someone were to visit your town, where should they eat?

Bocca Osteria Romana - Fort Worth

What do you like to do when you are not working?

Hang out with family, friends, and my dog.

What is your favorite TACAC memory?

2022 TACAC Conference in San Antonio. This was a great introduction for me to TACAC and the lazy river was amazing!