

## **SUPERACAC II CONFERENCE SESSIONS**

### **Titles, Descriptions, Audience and Presenters**

Submitted by Sessions Committee  
Adrienne, Joshua and Ed  
March 3, 2015



**Monday, May 18<sup>th</sup>, 2015**

### **Session A - 2:45pm-3:45pm**

#### **Beyond Travel and Rental Cars: The Road to a Successful Admissions Career**

##### **Description**

This presentation is aimed for admission counselor wanting to learn more about tools and tips for a successful career. From travel management, professional development, and seeking opportunities for advancing ones career. We want to share our challenging and rewarding experiences as well as hear yours!

##### **Audience:**

Admission/Post-Secondary Counselors

##### **Presenters:**

**Astrid Dorantes**, Admission Counselor, Soka University of America

**Detwarn Buntun**, Associate Director, Santa Clara University

**Michael Galindo**, Undergraduate, Admission Counselor, Dominican University of California

#### **Out-of-state” Does Not Mean “Out-of-Reach”, Thanks to WICHE’s Western Undergraduate Exchange (WUE)**

##### **Description**

WUE gives students surprisingly affordable options to study out of state. Counselors will learn how to give their students the best shot at the coveted WUE rate of 150 percent of resident tuition. Since 1987, WUE students have saved \$2.54 billion on 427,800 annual tuition bills! In 2014, 34,300 WUE students saved \$279 million.

##### **Audience:**

Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organization Counselors

##### **Presenters**

**Margo Colalancia**, Director, Student Exchange, Western Interstate Commission for Higher Education (WICHE)

**Becky Marchant**, Co-Lead Counselor, Brea Olinda High School

**Marc McGee**, Director of Admission, California State University, Maritime Academy

**Bryan Whish**, Director of Undergraduate Recruitment, Colorado State University

**Rob Findtner**, Director of Admissions, Western Oregon University

## **HELP WANTED: Ethnic Student Motivators!**

### **Description**

Let's motivate under-served student populations! This inspiring, interactive, multimedia workshop is FUN! Experience the "Tolerance Scale," "Privilege" and "First Look, Second Look" exercises that help all to be more "color wise" instead of "color blind." Take practical, proven practices home, like the four "R's" to meet America's changing student populations.

### **Audience:**

Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organization Counselors

### **Presenters**

**Gwen Anderson**, International/National Admissions Counselor, Utah Valley University

## **Finding Your Voice in the Admission Game**

### **Description**

New to the industry? Trying to determine the best way to strengthen your professional network? Our session will offer techniques for how to build relationships and create a lasting impression with high school counselors. Furthermore, we'll explore strategies that will help you raise your voice, should you find yourself to be more reserved within your new office setting.

### **Audience:**

Secondary School Counselors

### **Presenters**

**Brittany Slaughter**, Regional Assistant Director of Admissions, Elon University

**Elena Wong**, West Coast Regional Director of Admissions, Drew University

**Jasmin Taylor**, Director of College Counseling, Francis Parker School

## **A Different Regional Model: Regionals at the center**

### **Description**

Rochester uses regionals in a unique way. Regionals oversee geographic teams that include all travelers. As team leads, regionals help to manage all the travel within their region. Office strategy starts with the regional group. This model lets the entire office benefit from regional engagement in key markets, makes regionals more central, and offers unique professional growth opportunities.

**Audience:** Admission/Post-Secondary Counselors

### **Presenters:**

**Kimberly Cragg**, West Coast Regional Director, University of Rochester

**Jonathan Burdick**, Vice Provost and Dean of College Admission, University of Rochester

**Costas Solomou**, Assistant Dean and Director of Admissions Programs, University of Rochester

**Davin Sweeney**, Regional Associate Director, University of Rochester

**Damian Garcia**, Regional Associate Director, South and Southeast, University of Rochester

## **(Re)defining Superwoman-Supporting Women Leaders in College Admissions**

### **Description**

A panel of admission professionals will discuss the myths and realities surrounding women in leadership, the work/life balance issues that arise when trying to do it all, and the “super power” of mentoring as a way of investing in future admission leaders (cape optional).

### **Audience:**

Secondary School, and Community College Counselors

### **Presenters**

**Jana Jaraysi**, Associate Director of Admissions, Eastern Washington University

**Janahlyn L. Valenzuela**, Associate Director of Admissions, Whitworth University

**Falone J. Serna**, Senior Associate Dean of Admission, Reed College

**Ana Liza V. Zell**, Associate Dean of Admission, University of La Verne

**Shannon Carr**, Executive Director of Admissions and New Student Programs, Portland State University

## **SuperIntersections: How Enrollment Management & Student Affairs Combine Forces to create a SuperFunctioning Professional**

### **Description**

The intersections of Student Affairs (SA) and Admissions are numerous through the principles guiding each area and educational backgrounds of those working in them. In this interactive presentation, participants will learn more and identify specifically how Admissions and SA work together to create a "Super" fulfilling and holistic professional practice.

### **Audience:**

Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organization Counselors

### **Presenters**

**Karlen Suga**, Assistant Director of Undergraduate Admissions, Pacific University Oregon

**Emily Weaver**, Assistant Director of Recruitment, University of Arizona

## **Understanding Your Market: Who Are These Students & Where Can You Find More?**

### **Description**

You know your students, and the type you'd like to have more of on campus. From setting targets to meeting goals, data is integral to every enrollment operation. This session will highlight data tools for everyone from the newest staff to the VP of Enrollment. Using College Board, NCES and other sources, conducting a “market analysis” is easy, effective and insightful.

### **Audience:**

Admission/Post-Secondary, and Community College Counselors

### **Presenters**

**Eddie Arteaga**, Senior Educational Manager, The College Board

**Brad Baertsch**, Associate Director of Admissions, Arizona State University

**TBA**

## **International Students 101: Strategies for Successful Transfer**

### **Description**

In 2013-14, almost 90,000 international students enrolled at U.S. community colleges—10 percent of all international students in the US. Our panel of transfer advisors and admissions counselors will discuss the best practices for advising, recruiting and helping this growing population successfully make the transition from two-year to four-year institutions.

### **Audience:**

Admission/Post-Secondary, and Community College Counselors

### **Presenters**

**Charlotte West**, Program Coordinator/International Student Advisor, Edmonds Community College

**Sunday Salter**, Transfer Services Director, Los Angeles Pierce College

**Lisa Przekop**, Director of Admissions, University of California Santa Barbara

**Laura Kalinkewics**, Assoc. Dean of Enrollment Management Director of Admission, Seaver College, Pepperdine University

## **How We Review: Insight on Presenting Information on the University of California Application for Undergraduate Admission**

### **Description**

Using the concepts of UC's Comprehensive Review policy, you'll review applications and help us evaluate applicant files. This exercise will help you guide future applicants and learn how a student can better present themselves on the UC application.

### **Audience:**

Secondary School, Independent, and Community Based Organization Counselors

### **Presenters**

**Michele Butler**, Associate Director, Office of Undergraduate Admissions, UC Berkeley

**Gary A. Clark, Jr.**, Director, Undergraduate Admission, UCLA

**Allisa Miller**, Assistant Director of International Recruitment and Evaluation, UC Riverside

**Mitsuko Leonard**, Director, National/International Recruitment and Evaluation, UC Davis

## **60 Counseling & Admission Productivity Tips in 60 minutes**

### **Description**

Join professionals from both-sides of the desk as they share the best productivity tips, specifically in relation to the college guidance and admissions profession. Advice will cover such topics as: Meetings, reading applications, travel, technology, email, time management, Naviance, student/parent relations and wellness. 60 applicable tips in 60 energizing minutes!

### **Audience:**

Secondary School, Admission/Post-Secondary, Independent, and Community College Counselors

### **Presenters**

**Aaron Andersen**, Director of International Recruitment University of British Columbia

**Martin Walsh**, College Counselor, The Harker School

## **ACT Innovation and Insight: Why More Students are Taking the ACT and How Colleges are Using the Data**

### **Description**

This session will provide you with a unique historical perspective relative to why our students, districts, colleges and many states have trended to ACT preferred. In addition, one of the nation's most recognized enrollment managers will provide best practice insight into how to best utilize ACT data and ACT enrollment management services for student recruitment and retention

### **Audience:**

Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organization Counselors

### **Presenters**

**Don Pitchford, PhD**, ACT Higher Education Consultant, ACT

**James L Marviglia**, Associate Vice Provost for Marketing & Enrollment Development Cal Poly

## **Session B - 4:00 pm- 5:00 pm**

## **Melt Like Chocolate Your Parents, Students & Your Anxiety: Tools and Strategies to Melt Anxiety in the College Application & High Stakes Testing Process**

### **Description**

Are your parents, you, or your relationships with parents highly anxious? Learn hands on tools for your students, parents, and you to melt anxiety about the application, testing, and college selection process. Learn through research, stories, interactive exercises, video, and tender & humorous moments ways to increase your tool box on how to give your clients and you life skills to end or lower anxiety. This lively session will give you new skills and take-a-ways to immediately apply to your work and life.

### **Audience:**

Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organization Counselors

### **Presenters**

**Maggie Dillon Katz**, Transition & National Presentation Coordinator at CIP,

**Cyndy McDonald**, President Guided Path, Founder McDonald & Associates

**Jed Applerouth**, Founder, Applerouth Tutoring Services

## **We're Here to Recruit ( & Retain) You! Recruitment & Retention of LGBTQIA Students by Colleges & Universities**

### **Description**

This session discusses the rapidly growing trend of the recruitment, admission, and matriculation practices targeted at Lesbian, Gay, Bisexual, and Transgendered (LGBT) students by colleges and universities. We further delve into the retention of this student population as we discuss how to safely and ethically engage with a population that claims an often invisible and/or violently oppressed identity.

**Audience:**

Secondary School, Admission/Post-Secondary, and Independent Counselors

**Presenters**

**Tyler Cegler**, Senior Regional Recruiter, The University of Arizona

**Chelsea Meraz**, Senior Coordinator, Outreach & Branding, The University of Arizona

**Ethical Practices in College Counseling and Admissions****Description**

What is the Statement of Principles of Good Practice and what exactly does the WACAC Admissions Practices committee do? Come meet with members of the AP Committee and discuss ethical college admissions issues and questions. The AP committee wants to hear about the issues you are dealing with and will give you feedback and ideas as to how to handle situations. Exciting Case Studies will be discussed as well.

**Audience:**

Secondary School, and Admission/Post-Secondary Counselors

**Presenters**

**Todd Rinehart**, Associate Vice Chancellor and Director of Admission University of Denver

**Sonia Ryan**, Director of College Counselig Saint Mary's College High School

**Matthew Lopez**, Director of Admissions, The University of Utah

**Social Media and the Independent Educational Consultant****Description**

Independent Educational Consultants must figure out how to stay in touch, advise, remind and cajole students--without benefit of having them available in a school building. More than this, social media and the web provide THE best opportunity for IECs to explain their work, establish a presence, demonstrate their ability and connect with potential clients. Think IEC is all referrals? Well social media IS the new word-of-mouth. Find out how to make Facebook, Twitter, Blogs, Pinterest and LinkedIn work for you.

**Audience:**

Independent Counselors

**Presenters**

**Mark Sklarow**, Chief Executive Officer, Independent Educational Consultants Association

**TBA**

**TBA**

**Recruiting the 1%: American Indians in Higher Education Admissions****Description**

American Indians make up 1% of all college students and increasing their presence is a goal for institutions across the US. Explore the challenges, strategies/practices of recruiting American Indian students in a culturally sensitive and effective manner and learn about existing programs campuses utilize that you can implement in your recruitment plan.

**Audience:**

Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organization Counselors

**Presenters**

**Heather Wofford**, Assistant Director of Admissions for Multicultural Recruitment, Oregon State University

**Mike Ouert**, Assistant Director of Recruitment, Montana State University

**Co-operative Education: A Return on your Investment****Description**

Secondary school students are increasingly assessing their post-secondary study choices based on job prospects after graduation. Similarly, publicly-funded institutions are being directed to establish outcomes-based measures of success, and graduate employment rates are a common benchmark. Come learn how co-operative education helps improve post-secondary students' return on investment.

**Audience:**

Secondary School, and Independent Counselors

**Presenters**

**Amy Mitchell**, Regional Director of Admission, Northeastern University

**Stephanie Ranslow**, Regional Director of Admission, Northeastern University

**Teri Ann Matsuda**, West Coast Regional Representative Drexel University

**Chris Ferguson, EdD**, Vice President & Dean of Admissions, Drexel University

**Reality Check: The College Affordability Quest****Description**

We tell prospective students to find schools that are a good "fit" - which needs to include affordability. Many families are overwhelmed with the price tag of a college education. Learn some strategies and tools for starting the college affordability conversations early so families have time to set expectations and prepare.

**Audience:**

Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organization Counselors

**Presenters**

**Cathy McMeekan**, Independent College Counselor, McMeekan College Consulting

**Lyssa Thaden**, Manager of Partner Education, American Student Assistance

**Building Meaningful Partnerships: How high schools and colleges can work together for student success****Description**

Helping high school students find the right college takes research, collaboration, and a little luck. Learn how colleges and high schools have worked together to build unique and innovative relationships and programming to help students find, apply to, and ultimately graduate from their "perfect fit."

**Audience:**

Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organization Counselors

**Presenters**

**Kim Oppelt**, Community Relations Manager, Hobsons

**Noah Buckley**, Director of Admissions, Oregon State University

**Michael McCawley**, Director of Admissions, University of California Santa Cruz

**Michelle Rasich**, Director of Financial Aid & Associate Director of College Counseling Rowland Hall

**Aligning Enrollment Goals & Institutional Mission****Description**

Rising expectations and demographic changes are heaping pressure on enrollment managers to better meet sometimes-divergent goals related to meeting society's needs and safeguarding the institutional bottom line. This session will focus on these challenges and on how institutions are trying to respond amidst a growing number of public policies aimed at incentivizing institutional behavior.

**Audience:**

Admission/Post-Secondary Counselors

**Presenters**

**Ken Woods**, Executive Director, Higher Education Services, The College Board

**Brian Prescott**, Director of Policy Research, Western Interstate Commission for Higher Education (WICHE)

**The IB Diploma Programme - International Education for the 21st Century****Description**

The number of schools that offer an IB Program is growing rapidly. Just in the United States and Canada, over 200 schools per year apply to offer one or more IB Programs. In Ecuador 500 public schools are will offer the IB Diploma. Why IB? The International Baccalaureate prepares students for higher education in a globalized society. Professionals on both sides of the desk are working closely with students and families who are participating in IB Programmes worldwide.

**Audience:**

Admission/Post-Secondary Counselors

**Presenters**

**Marie Vivas**, University Relations Manager, International Baccalaureate Organization

**Kirk Brennan**, Associate Dean, Director, Office of Undergraduate Admission, U. of Southern California

**Valerie Bayarddevo-Fin**, IB Diploma Programme Coordinator, Earl Wooster High School



## **Women in Leadership**

### **Description**

NACAC recently published “Career Paths for Admission Officers: A Survey Report.” One finding was that women are strongly represented in entry and mid-level admission positions, but increasingly underrepresented at senior levels. The women presenting have bucked the trend and will provide encouragement, perspective, and advice on women in leadership.

### **Audience:**

Admissions/Post-Secondary Counselors

### **Presenters**

**Jennifer Christensen**, Director of College Counseling, Marin Academy

**Thyra Briggs**, Vice President for Admission and Financial Aid, Harvey Mudd College

**Sandra Hayes**, Dean of Undergraduate Admission Santa Clara University

**Amy Jarich**, Assistant Vice Chancellor & Director of Admissions, UC Berkeley

**Erica Johnson**, Director of Admissions, Lewis and Clark College

## **Gender Discrimination in College Admission: The Differences in How Males and Females Apply and are Admitted to College**

### **Description**

Women are attending college in greater numbers than men, but application numbers and admission rates between genders do not always reflect this, particularly for more selective institutions. This session will use both quantitative and qualitative data to explore what may be driving this imbalance.

### **Audience:**

Secondary School, Admission/Post-Secondary, Independent, and Community Based Organization Counselors

### **Presenters**

**Michael Gulotta**, Associate Director for Recruitment, University of Southern California

**Lauren Popkowski**, College Counselor, Oaks Christian School

**Samantha Schreiber**, Senior Assistant Director, University of Southern California

**Jeff Morrow**, Director of College Counseling, Oaks Christian School

**Tuesday, May 19<sup>th</sup>, 2015**

**Session C - 9:00 am - 10:00 am**

## **An Effective Developmental Approach to College and Career Readiness**

### **Description**

Learn how NACAC’s Step-By-Step To College (SbS) curriculum is implemented by counselors working in their high school and feeder middle schools. Get an overview of SbS and participate in a sample lesson. SbS is designed to teach students how to ensure they are prepared to choose best-fit colleges.

**Audience:**

Secondary School, Independent, and Community Based Organization Counselors

**Presenters:**

**Matt Burns**, Counselor, Woodrow Wilson High School

**Joe Raniero**, Career Counselor, Woodrow Wilson High School

**Doing Old Things a New Way****Description**

College counseling programs are sometimes accused of doing the same thing, the same way forever "because this is how we do it". We are all having to learn to do our jobs more effectively and efficiently as numbers grow, demands increase and dollars dwindle. Come learn how to update your current programs, or add new ones, that can achieve the same goals using new technology, new resources and new methods.

**Audience:** Secondary School Counselors

**Presenters:**

**Susan Hunt**, High School Counselor, Lakewood High School

**Diane Campbell**, High School Counselor, Fossil Ridge High School

**The Nuts and Bolts of Writing a Counselor Recommendation****Description**

This power point will present counselors with specific steps to use during the initial student interview as well as prepare and execute the counselor letter of support. It will include the rationale for this requirement, define the scope of the letter and include templates to follow in crafting the letter. It will provide an explanation and examples of the components used to create the letter, including the program planning sheet, resume, self-assessment, personality test, multiple intelligence test, learning inventory, peer recommendation form, grade report narratives, transcript, standardized test results, rationale for college selections, and senior update form. Finally, it will provide suggestions for the writing process, list some do's and don'ts, and conclude with some alternative approaches to this task gathered from a variety of schools.

**Audience:** Secondary School and Admission/Post-Secondary Counselors

**Presenters:**

**David Miller**, Director of College Counseling, The Stevenson School

**Developing a College List****Description**

Learn tools and strategies to help students and their families individually and in larger groups explore their college options and finalize the list of colleges to which the students will apply.

**Audience:** Secondary School, Independent, Community College, and Community Based Organizations Counselors

**Presenters:**

**Katy Murphy**, Director of College Counseling, Bellarmine College Preparatory  
**Dr. Peggy Hock**, Asst. Principal, Saint Lawrence Academy

**College Athletics for the Non-Recruited Athlete in a Blue Chip World**

**Description**

This session is designed for high school counselors and how they can best guide the non-recruited athlete in finding the right fit educationally and play sports at the college level. This is especially applicable for the athlete who is not a Division I, high profile athlete.

**Audience:** Secondary School and Independent Counselors

**Presenters:**

**Bill Bufton**, College Recruiting Coordinator, Valor Christian High School  
**Erik Ellefson**, Academic and College Counselor, College Recruiting Director, Valley Christian High School  
**Steve Bluford**, College Athletics Advisor, St. Ignatius Prep

**Advising the class of 2017 around standardized testing changes**

**Description**

Are you confused with testing timelines and options for current sophomores? Just imagine how the students feel! With the changes coming to standardized tests, the class of 2017 has unique opportunities to explore for college admissions. This session will provide counselors with some clear tools to help guide students.

**Audience:** Secondary School and Independent Counselors

**Presenters:**

**Rachel Mead**, Executive Director – Northwest, The Princeton Review  
**Ryan Kiick**, Regional Vice President of the West, The Princeton Review  
**Katie Noone**, Executive Director - Long Beach/Orange County/Inland Empire, The Princeton Review

**Using ROI to Make Your Case**

**Description**

Having the right data and strategies helps you persuade campus leaders to provide capital needed to achieve your institutional goals. Learn the benefits of using analytics and ROI to articulate your position and how other institutions have successfully tied investments to enrollment growth, increased academic quality and improved retention/graduation rates.

**Audience:** Admission/Post-Secondary Counselors

**Presenters:**

**Todd Rinehart**, Associate Vice Chancellor for Enrollment and Director of Admission, U. of Denver  
**Ian Watt**, Strategic Leader, Royall & Company

## **Developing a college essay writing workshop**

### **Description**

In this session, we will share a personal statement writing workshop initially presented to high school juniors visiting Reed College. Our goal was to create a simple system that would help students' writing stand out in small liberal arts college admissions. We'll share our process for developing this workshop, and we'll also present an abbreviated version of the workshop itself.

**Audience:** Secondary School, Admission/Post-Secondary, Independent, and Community Based Organizations Counselors

### **Presenters:**

**Abigail Anderson**, Senior Assistant Dean of Admission, Reed College

**John Perkins**, Assistant Dean of Admission, Reed College

**Kati Sweaney**, Assistant Dean of Admission, Reed College

## **The ABCs of Paying for College**

### **Description**

This session will cover the basics of Financial Aid, Merit Scholarships, and other ways to save money on college (for example: the Western Undergraduate Exchange, other public universities that don't charge out-of-state students as much, and colleges that simply cost less).

**Audience:** Secondary School and Independent Counselors

### **Presenters:**

**Jennifer Dryfoos**, College Counselor, Desert Academy

**Eric Delehoy**, Independent College Counselor/Director, Delehoy College Counseling

**Melissa Palmer**, Co-Director of College Counseling, Oakwood School

**April Crabtree**, Director of Undergraduate Admission and Recruitment, University of San Francisco

## **The Evolution of Women's Colleges: What's Next?**

### **Description**

Curious how to articulate “why a women’s college” in light of recent changes? This session will provide an update on trans admissions policies and will discuss the continued value of a women’s college environment. Attendees will be able to articulate these changes to students and help effectively identify fit.

**Audience:** Secondary School, Admission/Post-Secondary and Independent Counselors

### **Presenters:**

**Casey Near, Director**, Collegewise, East Bay Area

**Lauren Cook**, Associate Dean of Admission, Mount Holyoke College

**Britten Nelson**, Associate Director of College Counseling, University Prep

**Belinda Zazueta**, Director of Undergraduate Admission, Mills College

## **No Children Were Harmed in the Making of This Class: 20 Ways in Which Colleges Can Make Admissions a Kinder and Gentler Experience**

### **Description**

Decision emails that disrupt the school day. Essay prompts that require a PhD to decipher. Search letters which inflate both expectations and disappointment. Veteran counselors will highlight the anxieties that emerge in the quiet of their offices and offer concrete suggestions for admissions offices to strengthen the work they do.

**Audience:** Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations Counselors

### **Presenters:**

**Tamar Adegbile**, Upper School Dean, Harvard-Westlake School  
**AhYoung Chi**, Dean of College Admission, Beverly Hills High School  
**Rhody Davis**, Director of College Counseling, Viewpoint School  
**Ralph Figueroa**, Dean of College Guidance, Albuquerque Academy  
**Mark Moody**, Co-Director of College Counseling, Colorado Academy  
**Arun Ponnusamy**, Head Counselor and Vice President, Collegewise

## **Breaking Through: Being a Successful Advocate for First-Generation College Students**

### **Description**

In this session, counselors from both sides of the desk will learn about Breakthrough Collaborative's innovative programming that helps first generation students overcome the hurdles they face in college admissions and matriculation. This session will address admissions and financial aid and discuss partnerships between CBOs, schools, and colleges.

**Audience:** Secondary School, Admission/Post-Secondary, Community College, and Community Based Organizations Counselors

### **Presenters:**

**Sam Ritter**, Director, Breakthrough Santa Fe  
**Lansine Toure**, Assistant Director of Breakthrough Oakland and Breakthrough National College Bound Coordinator, Breakthrough Collaborative

## **Session D - 10:15am - 11:15 am**

## **Government Relations 101 (It's not as scary as it sounds!)**

### **Description**

Explore local, state and national policies that affect our work and students. Discover recommendations for major policy areas to improve college access and success and learn how you can become involved. Participate in a discussion with leading NACAC experts about issues that are important to YOU and YOUR students.

**Audience:** Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations Counselors

**Presenters:**

**Rana Tarkenton**, Deputy Executive Director, Denver Scholarship Foundation

**Michael Rose**, Assistant Director for Government Relations, National Association for College Admission Counseling (NACAC)

**Michael Sass**, Assistant Director of Admission, Gonzaga University

**Adolfo Mercado**, Director of Breakthrough, Sacramento Country Day School

**How your messaging philosophy might be hurting your recruiting efforts**

**Description**

You need to do more, are given less and this generation of youth is more difficult to recruit than previous generations. Admissions teams can feel control slipping out of their hands. The bad news is the likely culprit is your messaging philosophy. The good news is it's easy to fix.

**Audience:** Admission/Post-Secondary and Community College Counselors

**Presenters:**

**Jim Rawlins**, Director of Admissions, University of Oregon

**Todd Rinehart**, Associate Vice Chancellor and Director of Admission Undergraduate Admission, University of Denver

**Graham Gill**, Founder & Principal, Mind the Gap

**Everything You Wanted to Know About Music Admission (But Were Afraid to Ask)**

**Description**

A fast-paced, interactive overview of music admission for secondary school and college admission professionals. Topics include: assessing musical aptitude; navigating degree program options; the audition process; the value of a music degree; and how to advise highly specific areas of interest (e.g., composing for video games).

**Audience:** Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations Counselors

**Presenters:**

**Ruth Schauble**, Assistant Director of Admission and Music Admission Coordinator, University of Puget Sound

**Kyle Haugen**, Senior Associate Director of Admission, University of Puget Sound

**Communicating Their Stories: Strategies to Help Applicants Share Their Unique Stories**

**Description**

College application essays and personal statements play a core role in the ever-changing college admissions and scholarship process. The presenters-- who come from both sides of the admissions desk-- will share recommendations to help attendees guide students through brainstorming, writing, editing, and submitting. We will focus on all essays the students must write and discuss ways students can positively differentiate themselves.

**Audience** Secondary School, Independent and Community Based Organizations Counselors

**Presenters:**

**Rebecca Joseph**, Associate Professor, California State University, Los Angeles  
**Joe Beltran**, Associate Director of Admissions, University of Southern California  
**Falone Serna**, Senior Associate Dean of Admission, Reed College  
**Sylvia Jaurez Magana**, Educational Consultant, Juarez Consulting  
**Candy Navarro**, Director of College Counseling, Flintridge Sacred Heart Academy

**Changes in Advanced Placement (AP): The Role of Advising and Enrollment Professionals in Advocating for Campus Academic Policies**

**Description**

In light of substantive changes within the Advanced Placement program, now is the ideal time for college admission officers to review institutional policies around AP scores. Attendees of this session will learn tips on how to advocate for their students by ensuring that the campus process best meets student needs. Session will also provide an update on the new AP Capstone program.

**Audience:** Secondary School, Admission/Post-Secondary, and Community College Counselors

**Presenters:**

**Cathy Brigham**, Senior Director of Higher Education Academic Outreach, AP, The College Board  
**Cynthia Kosso**, Vice President and Professor of History, Northern Arizona University

**Counseling, Readiness, Recruitment: What You Need to Know About the Redesigned PSAT/NMSQT & SAT**

**Description**

The redesigned PSAT/NMSQT® and SAT will be focused on the few things that evidence shows matter most for success in college. Come hear how these tools are changing, and what these changes mean for you. From preparing for and administering the assessment, to how the redesign will impact Search orders, this session will provide information to get you ready for this fall.

**Audience:** Secondary School, Admission/Post-Secondary, Independent, Community College, Community Based Organizations Counselors

**Presenters:**

**Jim Bonner**, Educational Manager, The College Board  
**Lynn Ossowski**, College Counselor, Salpointe Catholic High School  
**Edgar Montes**, Director, State & District Partnerships, The College Board  
**Jocelyn DeJong**, Director of Recruitment, Washington State University

**"Please indicate how you identify yourself." Counseling students on checking the box with integrity.**

**Description**

"Strategy" is at play now more than ever for getting into college. So too are talks of identities and their associated privileges. The barring disconnect between these topics is resulting in students misrepresenting their identities in hopes of increasing their chances of admission. Join us for recent "learning experiences", examples of what secondary schools are doing in terms of identity education, and what colleges are seeking when certain identities are selected.

**Audience:** Secondary School, Independent, and Community Based Organizations counselors

**Presenters:**

**Andy Losier**, Associate Director of Admission, Sage Hill School  
**AhYoung Chi**, Dean of College Admissions, Beverly Hills High School  
**Gregg Murray**, Assistant Director of College Counseling, Viewpoint School  
**David Thompson**, Associate Director of College Counseling, Bishop's School  
**Carlos Jimenez**, Director of Admission, Colorado College

**How to attempt to change the college culture at your school**

**Description**

This would be a session for HS counselors to take a look at the message they are sending students and some ideas on things we can do to lessen the intensity/anxiety that comes along with college planning.

**Audience:** Secondary School Counselors

**Presenters:**

**Shannon Harrison**, Counselor, The Davidson Academy of Nevada

**Advanced Practices in Recruiting and Retaining Native Students**

**Description**

*Many colleges and universities have made efforts at recruiting Native students, but what does it take to implement a complete program that meshes recruitment with retention? Come listen to two different schools--one public and one private--discuss their approaches, such as creating summer programs to travelling far off the beaten path.*

**Audience:** Admission/Post-Secondary Counselors

**Presenters:**

**Dean Jacoby**, Director of College Guidance, Albuquerque Academy  
**Steven Abbott**, Associate Director of Admissions/Coordinator of Native American Outreach, Dartmouth College  
**Leslee Lovato**, Assistant Director, Colorado State University  
**Megan Red Shirt-Shaw**, Assistant Director of Undergraduate Admissions, Santa Clara University  
**Lorenzo Gamo**, Associate Director of Undergraduate Admissions, Santa Clara University

**The School Visit From Both Sides of the Desk**

**Description**

Many counselors have begun to question the value of the high school visit. When done well, these visits play a crucial role in shaping a student's perception of a school. Our panel of professionals who recently "switched sides of the desk" (in both directions) will provide insights gained from serving as secondary counselors into the student perspective, and how admission officers can utilize these visits to better reach their intended audience.

**Audience:** Admission/Post-Secondary Counselors

**Presenters:**

**Danny Irving**, College Counselor, New Roads School  
**Karly Brockett**, Co-Director of College Counseling, Marymount High School



**Andrea Zaremba Diamond**, Assistant Dean for Admissions-West Coast Recruiter, Union College (NY)

### **Writing Difficult Letters of Recommendation**

#### **Description**

How much information is too much? When do details of challenges in a student's life help or hurt the application? As counselors we want to be fair to the student and to the colleges when we decide what to include in letters of recommendation. A panel of experienced professionals from both sides of the desk will engage in dialogue based on actual situations.

**Audience:** Secondary School, Admission/Post-Secondary, and Community College Counselors

#### **Presenters:**

**Peggy Hock**, VP of Academics and Director of College Counseling, Saint Lawrence Academy

**Jeanne Eulberg**, Assistant Principal for Student Services, O'Dea High School

**Marcela Mejia-Martinez**, Director of Undergraduate Admission, Chapman University

### **Say Goodbye to the SAT – Panel Discussion**

#### **Description**

How effective are standardized exams in the college admissions process? Nearly 850 colleges and universities are test optional. Explore the much debated topic with a panel of experts who will expose a variety of viewpoints, including discussion of the test changes. Panelists include admissions officers, guidance counselors, and an executive from Kaplan.

**Audience:** Secondary School, Admission/Post-Secondary, Independent, and Community Based Organizations Counselors

#### **Presenters:**

**Poonum Sidhu & Katherine Plommer-Pena**, Program Managers, Kaplan Test Prep

**Ed Devine**, West Coast Regional Director of Admission, Lafayette College

**Candy Navarro**, Director of College Counseling, Flintridge Sacred Heart Academy

**Corinne Schell**, Director of West Coast Admission and Recruitment, Marist College

**Ross D. Mankuta**, Director of College Counseling & Academic Planning, Milken Community Schools

**Susan Pendo**, Senior Assistant Director, University of California, Berkeley - Office of Undergraduate Admissions

## **Session E - 1:30 pm - 2:30 pm**

### **College Academic Support Programs Maximize Success for Students with Learning and Attention Differences**

#### **Description**

This session explores the topic of students with learning and attention differences and the realities they face in the college environment and in life. Information covered in the session will include the following: an explanation of common learning and attention differences, student criteria that affects success, accommodations and academic support, and a comparison of post-secondary academic support programs across the country. The University of Arizona's Strategic Alternative Learning Techniques (SALT)

Center, recognized nation-wide as one of the most successful for promoting student achievement in the university setting, will be highlighted.

**Audience:** Secondary School and Independent Counselors

**Presenters:**

**David Cillo**, Assistant Director, Admissions and Recruitment, University of Arizona SALT Center

**Tyler Cegler**, Senior Regional Recruiter, The University of Arizona

**A league of Extraordinary Recruiters: When regional and in-office powers combine**

**Description**

Whether you wear the cape, are the sidekick or the mastermind, come learn how to support, manage and thrive with an office of one. These presenters bring a wealth of 23 years of collective regional experience and will cover topics including in-state, out-of-state, and management through an interactive facilitated conversation.

**Audience:** Admission/Post-Secondary Counselors

**Presenters:**

**Christina Y. Nakada**, Assistant Director of Admissions for Recruitment, Oregon State University

**Brad Baertsch**, Associate Director, Admission Services, Arizona State University

**Kaleena Chiddick**, Regional Admissions Adviser - Southern California, Oregon State University

**Amanda Hutchinson**, Regional Admissions Adviser - Central Oregon, Oregon State University

**National Board Certification for HS Counselors**

**Description**

Scott Marcum and Alicia Williams are both National Board certified high school counselors. They will provide information based on their own National Board certification journey, as well as updates on the new process for earning certification.

**Audience:** Secondary School Counselors

**Presenters:**

**Scott Marcum**, Counselor, Interlake High School

**Alicia Williams**, Counselor, Interlake High School

**The Common Application: Access, Equity, and Integrity in Action**

**Description**

Join this discussion of The Common Application's refocused mission and the new application features that have resulted from these changes. Then continue the conversation with experienced colleagues from both sides of the desk as they discuss how they use the Common Application as a mutually beneficial teaching and recruiting tool.

**Audience:** Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations counselors

**Presenters:**

**Scott Anderson**, Senior Director, The Common Application

**James Miller**, Director of Admission, University of Puget Sound

**John O'Connor**, College Selection Facilitator, Natrona County HS and Kelly Walsh High School

### **Five College Essay Questions Every Counselor Should Be Able to Help Their Students Answer**

#### **Description**

What should I write my essay about? How do I structure it? Outline it? How do I revise? How do I make my essay not-boring? Could it be that one session can address all these questions? Indeed. We'll provide 162 specific, concrete resources for answering students' most pressing essay questions.

**Audience:** Secondary School, Independent, and Community Based Organizations counselors

#### **Presenters:**

**Ethan Sawyer**, Outreach Coordinator, Center for Future Global Leaders, College Essay Guy

**Tamika Lewis**, Counselor, Francis Polytechnic HS,

### **The Value of Counseling Your Students to Consider a Liberal Arts College**

#### **Description**

In this time of increasing applicant pools and decreasing acceptance rates, liberal arts colleges provide a destination for students in search of fundamental transferrable skills for a quickly evolving world. Three members of the Colleges That Change Lives (CTCL) consortium will discuss the value of a liberal arts education.

**Audience:** Secondary School, Independent, Community College, and Community Based Organizations counselors

#### **Presenters:**

**Philip "PJ" Petrone**, Co-Director of College Counseling, Marymount High School

**Martha Wilson**, Associate Director of Admission, University of Puget Sound

**Michael McKeon**, Dean of Admission, St. Mary's College of California

**Yvette Sobky Shaffer**, Director of Admissions, St. John's College, Santa Fe, NM

### **Don't Let Recs Wreck Your Your Fall/Winter!**

#### **Description**

Hear from two high school counselors how they survive letter writing season with their sanity intact and what college admissions professionals think of their letters. Come to see sample letters and participate in a discussion about what college admissions readers want from letters of recommendation.

**Audience:** Secondary School, Independent, and Community Based Organizations counselors

#### **Presenters:**

**Michelle Rasich**, Associate Director of College Counseling, Rowland Hall

**Lynn Ossowski**, College Counselor, Salpointe Catholic High School

### **Best Practices for Regional Admission Representatives**

#### **Description**

Are you a regional admission counselor looking to have a deeper impact within your territory or branch out into a new area? Are you a high school counselor wondering how to maximize your relationship with regional counselors? Then join us for this collaborative session to learn what works and what doesn't in regional recruitment.

**Audience:** Secondary School, Admission/Post-Secondary, and Independent Counselors

**Presenters:**

**Carissa Cummins**, Asst. Director for National Recruitment, Rocky Mountain Region, U. of Oklahoma

**Jon Mires**, Associate Director of Admissions, Hastings College

**Julio Mata**, Senior Assistant Director for Regional Recruitment, Miami University

**Unleash Student BrainPOWER!**

**Description**

Motivate students to academically apply the POWER of their BRAIN in a highly interactive, multi-media workshop that can be replicated for students! Discover Dr. Rita Smilkstein's powerful six-stage approach illustrating how neurons, axons, teledendrites, and neurotransmitters result in synapse connections – or "learning!" Students can turn "dendrite disadvantages" into learning breakthroughs!

**Audience:** Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations counselors

**Presenters:**

**Gwen Anderson**, International/National Recruiter, Adjunct Faculty, Utah Valley University

**Mission Possible: Recruiting and Retaining Transfer Students**

**Description**

Recruiting and retaining transfer students poses opportunities and challenges for post-secondary institutions. Efforts for first year traditional students may not work for transfer students. This session will provide an overview of statistics, best practices as well as provide feedback from transfer students who are anticipating or navigated the transfer process.

**Audience:** Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations counselors

**Presenters:**

**Patty Avila-Porter**, Program Director, Truckee Meadows Community College

**Kari Emm**, University of Nevada, Reno

**Staci Miller**, Academic Advisor and Transfer Coordinator, Truckee Meadows Community College

**Campus Safety and Girls: Hype, Fear, and Strategies**

**Description**

We all know that a college campus is not necessarily a safe place for women. Recent media attention has helped bring this important topic to into the spotlight, but how can we help frame the discussion for our students without adding fuel to their fears? No matter our role or side of the desk we have an obligation to bring this up with the families we serve so they feel supported in the transition and don't rely on headlines or hype when it comes time to make a college choice. Come get comfortable with an uncomfortable topic so we can help our students not just find but create safe campus communities.

**Audience:** Secondary School, Independent, Community College, and Community Based Organizations counselors

**Presenters:**

**Scottie Johanna Hill**, Director of College Guidance, Archer School for Girls

**TBD**

**Transfer Students: How They Get In, Why We Like Them, and What They Add to Our Institution**

**Description**

We will illustrate a variety of approaches from different institutions on how to attract transfer students, get them to apply, and admit them. Counseling transfer students requires counselors to look beyond minimum transfer requirements to make sure transfer courses taken 'count' and help a student progress to degree completion.

**Audience:** Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations counselors

**Presenters:**

**Dan Nannini**, Transfer Center Director, Santa Monica College

**Gary Clark**, Director of Undergraduate Admissions, UCLA

**Kirk Brennan**, Director of Undergraduate Admission, University of Southern California

**David Burge**, Executive Director, Admission Services, Arizona State University

**Jim Rawlins**, Director of Admission, University of Oregon

**Session F - 3:45pm - 4:45pm**

**Is your university transfer friendly?**

**Description**

With the increase in transfer students, it's important for universities to understand what it takes to recruit, matriculate, and retain these students. Hear from a community college transfer director and a panel of university representatives about their initiatives on making their campuses receptive to the needs of the transfer population.

**Audience:** Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations counselors

**Presenters:**

**Arek Horozyan**, Associate Director of Admission, Pepperdine University

**Shannon Crogan**, Associate Director of Admission, Chapman University

**Linh Nguyen**, Admission Counselor, California Lutheran University

**Sunday Salter**, Director of Transfer Center, Los Angeles Pierce College

**Ineke Dyer**, Associate Director of Admission, California Lutheran University

**Meaningful School Counseling/Indigo Strengths**

**Description**

Ever wished you could do more meaningful counseling in a school setting? Come to this session and learn about a new strengths based assessment called "Indigo" and learn how you can integrate it into your

High School or College setting for meaningful help with ICAP, selection of a college majors or finding a job. Learn how several high schools have created high risk small groups out of this data to reduce suicide risk, increase academic performance and find best fit for college.

**Audience:** Secondary School, Admission/Post-Secondary, Independent, and counselors

**Presenters:**

**Kimberly Gannett**, High School Counselor, Peak to Peak Charter School

**Sheri Smith**, CEO of the Indigo Education Company, Indigo Education Company

TBD

**Improving College Enrollment with District Collaborations**

**Description**

Learn about two award-winning programs from two ACAC's which offer a series of motivational, intentional, and experiential activities for students, counselors, and faculty that were implemented in a district-wide approach to improve college-going rates.

Discuss the tools needed to implement these cost-effective, comprehensive programs whose shared goal is to improve student outcomes. Gain strategies for improving counselor communication and professional development, building relationships with colleges, and analyzing follow-up data with positive outcomes.

**Audience:** Secondary School and Admission/Post-Secondary Counselors

**Presenters:**

**Esther B. Hugo**, Adjunct Professor, LMU School of Education

**Guadalupe Navarrete**, Head Counselor, Sequoia Union High School

**Gregg Murray**, Assistant Director of College Counseling, Viewpoint School

**David Schindel**, RMACAC Professional Development Chair, Sandia Preparatory School

**Ralph Figueroa**, Dean and Faculty, Albuquerque Academy

**Freida Trujillo**, College and Career Readiness Counselor, Tony Hillerman Middle School

**Debra Chandler**, College and Career Readiness Counselor, La Cueva High School

**Jessica DeSantis**, Lehigh University

**Partnering for a K-12 Common Commitment – San Bernardino, CA**

**Description**

San Bernardino High is actively engaging Arrowview Middle School & Riley Elementary with college knowledge activities to strengthen college access. This venture will persist from elementary to secondary for the advancement of student's academic potential & career goals. Resources are linked to each school vertically to define a college-going discussion with all students and their families.

**Audience:** Secondary School and Community Based Organizations Counselors

**Presenters**

**Sylvia Juarez-Magana**, Educational Consultant, Juarez Consulting Inc

**Sandra Rodriguez**, Principal, San Bernardino High School

**Berenice Rios**, Principal, Arrowview Middle School

**Aldo Ramirez**, Principal, Riley Elementary School

## **Slice the Page; Open the Conversation**

### **Description**

Spring-boarding off the image of Jay Gatsby's library of unopened books, this session will explore the necessity of moving students away from a concern with the externalities of the college consideration process and towards an internal examination of self as it pertains to seeking out college opportunities. Techniques for encouraging self-assessment, down to the level of the vocabulary we use when discussing college and applications will be offered.

**Audience:** Secondary School, Independent, and Community Based Organizations counselors

### **Presenters**

Steve Kahn, Dean of Academic Affairs, San Diego Jewish Academy

Emmi Harward, Director of College Counseling, The Bishop's School

## **Be Creative! Ideas to Enhance your College & Career Readiness Program**

### **Description**

Two public high school College Advisors with and without academic counselors share their four year college & career readiness programs implemented with the help of Naviance Sponsored by ECMC Foundation and developed by UC Berkeley's Center for Educational Outreach, RTCD includes 10 lessons that can be used in a variety of settings (classroom, after school, Saturday programs) It is geared for use by faculty, staff and volunteers who work with low income high school students.

**Audience:** Secondary School Counselors

### **Presenters:**

**Eloise Schneider**, College & Career Advisor, Miramonte High School

**Linda Clark**, College & Career Advisor, Northgate High School

## **Realizing the College Dream - A College Access Curriculum**

### **Description**

Sponsored by ECMC Foundation and developed by UC Berkeley's Center for Educational Outreach, RTCD includes 10 lessons that can be used in a variety of settings (classroom, after school, Saturday programs) It is geared for use by faculty, staff and volunteers who work with low income high school students.

**Audience:** Secondary School, Admission/Post-Secondary, Community College, and Community Based Organizations counselors

### **Presenters:**

**March Kessler**, Executive Director, ECMC Foundation

**Steven Baumann**, Director of TRIO Programs, University of Utah

**Rebecca Dukstein**, Director of Educational Talent Search, University of Kansas

**Jessica Genco**, Director of Student Counseling, Mountain Empire Community College

**Johnnie Hill Marsh**, Upward Bound Director and EEO/Affirmative Action Officer, LeMoyne College

### **An overview of the disappearing Latino in Higher Education**

This presentation will begin with a review of a scenario highlighting contemporary issues affecting the Latino community. We will begin at the secondary level and continue on to post-secondary education. This will allow us to speak about the environment in which our students find themselves and understand their history so that they may attain a college education. We will delve into the context of individual states and challenges for counselors as they continue to work with this unique population. Once our foundation is set with historical facts and current knowledge, we will explore how secondary counselors can assist in higher education and hear from the audience best practices. Creating options and understanding opportunities within the different university settings is critical for all counselors, secondary and post-secondary. This discussion will lead into research and dialogue on Latinos. In closing, we would like to address the need to get involved and be proactive on this matter.

**Lorenzo Gamboa**, Associate Director, Santa Clara University

**Jonathan Chavez-Baez**, Coordinator for Minority Outreach for Recruitment and Pre-College Programs  
Southern Oregon University

**Omar Zazueta**, Senior Associate Director of Admission, Saint Mary's College CA

### **Demystifying the Art School Portfolio**

#### **Description**

In this session we will explore the process of applying to a Visual Art college while taking a closer look at the "dreaded" portfolio requirement. Join us as we put aside the art school jargon put aside the art school jargon and help you to thoughtfully interpret, evaluate, and communicate about the portfolio with your young artists.

**Audience:** Secondary School, Independent, Community College, and Community Based Organizations counselors

#### **Presenters**

**Robynne Royster**, Director of Undergraduate Admission, California College of the Arts

**Arnold Icasiano**, Associate Director of Undergraduate Admission, California College of the Arts

### **Why Colleges Aren't Reading Your Letters of Recommendation**

#### **Description**

In this session we will use statistical analysis, rather than broad overreaching suggestions, to breakdown the significant qualities of a college letter of recommendation in order to provide an argument for their effectiveness in the college admission process.

**Audience:** Secondary School, Admission/Post-Secondary, and Independent Counselors

#### **Presenters:**

**Grant Cushman**, Assistant Director of Admission, Chapman University

**Chris Helvajian**, Admission Counselor, Chapman University

**Casey Decker**, Admission Counselor, Chapman university



## **The Effect of Students' Online Reputation on the College Admissions Process; How, When, and Why Admissions Officers Perform Online Searches of Applicants**

### **Description**

Derived from our 2014 Admissions Officer Survey, we cover what motivates online searches, types of online content that have the greatest impact on officers, percentages of officers stated they were affected negatively or positively by applicant content found online and officers' interpretation of school policies regarding online searches of candidates.

**Audience:** Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations counselors

### **Presenters:**

**Carolynn Crabtree**, President and Co-founder, Cornerstone Reputation

**Patrick Richardson**, CEO and Co-founder, Cornerstone Reputation

**Sarah Shea**, Vice-president of Education, Cornerstone Reputation

## **Dreaming Starts with Believing: Bringing Youth Voice into the College Choice**

### **Description**

The experience of a student transitioning from high school to college is rarely documented from multiple perspectives. This session uses mixed media to share students' stories around their experiences involving secondary education and beginning post-secondary education. It includes stories from students of color, students of varying income level, and recent immigrant students.

**Audience:** Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations counselors

### **Presenters:**

**Jaleh Sadravi**, High School Program Supervisor, College Access Now

**Tony Foland**, High School Program Supervisor, College Access Now

**Wednesday, May 20<sup>th</sup>, 2015**

## **Session G - 9:00 am - 10:00 am**

## **Understanding Military Service Academies & ROTC Scholarships-How to Support Your Students Through Them**

### **Description**

The Service Academies and ROTC commissioning programs are the gateway to be an officer in the US Military. Both programs offer unparalleled leadership opportunities and scholarships. During the presentation a West Point graduate and an AFROTC alumna will share their combined careers' worth of experience as an Army Professor of Military Science and an Air Force Assistant Professor and Air Force Academy Deputy Admissions Liaison Director. You'll learn what each program is looking for and how to best prepare your candidates for the extensive application and interview processes.

**Audience:** Secondary School, Admission/Post-Secondary, and Independent Counselors

**Presenters:**

**Dr. Robert O Kirkland**, ROTC Consulting

**Lisa Hillhouse**, Independent Advisor, Hillhouse College and Career Advising

**Charles Scott**, Academic Counselor, New Mexico Military Institute

**Selfies, SnapChat, So What?: The 2015 Social Admissions Report**

**Description**

Millennials grew up when Google and Facebook launched. As digital consumers, they naturally gravitate online for information, using social media and mobile apps for everything including making their college decision. In its fourth installment, the refreshed report reveals Millennials' changing perspectives, focusing on utilization of digital services and social networks throughout the admissions process and new mobile communication trends.

**Audience:** Admission/Post-Secondary, Independent, and Community College Counselors

**Presenters:**

**Lara Ramsey**, Associate Director of Recruitment, Washington State University

**Kendall Robertson**, Director of Marketing, Uiversity

**Eric Ferguson**, Senior Enrollment Consultant, Uiversity

**Change Agents: With rising international applicant pools and a New SAT (and tweaked ACT), Admissions Offices must adjust to each separately and at their point of intersection.**

**Description**

This session will provide insights into how colleges will adapt to the "new SAT", particularly for the class of 2017. Additional conversation will include the possible impact the new test will have on international applicants and the impact, if any, international applicants have on admissions decisions for U.S. based students.

**Audience:** Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations counselors

**Presenters:**

**Amy Jarich**, Director of Undergraduate Admissions, UC Berkeley

**Ryan Kiick**, Regional Vice-president, The Princeton Review

**Robert Mundy**, Director of Admissions, Notre Dame University

**Honors Programs: From Application to Graduation**

**Description**

For counselors assisting high-achieving students in selecting the perfect college, university Honors programs should be considered. What is Honors, how is it different from the regular college experience, and how can you best prepare students for admission? This workshop introduces the history, benefits and selection criteria of university Honors programs.

**Audience:** Secondary School, Independent, Community College, Community Based Organizations counselors

**Presenters:**

**Daniel Villanueva, Ph.D.**, Assistant Director, University of Nevada, Reno Honors Program

**Tamara Valentine, Ph.D.**, Director, University of Nevada Reno Honors

**Amy Eckert, Ph.D.**, Director, Metropolitan State University of Denver Honors Program

**Kety Luna, M.Ed.**, Academic Advisor, University of Nevada, Reno Honors Program

**UCAS 101: Applying to the UCAS from the US****Description**

This session will take US counselors through the step-by-step process of completing the UCAS application to UK schools. We will come at it from both sides, how to best advise students to fill out the UCAS application and how best to create recommendations for our students. It also includes timelines and additional testing information.

**Audience:** Secondary School and Independent Counselors

**Presenters:**

**Rebecca Heller**, Associate Director of College Counseling, Viewpoint School

**Jim Patterson**, Director of the Kutler Center, Harvard Westlake School

**Joseph Kirk**, Education Coordinator, British Council

**Surround Sound: The New Way To Find, Recruit, and Engage Prospective Students****Description**

California Baptist University has enjoyed more than a decade of double-digit growth from 2,300 students in 2004 to nearly 8,000 in 2014. CBU began looking outside its traditional geographic borders to identify new opportunities for growth and found one in a nearby state. After establishing benchmarks against which it could later measure progress, CBU partnered with Carnegie Communications to develop and deploy an advertising campaign that took advantage of the latest online tactics to precisely deliver campaign messages to future students and their parents. Presentation topics include market research, brand positioning, integrated marketing communications, IP-targeting, retargeting (remarketing) and mobile advertising.

**Audience:** Admission/Post-Secondary and Community College Counselors

**Presenters:**

**Melissa Rekos**, Senior Vice-president Digital Services, Carnegie Communications

**Jeremy Zimmerman**, Director of Marketing, California Baptist University

**Why a 5.0 GPA, 36 ACT and perfect SAT are pretty much worthless...without a sense of self****Description**

The latest research in positive psychology and education is demonstrating that there are a number of ways that educators can lower the pressure placed on students in the college admissions process, while simultaneously improving their students' competitive positions when applying to selective colleges. The panel will discuss how growth mindset, learned optimism, mindfulness, selective attention, and grit can not only increase students' enjoyment of school, but also push them to develop a stronger sense of self. This increased interpersonal knowledge gives meaning to the test prep process, and acts as a catalyst to identify right-fit colleges and to craft college applications that stand out from the pack with a clear point

of view and an authentic voice. This discussion will also touch on innovative exercises and tools for counselor/advisory-student workshops. For example, articulating a "coherent personal narrative" in 1-3 images in order to craft stronger college applications and essays that break the generic mold and more effectively communicate who a student is and what they have to offer to the communities of their right-fit colleges.

**Audience:** Secondary School, Admission/Post-Secondary, and Independent Counselors

**Presenters:**

**Jason Gregory**, Dean of Student Life, Sonoma Academy

**Nick Standlea**, President, Test Prep Gurus

**I've been a Transfer Center Director for a year now...Now what?**

**Description**

Professional development for Transfer Center Directors - this session will be a brainstorm and sharing best practices session on running an effective Transfer Center.

**Audience:** Community College Counselors

**Presenters:**

**Naomi Grisham**, Transfer Center Director, San Diego Miramar College

**Kamale Gray**, Transfer Center Director, Los Angeles City College

**Muddling Through the Middle**

**Description**

In 2012, WACAC created the Leadership Development Institute (LDI) to develop and support emerging leaders on the post-secondary side. LDI alumni will discuss the challenges and opportunities they've had as middle managers and will provide advice/perspective for those just starting out as well as for those who supervise them.

**Audience:** Admission/Post-Secondary Counselors

**Presenters:**

**Jennifer Christensen**, Director of College Counseling, Marin Academy

**Karly Brockett**, Co-director of College Counseling, Marymount High School

**Joel Hart**, Associate Dean of Admissions, Pomona College

**Kristine Lee**, Associate Director of Office of Undergraduate Admissions, UC Berkeley

**Phillip Moreno**, Director of Admissions, University of Redlands

**Beyond Bagpipes and Whiskey: Higher Education in Ireland and Scotland**

**Description**

The number of Americans seeking to complete their university degrees overseas continues to grow due to high quality and affordability. Two popular destinations for these adventurous students are Ireland and Scotland. Come learn about the opportunities available, educational systems and application processes to better support your students.

**Audience:** Secondary School, Independent and Community Based Organizations counselors

**Presenters:**

**Leann Schmitz**, International Officer, University of Glasgow

**Karina O'Neill**, North America Representative, University College Dublin, Ireland

**Latest Trends in Independent College Consulting**

**Description**

Independent Educational Consultants do much of their work in isolation, or in minimal contact with colleagues across the country. So what are the current trends in the field: from new ways to structure a consulting practice, to the use of technologies to advise remotely, to pricing and marketing and changes on college campuses? We've just completed our 2015 research and the results will be presented here with findings that will help you to rethink, restructure, reformat your own independent practice. Special care will be provided to give specific information on how western states compare with trends across the United States.

**Audience:** Admission/Post-Secondary, Independent, and Community Based Organizations counselors

**Presenters:**

**Mark Sklarow**, CEO, Independent Educational Consultants Association

**Rebecca Grappo**, Independent Educational Consultant, RNG Educational Consultants

**Gail Grand**, Independent Educational Consultant, The College Advisor, Inc.

**Session H - 10:15-11:15**

**College Board & Khan Academy: World Class, Free Tools to Help Students Prepare for the Redesigned SAT**

**Description**

Khan Academy is a nonprofit organization whose mission is to provide a free world-class education for anyone, anywhere. Khan Academy's new partnership with College Board creates free SAT preparation resources, using official test design information and items. See highlights of the current and future resources and learn how educators can help students use the Khan Academy SAT practice platform to open opportunities to college and career success.

**Audience:** Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations counselors

**Presenters:**

**Alicia Ortega**, Educational Manager, The College Board

**Nikki Danos**, Director of College Counseling, Forest Ridge School

**Tierney Kraft**, Director, SAT Partnerships, The College Board

## **Diversifying Your Private, Mid-Sized Colleges and Universities with Transfer Students**

### **Description**

Our presentation will focus on how transferring to a private, mid-sized institution may benefit many students despite the perceived cost of attendance. We will also focus on best practices for recruiting, enrolling and retaining these students at our institutions, with a special focus on student success.

**Audience:** Admission/Post-Secondary, Independent, and Community College Counselors

### **Presenters:**

**Tom Gutto**, Director of Transfer Enrollment Services, Loyola Marymount University

**Dan Nannini**, Transfer Center Director, Santa Monica College

**Robert Waldren**, Transfer Success Center Coordinator, Santiago Canyon College

**Shannon Crogan**, Associate Director of Admission, Chapman University

## **Send them out prepared: How Canadian experiential learning helps US students succeed in the global workplace**

### **Description**

Beyond being a good value, Canadian Universities offer excellent experiential learning opportunities that provide a high ROI to students from around the globe. Current US students attending Canadian Universities will discuss how experiential learning in Canada has informed their futures. Experiences include: • Internships and Co-op • Undergraduate Research • Field schools • International Service Learning

**Audience:** Secondary School and Independent Counselors

### **Presenters:**

**Rachel Toyen**, Coordinator, Regional Recruitment, Americas, Middle East and Africa, University of British Columbia

**John Soltice**, Assistant Director, International Recruitment, University of Alberta

**Jake Mason**, International Recruiter and Advisor, University of British Columbia

**Natasha Bijelich**, Recruitment Officer, University of Toronto

## **Best Advice We (N)ever Received**

### **Description**

Your first cycle of recruitment is terrifying in some aspects. Don't worry though, you're not alone. Three recruiters with multiple years of experience within different offices and roles have some of the answers you'll need this first year. From travel arrangements, eating habits, and police reports; they've got you covered.

**Audience:** Admission/Post-Secondary, Independent, and Community College Counselors

### **Presenters:**

**Patrick Jones**, Senior Admissions Counselor, The University of Utah

**Jan Bents**, Senior Admissions Counselor, The University of Utah

**Jessica Lee**, Senior Admissions Counselor, The University of Utah

## **Revitalizing Carroll College's Struggling Ambassador Program into a Paid Leadership**

### **Opportunity**

#### **Description**

This session will describe the transformation of a student ambassador program to a paid leadership opportunity, including: rebranding and marketing, developing a training process, incorporating service and mentorship, maintaining and enhancing traditions, and providing follow-up and outreach to prospective students. We will leave time for discussion and collaboration among attendees.

**Audience:** Admission/Post-Secondary and Community College Counselors,

#### **Presenters:**

**Jamie Jones**, Senior Assistant Director of Admission, Carroll College

**Stephanie Pung**, Assistant Director, Carroll College

## **Establishing a successful, student-centered IEC practice**

### **Description**

The workshop will provide newer IEC with tools which can be implemented immediately to grow a thriving, student-centered practice in four critical areas: How to reach new clients; how to manage clients and workflow; how to engage with colleges, and how to serve your students with best practices.

#### **Presenters:**

**Steven Mercer**, ED.D., Independent Educational Consultant, Mercer Educational Consulting & UCSD Extension

**Sandy Furth**, Independent Educational Consultant, World Student Support

**Jenny Umhofer**, Independent Educational Consultant, Colledge

**Sean Hawes**, Independent Educational Consultant, Pathways To College Achievement

## **The Taj Mahal, The Eiffel Tower, The Great Wall of China... Where to start your International Recruitment Strategies?**

### **Description**

A passport isn't enough to start an effective international recruitment strategy. There are many things to consider: Organized tours, group or solo travel ? China, India, Brazil, Canada, Vietnam, Timbuktu? Money, time, staffing, experience? Students, parents, counselors? You'll hear from a panel of seasoned professionals in the field of international admissions to gain tools to build and implement a strategy. We're happy to share our experiences, collective words of wisdom and provide useful tips for your international recruitment efforts.

**Audience:** Admission/Post-Secondary and Community College Counselors

#### **Presenters:**

**Becky Konowicz**, Director of International Admission, Santa Clara University

**Ffiona Rees**, Senior Associate Director of International Admission, UCLA

**Jee Won Lee**, Associate Director of Admission, Whitman College

## **Repositioning the Value of the Liberal Arts: Practical Preparation for Career and Success**

### **Description**

With continuously increasing focus on career outcomes due to the cost of higher education and changing economic and market conditions in the United States, and the resulting question from students and families about the ROI from a liberal arts education, this session will demonstrate the long-term benefits and ROI that a liberal arts education provides.

**Audience:** Secondary School, Admission/Post-Secondary, Independent, and Community College Counselors

### **Presenters:**

**Briana Seyarto**, Admission Counselor, Loyola Marymount University

**Julian Howard**, Admission Officer, Pomona College

**TBA**

## **Our Members, Our Ethics**

### **Description**

Bringing together leaders of four organizations within our profession, attendees will learn about the membership criteria, the ethical principles and the disciplinary procedures of each of the organizations. This discussion will also serve to expand the dialog of members of these organizations to clarify proper behavior and practice.

**Audience:** Secondary School, Admission/Post-Secondary, Independent, and Community College Counselors

### **Presenters:**

**Katy Murphy**, Director of College Counseling, Bellarmine College Preparatory, Past President NACAC

**Eric Delehoy**, Independent College Counselor, Delehoy College Counseling, President HECA

**Jeff Fuller**, University of Houston, President NACAC

**Emmi Harward**, Director of College Counseling, The Bishops School, Executive Director, AICCIS

## **Get The Most From Your Test Prep Companies...**

### **Description**

Use test preparation companies to build and strengthen the college-going culture at your school. Hear from The Princeton Review, a community based organization, and a public high school counselor on the various ways they work together to provide admissions programming for students. Plus, receive a “roadmap” for your school.

**Audience** Secondary School, Independent and Community Based Organizations Counselors

### **Presenters:**

**Katie Noone**, Executive Director, The Princeton Review

**Becky Marchant**, Co-lead Counselor, Brea Olinda High School

**Rachel Mead**, Executive Director, The Princeton Review

**Kellie Nakano**, Director Pre-college Services, College Success Foundation



## **How Optional Testing Works Defining Promise in American Admissions**

### **Description**

This national study at 33 public and private institutions evaluates optional testing, asking “Does standardized testing produce predictive results, or artificially truncate applicant pools who would succeed if they applied?” Based on this study, it is far more the latter. Non-submitters are more often first-generation-to-college, women, minorities, and Pell recipients.

### **Audience:**

Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organization Counselors

### **Presenters**

**William C. Hiss**, Principal Investigator, Retired Bates College Dean

## **Partnering with Regional Admission Officers to Enhance the College Counseling Experience**

### **Description**

Come Join the Conversation! Learn how a High School Counselor, a CBO Executive Director and Regional Admission Officers from CA and CO have partnered to educate students and parents about the college admission process. Panelists will share their experiences and discuss ideas for future programming. Bring your questions and ideas with you. A Q & A session and discussion will follow the presentation.

**Audience:** Secondary School, Admission/Post-Secondary, Independent, Community Based Organizations counselors

### **Presenters:**

**Betsey Fuller Hayes**, Western Regional Director of Admission, Washington College

**Maureen Roadman**, Executive Director, Solutions-Exploring Success Post High School

**Rae Anne Mena**, Program Coordinator, Saint Louis University

**Jill Schratz**, College-Career Coordinator, San Ramon Valley High School

**Brittany Wertz Slaughter**, Regional Assistant Director of Admission. Elon University