



The Anchor

Potomac and Chesapeake Association of College Admission Counseling

Late Fall, 2012 Issue



Carolyn Doyle, PCACAC President
Archmere Academy (DE)

Upcoming events:

Spring Conference: April 21-23,
2013 Sheraton Waterside, Norfolk,
VA

Summer Institute: July 22-24, 2013
George Washington University
(DC) Registration available in Feb-
ruary

www.pcacac.org

NEW PCACAC Initiative: *Student Support Grant (SSG)*

See page 4 for details! Application deadline is February 15!

Nominations deadline is December 7!

The Nominating Committee values your opinion as we identify candidates for the PCACAC election this spring. Please consider either a self-nomination, or identify a PCACAC member who you feel is ready to take the next step in leadership for PCACAC. The official candidate nomination filing date is Friday, December 7th. Nominations are sought for the following elected positions: President Elect, Secretary and six Delegates to the Assembly. Visit www.pcacac.org for more details, a candidate application form and the institutional support form. Questions? Contact Ali Gauch Hieber, ahieber@germanna.edu, Chair, Nominating Committee.

President's Message

“So what’s the purpose of all this education anyway?” asked a father (who really looked more like a grandfather) over twenty years ago at the end of a lengthy (and tiring) evening college program for juniors and parents. “Education provides an opportunity for a student to reach his/her potential” I answered. The answer seemed to satisfy him. Sure, we all know folks who are happy, well adjusted, and successful who didn’t attend college, but what opportunities and different ventures could have awaited them if they had pursued higher education? How would their lives have been different?

As over 400 PCACAC members joined colleagues at the October NACAC conference in Denver CO it was evident there are many varied opportunities within higher education. Our mission is to assist students so that they do reach their potential. We are better equipped to help students because of our membership in PCACAC. PCACAC provides networking opportunities, Drive In workshops throughout the region, the Summer Institute, links to online resources, a Membership Directory, our Annual Conference (April 21 – 23 2013, Sheraton Norfolk Waterside Hotel, VA), legislative access, job postings, four National College Fairs, and now a presence on Facebook (please “like” us!). We are a strong, dynamic organization because of talented, committed volunteers. Programs such as the *Ann Powell Mentoring Program* and the *Marion Flagg Scholarship Program* provide opportunities for counselors to build upon their already strong skills. The *Joining Hands for College Program*, developed by Paul Horgan, Chair of the Inclusion, Access and Success Committee (formerly the Human Relations Committee) was honored at the national level with the 2012 NACAC Rising Star Award. This is a collaborative program with Boys and Girls Clubs in urban areas within our region bringing college access information to young students. A new member benefit this year is the opportunity to apply for the *Student Support Grant* that provides funding for services and programs that directly benefit students.

We as educators understand the value of higher education, but with the rising costs students and families are more frequently questioning the cost vs. value. Let’s be sure we have the answers that reaffirm the purpose, value, and opportunities that await students through higher education and that we are fully prepared to help them reach their potential.



The Anchor is produced each quarter for PCACAC members. Please send us news, information and photographs for inclusion in The Anchor.

Submission deadline for the March edition of the Anchor is January 15, 2013 Contact Mike Carter at mcarter@ssas.org

Paul Horgan: Thinking Outside the Box

Liz Stello, Associate Director of College Counseling, Cape Henry Collegiate School



As the last student, with his stomach full of pizza, boarded the bus on a Saturday afternoon at Christopher Newport University, it was evident that the inaugural Joining Hands for College program would be the first of many to come. While many people in our profession frequently ask, “How do we inform and encourage disadvantaged students about the college process?” it was Cape Henry’s Director of College Counseling, Paul Horgan, who stopped asking and started doing. For his work, Paul was recently presented with the Rising Star Award for this program at the NACAC annual meeting in Denver. In front of thousands, Paul was commended for his vision and his efforts, which were several steps in the making.

Several summers ago, Paul was at a board meeting for our regional counselor association, where members were discussing how to connect underserved and rural populations to our association. Knowing that it can be difficult to partner with entire schools, Paul began to think a little more outside of the box. He got in touch with a fellow Cape Henry parent and philanthropist, who put him in touch with the Executive Director of the Boys and Girls Clubs of Southeast Virginia. The idea was to bring these young men and women to a college campus on a Saturday morning to learn more from the college admissions professionals who are already great resources

in our region. But more than that, Paul’s vision was to create a program that, while having some structure, could also be flexible enough to be replicated anywhere across the nation.

After many phone calls to colleges, speakers, and Domino’s pizza, Paul had his first program ready to go. On a beautiful fall day in October of 2011, admissions and guidance counselors, who themselves represented variety of backgrounds, came from across the state to share their personal story and give their advice. As the group waited anxiously in a large room full of chairs, busses began to pull up. One by one, young men and women involved in their local Boys and Girls club piled in. In the end, over ninety students, from elementary to high school age, from Norfolk to the Eastern Shore of Virginia, learned how to overcome obstacles, gain admission and financial aid for college, and create the life they want to achieve.

Since that inaugural event, the Joining Hands program continues to be replicated. This past April, twenty admissions and high school counselors met at George Mason University to educate over seventy-five youth from the Washington, D.C. area. With so many eager counselors on hand, the format morphed into a day with more panels and personal interaction – which is exactly what Paul had envisioned: a program that adjusts to the needs of its participants. Derek Dubose, the

“I believe that schools like ours and college admissions professionals with resources have a responsibility to reach out to our communities and help kids with fewer opportunities”



Associate Director of Undergraduate Admissions, played a large role in fostering the Joining Hands program at GMU, and said, “Many will ask is something like this a challenge to coordinate? I without hesitation will say no. All it takes is someone with a vision and passion for our youth like Paul Horgan to reach out and make his dream of Joining Hands for College outreach program a reality!” This year, there are already plans in place for more Joining Hands programs in Richmond and Norfolk, as well as in Baltimore, where the goal is to offer several workshops over many months.

Paul continues to actively pursue other areas where future Joining Hands programs could be held, including rural Virginia and even his hometown in Massachusetts. His ultimate goal, however, is to hear about a Joining Hands event in which he had no involvement. As Paul says, “The vision behind this program is for a grass roots movement that gives some structure to those who want to do this wherever they are. Many

people want to help, but very few know how to begin.

It takes time and persistence, but it isn’t hard and it doesn’t have to overwork any individual if people take ownership in their own communities to reach the kids in their own backyards.

I believe that schools like ours and college admissions professionals with resources have a responsibility to reach out to our communities and help kids with fewer opportunities. Hopefully the Joining Hands for College program will give motivated, talented people across the country a template they can use to serve their communities.”

An action-oriented counselor, Paul has taken his idea from its inaugural day to a potential national partnership between our organization, NACAC, and the Boys and Girls Clubs of America. With help along the way from fellow counselors from both sides of the desk,

Paul’s Joining Hands for College program is on course to educate thousands of deserving students about the college process.

Joe Monte & Annabelle Jaffe: “Providing Kids Good Counseling”

Excerpt reprinted with permission from The Beacon, April 2, 2012, Barbara Ruben



When Joseph Monte began his counseling career at Albert Einstein High School in Kensington, Md., John F. Kennedy was president, Latin was a requirement for graduation, and nearly every student lived in a household seemingly straight out of “Leave it to Beaver.”

Flash forward 50 years, and Einstein’s students now hail from 45 countries, computerized records have long since replaced the carbon copy files on each pupil in Monte’s office, and even the title of “guidance counselor” has shifted to “school counselor” to be more inclusive of the array of issues they encounter — from suicide to cyber bullying.

But some things never change. “Kids are kids are kids,” said Monte. “They are always searching for what gets them going, what they are going to do next with their lives. Counselors are the ones who have the privilege of working with them at this time of their lives.”

Accolades from a noted author

Monte, 80, is one of several school counselors who spoke to the Beacon about their long careers. The father of five and grandfather of nine began at Einstein as a teacher when the school opened in 1962 and was appointed its first counselor soon after.

Monte’s influence as a teacher still resonates. Novelist Pat Conroy, author of such books as *The Water is Wide* and *The Great Santini*, took an English class from Monte when he taught at Gonzaga College High School in Washington, D.C. before moving on to Einstein.

Conroy devotes several pages of his memoir, *My Losing Season*, to Monte, crediting his teacher with inspiring his literary career.

“When the scholarly, charismatic Joseph Monte walked into 2A that first day, he radiated an owl-like authority and passion for literature I’d never come across in a classroom....He thunderstruck me with

the mesmerizing power of his teaching,” Conroy wrote.

Numerous former students come back to Einstein to visit Monte. A surgeon walked into his office and thanked him for steering her onto her career path.

“All I probably did was tap the thing that was already there, say the right thing, and convince her that this was her vocation. I listened and spotted something,” he said. “I was just thrilled she wasn’t too busy to come back and say thanks.”

“One thing I’m proud of, I look on each kid as a unique human being. You might get all the technology in the world, but there’s no shortcuts to do the job right. You can’t reduce a person strictly to a GPA

With hundreds of students to advise each year, some counselors use a fill-in-the-blank form letter method of writing college recommendations. But not Monte.

He sits down with each student as they’re working on their college applications. He talks to them about their accomplishments and aspirations, shaping these into an individualized recommendation.

“One thing I’m proud of, I look on each kid as a unique human being. You might get all the technology in the world, but there’s no shortcuts to do the job right.

You can’t reduce a person strictly to a GPA and a test score.”

He recalled one student who wanted to be a vet and loved horses. “Boy, did she have her head screwed on straight. I remember writing her letter so clearly,” he said as he rummaged through a manila file to find it.

“She has the temperament, tenacity, kindness and willingness to become a healing horse whisperer,” Monte wrote.

He also keeps a folder full of letters from college admissions departments that tell him it was his personal recommendation that helped the student gain admittance to the school.

“I almost fall in love with these boys and girls because they just seem so wonderful,” he said. Monte is now busy with helping Einstein High School celebrate its 50th anniversary. He is leading an effort to raise \$1 million



Joseph Monte (left), shown with student Noah Tondani, has served as a guidance counselor for 50 years at Einstein High School in Kensington, Md. Older counselors have remained popular at a number of area schools, showing that even a large age gap doesn’t keep kids and their elders from relating well and understanding each other. Photo by: Frank Klein

from alumni to augment its education programs. He also recently worked to pull together a room to honor the school’s sports stars from over the years. Its name? The Joseph A. Monte Athletic Hall of Fame Lounge.

All this means Monte has put thoughts of retirement on the back burner.

“I’m the oldest teacher [at Einstein], but I think I have the most vitality by a gift of God or genes or something. I’m often the first one here and the last one to leave.

He sits down with each student as they’re working on their college applications. He talks to them about their accomplishments and aspirations, shaping these

“I haven’t set a date [for retirement]. The day I wake up and my health is gone, I’m turning in my resignation.”

For the article in its entirety go to: <http://www.thebeaconnewspaper.com/select-stories/features/providing-kids-good-counsel>



PCACAC Wants You to Join Fund Development

Jeff Smith, Chair, Fund Development Committee, St. Mary's College of Maryland

I'm sure we all have one of these images in our heads. Bake sales to raise money for the community church building fund. The king size chocolate bars that you had to sell for the high school yearbook committee, so you forced mom and dad to take them to their workplace.

I even took a job in college as a part-time phone solicitor for the USA Today newspaper. The fun I had week-day evenings interrupting dinner to hawk newspaper subscriptions. And we all are familiar with the Girl Scouts and the cookie sales in the local community. I know we all had our favorites (but nothing beats a simple sugar cookie with the Girl Scout's logo imprinted on it).

Some are good memories, some maybe not.

But it all had to do with the simple premise of raising money for a cause. Nowadays, with so many causes that are out there, we might get a little turned off by the sales pitches. Or it might be a sense of information overload: which cause is worthy enough for your time, energy, and finances. Well, after a very successful joint PCACAC/SACAC conference in Crystal City, I would like to ask for support and volunteers to join the PCACAC Fund Development Committee.

The Fund Development Committee is based under the 'Finance Arm' of the association. The committee is charged with securing revenue sources to help defray expenses within the association. The primary work is in relation to getting sponsorships for PCACAC and/or for events that PCACAC sponsors.

I want to first thank many of the individuals and institutions that have supported PCACAC in the past. The Ann Powell Mentoring Program, the Marion Flagg Scholarships and the Summer Institute are just a few of the PCACAC sponsored events that have benefited from the work of the committee. A good portion of the expenses associated with our annual spring conference are covered through sponsorships that are generated by

the Fund Development Committee. The groundwork has started for the committee to seek sponsorships for our 2013 conference, in Norfolk, Virginia. Details will follow on ways that, through the PCACAC website, members can provide sponsorship and use that sponsorship as a way to brand your institution or company. I am looking for a few colleagues who would like to become a part of the committee. I can assure you that committee responsibilities will not be like the time that I did phone solicitations.

I do believe that if you are passionate about PCACAC and that you see the value in the work of the association, then this committee will be a rewarding experience for you. If you think you have that "inner girl scout" in you, feel free to contact me and I can answer any questions that you have about the com-

mittee. Any ideas and/or suggestions are also welcomed at jesmith2@smcm.edu

Thanks to our 2012 Conference Sponsors:

The Common Application

College Board

ACT

Transylvania University

Colleges Than Change Lives (CTCL)

George Mason University

Kaplan Test Prep

University of Richmond

Delaware Association of Independent Schools (RAIS)

Richmond Area Independent Schools (RAIS)

Paul and Ann Feakins

A New PCACAC Initiative: Student Support Grant

Do you have a great idea to help your students in the college process, but you don't have the funds to carry it off? Do you know a community program that needs funding to deliver college counseling programming? PCACAC may be able to help.

PCACAC is pleased to announce the creation of The Student Support Grant (SSG), an award to fund initiatives that directly support students in the college transition process. The SSG will reimburse recipients for up to \$800 in costs for the proposed project or event.

SSG applicants must be PCACAC members, or be nominated by a member. Possible uses for The SSG could include: college or financial aid workshops; trips to college campuses; prospective student programming. We welcome your innovative ideas. The funds may not be used for individual students, nor to pay for speaker honoraria. Preference given to proposals that meet the following criteria:

- Proposals that address an unmet need in the community*
- Proposals that can lead to the targeted participants' increased involvement in the college process*
- Proposals that give detailed plans for the use of the grant*
- Proposals that reach underserved populations*

The application deadline for The Student Support Grant is February 15, 2013. Two grants will be awarded by March 15, 2013, for programming that must be completed by December 31, 2013. If you have any questions about the program, please contact Lucy Neale Duke, Director of College Counseling, Cristo Rey Jesuit High School, Baltimore, MD, 410-727-3255 X 1021, lduke@crstoreybalt.org.

Potomac & Chesapeake ACAC Unite for Student Success with Southern ACAC



Carolyn Doyle, President, PCACAC—Archmere Academy (DE)

While “United for Student Success” was the chosen theme for the conference, it was also an accurate descriptor of the outcome of the conference; “Best conference I have ever been to”, “Magnificent conference in every way, THANKS” and “Overall, an amazing experience” commented several attendees.

In a spirit of cooperation, collaboration and unity the Southern Association for College Admission Counseling and the Potomac and Chesapeake Association for College Admission Counseling joined forces to offer the second joint conference in the history of both affiliates. It was held April 21st to the 24th at the Hyatt Regency Crystal City in Arlington Virginia and attracted over 1000 registrants.

There was something for everyone beginning with a service project with the Boys and Girls Club of Greater Washington held at George Mason University; a cultural excursion to the National Mall in Washington; action activities including basketball, yoga and Zumba; pre-conference workshops; a college fair attended by over 150 colleges; two guest speakers; 102 workshops; a masquerade social; our traditional Cracker Barrel session; and tours of local colleges. There was a plethora of workshops to choose from with seventeen different offerings to pick from in each of our six session times. One attendee remarked “The sign of a great conference to me is having too many options of sessions at every given slot that I really want to attend. I felt this conference was very much worth my time and money.”

At our opening session on Sunday, Tomeka Hart described growing up in Memphis, TN and her path to success as a lawyer and now the fifth President

and CEO of the Memphis Urban League. She was educated in the Memphis public schools and began her commitment to education as a public school teacher in Georgia and has continued that passion for education throughout her career.

At the Monday luncheon, Andrew Ferguson, recounted in humorous detail (no one was left unscathed!) the trials and tribulations of guiding his son through the college search process.

Andrew’s comments generated much laughter in the vast ballroom. Follow-

One comment from the conference: “Not so cold and rainy next time, eh?” We’ll be sure to send this directive to the 2013 conference planning committee!!

Reserve the dates now!

April 21 – 23, 2013

Sheraton Norfolk Waterside

ing the luncheon he signed copies of his book, *Crazy U: One Dad’s Crash Course in Getting his Kid into College*. He is senior editor at the *Weekly Standard* and also the author of *Fools’ Names, Fools’ Faces* and *The Land of Lincoln* named by the *Wall Street Journal* and the *Chicago Tribune* as a Favorite Book of the Year in 2007. He is an editor and writer for a wide array of publications and was the White House speechwriter for President George H.W. Bush. Our masquerade social on Monday evening featured the band “Attraction” which lived up to its name and “attracted” a dancing crowd. When the two female vocalists were leaving the hotel at the conclusion of

the social, they remarked, “We had a hard time keeping up – what a fantastic audience.”

We were fortunate to have many exhibitors located in an area of the hotel easy to navigate and learn about their products and services. NACAC was well represented at the conference with a table in the registration area staffed by professionals from the NACAC headquarters in nearby Arlington VA.

Evelyn Boyd White, current NACAC President and former PCACAC President provided us with an update of national issues at our luncheon. Also attending the conference was Joyce Smith, CEO of NACAC, and from the NACAC Board of Directors, Deborah Santiago, Phil Kirney and Phyllis Gill.

During our Cracker Barrel session we recognized the new Ann Powell Memorial Mentors and Mentees and the Marion Flagg Scholarship Program honorees. Two highlights of our Business Meeting on Tuesday morning were recognizing Louis Hirsh, Director of Admission at the University of Delaware and Chair of our Admissions Practices Committee, with the John A “Jack” Blackburn Award for Ethics in College Admission.

Our highest honor, the Richard L. Apperson Award, named for PCACAC’s first president was awarded to Paul M. Feakins, former PCACAC President, and current Director of College Counseling at Norfolk Academy.

“This was probably the best conference I have ever attended. Well organized! Good job!” stated one attendee. Thanks to all in PCACAC and SACAC who contributed to the planning and success of this joint conference.



We would be remiss to not recognize the folks on the 2012 Conference Planning Committee. A genuine “thank you” to all the volunteers involved in the conference. Unfortunately we can’t list all their names, but we can publicly acknowledge the PCACAC Committee Chairs that led the charge.

Heather Jeter—Chair	Conference Planning
Carolyn Doyle	Program/Sessions
Mary Layman & Judy Hingle	Registration
Dave Adams and Derek Dubose	Social
Kathy Orchant	Exhibits
Anne Claywell & Liz Stello	Session Evaluations
Kathleen Martin	College Fair
Sue Rexford & Alice Robertson	Local Counselors
Jeff Smith	Sponsorships
Anthony Ambrogi & Jay Cialone	College Tours
Elizabeth Fitzgerald & Sarah Farmer	First Timers Meeting
Jayne Fonash	Service Project
Barbara Conner	Hospitality
Marty O’Connell	Government Day
Dave Weiner and Mike Deegan	Athletics
Arlene Ingram, Executive Assistant	Logistics/Details

John A. “Jack” Blackburn Award for Ethics in College Admission Presented to Louis L. Hirsh

Susan Rexford, PCACAC Past President

The John A. "Jack" Blackburn Award for Ethics in College Admission was established by the Potomac and Chesapeake Association for College Admission Counseling in 2010 to honor the late Jack Blackburn, long-time Dean of Admission at the University of Virginia.

Throughout his career, Jack served as an admirable role model promoting the highest ethical standards, integrity in our profession and equity in access to higher education. This award recognizes a member of our profession who exemplifies the qualities that made Jack Blackburn revered by his peers.

His name is synonymous with ethics in college admissions. His passionate advocacy on behalf of students and his gentle insistence of the professional conduct of college and secondary counselors, both in his work as co-chair of the PCACAC Admission Practices Committee and in his workshop and session presentations on ethics in the process, are an inspiration and a blueprint for us all.

He is grounded, ethical, and compassionate in the handling of every aspect of his profession. Listening to him discuss professional practice and responsibility to a group of high school students or to members of the institutions we serve, it is clear that he has spent his career advocating for students and modeling best practices for the rest of us in the field. He is confident yet humble and is a giant in our profession.

I am honored to present the second annual John A. “Jack” Blackburn Award for Ethics in College Admissions on behalf of PCACAC and the past-presidents to someone I admire and am proud to call friend - Louis Hirsh, Director of Admissions at the University of Delaware. Congratulations, Lou!!



Apperson Award Presented to Paul M. Feakins

Jayne Fonash, Past President, PCACAC

One of the true privileges of serving in the PCACAC presidential cycle comes at a moment like this, as I am honored to announce to you the recipient of the 2012 Richard L. Apperson Award. Named in honor of PCACAC's first president, the association's highest honor is bestowed annually to a member whose career embodies the ideals of the association – providing extraordinary service to students, to PCACAC, and to the college counseling profession.

I have been privileged to know and work with this year's recipient for many years. With a strong sense of ethics and moral purpose, he always acts with the intention of making a positive difference in the lives of others. His advice and opinion are often solicited by colleagues, community leaders and others as they know he will have an ethical, balanced, and thoughtful response. Like many of you in the audience I have turned to him for the counsel we so often need in this profession, and he has always been there with sage words, a warm smile, and when necessary or appropriate, a glass of scotch.

A dedicated professional and loyal friend, he appreciates the energy of a gathering like this joint conference, with college admissions professionals from 13 states, the District of Columbia and the Caribbean – about 25 % of the country. We would not be here today had he not partnered with his good friend and colleague Ed Graf to set the wheels in motion for this joint PCACAC SACAC conference. So in addition to thanking him for throwing a great party, PCACAC takes great pride in recognizing Paul Feakins as the recipient of the 2012 Apperson Award.

Paul's longstanding commitment to PCACAC ramped up on a cold, blustery January day in the parking lot of the Cavalier Hotel at the Oceanfront when Arlene Ingram asked him if he would be interested in being more involved in the organization. Paul's "yes" marked the start of his 'investment'. At the time he took the job, the organization was in a precarious fiscal position.

Paul's wisdom and good investment sense served the organization well as he helped stabilize our financial base, not only through a sound investment strategy but through the recognition that we needed to have surplus funds to protect us in a lean year. He may not have had a crystal ball to foreshadow the international financial crises of recent years, but his leadership as our treasurer and later as president has enabled us to continue to do the work of our organization at a time when other organizations were struggling to survive. Paul has always

been the first one to reach into his own pocket to make a contribution to support an organizational program (and he still does that quietly without fanfare), and continues to encourage all of us to give of our time, talent and resources in the form of sponsorships for our annual conference.

There is an eclectic side to Paul. When the PCACAC conference was at the Sheraton Hotel in Virginia Beach in 2000, Paul was the site coordinator...couldn't miss him in his black shirt, white letters, PCACAC SERCURITY! A few years later in Williamsburg, the shirts were yellow. Paul is our resident 'foodie' -- He and his wife Anne have cooked for everyone from the PCACAC board to the Virginia Beach Rescue Squad. His volunteer work with the Virginia Beach Emergency Medical Services has been meaningful to him and to the health of Virginia Beach residents. Ask Paul to tell you the story of the woman he encountered when she was trying to escape on one of Paul's volunteer shifts at the emergency room. With one hand guiding oxygen tank while the other held a lit cigarette, without Paul she would have been at a loss to manage her breezy hospital gown.

Paul arrived here on Sunday morning with his clubs, once again a passionate golfer thanks to acupuncture. I asked him how he had resolved the medical issues that had interfered with his golf game for several years, and he said "if it works for two billion Chinese citizens I figured I should give it a try!"

Reaching out to our West Virginia members was very important to Paul during his presidency; on more than one occasion he traveled to the college fairs in West Virginia getting to know the West Virginia contingent and promoting membership in PCACAC. He believed we should elevate the intellectual discourse in The Anchor, and led the way by writing the first column and then encouraged others of us to follow suit.

Kathy Hobbs, Paul's colleague at Norfolk Academy, shared with me her gratitude for being able to work with a mentor who is so committed to ethics in the profession. In his counseling, Paul puts every student first, always acts on what he believed, and asks for nothing in return. For all of the seriousness of purpose Paul is not without a sense of humor, however, and has also kept us laughing through our tears and the challenges of our profession.

We entrusted Paul Feakins with the stewardship of PCACAC, who as one of our past-presidents led our

Continued on page 8

Feakins' Law: An essential guide to natural law within college admissions,

1. Those who thank you usually don't need to and those who should will probably criticize you.

Feakins' Corollary to Law #1: Those who praise you will do so quietly. Those who criticize you will do so loudly and to as many people as possible.

2. Get all of the blood on the floor early. It is better to have students in tears in September than in April.

3. No student wants to attend any college that would have him.

4. No parent has ever underestimated her child's SAT scores.

5. No student has ever underestimated his GPA.

6. The chances of a student's admission to a highly selective college are inversely proportional to his desire to go there.

7. A parent's list of leading authorities on college admissions does not include the college counselor.

8. For every student rejected at a college, there is allegedly at least one other student living in the neighborhood who has lower SATs and grades who was admitted to that college.



Apperson Award, continued from page 7

organization with a clear and positive vision for the future.

You will never find him in the limelight, but you will always find him ensuring that the needs of the next generation of college admission professionals and students are well served. He is not reluctant to be outspoken, but at the same time he demonstrates the insight to be representative of the common good. Paul has always demonstrated a clear understanding of the values, expectations and needs of our membership, and has done so with a level of passion and dedication second to none.

For all of these reasons and many more, PCACAC is honored to recognize Paul Feakins as this year's Apperson Award recipient.

Newly elected officers of PCACAC

The individuals below were elected to office in April, 2012:

President-elect: Mike Carter, three year presidential cycle (2012-2015):

Treasurer: Mary Layman, two-year term (2012-2014):

Chair of Admission Practices/Delegate: Lou Hirsh, three years (2012 – 2015)

Chair of Credentials/Delegate: Scott Mayer, 3 years (2012-2015)

Chair of Government Relations/Delegate: Jayne Fonash, two years (2012-2014):

Chair of Human Relations/ Delegate: Paul Horgan, 3 years (2012 – 2015):

Chair of Professional Development/Delegate: Robyn Lady, two years (2012-2014)

Delegate: Erica Akaya Matt, one year (2012-2013), to fill out Michael Carter's final year as a regular delegate)

**PCACAC 10th Annual
Summer Institute
(with optional college tour)
George Washington University
July 22-24, 2013
Registration available in
February 2013**

Summer Institute 2012

Ben Rous, Chair, Hampton Roads Academy (VA)

The Ninth Annual PCACAC Summer Institute was held on the campus of the University of Delaware at the end of July 2012. A three-college tour of Villanova, Drexel, and the University of Pennsylvania followed on August 1st. Eighty participants and faculty gathered for two days of learning, networking, and fun.

The learning came in the form of fifteen sessions presented by a talented faculty on such topics as "Technology and Social Media in the College Application Process," "Evaluating High School Transcripts," "Forging Strong Professional Relationships," and "The Psychology of the Student in the Application Process."

As well, Professors Deborah Hess and Vicki Cassman delivering a fascinating keynote address on the University of Delaware's Art Conservation Department and its role in projects around the world.

Participants continued the conversations generated in the sessions throughout the Summer Institute, and in the process renewed and created connections with friends old and new. It's been said that some of the most meaningful moments at a conference happen between sessions after the day's events, and this year's Summer Institute was no exception. The exchange of ideas didn't stop with the end of each day's session offerings; indeed, participants could be found engaging one another over dinner and at the Summer Institute Social at Kildare's Irish Pub, a favorite local haunt in Newark.

In fact, it must be said that a team of participants, dubbed the "PCACAC Divas" by PCACAC President-elect Mike Carter, emerged victorious in a pub-wide trivia contest. Their stirring victory proved two things: PCACAC members are a sharp lot, and it's always handy to have someone on hand who can do a dead-on Christopher Walken impersonation! According to its mission statement, the Summer Institute is "uniquely designed to provide (in a



personalized setting) professional development, networking opportunities, training, and leadership development for professionals who

assist students in the transition from high school to college."

Based on participant comments, the 2012 Summer Institute served its mission with energy, depth, and great style. One high school counselor summed it up best when she said, "The Summer Institute was an incredible opportunity for me to learn more about the field and PCACAC. I feel more comfortable in my role and better able to serve my students. What a great program—thanks, PCACAC!"



A Shared Vision: Building a Mission Driven College Counseling Program

Paul W. Horgan, Director of College Counseling, Cape Henry Collegiate School (VA)

Spend an hour with your iPad and Google (yes, it's a verb) mission statements for independent schools. You will find the ones written by English majors with 500 words, you will find the minimalists who crammed it into a sentence, and you will find the ones that have been so polished by marketing firms that you might send a check to their annual fund. All that said, each of them aims to put into words what they are trying to do on their campus: defining their compass in

I haven't read any mission statements that say, "We want to get our kids into colleges that US News says are good." (It would look ridiculous on your letterhead) I've also never seen a school where the students, their families, the faculty and school administration were not hopeful that their kids

their education of children. Simply put... this is not a simple thing to do. More importantly, and perhaps more challenging, is the interpretation of this mission over time and the cultivation of programs that follow that compass.

In developing a College Counseling program, it is critical that there is thorough consideration of your school's mission. Who are your students? What do they value? What do their parents value? What are the measures of success in your community? Are those measures congruent with mainstream culture, or as a school are you "outside the box?" The answers to these questions are perhaps similar, but often differ between schools. Even within one institution, these answers can change with leadership or economic circumstances impacting local markets.

What does not change is that college counseling is to help kids and their families navigate the college search process. The kids you will counsel are the ones who signed up to attend your school. It is presumable that they chose

your school based, to an extent, on their agreement with your school's mission. You can also presume that the students in your office have been admitted to your school because their profiles match the academic bandwidth of students your school aims to serve.

For this reason, a mission driven program should consciously avoid valuing one acceptance over another. If you are a school where 100% of your graduates attend four-year colleges, then remember that regardless of the wording of the mission, every one of those 100% matters a lot. Setting a high bar is a given in most schools, but remember that that means something different for every student in the school, regardless of what school you are in. Celebrate them all.

As counselors, we have been through this process hundreds if not thousands of times, but each student will likely do it only once. Culturally we all sense the same pressures: selective colleges, public perception, parent cocktail party cache, meeting enrollment, etc. Having a college counseling program that remains focused on mission can help filter out the factors that can prevent us from serving the kids effectively. Every family that entrusts an independent school with their child must know that the mission is serving their student.

In practical terms, I recommend having a statement in the Office of College Counseling that is specific to that office, taking the mission of the school to a more focused level for that service.

The college counseling process is part of the education you receive at an independent school and not just an agent for placement. If your school espouses the development of character and scholarship, your program cannot overlook this.

If your mission is to instill leadership and confidence, then the college counseling program needs to teach self-advocacy. I haven't read any mission statements that say, "We want to get our kids into colleges that US News says are good." (It would look ridiculous on your letterhead) I've also never seen a school where the students, their families, the faculty and school ad-

ministration were not hopeful that their kids would get into selective schools.

This is America after all where we buy the house we can barely afford, we drive the most expensive car our budgets will bear and we all want to go to the college that we can just barely get into. The point of this is that it is all of our missions to help kids get into the best colleges they can, but that helping them find their match where they will flourish is likely more congruent with your mission statement.

A mission driven college counseling program can take into account that most kids in independent schools are stretching themselves in the college. In a competitive world and in schools that strive for excellence, there is nothing wrong with that.

Perpetuate your mission by reinforcing the values of your school, incorporating the mission into your program, developing a school wide understanding that the college process is a journey, not a destination alone, staying focused on your students and embracing the teachable moments.

In doing this, you have a great opportunity to make the college process a capstone experience for your graduates, reinforcing the principles of your institution and, most likely, helping them achieve the goals they have been striving for.





PCACAC Committee Updates



Visit the PCACAC website at

www.pcacac.org and stay

connected with your colleagues

Communications Committee

Jenifer Blair, Chair, Boys' Latin School of Maryland

PCACAC's new Ad-Hoc Communications Committee plans to introduce more member benefits in the coming months. Members include: Rosemary Martin, Shenandoah University; Aundra Weissert, Washington College; and Jeannine Lalonde Smith, University of Virginia. The unveiling of our new Facebook page and e-list took place at our membership meeting at NACAC in Denver. More news to follow on the PCACAC website!

We are now seeking a new editor for the Anchor. Interested?? Contact Jenifer Blair at jblair@boyslatinmd.com or 410.377.5192, x1112.

Current Trends & Future Issues Committee

Anthony Ambrogio, Chair, Randolph-Macon College (VA)

Don't have time to keep up with what's trending in college admissions? Well, we've done the work for you! Check out the Current Trends and Future Issues page on the PCACAC website for the most important news and resources on our profession. We update it regularly, so be sure to come back.

Have a suggestion to add to our library? Email it to aambrogio@rmc.edu.

And coming soon we will be asking for your opinions on all of the hot-button topics through user polls on the new PCACAC Facebook page!

College Fair/College Night Committee

James B. Massey, Jr., Chair, University of Maryland

Publicize Your College Fair or College Night on the PCACAC Calendar

Benefits of sharing your college fair/college night information include:

- ⇒ **FREE advertising**
- ⇒ **Opportunity to connect with colleges/universities**
- ⇒ **Increase/diversify your attending institutions**
- ⇒ **Have your individual fair highlighted on our website**



To add your College Fair to the PCACAC College Fair/College Night Calendar, please send the following information:

- ⇒ **Name of your fair/college night**
- ⇒ **Point of contact for registration (name, email and phone number)**
- ⇒ **Deadline and cost for registration**
- ⇒ **Location, date and time of the fair**
- ⇒ **Number of expected attendees/key audience**
- ⇒ **Format and length of the fair/college night**

We are happy to receive your college fair/college night information by way of flyer or email with requested information. Please send all college fair information directly to James Massey, Chair, at: jbmassey@umd.edu. Questions? Contact James at 301.314.8385

The committee also welcomes college fair information from member institutions that would like to contribute to the compiled calendar of events.



*Ann S. Powell Memorial
Mentoring Program*



This scholarship program honors the memory of Ann Powell, Director of College Counseling at Nansemond-Suffolk Academy (VA) and an extraordinary leader within PCACAC before having to resign due to the illness that ultimately took her life in 2005.

It was Ann's expressed wish for PCACAC to establish a program to mentor professionals new to the college counseling field, whether as a high school counselor or as a college admission officer. Up to six professionals are selected each year.

The Ann S. Powell Memorial Mentoring Program is open to college counseling professionals with fewer than five years experience from within the PCACAC region. PCACAC hopes that this program will serve as an outreach to counselors and schools who may not know that PCACAC exists and will give special consideration to counselors from schools lacking the resources for professional growth and development. Those selected to participate are invited to attend, at no cost to the participant, two PCACAC Summer Institutes and one PCACAC conference where they are recognized as Ann S. Powell Memorial Mentoring Program Participants. The Ann S. Powell Memorial Mentoring Program is designed to enable participants to: grow professionally by attending regional and national conferences devoted to college admission; build professional relationships and develop a support network; come to a deeper understanding of the college admission process; help students navigate the college choice and application processes more effectively.

PCACAC Scholarship & Awards Programs

Marion Flagg Scholarship Program

The Marion Flagg Scholarship Program, named for one of PCACAC's most outstanding members who was a counselor in Washington DC for many years, is awarded annually to up to ten worthy college counseling professionals who are not currently members of PCACAC and who have not previously attended a PCACAC conference. The scholarship recipients typically work with a targeted population of students from disadvantaged backgrounds who have been underserved. The scholarship recipients may be high school counselors, two-or four-year college admission professionals, independent counselors or individuals working in such programs as "I Have a Dream," "GEAR U" and "Upward or College Bound." Marion Flagg Scholarship Program recipients are invited (and expected) to attend the spring conference as guests of PCACAC; nominees are asked to confirm their attendance at the conference if elected as a recipient. Marion Flagg Scholarship Program recipients are also recognized and acknowledged at the conference. In addition to the benefit of attending the conference, recipients will enjoy a free year's membership in PCACAC.



John A. "Jack" Blackburn Award for Ethics in College Admission

The John A. "Jack" Blackburn Award for Ethics in College Admission was established by PCACAC in 2010 to honor the late Jack Blackburn, long-time Dean of Admission at the University of Virginia (VA).



Throughout his career, Jack served as an admirable role model promoting the highest ethical standards, integrity in our profession and equity in access to higher education.

This award recognizes a member of our profession who exemplifies the qualities that made Jack Blackburn revered by his peers. A recipient will be selected each year if there is a qualified candidate. The recipient will be recognized at the annual PCACAC Conference. Recipients will have a commitment to the high ethical standards of college admission through sustained active involvement in the profession and a dedication to promoting equal access to higher education for all students.

More information on all three of these programs, including the nomination process, can be found on our website, www.pcacac.org



PCACAC Movers and Shakers

After thirteen years with Hampton Roads Academy, **Heather O'Toole Jeter** has joined the staff at The Steward School as Director of College Counseling.

Don Birmingham has left the Potomac and Chesapeake region to support his wife's new position in New York. Don served our association well as Chair of Professional Development and Chair of the Summer Institute.

The PCACAC community welcomes **Steve Pinto** to his new position within our region. Steve has left the National Cathedral School in Washington, DC to join the Nansemond-Suffolk Academy as Director of College Counseling. Welcome to Virginia Steve!

Congratulations to **Amy Jarich**, formerly Sr. Associate Dean of Undergraduate Admissions at University of Virginia to Asst. Vice Chancellor and Director of Undergraduate Admissions, University of California-Berkley. Way to Go Amy!

As she approached thirty years in college admission **Sherryl A. Fletcher** leaves Johns Hopkins University to join the Joyce Ivy Foundation, a non-profit organization established to assist young women in their pursuit of higher education opportunities.

Adrian Bitton leaves the University of Richmond to serve as the Graduate Coordinator for Co-Curricular Leadership Development and Community Service-Learning at the University of Maryland. Adrian will also be pursuing her master's degree in Higher Education, Student Affairs, and International Education Policy.

Meagan Kraus, formerly in admissions at American University (DC), to Assistant Dean of Admissions at University of Virginia

Ali Gauch Hieber, formerly Associate Dean of Admissions at University of Mary Washington (VA) to Dean of Enrollment Services, Germanna Community College (VA)

Jeannine C. Lalonde, Sr. Assistant Dean of Admissions, University of Virginia, who was married this past summer!

James B. Massey Jr., PCACAC College Fair chair, who has been promoted to Associate Dean of Admissions at University of Maryland-College Park

Anne R. Mickle, formerly Director of College Counseling at St. Timothy's School (MD) and PCACAC Secretary, to Director of Admissions at St. Timothy's School

Elizabeth (Beth) Skoglund, formerly Associate Director of Admission and Student Financial Assistance, University of Hartford (CT) to Director of Admissions, Salisbury University, MD)

Dr. Wayne Sigler, formerly Director of Admissions at University of Minnesota, Twin-Cities to Vice President for Enrollment Management at George Mason University (VA)

Ann Marie Strauss, formerly at Glen Elg Country School to Director of College Counseling at Garrison Forest School (MD)

Know of colleagues who have moved to a new position? Or received a promotion? Send news to Arlene Ingram, PCACAC Administrative Asst., aingram@pcacac.org for posting on our website and inclusion in our next Anchor.