



The Anchor

Potomac and Chesapeake Association for College Admission Counseling

PCACAC and SACAC Joint Conference “United for Student Success”

Carolyn Doyle, President-Elect, PCACAC; Archmere Academy (DE)

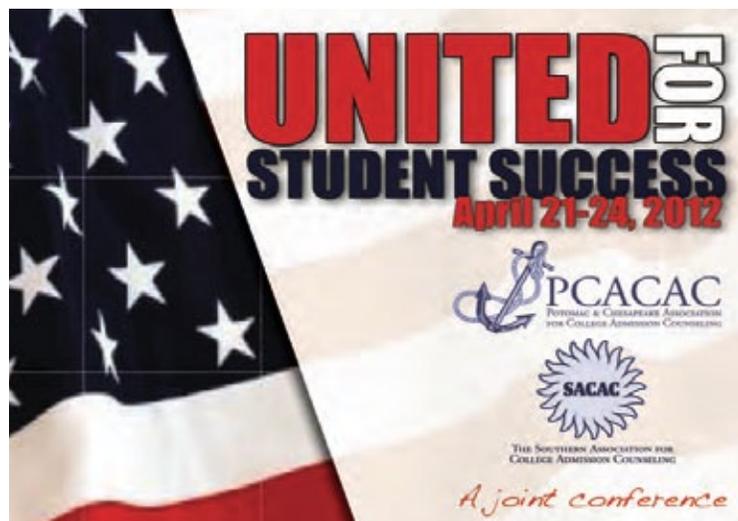
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The Conference promises to have wide-ranging and important topics as well as wonderful opportunities for networking and socializing.

The Potomac and Chesapeake join together with Southern ACAC for a joint conference April 21st through April 24th at the Hyatt Regency in Crystal City Virginia. The Conference Planning Committee has made wonderful plans for a fabulous joint conference. There will be a local service project, college tours, a college fair (on Sunday afternoon), several three hour pre-conference workshops, exhibitors, first timers session, over one hundred workshop sessions to pick from, visits to governmental offices and a grand evening social.

You will have the opportunity to hear two speakers: **Ms. Tomeka Hart** is our keynote speaker on Sunday. She is the fifth President and CEO of the Memphis Urban League and the first woman in a 79 year history to hold that position. Last January Tennessee Governor Bill Haslam appointed Ms. Hart as a Commissioner of the Education Commission of the States, a national non-partisan organization that helps states develop their education policies. A native Memphian and proud product of Memphis public schools, Tomeka has a B.S. degree from UT, Knoxville, an M.B.A. from Kennesaw State University and a J.D. from the



University of Memphis. She began her commitment to education as a public school teacher in Georgia and has continued that passion for education throughout her career.

At our Monday luncheon you'll hear from **Andrew Ferguson**, a senior editor at the *Weekly Standard* and author of *Crazy U: One Dad's Crash Course in Getting his Kid into College*. Andrew is also the author of *Fools' Names, Fools' Faces*, a collection of essays, and *Land of Lincoln*, named by the *Wall Street Journal* and the *Chicago Tribune* as a Favorite Book of the Year in 2007. Formerly a senior writer for the *Washingtonian* magazine, he has been a contributing editor to *Time* magazine, as well

as a columnist for *Fortune*, *TV Guide*, *Forbes*, *FYI*, *National Review*, *Bloomberg News*, and *Commentary*. He has also written for the *New Yorker*, *New York* magazine, *Newsweek*, *The New Republic*, the *American Spectator*, the *Los Angeles Times*, the *New York Times*, the *Washington Post*, and many other publications. In 1992, he was a White House speechwriter for President George H.W. Bush.

The Conference promises to have wide-ranging and important topics as well as wonderful opportunities for networking and socializing. Check out the PCACAC website and the program booklet for more details. Look for a preliminary program booklet on the [PCACAC website](#). ⚓

News from the NACAC Conference in New Orleans

Jayne C. Fonash, Past President, PCACAC; Academy of Science, Loudoun County Public Schools (VA)

NACAC's 67th Annual Conference in New Orleans is now history, and marked a number of important events for NACAC and PCACAC.



Ali Gauch, President of PCACAC addresses the PCACAC membership during our meeting in New Orleans and Leigh Martin Lowe of Roland Park Country School discusses an important topic with the membership.

The Anchor newsletter is produced quarterly for PCACAC members.

Editor: Joe Manning

We welcome your submissions. Material for the next issue is due May 15 for a July 1 publication. Articles, announcements and high-resolution photos may be sent to manningjp@jmu.edu.

PCACAC

Attn: Arlene Ingram
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PCACAC was well represented as faculty for pre-conference workshops, presenters for professional development offerings, and participation in national committee meetings. The NACAC Assembly of delegates, representing all 23 NACAC affiliates met on Saturday, September 24, 2011 in New Orleans, (LA).

PCACAC was represented by 15 delegates: three in the presidential cycle, five from colleges and seven from the high school side.

The 2011 Assembly elected four new members to the NACAC Board of Directors.

Jim Rawlins, Executive Director of Admissions at Colorado State University (CO), President-Elect;

David Allen, Managing Director of Global College Counselors Ltd (UK), Board Director;

Fran Cubberley, Vice President for Enrollment Management at

Delaware County Community College (PA), Board Director;

Steve Syverson, Dean of Admissions Emeritus at Lawrence University (WI); Board Director.

NACAC President Jim Miller reviewed the status of the association's consideration of incentive-based compensation for international student recruitment. He noted that the board's call for comments on its May proposal to clarify the language in the Statement of Principles of Good Practice that the mandatory provision banning per capita remuneration applied equally to domestic and international recruiting resulted in more than 300 submissions from individuals, secondary schools, postsecondary institutions, and related organizations. A document including analysis of comments on this issue was shared with the Assembly and Membership, and can be found on the NACAC website.

President Miller also reviewed the July NACAC Board's Statement on Incentive-Based Compensation for International Student, which included their agreement to appoint a commission to make recommendations for the promotion of ethical practices in international recruiting. During the Assembly meeting, President Miller announced the appointment of Phillip Ballinger, Director of Admission at the University of Washington (WA), as one of two co-chairs of the commission. Assembly members spent some time during the meeting sharing their thoughts, ideas, questions and comments to help inform the work of the Commission.

The 2011 Assembly agreed to the following two motions:

To request that the Admission Practices Committee study and evaluate college admission waitlist practices and report back to the Assembly at the 2012 NACAC conference. The evaluation of waitlist practices will include, but not be limited to, topics of timing, transparency and financial consideration.

To recommend to the Board that the National Member Relations Committee spend one year assessing the technology services that NACAC provides its members, to include a survey of the NACAC membership, culminating in a report to Assembly 2012 as to how NACAC can best serve its members in this area.

At the annual Membership Meeting Evelyn Boyd White assumed office as the current NACAC President. Evelyn's eloquent remarks set the tone for a leader grounded by parents who saw a college education as "the best protection and preparation they could provide to their children."

Evelyn expressed her high expectations for herself as well as the membership of NACAC in continuing the "work that must be done to assure that the hopes and dreams of a better life can be realized not only for our children, but also for those who find that they need to reposition themselves because of natural disasters, the state of the economy, or because they are returning from war in Iraq or Afghanistan." She reminded us of our unique position to effect positive change for so many individuals as well as our responsibilities to our communities.

The full text of Evelyn's remarks can be found at on the [NACAC website](#). ↴



Check out the PCACAC website at www.pcacac.org to stay connected with your colleagues.

2011 Joining Hands for College Program

Paul Horgan, Cape Henry Collegiate School (VA); and Liz Stello, Cape Henry Collegiate School (VA)

PCACAC and the Boys and Girls Clubs of Southeast VA joined together to present 2011 Joining Hands for College Program held at Christopher Newport University. There were 90+ children, ranging in age from seventh grade to juniors/seniors in high school (their mentors and one four year old). The program included motivational speakers, Robert Jamison, Cox High School (VA); Debra Basket, College of William & Mary (VA); James Pennix, Radford University (VA). They spoke about motivation, goals, plans, peer pressure, the importance of reading and academics, and then they took a tour of Christopher Newport University led by students who were on Fall Break but who stayed to conduct the tour. The morning was topped off with several slices of hot, delicious pizza. It was a first-time for PCACAC and one that can easily be replicated. We plan to apply for an Imagine Grant to ensure that we continue providing valuable services to students.



Paul Horgan, Liz Stello, James Pennix, Robert Jamison, and Debra Basket organizers of the wonderful outreach program surrounded by the students they served.



BOYS & GIRLS CLUBS

PCACAC 2011 Summer Institute

Don Birmingham, Professional Development Committee; Nansemond-Suffolk Academy (VA)

PCACAC held its eighth annual Summer Institute at Roanoke College on July 25-26.

Eighty three participants representing institutions from seven different states and the District of Columbia exchanged ideas, networked and enjoyed some excellent food on Roanoke's campus in the foothills of the Blue Ridge Mountains. Drawing participants from both the secondary and collegiate sides of the desk, the beautiful setting combined with

a relaxed atmosphere provided an ideal backdrop for PCACAC to do what it does best: provide education for its members and opportunities for professionals to develop relationships. As one counselor remarked, "I was amazed and impressed with the comfortable collegiality between the admissions officers and the counselors. I enjoyed the appropriate break times to network. (Not too long or too short!) I learned a tremendous amount and gained the confidence to contact admissions officers more freely." Another attendee commented, "Every session I attended was both professional and relatable to my job. The faculty had a wide array of experience and covered a number of important topics. I'm excited to get back into the office!"

Dr. Paul Hanstedt, Professor of Literary Studies at Roanoke College, delivered the keynote address on "Liberal Arts Education and Its Role in the 21st Century Society." Dr. Hanstedt, a Fulbright scholar who recently participated in the Fulbright Hong Kong General Education Project, discussed the importance of General Studies and Liberal Arts in a world where the flow of information is constant. The problem solvers of tomorrow, Handstedt argued, will be those who can see that the solutions to problems are frequently cross disciplinary. In order to teach students to analyze information critically and solve problems, Dr. Handstedt pointed out that educators in varied academic disciplines must work together

to provide students with hands-on learning opportunities that encourage students to understand the interconnectivity of issues.

Following Dr. Hanstedt's keynote, attendees participated in sessions led by an experienced faculty that included: Lou Hirsh, University of Delaware; Mildred Johnson, Virginia Tech; Ali Gauch, University of Mary Washington; and current PCACAC President, Jayne Fonash, Loudon Academy of Science and PCACAC's Past President; Paul Feakins, Norfolk Academy; James Pennix, Radford University; Tim Wolfe, The College of William & Mary; Sarah Erickson, Washington and Lee University; Elise Bennett, Roanoke College; Jeanine Lalonde, University of Virginia; Mary Layman, The Covenant School, Paul Horgan, Cape Henry Collegiate School; Ben Toll, St. Mary's College of Maryland; and Don Birmingham, Nansemond-Suffolk Academy.

Special thanks go to Summer Institute Chair, Ben Rous of Hampton Roads Academy, for organizing and presiding over the institute, new PCACAC Executive Assistant Arlene Ingram the entire staff at Roanoke College, particularly Pete Colbert. As one participant wrote in their conference evaluation: "Keep wonderful people like Ben in the lead. Thank you Ben, PCACAC and Roanoke College."

Look for updates on next year's Summer Institute and other professional development in future editions of *The Anchor* and the PCACAC website. ↴



Ann Powell Mentoring Program participants Lan Nguyen, Falls Church High School (VA); Collette Julian, West Springfield High School (VA); and Mary Gamache, Randolph Macon Academy (VA)



Tramell Jeffereies, Alphonso Garrett, and Elmer Campos represent Virginia Commonwealth University at the PCACAC Summer Institute.

2012 PCACAC SUMMER INSTITUTE



COLLEGE TOURS

Following the Institute, participants will have the opportunity to tour three area colleges.

MORE INFORMATION

Contact Ben Rous,
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CEU's

Continuing Education Units
are available for this event.

The Potomac and Chesapeake Association for College Admission Counseling (PCACAC), in conjunction with the University of Delaware, is hosting the ninth annual Summer Institute for high school counselors, independent counselors, and college admission professionals.

The Summer Institute is intended for veterans as well as those new to the profession, with programming to include sessions that will be of interest to both sides of the desk. Using a personalized setting, the PCACAC Summer Institute is uniquely designed to provide professional development, networking opportunities, training, and leadership development for professionals who assist students in the transition from high school to college.

July 30-31, 2012 • The University of Delaware

Registration available after February 15, 2012 on the PCACAC website,
www.PCACAC.org

Applicant Center in MyMadison

The JMU Office of Admissions is happy to introduce a new resource for applicants to monitor their status and view their decision online. The **Applicant Center in MyMadison** replaces our Applicant Status Website and includes real-time status and updates. Applicants will be invited to activate their JMU electronic ID once their application is submitted. Through the Applicant Center applicants to confirm the accuracy of their biographical data, test results, application status, and admission decision once posted.



View the Applicant Center tutorial ...
web.jmu.edu/admissions/status.asp

Ann Powell Mentoring Program Announces Its Fourth Class of Participants

Alphonso Garrett, Chair, Ann S. Powell Memorial Mentoring Program; Virginia Commonwealth University (VA)

We were very happy to receive several nominations for the fourth class of the mentoring program, as well as, many volunteers to serve as mentors. After careful deliberation, the Ann Powell Mentoring Program is pleased to announce the members of its Fourth Class:

Fourth Class of the Ann Powell Memorial Mentoring Program Participants:

Darnell Epps, Admissions Counselor; Stevenson University (MD)
Mary Gamache, College Counselor; Randolph Macon Academy (VA)
Collette Julian, Guidance Counselor; West Springfield High School (VA)
Lan Nguyen, Guidance Counselor; Falls Church High School (VA)
Phavy Phan, Guidance Counselor; West Potomac Academy (VA)
Kasey Keckley, Guidance Counselor; Warren County Public Schools (VA)

Mentors for the Fourth Class of the Ann Powell Memorial Mentoring Program:

Stacy Richardson, College of William & Mary (VA) for Darnell Epps
Jerome "Jay" Cole, Sandy Springs Friends School (MD) for Mary Gamache
Tim Doyle, St. Stephen's & St. Agnes School (VA) for Collette Julian
Shirley Bloomquist, independent counselor (VA) for Lan Nguyen
Robyn Lady, Chantilly High School (VA) for Phavy Phan
Brian Leipheimer, Collegiate School (VA) for Kasey Keckley

Participants in the fourth class were invited to attend this year's Summer Institute held on the campus of Roanoke College.

We were very fortunate to be able to extend the program to six "mentees" this year due to the fiscal responsibility and financial health of PCACAC and the support of the Ann Powell Memorial Mentoring Program through the generosity of individual members of PCACAC.

The APMMP is a tremendous professional development opportunity. "Mentees" are awarded a one-year membership to PCACAC, complimentary registration to the annual conference, as well as complimentary registration to two Summer Institute programs.

The ongoing success of the Ann Powell Memorial Mentoring Program as the fourth class begins is due to the involvement of PCACAC members willing to nominate new counselors in the field for this professional development opportunity and to the selfless commitment of seasoned professionals to serve as mentors. If you would like to nominate someone for next year's class of the APMMP, or are interested in serving as a mentor, please contact Mike Carter at mcarter@ssas.org.

We were very fortunate to be able to extend the program to six "mentees" this year.

UNITED FOR STUDENT SUCCESS
April 21-24, 2012

PCACAC
POTOMAC & CHESAPEAKE ASSOCIATION FOR COLLEGE ADMISSION COUNSELING

SACAC
THE SOUTHERN ASSOCIATION FOR COLLEGE ADMISSION COUNSELING

A joint conference

**Hyatt Regency
Crystal City
Arlington, Virginia**

Anchors Away!

Announcements and news from across the region



New Committee Leadership in PCACAC!

Matt Boyce, George Mason University (VA) has accepted the responsibility for the Marion Flagg Scholarship Program; Michael Carter, St. Stephen's and St. Agnes School (VA) has assumed the Human Relations Committee responsibilities; Anthony Ambrogi, Randolph-Macon College (VA) is chairing the Current Issues and Future Trends Committee; David Weiner, Fredericksburg Academy (VA) is now serving the Membership Committee; and the Professional Development Committee is led by Robyn Lady, Chantilly High School (VA); and Marty O'Connell, Colleges That Change Lives (MD) is the Government Relations Chair.

PCACAC's New Executive Assistant

The Potomac and Chesapeake ACAC thanks Mary Layman for her many years of service as Executive Assistant. Mary resigned her position as PCACAC Executive Assistant to serve in a full time capacity as the Director of College Advising at The Covenant School, Charlottesville, VA. Mary continues to work with high school students as they transition to the college environment and remains an asset to her colleagues in PCACAC.

Carolyn Doyle, President-Elect; Jayne Fonash, Past President; and Ali Gauch, President are happy to welcome Arlene Ingram to the Executive Board as Executive Assistant. After 34 years of distinguished service, Arlene retired from Cape Henry Collegiate School (VA) in July 2010. She has served in the PCACAC Presidential Cycle and in numerous elected and appointed Executive Board positions. Arlene's familiarity and love for the organization along with her strong professional and organizational skills enable her to support our organization and the elected officers in the execution of their duties.

Welcome Aboard Arlene!

Movers and Shakers

Evelyn Boyd White continues to represent Potomac and Chesapeake as NACAC President. Evelyn captured the audience with a rousing and passionate speech calling us to action, to give back to the community. As she accepted the gavel, **Jim Jump** retired from the presidential cycle having served NACAC well for the past three years. Over the years PCACAC has impacted the national scene with many of our stars proudly serving in elected or appointed positions.

The Charles E. Smith Jewish Day School welcomes **Kim Wilkins** and **Dorie Ravick** to the staff! Kim comes to us from Providence School (FL) and Dorie comes from George Washington University (DC) to support the students and programs at the Charles E. Smith Jewish Day School.

The admissions staff at Longwood College wishes **Bob Chonko** well during his retirement! We look forward to joining you Bob.

Bob Herr, formerly of Stevenson University (MD) has joined Wagner College (NY) as Dean of Admissions and Financial Aid.

Andrew Flagel has left George Mason University to join the Brandeis University, MA as Senior Vice President for Students and Enrollment. Congratulations Andrew!

Congratulations to **Gina King** on the arrival of your twins! We look forward to meeting Wyatt Frank and Jonathan James King!

Advertise in *The Anchor*

Want to reach the PCACAC membership? Consider purchasing advertising space in a future issue of *The Anchor*. High-resolution, 300 dpi PDE, TIFF or JPEG ads that are in keeping with the PCACAC philosophy can be submitted to Joe Manning, manningjp@jmu.edu.

Full Page	7.5" x 9"	\$200
Half Page	7.5" x 4.5"	\$100
Quarter Page	3.75" x 4.5"	\$75

The Anchor Deadlines

Early Fall	Submission Deadline: July 15 Online Publication Date: Sept. 1
Late Fall	Submission Deadline: Oct. 15 Online Publication Date: Dec. 1
Spring	Submission Deadline: Jan. 15 Online Publication Date: Mar. 1
Summer	Submission Deadline: May 15 Online Publication Date: July 1

PCACAC Offers Scholarship and Recognition Programs for College Counseling Professionals

Ann S. Powell Memorial Mentoring Program

Alphonso Garrett, Chair, Ann S. Powell Memorial Mentoring Program; Virginia Commonwealth University (VA)

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.

Marion Flagg Scholarship Program

Matt Boyce, Chair, Marion Flagg Scholarship Program; George Mason University (VA)

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 UP" 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 selected 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.

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

The John A. "Jack" Blackburn Award for Ethics in College Admission was established by the Potomac and Chesapeake ACAC 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.

For more information on any of these programs visit www.pcacac.org