

# **UNITED** **FOR** **STUDENT SUCCESS** **April 21-24, 2012**



**PCACAC**  
POTOMAC & CHESAPEAKE ASSOCIATION  
FOR COLLEGE ADMISSION COUNSELING



THE SOUTHERN ASSOCIATION FOR  
COLLEGE ADMISSION COUNSELING

*A joint conference*

**Hyatt Regency**  
**Crystal City**  
**Arlington, Virginia**

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# 2012 CONFERENCE SCHEDULE AT-A-GLANCE

## Saturday, April 21

Morning and afternoon . . . . . College Tours\*  
9:00 am – 1:00 pm . . . . . Service Project\*  
1:00 pm – 4:00 pm . . . . . SACAC Board Meeting (Roosevelt)  
2:00 pm – evening . . . . . DC Cultural Excursion  
to the National Mall\*

## Sunday, April 22

7:15 am . . . . . Fun Run/Walk\*  
9:00 am – 10:15 am . . . . . Yoga\* (Kennedy)  
9:00 am – 12:00 pm . . . . . 3 on 3 Basketball\*  
10:30 am – 11:30 am . . . . . Zumba\* (Kennedy)  
12:00 pm – 2:00 pm . . . . . Preconference Sessions\*  
12:00 pm – 5:30 pm . . . . . Exhibits Open (ABCD Foyer)  
1:00 pm – 4:00 pm . . . . . PCACAC Board Meeting (Washington B)  
2:15 pm – 3:45 pm . . . . . Counselor College Fair (Independence Center)  
3:45 pm – 4:15 pm . . . . . First Timers Session (Lincoln)  
4:30 pm – 5:30 pm . . . . . Opening Session (Regency Ballroom)  
6:00 pm – 8:00 pm . . . . . Presidents' Reception–dinner included (Independence Center)

## Monday, April 23

7:15 am – 8:15 am . . . . . PCACAC Past Presidents' Breakfast (Past Presidents only)  
8:00 am – 9:00 am . . . . . Continental Breakfast in the Exhibit Hall  
8:00 am – 5:00 pm . . . . . Exhibits Open (ABCD Foyer)  
8:15 am – 9:00 am . . . . . Affinity Groups and Committee Meetings  
9:15 am – 10:15 am . . . . . Session A  
10:15 am – 10:45 am . . . . . Coffee Break in the Exhibit Area  
10:45 am – 11:45 am . . . . . Session B  
12:00 pm – 2:00 pm . . . . . Conference Luncheon (Regency Ballroom)  
2:15 pm – 3:15 pm . . . . . Session C  
3:15 pm – 3:45 pm . . . . . Dessert Break in the Exhibit Area  
3:45 pm – 4:45 pm . . . . . Session D  
5:00 pm – 6:00 pm . . . . . PCACAC Cracker Barrel (Potomac 1–6)  
5:00 pm – 6:00 pm . . . . . SACAC State Meetings  
6:00 pm – 6:30 pm . . . . . SACAC Past Presidents' Reception (Past Presidents only)  
6:30 pm – 11:00 pm . . . . . Conference Social–dinner included (Regency Ballroom)

## Tuesday, April 24

8:00 am – 10:00 am . . . . . PCACAC Business Meeting/Full Breakfast (Regency ABCD)  
8:00 am – 10:00 am . . . . . SACAC Business Meeting/Full Breakfast (Regency EF)  
9:45 am – 11:15 am . . . . . Exhibits Open (ABCD Foyer)  
10:15 am – 11:15 am . . . . . Session E  
11:30 am – 12:30 pm . . . . . Session F  
1:00 pm – 3:00 pm . . . . . SACAC Board Meeting & Lunch for Incoming & Outgoing members  
1:00 pm – 5:00 pm . . . . . Afternoon on the Hill\*  
1:30 pm – 5:00 pm . . . . . College Tours\*

## REGISTRATION

4:00 pm – 6:00 pm . . . . . Friday, April 20  
8:00 am – 9:30 am . . . . . Saturday, April 21  
2:00 pm – 6:30 pm . . . . . Saturday, April 21  
10:00 am – 5:00 pm . . . . . Sunday, April 22  
7:00 am – 10:30 am . . . . . Monday, April 23

\*You must have registered in advance to participate in these activities.

All conference activities, unless otherwise stated, will be held at the Hyatt Regency Crystal City.

As a courtesy to speakers and guests, please turn pagers and cell phones to vibrate or off during sessions. Thank you.

CEU Credits are available at this conference. Please visit the Registration Area for details.

Local and national news reporters may attend this regional conference and may report on issues discussed during sessions and general meetings.

# NAME BADGES

As you enjoy the conference, please take note of the colored stickers on participants' name badges.

*The key to these stickers is as follows:*

- High School Counselors = red stickers
- College Admission Staff = blue stickers
- Independent Counselors = green stickers
- Community-Based Organizations and Other Professionals = yellow stickers

Please extend a special welcome to our local counselors, all of whom will be wearing blue badge holders sponsored by George Mason University. Also, be certain to welcome our first-time conference attendees, who will be designated by ribbons on their name badges.

If you have questions, please feel free to ask one of our volunteers.

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## GREETINGS

Welcome to Crystal City, Virginia, and the second SACAC/PCACAC Joint Conference! The first Joint Conference was held in 1999 at the Grove Park Inn in Asheville, North Carolina. Thirteen years later, it is wonderful to have the opportunity to gather again with friends old and new from 13 states, the District of Columbia, and the Caribbean.

As we come together just across the Potomac River from our nation's capital, we are proud to be "United for Student Success." Over the next few days, we will enjoy myriad conference activities, including informative sessions, enlightening speakers, and innovative exhibitors. Sunday's Counselors College Fair and Presidents' Reception are certain to provide outstanding opportunities to mingle, network, and learn. Monday night's social will be a grand masquerade, featuring a live band, scrumptious food, and a photo booth, where you can have your picture taken with friends as the ultimate souvenir of the conference.

Although the social may keep you up late Monday night, please know that Tuesday morning's business meetings are especially important this year, as they provide the main opportunity at the conference for the two associations to meet independently of one another. In addition to covering agenda items specific to each association, these meetings will also provide the primary opportunity for SACAC and PCACAC to recognize award recipients among their constituencies.

For a conference of this magnitude, it is impossible to thank everyone individually who has contributed time, energy, creativity, and ingenuity to make the event a success. However, our special thanks extends to the Joint Conference Planning Committee whose work over the past year has made our time together possible.

We wish you a tremendous conference experience!



Ali Gauch  
PCACAC President



Vern Granger  
SACAC President



# GREETINGS (CONTINUED)

Since this year's Joint Conference between PCACAC and SACAC is being held literally within eyeshot of the United States Capitol Building (take in the view from the Hyatt's roof-top restaurant!), we knew from the beginning of our planning that the conference's theme had to be inspired by our location.

Although this presidential election year is bound to illuminate the divisive nature of American politics, ultimately, we are one people-united. Similarly, in the world of college admission, competition can threaten collegiality and cooperation; however, we strive as professionals to remain "united for student success."

Of course, we could not have managed an event of this size without the unified efforts of our Conference Planning Team. Please help us to thank these intrepid volunteers as you see them (identified by their badge ribbons) throughout the conference.

Our hope is that each of you, over the course of the conference, will have the opportunity to unite with new colleagues and to reunite with old friends. If this is your first conference, we hope that the next few days will introduce you to the magnificent unity that exists between "both sides of the desk" in our profession. As our two associations unite, we hope that bonds are forged that will last for the next 13 years-until the next joint conference is held.



Carolyn Doyle  
PCACAC President-Elect



Vicki Englehart  
SACAC President-Elect



Heather Jeter  
PCACAC Conference Chair



Lauren Sefton  
SACAC Conference Chair

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## Welcome to Our Guests From NACAC

We would like to extend a special welcome to our colleagues from NACAC who are joining us for our conference. We are delighted to welcome NACAC President Evelyn Boyd White and NACAC Board Directors Phyllis Gill, Phil Kimrey, and Deborah Santiago. NACAC board members have all worked in college admission for a number of years. Evelyn serves as the School Counseling Coordinator at Thomas Dale High School in Virginia, Phyllis serves as Associate Director of College Guidance at Providence Day School in North Carolina. Phil serves as Vice President for Student Affairs and Enrollment Management at Samford University in Alabama, and Deborah serves as the Co-founder and Vice President for Policy and Research at *Excelencia in Education* located in Washington, D.C.

We are also honored to welcome Joyce Smith, NACAC's Chief Executive Officer, and other members of the NACAC Executive Office staff.

## Pre- and Post-Conference College Tours and Service Project

Thank you to the following institutions who are opening their doors to counselors for Joint Conference college tours: Randolph-Macon College, University of Richmond, University of Mary Washington, Trinity University, The George Washington University, Georgetown University, University of Maryland-College Park, Stevenson University, Virginia Commonwealth University, Goucher College, and Johns Hopkins University.

On Saturday, PCACAC and SACAC volunteers, partnering with the Boys and Girls Club of Greater Washington, will host a day-long outreach event at George Mason University for students in the Greater DC Metropolitan Area. The day will feature college counseling speakers, workshops, a campus tour, and lunch. Thank you to the Boys and Girls Club and George Mason University for their partnership in this event.



# PROJECT REACH

Project Reach, originally developed by Illinois ACAC, provides an opportunity for every affiliate member to touch the lives of students and counselors in need. This effort enables PCACAC and SACAC to collect and donate school supplies and college counseling items to a high school in need in each of our regions and to provide a conference scholarship for a counselor from each of those schools.

Members of SACAC and PCACAC were encouraged to nominate deserving high schools from their regions. One high school from each ACAC was selected, and the recipients of this year's awards will be recognized at the Joint Conference.

The Project Reach high school selected from PCACAC is Louisa County High School in Mineral, Virginia. LCHS was condemned after a 5.8 magnitude earthquake, with its epicenter in Mineral, caused severe damage to the school in August 2011. Throughout the fall, LCHS students attended school at the local middle school, alternating days with the middle schools' students. High school classes have resumed in 22 temporary buildings, but the new high school will not be completed until at least 2015; the current freshman class will probably not attend a single year of high school in an actual school building. Your donations to Project Reach will provide school supplies and college research materials to LCHS's students, all of whom have suffered a major disruption in their young lives. Todd Ryan, Director of Guidance and Counseling at LCHS, will be our guest at the conference.

The Project Reach high school selected from SACAC is International High School, a two-year-old charter school in downtown New Orleans. Most of the student body attends free-of-charge, and most students are first-generation college students. Historically, New Orleans has struggled as one of the poorest performing school districts in the country, even before Hurricane Katrina. On average, students in New Orleans begin ninth grade on a third grade reading level; these students have mountains to climb before they reach college. Even with all of the pressures against them, students elect to attend International High School. They know they have to complete more than the Louisiana requirements for graduation to receive a diploma from the school. They know it will be hard, but International High School's students *want* a post-secondary education. Next year, the school will have its first class of seniors. Your donations to Project Reach will provide school supplies to these deserving students as they embark upon the college admission process. Lauren Hitt, College Counselor at International High School, will be our guest at the conference.

Thank you to everyone who donated to Project Reach!

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## EVALUATIONS

Session evaluations will be distributed and collected at the end of each conference session. Evaluations provide invaluable feed-back for presenters, so please take a moment at the end of each session to complete an evaluation form. If you need more time to complete your evaluation of a session, you may turn in your form at the Registration area at your convenience.

The evaluation for the full conference will be conducted electronically via Survey Monkey. Shortly after the close of the conference, please expect an email containing instructions regarding how to access and complete the final conference survey. The Conference Planning Committee thanks you in advance for taking the time to share your assessments and comments.

# THE CONFERENCE

## Friday, April 20

4:00 pm – 6:00 pm . . . . . Registration – **Independence Foyer**

*We would like to thank our Lead Sponsor, The Common Application, for sponsoring the conference tote bags. Also, we extend our gratitude to College Board for providing our conference name badges.*

## Saturday, April 21

**Morning and afternoon** . . . . . College Tours (depart from hotel lobby)

8:00 am – 9:30 am . . . . . Registration – **Independence Foyer**

9:00 am – 1:00 pm . . . . . Service Project (departs from hotel lobby)

1:00 pm – 4:00 pm . . . . . SACAC Board Meeting – **Roosevelt**

2:00 pm – evening . . . . . DC Cultural Excursion to the National Mall (departs from hotel lobby)

2:00 pm – 6:30 pm . . . . . Registration – **Independence Foyer**

## Sunday, April 22

7:15 am . . . . . Fun Run/Walk (departs from hotel lobby)

9:00 am – 10:15 am . . . . . Yoga – **Kennedy**

9:00 am – 12:00 pm . . . . . 3 on 3 Basketball (departs from hotel lobby)

10:00 am – 5:00 pm . . . . . Registration – **Independence Foyer**

10:30 am – 11:30 am . . . . . Zumba – **Kennedy**

9:30 am – Noon . . . . . Extending the Dream Committee Meeting (Meeting Room at the Residence Inn)

### "Pre-Conference Sessions" 12:00 pm – 2:00 pm

*(You must have pre-registered to attend one of these extended Sunday sessions.)*

### Hotspots, Hooks, and Hidden Agendas: An Inside Look at the College Admission Process

**Location: Lincoln**                      **Audience: Secondary School**

The college-going process has morphed into a high-stakes "rush for gold," making the need for transparency into the exercise greater than ever. This highly interactive, case study workshop goes inside the decision-making process to make sense of the current admission climate within the context—and ever-evolving priorities—of enrollment management.

Peter Van Buskirk – Author of *The Admission Game*

### Creating and Completing "Winning" Applications

**Location: Roosevelt**                      **Audience: Secondary School**

This session will guide you through the admission process from start to finish and provide examples of how to teach high school students and families about the college process. You will learn how to direct your students to create "winning" applications with strong personal statements and first-rate recommendations.

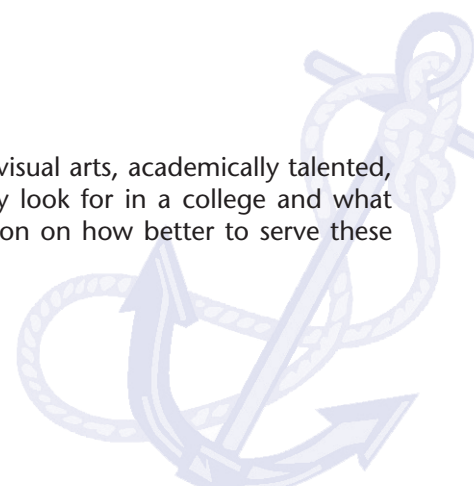
Alice L. Robertson – *Chantilly High School (VA)*  
Robyn A. Lady – *Chantilly High School (VA)*  
Melinda DeMaria – *University of Georgia*  
Amy Jarich – *University of Virginia*

### Recruiting Gleeks

**Location: Jefferson**                      **Audience: All**

This workshop will provide a look at best practices in recruitment of LGBT, performing/visual arts, academically talented, and other diverse student populations. We will discuss what "Gleekish" students may look for in a college and what colleges currently do to attract these students. We will also conduct an open discussion on how better to serve these deserving students.

Andy Morris – *Binghamton University (NY)*  
Russell Althouse – *Bucknell University (PA)*



## PRE-CONFERENCE SESSIONS (CONTINUED)

**12:00 pm – 5:30 pm . . . . . Exhibits Open – ABCD Foyer**

**1:00 pm – 4:00 pm . . . . . PCACAC Executive Board Meeting – Washington B**

**2:15 – 3:45 pm . . . . . Counselors College Fair – Independence Center**

This fair, not open to the public, is a wonderful time to connect with colleagues on both sides of the desk. College representatives may set up their tables starting at 1:30 pm.

***Many thanks to Colleges That Change Lives and The Common Application for sponsoring our College Fair.***

**3:45 pm – 4:15 pm . . . . . First Timers Session – Lincoln**

Is this your first PCACAC or SACAC conference? Come join other newcomers and current Board members to learn more about our affiliates' goals and opportunities for involvement and professional support. One PCACAC and one SACAC 2012–2013 membership will be up for grabs for the winners of a great contest!

***Thank you to Delaware Independent Schools (DAIS) for sponsoring the First Timers Session.  
Thank you to Stevenson University for sponsoring the prizes for our First Timers Session***

**4:30 pm – 5:30 pm . . . . . Opening Session – Regency Ballroom**

SACAC and PCACAC are excited to welcome **Ms. Tomeka Hart** as our keynote speaker on Sunday. Ms. Hart is the fifth President and CEO of the Memphis Urban League and the first woman in a 79-year history to hold that position. Under Hart's leadership, the League has strengthened its operations, focused its programs, and reenergized its workforce and youth development services. In January 2011, 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. Hart was also appointed to Tennessee's fifteen-member Teacher Evaluation Advisory Committee and serves on the Steering Committee of the Tennessee State Collaborative on Reforming Education. A native Memphian and proud product of Memphis public schools, Tomeka holds a B.S. 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.



*Tomeka Hart*

**6:00 pm – 8:00 pm . . . . . Presidents' Reception – Independence Center**

All conference attendees are invited to join SACAC President Vern Granger and PCACAC President Ali Gauch at this patriotic-themed reception. Enjoy food, live music by the renowned Chantilly High School Show Choir, and a great opportunity to catch up with friends and colleagues.

## Monday, April 23

We welcome our local counselors today! Please extend a special greeting to counselors wearing a blue badge holder. These colleagues, most of whom live in the D.C. Metro area, are attending the conference as one-day attendees. Thank you to George Mason University for providing the local counselors' badge holders.

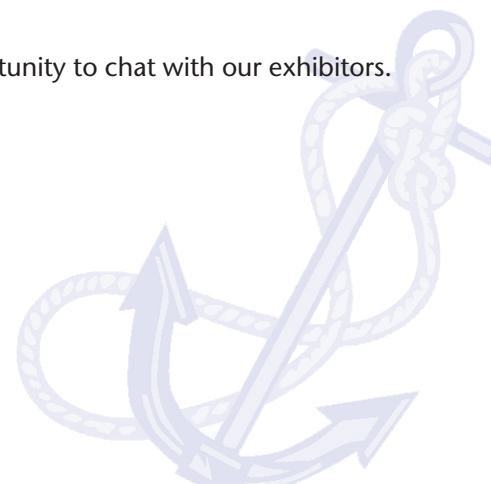
**7:00 am – 10:30 am . . . . . Registration – Independence Foyer**

**8:00 am – 9:00 am . . . . . Light Breakfast with Exhibitors – ABCD Foyer**

Start your day with "morning munchies" and the opportunity to chat with our exhibitors.

**8:15 am – 9:00 am . . . . . Affinity Groups and Committee Meetings**

Black/African American Counselors	<b>Potomac 1</b>
Public School Counselors	<b>Potomac 2</b>
Independent School Counselors	<b>Potomac 3</b>
Working Mothers and Other Master Jugglers	<b>Potomac 4</b>
GLBT Counselors	<b>Potomac 5</b>
Independent Education Consultants	<b>Potomac 6</b>





## MONDAY MORNING PROGRAMMING (CONTINUED)

In addition to Affinity Group meetings, the following Committee Meetings will be convening:

### **PCACAC Committee Meetings (PCACAC committee members only)**

Human Relations

Membership

Professional Development

Current Trends and Future Issues

**Prince William**

**Tidewater 2**

**Conference Theatre**

**Washington B**

### **SACAC Committee Meetings (Open to all SACAC members)**

Human Relations

Professional Development

Membership

State and Area Initiatives

**Jefferson**

**Fairfax**

**Lincoln**

**Roosevelt**

### **PCACAC/SACAC Committee Meeting (Open to all PCACAC and SACAC members)**

Government Relations

**Arlington**

## "Session A" 9:15 am – 10:15 am

### **20 Counseling Tips from the Inside Out...Or, What I Wish I Had Known Years Ago**

**Location: Potomac 6**

**Audience: Secondary School, Independent Counselors**

Former school counselors, now independents working in a more defined role, will share useful insights ranging from listening differently and effective use of listservs, to practical enhancement of teacher recommendations. Results of a 2011–12 student survey will be shared. Tips on transitioning to independent counseling will also be offered.

Shirley Bloomquist – *A Second Opinion*

Betty Delk – *Isle of Wight County Public Schools (VA)*

Bill Dingledine – *Educational Directions, Inc.*

Freida M.T. Gotsegen – *Independent Educational Consultant*

### **A Pathway to Inclusion, Access, and Success:**

#### **The Use of Non-Cognitive Variables in the College Admission Process**

**Location: Conference Theater**

**Audience: All**

Increasing the college-going rates of non-traditional and underrepresented students is a national priority. Assuring student retention and success in college has always been a priority but is no longer the sole domain of the Student Affairs Office. This session will focus on the rationale for the use of non-cognitive variables, a review of the admission landscape, and examples of non-cognitive variables that are being used in the admission office to increase diversity and to insure college success and college completion.

Evelyn Boyd White – *Thomas Dale High School (VA), Current President of NACAC*

Cheryl Holcomb-McCoy – *Johns Hopkins University (MD)*

Don Fraser, Jr. – *National Association for College Admission Counseling*

Thomas Griffin – *North Carolina State University*

Karen Richardson – *Tufts University (MA)*

### **Bag the Excuses**

**Location: Fairfax**

**Audience: All**

Excuses often prevent people, including counselors and admission officers, from pursuing worthy goals. In this thought-provoking presentation, attendees will be challenged to reexamine their attitudes, values, and behavior by considering 10 critical questions, the result of which will be more fulfilled, passionate members of the community.

Dick Webster – *Webster Consulting, LLC*

## SESSION A (CONTINUED)

### Best Practices in College Counseling for GLBT Students and Allies

**Location: Arlington**

**Audience: All**

Depending on one's high school culture, the discussion of GLBT-related (gay, lesbian, bisexual, transgender) issues can be sensitive. Beyond concerns over social acceptance, GLBT students also face unique obstacles in their college searches. College counselors and students will share anecdotes and discuss available resources that involve GLBT youth and allies in the college counseling process.

Steven Wong Frappier – *Ransom Everglades School (FL)*

Ari Worthman – *Pine Crest School (FL)*

Stefanie Santangelo – *The Potomac School (VA)*

### Empowering Recruiters to Manage Their Territory

**Location: Potomac 1**

**Audience: Postsecondary School**

This session will focus on giving recruiters the resources they need to make decisions to manage their territory. These resources include historic data, demographics of high schools, and training to evaluate quantitative data. It will also focus on training recruiters to make decisions regarding what schools to visit and what events to attend.

Michael Brundage – *Georgia Southern University*

Christy Rikard – *Georgia Southern University*

### Extraordinary Students, Extraordinary Opportunities

**Location: Potomac 3**

**Audience: Secondary School**

Each year, high school counselors in PCACAC/SACAC have the chance to nominate extraordinary students for tremendous scholarship opportunities. Come to this session to meet with Woody Coley, Executive Director of the Robertson Scholars Program at UNC–Chapel Hill and Duke, and Mike Carter, Director of College Counseling at St. Stephen's & St. Agnes School in Alexandria, Virginia. Woody will share the qualities of compelling applicants, the benefits of this novel dual campus program, and how freshmen, sophomores, and juniors can take aim for such programs. Mike will share the contrasting information he is learning about other merit programs and the common threads of information that will be useful to college counselors advancing promising applicants.

Michael Carter – *St. Stephen's & St. Agnes School (VA)*

Woody Coley – *The Robertson Scholars Program (NC)*

### Gender and the College Admission Process

**Location: Prince William**

**Audience: All**

There has been little research or discussion about gender differences in the college admission process. Is gender balance a compelling institutional goal? Is gender a form of diversity? Should colleges recruit males and females differently, and should applications from males and females be read differently?

Jim Jump – *St. Christopher's School (VA)*

Ginny Maddux – *Montgomery Bell Academy (TN)*

Stephanie Balmer – *Dickinson College (PA)*

Henry Broaddus – *College of William & Mary (VA)*

### How Many Licks Does it Take to Get to the Center of a Tootsie Pop? . . . We Finally Know the Answer!

**Location: Lincoln**

**Audience: Postsecondary School**

Recently, the admission recruitment world has seen a dramatic shift. Every day, new opportunities emerge that empower students to search and even apply to their top choice schools. Through thousands of student survey responses and numerous focus groups, we will be sharing how many "touch points" and methods of communication it takes to generate an enrollment from an inquiry. We will also share which communication methods work at what stage of the process.

Gil Rogers – *Zinch*

Roger Jones – *Belmont Abbey College (NC)*

Stephanie Bihr – *University of Tampa (FL)*

### How to Plan a Successful Overnight Diversity Program

**Location: Potomac 2**

**Audience: Secondary School, Postsecondary School**

Join Juan and Eric as they present ideas on how to put together an effective overnight program. As a case study, they will use Virginia Tech's Fall Visitation and Gateway Programs, two diversity programs that have achieved a 98% application rate and an 82% yield. Juan will discuss the importance of thinking outside of the box and creating an "experience" rather than a typical recruitment event.

Haley File – *Virginia Tech*

Juan Espinoza – *Virginia Tech*

Eric Latham – *Latham Media*

### In 140 Characters or Less: Twitter in Admission

**Location: Washington B**

**Audience: Postsecondary School**

Wish your school was as popular as Ashton Kutcher and Lady Gaga? Then you need to have a presence on Twitter, the social networking and micro blogging service! Come join a conversation on how to improve office visibility and student interest. @UVaDean| @dcadmission @wluadmissions @georgeandbob

Robert Koch – *Washington and Lee University (VA)*

Jeannine Lalonde – *University of Virginia*

Katie Randa – *Davidson College (NC)*

### Mentorship: Can You Handle the Truth? Fostering a College-Seeking Culture in Urban Public Schools

**Location: Jefferson**

**Audience: All**

Does one size fit all? The challenges and successes of a public high school college advising program will be shared through the lens of a mentorship between a seasoned counselor and a talented "newbie." Myths and misconceptions are addressed, as the mentee rejuvenates the mentor but struggles with the truth.

Anne Christie – *Norfolk Public Schools (Maury High School) (VA)*

Matthew Ganderson – *Norfolk Public Schools (Maury High School) (VA)*

### Next Year In . . . Jewish Experiences in Unexpected Places

**Location: Potomac 5**

**Audience: Secondary School, Independent Counselors**

For many students, Jewish life is important in the college search. Presenters from both sides of the desk will look at the Jewish dynamic in the college search process. This session will examine options for students at small, perhaps unexpected, schools and give counselors tools to guide families in the search process.

April Crabtree – *Eckerd College (FL)*

Mark Fisher – *Mark Fisher Educational Consultants*

Lisa Hill – *Goucher College (MD)*

Sue Rexford – *Charles E. Smith Jewish Day School (MD)*

Rabbi Ed Rosenthal – *Hillels of the Florida Suncoast, Eckerd College*

### Once Upon A Time on Your Campus: Admission as Storytelling

**Location: Kennedy**

**Audience: All**

Colleges are businesses and admission reps are marketers. While this may not be an idealistic view of academe, it's reality. To be effective, you must do more than rattle off facts and figures. Come learn about the basic elements of storytelling and how to make your campus and students come alive!

Rick Clark – *Georgia Institute of Technology*

Laura Martin – *Agnes Scott College (GA)*

Eric Hoover – *The Chronicle of Higher Education*



**Summer Internships for High School Students**

**Location: Roosevelt**                      **Audience: Secondary School**

Summer internships are a great way for high school students to gain insights into possible career paths and can be influential in helping a student gain greater focus in the college search. Counselors from two schools will discuss different approaches used in creating an internship program.

Scott Mayer – *St. Christopher's School (VA)*  
Robert Von Hagen – *Marist School (GA)*

**Three Deans Talk Money**

**Location: Tidewater 2**                      **Audience: All**

The Deans of Centre, Rhodes, and The University of the South represent highly selective liberal arts colleges in the Southeast where tuition discounting and college pricing have reached an art form. Each is found in the other's major overlap group. These close competitors and close colleagues will share their perspectives on the economy, college pricing, net pricing, negotiation of aid and scholarship, and the effects of each on college choice. This session is ideal for high school counselors who are trying to make sense of a complicated market place and other admission officers who want to contribute to an evolving conversation. This session will challenge some conventional thinking about these issues.

J. Carey Thompson – *Rhodes College (TN)*  
Lee Ann Afton-Backlund – *The University of the South (TN)*  
Bob Nesmith – *Centre College (KY)*

**Transitioning to and Working with Independent Counselors:  
How to Make the Most of Your Partners Outside the Schoolyard Doors**

**Location: Potomac 4**                      **Audience: Secondary School, Independent Counselors**

In today's economic climate of budget cuts and ever increasing responsibilities, school counselors can find a valuable resource in independent counselors for little or no cost. This session will explore ways to establish partnerships with this growing professional community as well as to offer suggestions to independents on ways to support their school colleagues. Learn the best ways to approach and identify independents in your area in order to share resources and expertise.

Robin Groelle – *College Counseling*  
Nancy Beane – *Westminster Schools (GA)*  
Joni Towles – *Towles Educational Consulting, Inc.*  
Cynthia Bloom – *Admit Me 2, Inc.*  
Brian Leipheimer – *Collegiate School (VA)*

**What Do I Do Now??: A Discussion on Appeals**

**Location: Washington A**                      **Audience: All**

"I've been denied, but I'm sure the Admission Office made a mistake. . . ." To err may be human, but to appeal or not—that is the question! This session will explore how many large institutions in the PCACAC and SACAC region handle the admission appeal process. Are appeals accepted? On what grounds may an appeal be submitted, and who exactly is sitting on the appeals committee? Come learn what our presenters discovered while researching how many other colleges and universities handle this often intricate process.

James B. Massey, Jr. – *University of Maryland, College Park*  
Melinda DeMaria – *University of Georgia*  
Jesse M. Bowen – *University of Maryland, College Park*  
Elizabeth L. Rogers – *University of Maryland, College Park*

**10:15 am – 10:45 am . . . . . Coffee Break in the Exhibit Area – ABCD Foyer**

***Thank you to George Mason University for sponsoring this refreshment break.***

### College and Career Readiness through Academic and Career Plans

**Location: Potomac 5**                      **Audience: Secondary School**

Many state initiatives now require Academic and Career Plans for all students. This session will discuss ways for school counselors to enrich individual student plans through goal setting and other essential life skills, thereby increasing student ownership and navigational skills to bring plans to life. Please share your experiences and expertise with Grade 7–12 student planning with us.

Judy Hingle – *Fairfax County Public Schools (VA)*  
Valerie Hardy – *Fairfax County Public Schools*  
Lynnette Harris – *Fairfax County Public Schools*

### College Counseling Models: Three Independent School Counselors at Work

**Location: Potomac 6**                      **Audience: Secondary School, Independent Counselors**

Three college counseling models in the independent school setting will be explored. Topics include: making the transition from college admission to college counseling; idealism vs. the reality of your role; and challenges/solutions to recent issues in college counseling. Presenters will share best practices discovered in their combined years of experience.

Sarah Ince – *Gaston Day School (NC)*  
Leah Lambert – *Asheville School (NC)*  
Stacy Elliott – *Davidson Day School (NC)*

### First, Make Rice

**Location: Potomac 4**                      **Audience: Postsecondary School**

Fledgling sushi chefs spend months (sometimes, years) doing nothing but making the rice for the head chef. If the rice isn't right, it really doesn't matter what else you do; you won't make great sushi. How is making great sushi like building a successful marketing strategy? Get the fundamentals correct and grow enrollment. Take a divergent view from branding. Using benchmark data and an 18-month study of ROI affecting funnel conversion improvements, this session will provide the two or three keys needed to unlock successful marketing strategies unique to your institution. We will also examine how web analytics can be used to refine marketing strategy.

Robert Glass – *Glass & Gold, Inc.*  
Joshua Dodson – *Converge Consulting*

### How to Own the Room: Tips on How to Become a Great Presenter

**Location: Roosevelt**                      **Audience: Postsecondary School**

Are you feeling a little uneasy about your presentation skills? This session will challenge you to push beyond being a "good" presenter to become a "great" presenter. Participants will also learn how to move beyond Power Point presentations, how to distinguish their institution from others, and how to cater a presentation to an audience. Participants will walk away from this session learning how to leave a lasting impression.

Brandi Smith – *Vanderbilt University (TN)*  
Tyler Peterson – *Auburn University at Montgomery (AL)*  
Mike Goodwin – *Heathwood Hall Episcopal School (SC)*  
Jessica Jaret – *The Lovett School (GA)*

### Leading from the Bottom: Training, Developing and Advancing Admission Counselors

**Location: Conference Theater**                      **Audience: Postsecondary School**

Opportunities to lead are everywhere. During this session, we will discuss leadership theory, how to identify opportunities to lead from the bottom, and how to execute bottom-up leadership. We will describe one practiced method of training, developing, and promoting admission professionals using the framework of bottom-up leadership.

Michelle Pribbernow – *University of Arkansas*  
Emerald Hames – *University of Arkansas*  
Colleen Newman – *University of Maryland, College Park*

### **Making the Most of the College Rep Visit**

**Location: Kennedy**                      **Audience: All**

How can counselors on both sides of the desk work with their counterparts to find out more about the other institution (especially those they do not know well) while also effectively advocating for their own? Join us for a frank, open discussion, and be ready to share your own ideas.

Anthony Ambrogi – *Randolph–Macon College (VA)*  
Annie Keith – *Randolph–Macon College*  
Sue Rexford – *Charles E. Smith Jewish Day School (MD)*

### **Middle-Class Matters**

**Location: Potomac 3**                      **Audience: All**

With admission's emphasis on BRIC and other emerging economies, has the American middle-class become lost in higher education? Join expert panelists in a town hall forum, as we moderate this lively and honest discussion of a growing issue in our industry. Don't know what BRIC means? Come to the session and find out!

Trent Gilbert – *TargetX*  
Phyllis Gill – *Providence Day School (NC)*

### **NCAA Eligibility Center: Overview and Updates**

**Location: Tidewater 2**                      **Audience: Secondary School, Independent Counselors**

This session will cover the basics of the NCAA Eligibility Center process and will also provide information regarding important recent changes to minimum academic requirements.

Nick Sproull – *NCAA Eligibility Center*

### **Recruiting with Your Alumni**

**Location: Potomac 2**                      **Audience: Postsecondary School**

Feeling pressure to enroll more out-of-state students but don't have the budget to hire more employees to expand those efforts? Wondering how to meet institutional enrollment goals but don't have a clue where to break into new recruitment territories? Use your alumni! Hear how one large state school is just beginning to develop and train an alumni network and to target specific out-of-state regions. We'll discuss the growing pains, ideas that have worked, and things that have flopped. This is also a time to share with colleagues your ideas and programs that are working on your campuses.

Amelia Mann – *Florida State University*  
Amanda McIntyre – *Tulane University (LA)*

### **Separate or Equal? College Counseling as an Extension of a High School Education**

**Location: Prince William**                      **Audience: Secondary School**

Too often, college counseling programs are seen as a service arm of secondary schools, where the main functions are to send transcripts, manage parents, and teach students how to pronounce "Bowdoin" or to spell "Vanderbilt." In truth, effective counseling programs are an extension of the academic goals of a secondary school education. This session examines how effective counseling programs can intentionally embed educational outcomes and mission philosophy tenets in a counseling curriculum.

Jeffrey Durso-Finley – *Lawrenceville School (NJ)*  
Holly Burks Becker – *Lawrenceville School*

### **Showcase Your Student Telecounseling Success**

**Location: Potomac 1**                      **Audience: Postsecondary School**

Relevant and purposeful call outreach can be an important tool to build and sustain student interest in your institution. Using a combination of training, call planning, and incentives, a student telecounseling program offers prospective students an insider's view to campus life, develops relationships, and gently nudges students through the admission process. Tracking connections between call campaigns and enrollment objectives is a critical component of measuring success. Reporting assists managers with evaluating call strategies and the effectiveness of student callers.

Mary Wagner – *University of South Carolina*  
Alexandra Scovel – *University of South Carolina*

### **Student Mistakes and Transgressions: When Is a Wrongdoing Enough to Prevent or Rescind Admission?**

**Location: Washington A      Audience: All**

Students often make mistakes and errors in judgment. This discussion will focus on appropriate communication between colleges and high school counselors regarding such issues and the consideration of the point at which incidents hinder students' chances of admission and enrollment. The role of student disclosure will also be discussed.

Jared Rosenberg – *University of North Carolina at Chapel Hill*  
Kimberly Van Deusen – *The College of William and Mary (VA)*  
Kyle Brazile – *University of North Carolina at Chapel Hill*  
Erica Engsborg – *Emory University (GA)*

### **Teaching Application ABC's through Summer Programs**

**Location: Washington B      Audience: Secondary School**

With application creep and the increasingly busy schedules that students and counselors follow, several counselors have developed summer programs to help prepare their students for the hectic fall of senior year. These programs range from mailings, to day-long programs, to week-long "Application Boot Camps." Counselors will discuss their programs as well as the successes and challenges they have encountered. Bring your ideas, questions, and willingness to discuss.

Jake Talmage – *St. Paul's School (MD)*  
Anne Mickle – *St. Timothy's School (MD)*  
Jenifer Blair – *Boys' Latin School (MD)*  
Vicki Englehart – *Lake Highland Preparatory School (FL)*

### **The Write Stuff: Crafting a Useful Application Essay**

**Location: Jefferon      Audience: All**

The application essay can be a vital component of the application—the chance for the applicant to "fill in the gaps" not covered by a GPA or a standardized test score. Yet how many students actually take full advantage of the opportunity? Join us for a conversation about the "Almighty Essay."

Ben Rous – *Hampton Roads Academy (VA)*  
Kortni Campbell – *Davidson College (NC)*

### **Ways to Increase Your Transfer Populations: A Private and Public School's Perspective**

**Location: Arlington      Audience: Postsecondary School, Independent Counselors**

The recruitment of transfer students has become an essential component in any college admission office. Learn from two different types of universities regarding how they increased their populations. Topics include: recruitment of underrepresented populations; recruitment on a budget; and community college relationships.

Abbi Pfister-Soria – *Southern Methodist University (TX)*  
Kiffani Irby – *University of South Florida*  
Bob Spatig – *University of South Florida*  
David Henry – *University of South Florida*

### **What You Need to Know to Help Your Asperger's/Autism Spectrum Student Transition to College Successfully**

**Location: Lincoln      Audience: All**

What questions need to be explored to assess the Asperger's student's readiness for college? What supports to be successful will many Asperger's or ASD students need when transitioning to college? How will you know if the student will be a good match for the colleges you have recommended or the college you represent?

Margaret Dillon Katz – *The College Internship Program*  
Stephanie Brown – *College Internship Program at the Brevard Center*

**Why Women's Colleges?**

**Location: Fairfax**

**Audience: All**

This session will present a panel discussion about the relevance of women's colleges today. Representation from various women's colleges will provide insight and information about how women's colleges provide young women with countless opportunities for academic rigor, leadership, academic engagement, and success after graduation.

- Grace Loughhead – Sweet Briar College (VA)
- Allison Crooks – Salem College (NC)
- Sibyl Snow – Notre Dame of Maryland University

**Noon – 2:00 pm . . . . . Conference Luncheon – Regency Ballroom**

We are delighted to welcome **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* as our luncheon speaker on Monday afternoon. 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, Ferguson 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.



Photo by JACK SHAFER

Andrew Ferguson

We are honored to welcome to our conference **Evelyn Boyd White**, the current NACAC President and the School Counseling Coordinator at Thomas Dale High School in Chester, Virginia. Evelyn has served the college counseling profession in myriad capacities, both at the regional and national levels. A member of PCACAC since 1987, Evelyn was President of PCACAC in 2001–02. At the national level, she has been the coordinator of the State and Regional Presidents' Council and served on the NACAC Board of Directors. In 2008, PCACAC honored Evelyn for her outstanding career with the Association's highest honor: the Apperson Award. During today's luncheon, Evelyn will be providing updates and news from NACAC and other state and regional affiliates.



Evelyn Boyd White

**Special thanks to Transylvania University for sponsoring Monday's luncheon.**

**"Session C" 2:15 pm – 3:15 pm**

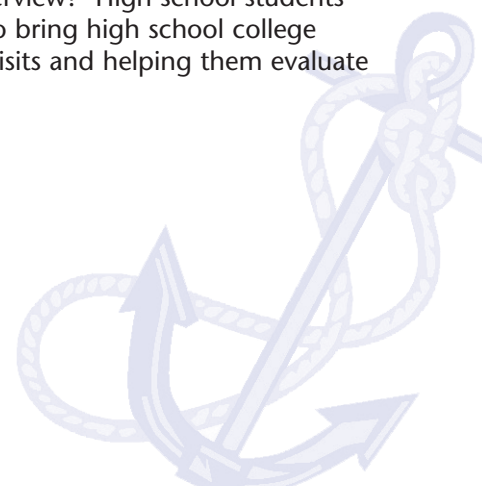
**Best Practices in Preparing High School Students for College Visits**

**Location: Potomac 6**

**Audience: Secondary School, Independent Counselors**

When should I visit a college? Should I attend an Open House or try to schedule an interview? High school students and their families have many questions about the visit process, and this session hopes to bring high school college counselors together in a discussion of best practices for preparing students for college visits and helping them evaluate visits once they return.

- Benjamin Toll – The George Washington University (DC)
- Nicholas Missler – Oxford College of Emory University (GA)



### **Career Advancement in the Admission Profession**

**Location: Arlington**

**Audience: Postsecondary School**

A forum-style conversation where topics surrounding career advancement in the admission profession will be discussed. The panel will consist of seasoned professionals from various academic and professional backgrounds. Topics to be covered will include: working at multiple institutions; professional development; and transferable skills.

Alphonso Garrett – *Virginia Commonwealth University*  
Douglas Brady – *Radford University (VA)*  
James Pennix – *Radford University*  
Michael Kaplan – *Norfolk Collegiate School (VA)*  
Michael Andrews – *Alpha Leadership Program for DC-CAP*

### **Common App Preview and Feedback: 2012–13 and Beyond**

**Location: Tidewater 2**

**Audience: All**

The presenters will detail changes in next year's Common Application and share a progress report on development of the next-generation Common App. Counselors can provide feedback that will be used to design future support resources. Admission officers wishing to understand how the process unfolds for their applicants will also benefit from the conversation.

Scott Anderson – *The Common Application*  
Lesley Hargreaves – *The Common Application*

### **Connecting with the Millennial Generation: College Counseling in the 21st Century**

**Location: Washington A**

**Audience: Secondary School**

Twenty-first century learners require twenty-first century college counseling programs. Join colleagues for a presentation and discussion on effective programs, techniques, and strategies for connecting with and helping the current generation of students. Learn how to help these students understand the college admission process in what they consider engaging and dynamic ways.

Ari Worthman – *Pine Crest School (FL)*  
Nikki Magaziner Mills – *St. Albans School (DC)*  
Matthew Mettelle – *Georgetown Day School (DC)*  
Randy Tajan – *St. Andrew's Episcopal School (MD)*

### **Current Policy Issues in College Admission**

**Location: Jefferson**

**Audience: All**

Federal and state policy decisions significantly influence how we do our jobs. It's critical, whether you work in a high school or on a college campus, to remain informed. In this session, presenters will highlight some of the "hot topic" policy issues in college admission and provide tips on how you can become more involved.

Jessica Jaret – *The Lovett School (GA)*  
Chancey Thompson – *St. Mary's Episcopal School (TN)*  
Tyler Sant – *Emory University (GA)*

### **From ABC's to SAT's: Counseling, Guidance, and Special Services Vertical Team**

**Location: Potomac 4**

**Audience: Secondary School**

Examine the Vertical Team approach to guiding students along a developmental continuum from pre-K to college at an independent school. Learn how lower, middle, and upper school counselors and special needs advisors collaborate to provide a seamless transition for students as they matriculate. Vertical teams facilitate the sharing of information and resources in an effort to provide educational and emotional support for students during the maturation process.

Lynn C. Stewart – *Lake Highland Preparatory School (FL)*  
Ingrid Greci – *Lake Highland Preparatory School*  
Susan Elliott – *Lake Highland Preparatory School*

### How to Show the Value of a Liberal Arts Degree

**Location: Potomac 2**

**Audience: Postsecondary School**

Many people say that you need a "marketable" degree in times of economic downturn. What can students do with a liberal arts education in a bad economy? A LOT! This session will help educate counselors on the value of a liberal arts degree in ANY economy and how to present this information to students and parents.

Jeffrey Smith – *St. Mary's College of Maryland*

Angela Baumler – *Notre Dame of Maryland University*

### Making the Most of the Relationship Across the Admission Desk

**Location: Potomac 1**

**Audience: All**

Learn approaches and strategies for maximizing the relationship between secondary school counselors and college admission representatives. In this session, you will hear real-world stories from folks who have built lasting counselor relationships, learn to maximize college visits, learn general tools and tips you can use immediately, and share your own success stories!

Barbara Conner – *Foxcroft School (VA)*

Iris Rivera – *Hayfield Secondary School (VA)*

Barry Bradberry – *Elon University (NC)*

Elizabeth Dugas – *The University of Alabama*

### Meeting in the Middle: Multicultural Outreach Collaboration Experiment

**Location: Potomac 3**

**Audience: Postsecondary School**

The College of William & Mary, the University of Virginia, and Virginia Tech have collaborated to do outreach for underrepresented students and families around the Commonwealth of Virginia. The collaboration focused on educating families about the college admission process and life on campus. This session will discuss the outcomes and lessons learned.

Stacy Richardson – *College of William & Mary (VA)*

Valerie Gregory – *University of Virginia*

Henry Cantu – *Virginia Tech*

### Merit Based Scholarships: Positioning Students and Programs for Success

**Location: Fairfax**

**Audience: All**

Come to this session for an insider's view on merit based scholarship selection processes. Gain tips and tools for how best to position your students or your scholarship programs for success.

Eva Feucht – *Park Scholarships, North Carolina State University*

Matt Proto – *The Morehead-Cain, The University of North Carolina at Chapel Hill*

### Out of the Office and Into the Classroom

**Location: Potomac 5**

**Audience: Secondary School**

Once purely a guidance function, college counseling has now moved into the classroom, providing a firm and comprehensive foundation for students in grades 9–12. In this session, four directors will discuss how their programs enhance counseling sessions and ensure a knowledge base for those more advanced conversations between student and counselor.

Joanne Letendre – *Baylor School (TN)*

Andrea O'Connell – *Saint James School (MD)*

John "Buck" Rogers – *The McCallie School (TN)*

Jake Talmage – *St. Paul's School (MD)*

### **Parenting and the Process: How Being a Parent Impacts Our Counseling**

**Location: Kennedy**                      **Audience: All**

Four parents from both sides of the desk and with children ranging from a newborn to a recent college graduate will examine how being a parent impacts our jobs. Join us for an open discussion of ways in which parenting impacts our counseling.

Steve Soud – *The Bolles School (FL)*  
Melinda DeMaria – *University of Georgia*  
Alice Margraff – *McDonogh School (MD)*  
Jesse Bowen – *University of Maryland, College Park*

### **Personalizing Your Admission Process and Your Application**

**Location: Lincoln**                      **Audience: Secondary School, Postsecondary School**

Let's talk. Face-to-face. Paper applications are practical but not personal. Whether you're on the post-secondary side and hoping to establish an interview program or you're on the secondary side wanting to know how to prepare your students to interview, this session will help you. And...we'll do so by talking to you, face-to-face.

Wendy Livingston – *The College of William & Mary (VA)*  
Tamara Blocker – *Wake Forest University (NC)*  
Clare Trow – *St. Catherine's School (VA)*

### **Preparing for the College Admission Tests Using New Online Platforms**

**Location: Roosevelt**                      **Audience: Secondary School, Independent Counselors**

High school students today spend a large quantity of time online, but it's not just perusing social media sites. Students now set up study groups with friends and even attend "live" online test prep classes. Learn about how online learning platforms make this possible and what the advantages, and disadvantages, are.

Bill Tetz – *Revolution Prep*  
David Weiner – *Fredericksburg Academy (VA)*  
Jenny Byers – *Harpeth Hall School (TN)*  
Ramit Varma – *Revolution Prep*

### **Terra Incognita: Risks, Rewards, and Ethics of Social Media in College Recruitment**

**Location: Conference Theater**                      **Audience: Postsecondary School**

Social media is clearly seen as the next frontier in college admission and marketing, and many companies are willing to help you for a hefty fee. Engage with two admission offices as they showcase the rewarding communities made possible through an integrated Facebook recruitment strategy (without the help of a consultant). While both communities proved to be wildly successful, we'll discuss potential ethical concerns such as censorship, authenticity, "fit," and privacy. Come ready to share your own experiences and suggestions.

Anthony Ambrogi – *Randolph-Macon College (VA)*  
Annie Keith – *Randolph-Macon College*  
Evan Cudworth – *The University of Chicago (IL)*

### **The Admission Lexicon and Its Impact on the Admission Process**

**Location: Washington B**                      **Audience: All**

The language we use on both sides of the desk has an impact on the students and parents we serve. The admission process can be a confusing and discouraging interaction for those who have not spent time in higher education. How is our lexicon—"admit," "defer," "safety school," "holistic," "highly selective," "deny," etc.—perceived and understood by parents and students? What are the best practices for alleviating the confusion and frustration that the "Admission Lexicon" can cause? Come discuss the ways we can improve our conversations on both sides of the desk.

D. Carey Clinton, Jr. – *The University of Georgia*  
Martha "Marty" O'Connell – *Colleges That Change Lives*  
Nancy Beane – *The Westminster Schools (GA)*  
Kiffani Irby – *University of South Florida*  
Paul Crawford – *University of South Florida*

**Writing Woes to Wow Writing**

**Location: Prince William**

**Audience: Secondary School, Independent Counselors**

Join counselors from both sides of the desk as they deconstruct the college essay and counselor recommendation from start to finish and provide you with new ideas for making your job easier and more effective. This interactive session will provide practical tips to solve your writing woes. Walk away with key items to add to your toolbox that will make college admission offices say, "Wow!"

Arlene Outerbridge – *The Master's Academy (FL)*

Anita Alston – *Elon University (NC)*

Erin Ramsey – *Samford University (AL)*

Patty Montague – *Marist School (GA)*

Stacy Lightfoot – *Center for the Creative Arts through the Public Education Foundation (TN)*

**3:15 pm – 3:45 pm . . . . . Dessert Break in the Exhibit Area – ABCD Foyer**

***Thank you to George Mason University and Richmond Area Independent Schools for sponsoring this dessert break.***

**"Session D" 3:45 pm – 4:45 pm**

**A Toolbox for Public School Counselors**

**Location: Washington B**

**Audience: Secondary School**

Presenters will share resources for school counselors who might be overwhelmed with a large case load. Ready-to-use PowerPoints about college admission, financial aid, checklists for college, and general college preparation will be provided as we discuss ways to make the most out of the limited resources available.

Karen Svetlay – *Mountain Brook High School (AL)*

Sarah Bast – *West High School (TN)*

**Certified Educational Planner: Updated for School-Based Counselors**

**Location: Potomac 6**

**Audience: Secondary School**

AICEP introduced an updated certification process this spring that was designed with the school-based counselor in mind. For both public and independent school counselors, learn how the work that you do with your students now helps to define your areas of expertise and experience for certification.

Judy Hingle – *Fairfax County Public Schools (VA)*

Bill Dingledine – *American Institute of Certified Educational Planners*

**Continuum of Services for Students with Learning Disabilities**

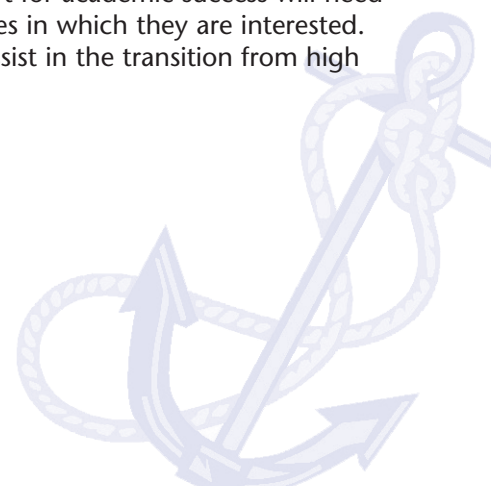
**Location: Conference Theater**

**Audience: Secondary School, Independent Counselors**

Services provided for students with learning disabilities in colleges and universities cover a broad continuum. Beginning with provisions of the Americans with Disabilities Act, to extra accommodations, to remedial services, the needs of the student determine the appropriate level of programming. Students who require support for academic success will need to understand the levels and intensity of services provided at the colleges and universities in which they are interested. College Compass is a series of lessons presented to high school seniors in an effort to assist in the transition from high school to college.

Lynne Neaves – *Learning Center, West Virginia Wesleyan College*

Mary Jordan – *American Heritage School/American Academy (FL)*





### Dancing with the Students

**Location: Lincoln**

**Audience: All**

This session will explore how to get high school students on the college selection “dance floor” early in their high school years. You will learn a public and private institution’s perspective regarding their successes and failures.

Sue McKinnon – *The University of West Florida*

Paul Orschein – *Northern Arizona University*

Marc Williar – *Flagler University (FL)*

Jennifer Wynn – *Royall and Company*

### Eight – Maybe Ten is Enough: Successful Methods for Application Control

**Location: Prince William**

**Audience: Secondary School**

In many high school communities, increasing college selectivity has created a seemingly unregulated and pressure-driven culture to submit more applications. In this session, counselors will share philosophies on why "more" might not mean "more," as well as methods to help students cover their bases without "over-applying."

Steve Frappier – *Ransom Everglades School (FL)*

Claudia Jolivert – *Ransom Everglades School*

### Engaging Faculty in the Enrollment Process

**Location: Potomac 3**

**Audience: Postsecondary School**

Faculty participation can be a critical component of a successful enrollment management plan, yet engaging faculty is often challenging. Learn strategies for successfully involving faculty in your enrollment efforts in meaningful ways that showcase faculty strengths and build partnerships with the academic side of the house.

Anne Edmunds – *Webster University (MO)*

Robert Koch – *Washington & Lee University (VA)*

### Ethical Enrollment Marketing: What You Could Be Doing Better

**Location: Potomac 5**

**Audience: Postsecondary School**

In this session, we will discuss the importance of ethical enrollment marketing, including: respecting your audiences; privacy issues; and best practices to improve your "likeability" among prospects and parents. In addition, we will go through several situations that may arise when recruiting students and ask the audience for feedback and participation.

Talmadge Boyd – *TWG Plus*

Chris Tyburski – *TWG Plus*

Gail Sweezy – *Gettysburg College (PA)*

Scott Novak – *TWG Plus*

### Financial Aid 101: A College Education is Affordable

**Location: Tidewater 2**

**Audience: Secondary School, Independent Counselors**

Recognizing that students may be dismissing many colleges as an unaffordable, unattainable dream, this workshop has been developed to provide high school counselors with the knowledge necessary to assist students and families in navigating the financial aid process from start to finish. Together, we will make a college education accessible.

Kathleen Martin – *The Wilmington Friends School (DE)*

Chad Spencer – *Davidson College (NC)*

Alice Robertson – *Chantilly High School (VA)*

### From Kindergarten through College:

#### Supporting Underrepresented Students on the Pathway to a College Degree

**Location: Fairfax**

**Audience: Secondary School, Postsecondary School**

The pathway to a college degree begins by engaging students as early as kindergarten. The presenters will share best practices and lessons learned from working with students from kindergarten through college on their pathway to a college degree. The presenters are colleagues from a K-12 setting and a university setting.

Matthew Boyce – *George Mason University (VA)*

Kevin Terry – *Dominion High School (VA)*

**Getting Ready for "The Naked Roommate":  
Incorporating a College Transition Program in Your High School**

**Location: Roosevelt**                      **Audience: Secondary School**

Many colleges offer first-year experience courses, but what can your high school do to best prepare students for the inevitable college transition issues they will face? Session participants will walk away with guidance and ideas on how to create a College Transition Program on their campuses.

Carolyn P. Stoddard – *Hammond School (SC)*  
Alexandra Scovel – *University of South Carolina*

**How Can You Tell if What You're Doing Is Doing What You Want It to Do?**

**Location: Potomac 4**                      **Audience: Postsecondary School**

Facing frequent budget cuts, we all have to make difficult decisions about how we allocate our budgets of time and money. This discussion-based session uses case studies to explore ways we might assess their effectiveness. Participants will come away with new ideas for assessing their own efforts.

Dave Meredith – *University of North Carolina at Chapel Hill*  
Amy Jarich – *University of Virginia*  
Dawn Calhoun – *Wake Forest University (NC)*  
Jennifer Kretchmar – *University of North Carolina at Chapel Hill*

**Managing Expectations: The Value of a Case Studies Program**

**Location: Potomac 1**                      **Audience: Secondary School, Postsecondary School**

In this session, we will discuss the benefits of offering a case studies program. Hear what works, what doesn't, and how case studies programs help better manage expectations.

Jean Rutherford Wall – *Tampa Preparatory School (VA)*  
Michael Salmon – *The Out-of-Door Academy (FL)*  
Rachel Cowan Jacobs – *Johns Hopkins University (MD)*  
Jay Bonham – *Hamilton College (NY)*

**Middle Management, Master's Degree, and Margaritas**

**Location: Jefferson**                      **Audience: Postsecondary School**

This session will encourage mid-level counselors to consider a career in admission, take on new responsibilities, further their education while working full-time, and still have fun! We will also educate directors on how to support their counselors as they develop into seasoned admission professionals. We look forward to a great discussion and exchange of ideas!

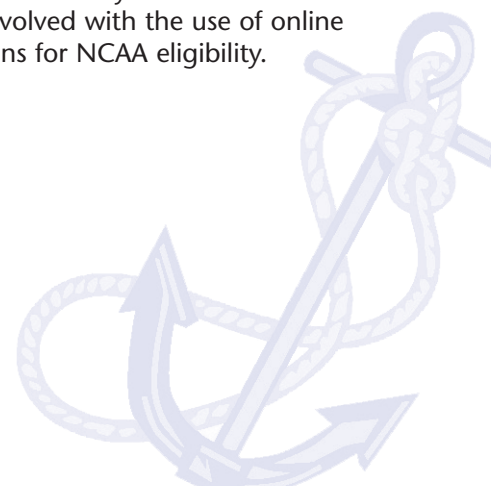
Lindsey Walker – *Furman University (SC)*  
Tia Sullivan – *Furman University*  
Elizabeth "Libby" Weith – *Furman University*

**Online Learning: The Future Is Now**

**Location: Potomac 2**                      **Audience: All**

Online learning has been prevalent at the college level for years but has now become more widely available and utilized by high school students. We will present some of the advantages and considerations involved with the use of online courses from the high school and college perspectives, as well as some of the implications for NCAA eligibility.

Letitia Peterson – *Holton-Arms School (MD)*  
Nick Sproull – *NCAA Eligibility Center*  
Patricia Carver – *Holton-Arms School (MD)*  
Brad Rathgeber – *Online School for Girls*  
Stephen Farmer – *University of North Carolina at Chapel Hill*







## Tuesday, April 24

### 8:00 am – 10:00 am . . . . . PCACAC Business Meeting – Regency ABCD

A full breakfast will be served at our annual business meeting. New officers and board members will be elected, and members will hear updates on affiliate awards, scholarships, and news.

### 8:00 am –10:00 am. . . . . SACAC Business Meeting – Regency EF

A full breakfast will be served at our annual business meeting. New officers and board members will be elected, and members will hear updates on affiliate awards and news.

**Thank you to ACT for sponsoring both the PCACAC and SACAC Breakfast Meetings.**

### 9:45 am –11:15 am. . . . . Exhibits Open – ABCD Foyer

## "Session E" 10:15 am – 11:15 am

### **"Living the Dream" or, College Counseling in an Office of One**

**Location: Conference Theater      Audience: Secondary School, Independent Counselors**

Are you the counselor, administrative assistant, and tour coordinator for your school? Do you have additional duties besides college counseling? With humor, this session will show the counselor with limited resources how to stay organized, informed, and sane during the most demanding times of college counseling.

Jamison Fee – *The Webb School (TN)*  
Donnamarie Hehn – *Canterbury School of Florida*  
Mimi Csatlos – *Virginia Episcopal School*

### **Athletic Recruiting and the High School Scholar–Athlete**

**Location: Washington A      Audience: Secondary School**

This session will provide high school counselors with many of the tools necessary to guide and counsel the aspiring high school athlete within the increasingly complex environment of athletic recruiting. The panel will include veteran counselors, coaches, and admission officers.

Carl Ahlgren – *Gilman School (MD)*  
Andy Luther – *Landon School (MD)*  
Jonathan Webster – *Washington and Lee University (VA)*

### **Chicken Soup for the Counselor's Soul and Sanity!**

**Location: Kennedy      Audience: All**

For years, we have dedicated our lives to the success of our students. In our schools and institutions of higher learning, we serve as advocates—we are the mentor, we are the parent, and we are the friend. One quick question...while you are out being the super hero, who is looking out for you? This uplifting and interactive session is designed to help all of us as counselors on both sides of the desk to keep things fresh. We will take a look at ways to rejuvenate and reenergize your craft while identifying ways for you to form your own professional identity and make this profession truly your own. We love the students, but this session is designed for you!

Derek DuBose – *George Mason University (VA)*  
Tela Thigpen – *Lausanne Collegiate School (TN)*

### Delivering an Effective Admission Presentation

**Location: Fairfax**

**Audience: Postsecondary School**

A formal admission presentation to prospective students and their parents is one of the best ways to highlight the benefits of the institution. Many times, this presentation is the first impression a student will get and will help determine how he/she feels about your university. This presentation will cover the essentials in presenting to your audience and what skills are important to captivate those students and their parents.

Katie Schwienteck – *Notre Dame of Maryland University*  
Elizabeth Fitzgerald – *Stevenson University (MD)*

### Examining the College Aspiration Levels of Prospective Students

**Location: Potomac 6**

**Audience: All**

Using the Education Longitudinal Study, our doctoral research team at Loyola University unpacked data related to college aspiration levels. The data is representative of more than 17 million high school students, and, while some of our findings were intuitive, others provided valuable insight into how variables can affect college-going rates.

Maria Lapins – *University of Richmond (VA)*  
Nathan A. Crozier – *University of Richmond*

### Field of Dreams: The Story of the Atlanta Invitational Case Studies

**Location: Potomac 1**

**Audience: All**

“Build it and they will come.” In 2008, we created a multi-school case studies event to provide guidance and outreach to high school juniors as well as to attract colleges from across the nation to participate. Our dream came true, and now we are entering into our fourth year with over 500 attendees and 50-plus colleges. Come hear our story and learn how you can do it, too!

Carol Lee Conchar – *The George Washington University (DC)*  
Nancy Beane – *Westminster Schools (GA)*  
Katie Paden – *Oglethorpe University (GA)*  
Marsha Powell – *Mt. Vernon Presbyterian School (GA)*  
Sharon Karpel – *The Weber School (GA)*

### Imagine: Education in Canada

**Location: Potomac 4**

**Audience: Secondary School, Independent Counselors**

This session will present a conversation about the many opportunities for study in Canada. Canadian universities offer a high-quality education at tuition rates that represent a great value. Over 10,000 Americans choose to study in Canada each year. Topics will include: finding the right match, application procedures, study permits, the international experience, and career opportunities.

Michael Brown – *Embassy of Canada, Washington, DC*  
Michelle Burlock – *University of Waterloo (Canada)*  
Adam Lotesto – *University of Toronto (Canada)*

### Investing in Your Current Students to Increase Yield of Future Students

**Location: Prince William**

**Audience: Postsecondary School**

Research shows that current students are often the deciding factor in the college decision process. Discover creative ways for keeping your students at the forefront of recruitment/yield that can save money, promote student success, and provide authenticity in your communication.

Jonathan Earnes – *University of South Florida*  
Paul J. Crawford – *University of South Florida*  
Sarah Weisensee – *University of South Florida*  
Rick Funk – *University of Alabama*

## SESSION E (CONTINUED)

### **Making Stories Stick: Recruiting and Training Student Admission Employees**

**Location: Jefferson**

**Audience: Postsecondary School**

Given the right training, current students are often the best recruiters for a university. In this presentation, we will give you strategies to recruit, hire, and retain students. We will also provide you with a model to keep current students engaged, informed, and excited to share their college experience with prospective students.

Alexandra Scovel – *University of South Carolina*

Hannah George – *University of South Carolina*

### **Making the Human Connection in a Digital World**

**Location: Potomac 5**

**Audience: All**

In an increasingly digital world, how do high school students prefer to communicate when conducting their college search? How are school counselors and admission officers adapting their communications practices to best suit the needs of the students with whom they are working? With social media, chat, blogging, and dynamic websites, what is the role of the traditional high school visit? How are admission officers able to make the human connection with high school students, and how do school counselors encourage students to remember the importance of the human connection? Come engage in a discussion and sharing of ideas from your colleagues on both sides of the desk.

Adrian Bitton – *University of Richmond (VA)*

Sarah Graham – *Princeton Day School (NJ)*

### **Ready, Set, Apply! Developing a Summer Boot Camp Class for Seniors**

**Location: Arlington**

**Audience: Secondary School**

Exchange practical advice about implementing a “nuts and bolts” application workshop. Compare two different workshop models, and examine ways to design and implement your own successful program. Learn the benefits of having an application workshop before seniors return, and learn to set up a workshop that suits your school's population.

Julie Hauber – *Academy of the Sacred Heart (LA)*

Mary Jane Greene – *St. Catherine's School (VA)*

Clare Trow – *St. Catherine's School (VA)*

### **So You Think You Know the SAT?**

**Location: Lincoln**

**Audience: All**

After the addition of Writing to the SAT in 2005, the SAT has continued to evolve for students and educators. Do you know the validity of the SAT? Did you know that the SAT can now be taken on a school day at a student's home high school? Would your college or high school like to offer the SAT on a typical Saturday administration? Have you been reviewing your SAT dashboard, if you are an Admission Officer? Or, do you know about your SAT On-line Roster, if you are a high school counselor? If you would like to learn the answers to these questions, plus much more regarding the SAT, then this session is for you!

Elizabeth McKenzie – *The College Board*

Luis Rene Rosa – *The College Board*

### **Spicing Up Your Counselor Fly-Ins and Tours**

**Location: Potomac 3**

**Audience: Postsecondary School**

Groups of high school and independent counselors seek different information than prospective students and their parents. How can you modify your tours so that admission professionals do not walk away frustrated? Come share great ideas!

Ryan Riggs – *Episcopal School of Jacksonville (FL)*

Ivy Brewer – *Darlington School (GA)*

Zaire McCoy – *Elon University (NC)*

Lauren Sefton – *Rhodes College (TN)*



**The Conversation: How to Avoid Twitterera, Facebookers, and Bloggyness and Build Lasting Relationships Utilizing Social Media**

**Location: Washington B**

**Audience: All**

This session will review a recent survey on student preferences and the impact of multi-channel strategies. Case studies from four universities (Georgia State University, Louisiana State University, St. Thomas University, and the University of West Virginia) illuminate key findings regarding how each university saw a marked increase in applicant to enrollment numbers by utilizing multi-channel strategies. Join this presentation to learn how you can use online communication to revitalize your marketing efforts to yield greater enrollment numbers.

Shavonda Lewis – *Georgia State University*  
Carole-Anne Chambers – *St. Thomas University (FL)*  
Sara Beth Koven – *St. Thomas University*  
Warren Quirett – *Louisiana State University*  
Lee Pichette – *CollegeWeekLive*

**The IB Program: A Primer and Critique**

**Location: Roosevelt**

**Audience: All**

The International Baccalaureate offers an alternative to the Advanced Placement, but how much do you know about it? Courses instead of exams? Internal and External Evaluations? Extended Essays? CAS? What does it all mean? In this session, you will learn the basics of the IB program from several counselors who worked at their schools through the transition to IB. You will also hear their honest critiques.

Barbara Jo Polk – *University of North Carolina*  
Kathleen Martin – *Wilmington Friends School (DE)*  
Anne Mickle – *St. Timothy's School (MD)*  
Jake Talmage – *St. Paul's School (MD)*

**The New Net Price Calculator: An Asset or a Hindrance in the College Process?**

**Location: Tidewater 2**

**Audience: All**

Join us as we discuss the impact that the Net Price Calculator is having on the college admission process from both sides of the desk. Learn strategies being used by high schools and colleges to maximize the value and minimize the confusion surrounding this required new addition to all college websites.

Susan Rexford – *Charles E. Smith Jewish Day School (MD)*  
Lou Hirsh – *University of Delaware*  
Jayne Fonash – *Academy of Science, Loudoun County Public Schools (VA)*  
Anthony Ambrogi – *Randolph-Macon College (VA)*

**Working with LGBT Students: Transitioning from High School to College**

**Location: Potomac 2**

**Audience: All**

Participants will gain an understanding of barriers that gay, lesbian, bisexual, and transgender students face as they transition to college. Strategies will be discussed regarding how to support the GLBT Community by being a good ally, as well as confronting homophobia and heterosexism. Transition programs like the "Spectrum Project" at American University will also be discussed.

Greg Grauman – *American University (DC)*  
Sara Bendoraitis – *American University*  
Matt Bruno – *American University*

### **Bridging the Gap: Increasing Access to Dual Enrollment**

**Location: Roosevelt**

**Audience: Secondary School, Postsecondary School**

Explore how one college expanded the reach of their dual enrollment program to include students who, in years past, had little access to the program. In this session, we will discuss how to increase dual enrollment populations in rural, home school, Title 1, and urban schools.

Matthew Little – *University of Alabama in Huntsville*

Britney Deutschendorf – *University of Alabama in Huntsville*

### **The High School College Counseling Website**

**Location: Potomac 5**

**Audience: Secondary School**

What do you need to consider as you put together your high school's college counseling website? Who is reading it? What does it say about your school? Who is your audience? These are all questions we have been grappling with as we put information on our websites. Most high schools do not have the IT team that some universities have, so what are some things you can do to maximize your website?

Indira Cope – *Woodberry Forest School (VA)*

Hunt Heffner – *Woodberry Forest School*

### **College Partnership Program's Summer Academy: A Two-Pronged Approach to College Readiness**

**Location: Conference Theater**

**Audience: Secondary School, Postsecondary School**

The goal of this session is to showcase the College Partnership Program's Summer Academy. Through the Summer Academy, rising 9th and 10th grade students from under-represented groups have the opportunity to take academic courses while living on a college campus. This experience emphasizes rigorous academic preparation while encouraging early college planning.

Sia Knight – *Fairfax County Schools College Success Program (VA)*

Dovi Fiavi – *Fairfax County Schools College Success Program*

### **Early Alert Leads to Better Retention**

**Location: Potomac 3**

**Audience: Postsecondary School**

This session will explore how engaging the faculty as identifiers of non-engaged students is the first step of better retention of college students. The program is designed to improve graduation rates.

Ron Koger – *Southern Polytechnic State University (GA)*

Gary Bush – *Southern Polytechnic State University*

### **Ethics in College Admission: Dilemmas and Case Studies**

**Location: Tidewater 2**

**Audience: All**

This session will provide an interactive (and fun) review of NACAC's Statement of Principles of Good Practice (SPGP). We will review case studies of some thorny ethical dilemmas that confront students, parents, counselors, and admission officers. This session will be conducted by the Admission Practices chairs for SACAC and PCACAC. To participate in the "fun" part, please bring your cell phone!

Lou Hirsh – *University of Delaware*

Lee Ann Afton – *Sewanee: The University of the South (TN)*

Ari Worthman – *Pine Crest School (FL)*



### How to Plan and Run a Successful Drive-In Workshop

**Location: Fairfax**

**Audience: All**

This session shares hard-won tips for establishing and sustaining a successful Drive-In that you can apply to your state or region. Over the past five years, South Carolina has developed a successful Drive-In model that runs like a well-tuned engine. This annual NACAC-sanctioned event offers an affordable, accessible outlet for professional development. Planners and presenters benefit greatly, too. Whether you're already involved in Drive-In planning or you'd like to know more about what a "Drive-In" is and why you should be interested in volunteering for one, come see what two dedicated volunteers from South Carolina's program have to say about their experience.

Connie Scrivens – *University of South Carolina*

Rene' Bickley – *Hammond School (SC)*

### I'm Ready for College, But I Can't Find My Backpack: Getting Organized/Executive Functioning Strategies for Transition and Success in College

**Location: Kennedy**

**Audience: All**

Learn strategies to help your students who have challenges planning ahead and staying organized as they encounter the application process and everyday life. Understand how "Executive Functioning" and a lack of strong "EF" is a major reason why students fail in high school and university. Due to Executive Functioning difficulties, these students often struggle to perform at an academic level that reflects their cognitive skills and abilities. Learn effective intervention strategies to help these students get their applications (and school work) in on time and succeed.

Margaret Dillon Katz – *The College Internship Program (CIP)*

### It's About Time You Get Your ACT Together!

**Location: Washington A**

**Audience: Postsecondary School**

Update your professional skill set. The ACT continues to gain popularity among students, and more students are applying with an ACT score alone. It is important to understand what these scores mean and represent before you frantically reach for the ACT/SAT Concordance Table. This session will interpret ACT scores and reveal what they really tell you. We will also discuss better use of ACT data to improve recruitment practices and strategies.

Carl Forbes – *ACT, Inc.*

### Making the Flagship Manageable

**Location: Washington B**

**Audience: All**

Flagship institutions, like the University of Maryland, College Park and the University of Georgia, often have their fair share of bureaucracy. To combat this, our admission offices created liaisons between the Office of Undergraduate Admission and our campus partners—both internal and external—to cut through the "red tape" of a large institution. Come learn what technologies and outreach strategies allowed us to "make the flagship manageable."

James B. Massey, Jr. – *University of Maryland, College Park*

Jesse M. Bowen – *University of Maryland, College Park*

Amy Levine – *University of Maryland, College Park*

Elizabeth L. Rogers – *University of Maryland, College Park*

Melinda W. DeMaria – *University of Georgia*

### Of Course ALL Students are VIP's!

**Location: Potomac 1**

**Audience: Postsecondary School**

This session will help you attract those top academic students to your campus and make them feel like a VIP! Learn how one university developed a Very Impressive Tiger (VIT) program, which uses technology with a personal approach to recognize students with outstanding academic achievements. You'll leave knowing how to provide a "WOW" experience to set your recruitment apart from the others!

Cindy Singley – *Auburn University (AL)*

Mindy Street – *Auburn University*



**Regional Recruiters on the Rise**

**Location: Potomac 4**

**Audience: All**

Regional recruiters are a growing segment of the traditional admission/recruitment model. This session is intended to provide an overview of the regional recruitment model and to explore the regional associations springing up across the country. What are the benefits and challenges of having/ being a regional recruiter, and how are universities leveraging the benefits?

Kimberly Foore – *West Virginia University*  
Mandy Williams – *West Virginia University*  
Katherine Skowron – *Hawaii Pacific University*

**Student Search: It's Not Just a One-Time Event**

**Location: Prince William**

**Audience: Postsecondary School**

In recent years, Reinhardt University's student search initiative has evolved from being a one-time "mail and pray" campaign to a well-planned strategic process. During this presentation, we will discuss the obstacles and successes that we have faced during the last six years and outline our current approach to this important part of our recruitment program.

Lacey Satterfield – *Reinhardt University (GA)*  
Julie Fleming – *Reinhardt University*

**Tea Parties and Beer Summits: What Does This Mean for Education Policy?**

**Location: Lincoln**

**Audience: All**

Join us for a review of federal legislation, including college counseling-related bills for which NACAC is working to gather support, bills Congress has or is expected to take up related to secondary and higher education, and regulations from the US Department of Education on college admission activities. Discuss grass roots advocacy in your state, and learn how to connect to and become involved in affiliate and NACAC Government Relations. NOTE: This session is also the workshop for those who plan to participate in Government Day/Afternoon on the Hill on Tuesday afternoon.

Sarah Katherine Drury – *Watson-Brown Foundation*  
David Hawkins – *NACAC*  
Marty O'Connell – *Colleges That Change Lives (CTCL)*

**The Career Piece**

**Location: Arlington**

**Audience: Secondary School**

Secondary counselors can create additional value in the college search process by adding a career exploration component. Counselors may need to dispel misconceptions about career and college and assist students in becoming aware of and balancing their expectations of post-secondary education. Several activities will be demonstrated and provided for "take home."

Ann Emerson – *Stafford County Public Schools (VA)*

**Timely and Relevant Programming for Seniors**

**Location: Potomac 6**

**Audience: Secondary School**

In this session, we will chronologically outline and explain senior programming from two independent schools, St. Edward's School in Florida and McDonogh School in Baltimore. We will offer ideas for evening and daytime programming. While our recommendations will likely appeal to counselors with smaller case loads, some of the programs can be done with any senior class size.

Michele Sternberg – *Saint Edward's School (FL)*  
Alice Margraff – *McDonogh School (MD)*

**Trends and Challenges with Admissions Events**

**Location: Potomac 2                      Audience: Postsecondary School**

Brainstorming and feedback are two vital components of planning and executing any on- or off-campus event. This interactive, discussion-based session (facilitated by seasoned admission event planners who will share their experiences) will allow attendees to discuss ideas that have worked for them as well as to explore solutions to recent challenges.

Amy McCoy – *University of South Carolina*  
Jessica Freed – *University of South Carolina*

**Working Together for a Common Goal**

**Location: Jefferson                      Audience: All**

Looking for better ways to establish the relationship between guidance counselors and admission representatives? This session will present ideas on how to connect with counselors and how to bring high school counseling and college admission together to benefit our students in the college search process.

Grace Sugg – *Meredith College (NC)*  
Meredith Secosky – *Meredith College*

**1:00 pm – 3:00 pm . . . . . SACAC Board Meeting** (incoming and outgoing members) – **Regency A**

**Beginning at 12:30 pm . . . . . College Tours** (depart from the hotel’s lobby)\*

**Beginning at 1:00 pm . . . . . Afternoon on the Hill\***

*\*You must have registered in advance to participate in these activities.*



# 2012 CONFERENCE EXHIBITORS

## ACT, Inc.

3355 Lenox Rd. NE, Suite 320  
Atlanta, GA 30326

404.231.1952 • FAX 404.231.5945

[www.act.org](http://www.act.org)

Assessment/Data

Audience: Secondary/Postsecondary

**Carl Forbes**, Senior Consultant, [carl.forbes@act.org](mailto:carl.forbes@act.org)  
**Ginger Green**, Senior Consultant, [ginger.green@act.org](mailto:ginger.green@act.org)  
**Jackie Pearson**, Consultant, [jackie.pearson@act.org](mailto:jackie.pearson@act.org)

ACT is an independent, not-for-profit organization that provides more than a hundred assessment, research, information, and program management services in the broad areas of education and workforce development. Each year, we serve millions of people in elementary and secondary schools, colleges, professional associations, businesses, and government agencies, nationally and internationally. ACT has offices across the United States and throughout the world. Though designed to meet a wide array of needs, all ACT programs and services have one guiding purpose: helping people achieve education and workplace success.

## Alloy Education

2 LAN Drive Suite 100  
Westford, MA 01886

917.272.1399

[www.alloyeducation.com](http://www.alloyeducation.com)

Educational Organization

Audience: Secondary/Postsecondary

**Carolyn Carter**, Regional Director,  
[ccarter@alloyeducation.com](mailto:ccarter@alloyeducation.com)

Alloy Education has specialized in student recruitment for 26 years. We are a full-service agency connecting schools with college bound students through publishing and online digital marketing services.

## AMM

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[www.ammedu.com](http://www.ammedu.com)

Communications/Marketing

Audience: College

**Bob Mootz**, Vice-President, Higher Education Services,  
[bmootz@ammedu.com](mailto:bmootz@ammedu.com)

**Karen Sommers**, Account Manager, Client Services,  
[ksommers@ammedu.com](mailto:ksommers@ammedu.com)



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Communications/Marketing

Audience: Secondary/Postsecondary



**Jack Gyr**, Marketing Manager, [jack@bookwear.net](mailto:jack@bookwear.net)

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Internet/Software

Audience: Secondary/Postsecondary



**Neilye Garrity**, Co-Founder, [neilye@candidcareer.com](mailto:neilye@candidcareer.com)

CandidCareer.com facilitates career and major exploration for students. We are the premier provider of informational VIDEO interviews featuring industry professionals sharing their career experiences and advice. Our School Branded Version features your school alumni and includes networking capabilities. Our video Company Profile Pages educate students on companies.



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[www.cappex.com](http://www.cappex.com)  
Communication/Marketing  
Audience: Secondary/Postsecondary



**Jeff Eisinger**, Account Executive, [jeisinger@cappex.com](mailto:jeisinger@cappex.com)  
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[marybeth@kravets.com](mailto:marybeth@kravets.com)  
**Bobby McDonald**, Account Executive,  
[rmcdonald@cappex.com](mailto:rmcdonald@cappex.com)

Cappex.com is the leader in online student recruiting. With more than 3.5 million student users, Cappex has become the trusted source for colleges to connect with students and take the conversation to the next level. Join the hundreds of colleges from across the U.S. and beyond partnering with Cappex, and meet your recruitment goals.

## College Bound Selection Service (CBSS)

118 Congress St., Belton, MO 64012  
816.318.4441 • FAX 816.318.4443  
[www.cbssearch.net](http://www.cbssearch.net)  
Student List Provider  
Audience: College

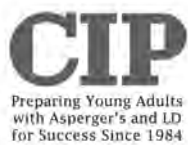


**Riley Rose**, Regional Account Executive,  
[rrose@cbssearch.net](mailto:rrose@cbssearch.net)

CBSS provides colleges and universities the opportunity to connect with potential students who share similar profiles as the students who have historically enrolled. CBSS gathers its data directly from the students themselves via voluntary surveys handed out in high schools across the nation. Whether you are looking to recruit high school freshmen, sophomores, juniors, or seniors, College Bound Selection Service should be your first call.

## College Internship Program

18 Park St., Lee, MA 01238  
877.566.9247 • FAX 413.243.2517  
[www.cipworldwide.org](http://www.cipworldwide.org)  
Educational Organization  
Audience: Secondary/Postsecondary



**Stephanie Brown**, Admissions Coordinator,  
[vabair@cipworldwide.org](mailto:vabair@cipworldwide.org)

The College Internship Program provides comprehensive, individualized academic internship and independent living experiences for young adults, ages 18–26, diagnosed with learning differences, Asperger's Syndrome, PDD–NOS, nonverbal learning differences, ADHD, and dyslexia. The program has six sites: Lee, MA; Melbourne, FL; Bloomington, IN; Berkeley, CA; Amherst, NY; and Long Beach, CA.

## College Majors 101 COLLEGE MAJORS 101

2101 Vista Pkwy. #231, West Palm Beach, FL 33411  
561.228.6182 • FAX 561.623.5465  
[www.collegemajors101.com](http://www.collegemajors101.com)  
Internet/Software  
Audience: Secondary/Postsecondary

**Andrew Leidner**, Founder,  
[andrew@collegemajors101.com](mailto:andrew@collegemajors101.com)

College Majors 101 is an education resource dedicated to one purpose and one purpose only: To teach students about different college majors in depth so that they can make more informed college and career choices. CM101 is a place where students can openly research the greater world around each college major in order to better understand each major as a whole universe, rather than random, unconnected objects in the landscape.

## College Visits

215 East Bay St., Suite 401, Charleston, SC 29401  
843.853.8149 • FAX 843.577.2813  
[www.college-visits.com](http://www.college-visits.com)  
College Tours  
Audience: Secondary



**Robert Rummerfield**, Director,  
[Robert@college-visits.com](mailto:Robert@college-visits.com)

Since 1991, COLLEGE VISITS has been planning and organizing tours to US colleges and universities. More than 600 students from around the world participate every year. We make all the arrangements, saving money and time for counselors, parents, and students.

## Creosote Affects

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Emmitsburg, MD 21727  
301.447.2338  
[www.creosoteaffects.com](http://www.creosoteaffects.com)  
Communications/Marketing  
Audience: College



**Rich Vallaster**, Director, [rich@creosoteaffects.com](mailto:rich@creosoteaffects.com)

Creosote is a brand message provider. We create opportunities to help ensure that our clients meet their goals. We're empowering schools to take advantage of technology/creating cross-platform strategies with tools that reduce costs, speed time to market, and increase effectiveness. If you're ready to reach more of your market at any time, wherever they are, let's talk.

## Educational Credential Evaluators, Inc.

PO Box 514070  
Milwaukee, WI 53202  
414.750.2869 • FAX 414.289.3411

[www.ece.org](http://www.ece.org)

Educational Organization

Audience: Secondary/Postsecondary



**Laura Sippel**, Marketing Specialist, [Lmartinez@ece.org](mailto:Lmartinez@ece.org)

Educational Credential Evaluators, Inc. (ECE®) is a nonprofit, credential evaluation organization, with 30 years of experience. Trusted by more than 2,000 colleges, high schools, and universities, ECE® evaluation reports provide accurate and easy-to-read information. ECE offers online training, a reference publication series, customized training seminars, and a free electronic newsletter. Trusted. Responsive. Thorough.

## Enrollment Intelligence

2770 Electric Rd. Suite A  
Roanoke, VA 24018  
540.342.5577

[www.enrollmentintelligence.com](http://www.enrollmentintelligence.com)

Communications/Marketing

Audience: Secondary/Postsecondary



**Steven W. Nape**, Managing Vice President,  
[steven@enrollmentintelligence.com](mailto:steven@enrollmentintelligence.com)

Enrollment Intelligence is a comprehensive enrollment management consulting firm. Our products and services are designed to support recruitment, marketing, financial aid, office operations, and web-based initiatives. Our process takes a data-driven and results-oriented approach.

## HA ThirtyOne

260 Business Park Dr.  
Winston Salem, NC 27107  
865.207.6944

[www.hathirtyone.com](http://www.hathirtyone.com)

Communications/Marketing

Audience: College



**Mike Wesner**, Vice President,  
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**Karyn Adams**, Senior Consultant & Creative Director,  
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HA ThirtyOne, the Collegiate Marketing & Communications Company, is known for big ideas that bring results. Specializing in cross-media campaigns, communication flow, and overall enrollment strategy, HA ThirtyOne is passionate about the power of higher education and is committed to keeping its clients out in front of the next big thing.

## Imagine: Education in Canada

Embassy of Canada, 501 Pennsylvania Ave. NW  
Washington, D.C. 20001  
202.682.7727

[www.EducationInCanada.ca](http://www.EducationInCanada.ca)

Educational Organization

Audience: Secondary



**Michael Brown**, Academic Relations,  
[Michael.brown@international.gc.ca](mailto:Michael.brown@international.gc.ca)

Imagine: Education in Canada supports Canadian education institutions' student recruitment, promotion, and research collaboration efforts worldwide. A representative will be available to discuss the opportunities for study in Canada.

## Inceptia

PO Box 82507, Lincoln, NE 68501-2507  
402.479.6613 • FAX 402.479.6762

[www.inceptia.org](http://www.inceptia.org)

Financial Education

Audience: College



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**Linney Akins**, Strategic Business Director,  
[linneya@nslp.org](mailto:linneya@nslp.org)

For more than 25 years, as the not-for-profit guarantor National Student Loan Program (NSLP), our mission was to provide important guidance to both schools and students. We made great strides in default aversion, compliance, and financial education. Today, we continue that mission as we become Inceptia, a brand born from the rich heritage and profound experience of NSLP. With the recent changes in government regulations and the shifting responsibilities within postsecondary education, we are dedicated to providing much-needed support to help schools effectively and successfully fulfill their new roles and responsibilities. Through comprehensive data analysis, financial education, default prevention, and financial aid management, we are confident we can help all students, not just borrowers, become financially responsible citizens. We are here to make it possible for more schools to launch brilliant futures.

## Kelmscott Communications

1665 Mallette Rd., Aurora, IL 60505  
630.898.9052

[www.kelmscottcommunications.com](http://www.kelmscottcommunications.com)

Communications/Marketing

Audience: College



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[jerryheit@kelmscottcommunications.com](mailto:jerryheit@kelmscottcommunications.com)

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337 Georgia Ave. SE  
Atlanta, GA 30312  
404.581.1991 • FAX 404.581.1988

[mindpowerinc.com](http://mindpowerinc.com)

Communications/Marketing

Audience: Secondary/Postsecondary

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**Lisa Jordan**, Wise Woman, [lisa@mindpowerinc.com](mailto:lisa@mindpowerinc.com)

Mindpower is a marketing firm specializing in brand development and marketing strategies for colleges, universities, boarding and independent schools. We provide strategy and brand-building tactics across a range of media. Our work can be applied in theory, in print, in the media and interactively. The agency got its start in 1994 developing institutional marketing, recruitment and advancement strategies for colleges and universities – long before "branding" became "branded."

## Next Step U

2 W. Main St., Suite 200

Victor, NY 14564

585.742.1260 • FAX 585.742.1263

[www.nextstepu.com](http://www.nextstepu.com)

Communications/Marketing

Audience: Secondary/Postsecondary

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303.714.5625 • FAX 303.741.5620

[www.noellevitz.com](http://www.noellevitz.com)

Consulting Services

Audience: College

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## NRCCUA

3651 NE Ralph Powell Rd.

Lee's Summit, MO 64064

816.525.2201 • FAX 816.525.9401

[www.nrccua.org](http://www.nrccua.org)

Communications/Marketing

Audience: College

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NRCCUA conducts the largest in-school college and career planning survey among high school students. Services include student search lists, recruitment publications and online communications resources.

## PowerScore Test Preparation

57 Hasell St., Charleston, SC 29401

800.545.1750 • FAX 843.414.6999

[www.powerscore.com](http://www.powerscore.com)

Test Preparation

Audience: Secondary/Postsecondary

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**Kristen Burghardt**, Undergraduate Marketing

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## Revolution Prep

710 Wilshire Blvd., Suite 501

Santa Monica, CA 90401

310.593.6784 • FAX 310.458.7292

[www.revolutionprep.com](http://www.revolutionprep.com)

Educational Organization

Audience: Secondary

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1920 E. Parham Rd.,  
Richmond, VA 23228  
804.741.8965

[www.royall.com](http://www.royall.com)

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Audience: College

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[www.ruffalocody.com](http://www.ruffalocody.com)

Enrollment Management

Audience: College



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**Martin Smith**, Associate VP & Consultant,  
[martin.smith@ruffalocody.com](mailto:martin.smith@ruffalocody.com)

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## School Guide Publications

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New Rochelle, New York 10801  
800.433.7771 ext. 14 • FAX 914.632.3412

[www.schoolguides.com](http://www.schoolguides.com)

Communications/Marketing

Audience: Secondary/Postsecondary



**Rob Tennyson**, Account Executive,  
[robtennyson@schoolguides.com](mailto:robtennyson@schoolguides.com)

School Guide provides admissions directors with a cost-effective resource for college recruitment.

## SENDEDU

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[www.royall.com](http://www.royall.com)

Communications/Marketing

Audience: Secondary/Postsecondary



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Designed for high school counselors, SENDEDU allows quick, free and secure online transfer and management of admission documents to colleges and universities. The mission of SENDEDU is to provide high school counselors greater convenience and flexibility when submitting admission documents on behalf of their students. More than 100 colleges and universities are accepting application support materials through SENDEDU for the entering class 2012.

## Sourcebooks

1935 Brookdale Rd. Suite 139  
Naperville, IL 60563  
630.961.3900

[www.sourcebooks.com](http://www.sourcebooks.com)

Publisher/Printer

Audience: Secondary/Postsecondary



**Phillip Hartman**, Education Sales Manager,  
[phillip.hartman@sourcebooks.com](mailto:phillip.hartman@sourcebooks.com)

Sourcebooks edu is the leading publisher of resources for college bound students, their parents, and educators. Our mission is to help students find the right college, support the application, admission and financial aid process, including test prep, with successful transition into college. Our award winning products, including the Fiske Guide to Colleges and The Naked Roommate, aim to make a significant difference in the lives of students and educators through the very best solutions by the very best experts. Our newest initiative, [CollegeCountdown.com](http://CollegeCountdown.com), will serve as a platform to launch a host of new innovations which will serve the needs of families, students and the SACAC/PCACAC community.

## Student Aid Services

8465 Keystone Crossing Suite 210  
Indianapolis, IN 46240  
916.629.7511 • FAX 916.629.7519  
[www.studentaidservices.com](http://www.studentaidservices.com)  
Audience: College

**Bill Smith**, Director of Product Development,  
bsmith@studentaidservices.com

Student Aid Services (SA), the nation's premier student aid advisory company, is boosting institutions' enroll to start ratios by 33%. Leading the market with the most advanced and flexible net price calculator, SA continues to offer its sophisticated and customizable suite of services to institutions interested in enrollment enhancement opportunities to create deeper relationships with prospects.

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877.715.7474 • FAX 877.349.3868  
[www.targetx.com](http://www.targetx.com)  
Technology & Consulting  
Audience: College



**Trent Gilbert**, Chief eXperience Officer,  
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kallay@targetx.com

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TargetX is the leading student recruiting firm serving higher education. It offers both technology tools and consulting services designed to help colleges recruit today's more sophisticated, web-savvy students. Founded in 1998 on the belief that colleges need to change the way they communicate with prospects and their families, TargetX has been a forward-thinking leader in managing change in higher education and embracing the concept of the experience in higher ed marketing.

## The Common Application

3033 Wilson Blvd. Suite 500  
Arlington, VA 22201  
703.378.9788  
[www.commonapp.org](http://www.commonapp.org)  
Educational Organization  
Audience: Secondary/Postsecondary



**Tanya Fox**, Assistant to the Executive Director,  
tfox@commonapp.org

**Stefan Giede**, Manager, End User Support,  
sgiede@commonapp.org

The Common Application is a not-for-profit membership organization that, since its founding over 35 years ago, has been committed to providing reliable services that promote equity, access, and integrity in the college application process. We serve students, member institutions, and secondary schools by providing applications – online and in print – that students and school officials may submit to any



of our more than 450 members. Membership is open to colleges and universities that promote access by evaluating students using a holistic selection process.

## The Parish Group

8 Crescent Court, Weaverville, NC 28787  
828.658.1870 • FAX 828.645.2764

[www.TheParishGroup.com](http://www.TheParishGroup.com)  
Communications/Marketing  
Audience: Secondary/Postsecondary



THE PARISH GROUP

**Eric S. Bryan**, Vice President, EricBryan@parishgroup.com

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## The Princeton Review

1776 Massachusetts Ave. NW Suite 125  
Washington, DC, 20036  
703.731.5437 • FAX 202.667.7109

[www.princetonreview.com](http://www.princetonreview.com)  
Educational Organization  
Audience: Secondary/Postsecondary



**Rachel Price**, Territory Manager-Educational Programs,  
rprice@review.com

The Princeton Review is a pioneer in the world of education. We offer private tutoring, classroom and online test preparation to help students improve their scores in college and graduate school admissions tests. Our website PrincetonReview.com, helps over half of university-bound students research, apply to and prepare for higher education. In addition, The Princeton Review works with school districts around the U.S. to measurably strengthen students' academic skills by connecting ongoing assessment with professional development and instruction and by providing districts with college and career resources for both students and guidance counselors. We author more than 200 print and software titles on test preparation, college and graduate school selection and admissions, and related topics.

## The Robertson Scholars Program

A250 South Warehouse  
Bay 7, Floor 2, Box 90753,  
Durham, NC 27708-0753  
919.668.3366



[www.myrobertsonscholars.org](http://www.myrobertsonscholars.org)

Educational Organization

Audience: Secondary/Postsecondary

**Woody Coley**, Executive Director,  
[coley@robertsonscholars.org](mailto:coley@robertsonscholars.org)

The Robertson Scholars Leadership Program seeks high school students of exceptional personal character who are intellectually curious, innovative, who think boldly, take measured risks, act fearlessly, and positively influence others as leaders in both the classroom and through extracurricular activities. We select approximately 36 Robertson Scholars each year: 18 at Duke University and 18 at UNC-Chapel Hill. This program is more than just a financial award; it is a community of scholars in common pursuit of growth as leaders. However, there is no typical Robertson Scholar, and we encourage and challenge them all to make their unique mark in college and beyond. Do you know a Robertson? You may learn more about our program at [www.robertsonscholars.org](http://www.robertsonscholars.org)

## University of St. Andrews, Scotland

St. Katharine's West

16 The Scores

St. Andrews, KY16 9AX

[www.st-andrews.ac.uk](http://www.st-andrews.ac.uk)

Educational Organization

Audience: Secondary/Postsecondary



**Ruth Harris**, Director of International Summer  
Programmes, [rmd10@st-andrews.ac.uk](mailto:rmd10@st-andrews.ac.uk)

We offer a wide range of four-year undergraduate programmes, as well as Summer Schools in Science, Creative Writing and Scottish Studies for high school students.

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Internet/Software

Audience: College



[info@yourcampus360.com](mailto:info@yourcampus360.com)

YouVisit has helped over 100 public, private, large and small schools across North America and Europe serve as hosts to more than 1,000,000 Virtual Campus Visits. These institutions are seeing as much as a 30% increase in physical campus visits, and increased conversion rates into quality inquiries, applications and enrollment.

## Zinch

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San Francisco, CA 94017  
860.990.2745

[www.zinch.com](http://www.zinch.com)

Communication/Marketing

Audience: College



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Zinch is a service of Chegg that helps colleges and universities attract and engage best-fit inquiries to their institution. Over 1,000 colleges and universities partner with Zinch to recruit traditional undergraduate, transfer, graduate, and international students.

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*Special thanks to everyone who volunteered!*

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# FUTURE DATES TO REMEMBER

## PCACAC 2012 PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Summer Institute	July 30 – 31	University of Delaware	Ben Rous, Director Hampton Roads Academy
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## FUTURE PCACAC CONFERENCE SITES AND DATES

2013	Sheraton Norfolk Waterside Hotel, Norfolk, VA	April 21 – 23
2014	Hilton Richmond Hotel & Spa/Short Pump, Richmond, VA	April 27 – 29

## SACAC 2012 PROFESSIONAL DEVELOPMENT OPPORTUNITIES

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Dry Run	July 22 – 25	U. of South Carolina	Hilary Dyer, Co-Director University of South Carolina Jessica Freed, Co-Director University of South Carolina
SAIL Forum	July 22 – 25	U. of South Carolina	Jonathan Ferrell, Co-Director Millsaps College David Henry, Co-Director University of South Florida
Sweet Tea Tour	June 3 – 8	College Tour	Ivy Brewer, Co-Director Darlington School Ivey Harrison, Co-Director Christ Church Episc. School

## FUTURE SACAC CONFERENCE SITES AND DATES

2013	Peabody Hotel, Memphis, Tennessee	April 20 – 23
2014	Sheraton Convention Center, Myrtle Beach, South Carolina	April 5 – 8
2015	Sheraton Hotel, Birmingham, Alabama	April 18 – 21

## FUTURE NACAC CONFERENCE SITES AND DATES

2012	Denver, Colorado	October 4 – 6
2013	Toronto, Ontario, Canada	September 19 – 21
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## **MEMBERSHIP COMMITTEE**

John Hawkins, Co–Chair

Joseph Montgomery, Co–Chair

## **GOVERNMENT RELATIONS**

Guadalupe Lamadrid, Co–Chair

Sarah Katherine Drury, Co–Chair

## **FISCAL OVERSIGHT COMMITTEE**

Laura Martin

## **COMMUNICATIONS COMMITTEE**

Jessica Morales, Co–Chair

Keyana Scales, Co–Chair

## **PAST PRESIDENTS ADVISORY COUNCIL**

Samuel G. Moss, Chair

## **CONFERENCE PLANNING COMMITTEE**

Lauren Sefton, Chair

Melinda DeMaria, Co–Chair

## **PROFESSIONAL DEVELOPMENT**

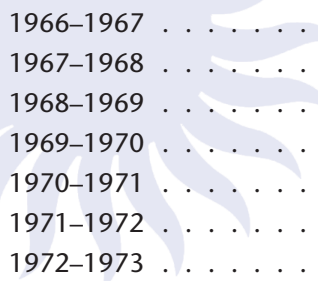
Brandi Smith, Co–Chair

Jack Whelan, Co–Chair

## **SACAC EXECUTIVE ASSISTANT**

Elizabeth Merritt

## PCACAC PAST PRESIDENTS



1966–1967	Richard L. Apperson
1967–1968	Jeanette McDonald
1968–1969	Harold Gray
1969–1970	William R. Baldt
1970–1971	H. Kenneth Shook
1971–1972	Dorothy S. Love
1972–1973	Ernest H. Ern
1973–1974	Willis J. Stetson, Jr.
1974–1975	Thomas N. Pollard
1975–1976	John A. Blackburn
1976–1977	James R. Ten Broeck
1977–1978	H. Conrad Warlick
1978–1979	Marion R. Flagg
1979–1980	Jud Samon
1980–1981	Pamela K. Fay
1981–1982	Jennifer G. Hantho
1982–1983	James M. Ballengee, Jr.
1983–1984	Pamela W. Spence
1984–1985	Leigh D. Sherrill
1985–1986	Terry Scarborough James R. Ten Broeck
1986–1987	Katherine L. Reilly
1987–1988	Karl L. Wolf
1988–1989	Bertrand R. Hudnall
1989–1990	Martin A. Wilder, Jr.
1990–1991	Audrey T. Hill
1991–1992	James D. Holmes
1992–1993	Bonnie A. Fitzpatrick
1993–1994	Karen Cottrell
1994–1995	Larry A. Griffith
1995–1996	Virginia Carey
1996–1997	Elizabeth W. Delk
1997–1998	Jenifer L. Blair
1998–1999	Arlene P. Ingram
1999–2000	Richard J. Edgar
2000–2002	James W. Jump
2002–2003	Evelyn Boyd White
2003–2004	Susan Knight
2004–2005	James W. Jump
2005–2006	David Kraus
2006–2007	Susan Rexford
2007–2008	Lisa M. Hill
2008–2009	Paul M. Feakins
2009–2010	Jeffrey E. Smith
2010–2011	Jayne C. Fonash

## SACAC PAST PRESIDENTS

1966–1968	William Brinkley
1968–1970	Bill Smyth
1970–1972	Villa Schultz
1972–1973	Dyer Moss
1973–1974	Joe Dyess
1974–1976	Carolyn Bishop
1976–1978	Spencer Lane
1978–1979	James Byer
1978–1979	Bill Hartog
1979–1980	Susan Norwood
1980–1981	Shirley Hamrick
1981–1982	Joanna Rutter Fox
1982–1983	Edwin Wilkes, Jr.
1983–1984	Larry Eckel
1984–1985	Lois Conrad
1985–1986	Gwen Cleghorn
1986–1987	Susanna F. Grady
1987–1988	Deborah Triol Perry
1988–1989	Cleve Latham
1989–1990	Margaret Williamson
1990–1991	Ben Topham
1991–1992	Lee Ann Afton
1992–1993	Katherine L. Jorgensen
1993–1994	Larry M. West
1994–1995	Marcia Hunt
1995–1996	Bill Kolb
1996–1997	Samuel G. Moss, III
1997–1998	Terese J. Buscher
1998–1999	Randy Giarraputo
1999–2000	Leonard Satterwhite
2000–2001	Susan Chipley
2001–2002	Beckett Howorth
2002–2003	Richard Powell
2003–2004	Stephanie Balmer
2004–2005	Nancy Beane
2005–2006	Ron Koger
2006–2007	Phyllis Gill
2007–2008	Bob Spatig
2008–2009	Ed Graf
2009–2010	Jean Jordan
2010–2011	Bill Dingleidine

# SACAC AWARDS

## The Larry West Award

The Larry West Award, the highest award given by the Southern Association for College Admission Counseling, is based on longevity of service and dedication to SACAC, outstanding contributions to the admissions counseling profession, leadership within that profession, and dedication to the students we serve. The award is named in memory of former SACAC President, Larry West, who exemplified all these qualities.

**2002 Sam Moss**

**2003 Missy Church Smith**

**2004 Bill Kolb**

**2005 Lee Albright and Phyllis Gill**

**2006 Randy Giarraputo**

**2007 Susan McCarter**

**2008 Marcia Hunt**

**2009 Richard Powell**

**2010 Sherry Brouillette**

**2011 Nancy Beane**

## The William Starling Award for mentorship

Bill Starling taught all who worked with him the true purpose of work. He worked hard, set an example of integrity, and trained himself to see and shape the best in people. He always saw beyond the day to day, whether it was encouraging his staff to further their education or showing constant interest in their families (for he himself was a family man). He inspired rather than demanded quality. In two ways especially he valued his employees: 1) He gently, consistently, and purposefully educated his employees on standards of the profession, and he was loyal to the people he invested of himself, and 2) He corrected those who made errors, but also defended them rigorously to the family or administrator who felt under-appreciated or misunderstood.

**2005 Sam Blair**

**2006 Nancy Beane and Kathleen Stevenson**

**2007 John Barnhill and Susan Street**

**2008 Margaret Gandy**

**2009 Victoria Englehart**

**2010 Barry Bradberry**

**2011 Dave Wottle**

## The Garret Klein Award for mid-level service

Garrett Klein began his professional career in the undergraduate admissions office at Vanderbilt University. During the decade he worked in that office, Garrett impressed all with whom he worked, and he was promoted three times. Garrett demonstrated complete commitment to students and unyielding loyalty to Vanderbilt. He approached all he did with energy, enthusiasm and wit. He was ambitious in the best sense of the word—always wanting to learn more and to become more effective. Garrett was committed to contributing to the development of others by sharing his experience and knowledge through conference presentations and by serving on the faculty at SACAC's Dry Run workshop. He was incisive, analytical and incredibly intelligent. His capacity for long hours and hard work was equaled only by his ability to laugh.

**2005 Garrett Klein (posthumously)**

**2006 Melinda DeMaria and Brian K. Smith**

**2007 Daphne Vagenas**

**2008 Rob Alexander**

**2009 Vern Granger**

**2010 Brandi Smith**

**2011 James Onwuachi**

## President's Award for Excellence

This award is designed to be flexible in the number of recipients chosen in a given year and the kinds of outstanding contributions being recognized. Recipient(s) come either from the high school or college/university side.

**2005 Paulette Pearson**

**2006 Ed Graf**

**2007 Anthony Clay**

**2008 Bill Dingleline**

**2009 Linda McMullen**

**2010 Ann Hendrick**

**2011 Missy Sanchez**

## Rising Star Award (less than five years experience)

The Rising Star Award honors individuals and programs that exemplify excellence and dedication to serving the needs of students in the transition from high school to college. This award encourages state and regional affiliates to look within their associations, identify and nurture those new members and programs that are deserving of this honor, and encourage the honorees to continue their professional development through membership in NACAC.

**2010 Casey Hampton**

**2011 Jessica Jaret**

# PCACAC AWARDS

## Richard L. Apperson Award

The Richard L. Apperson Award, named in honor of PCACAC's first president, is the association's highest honor presented to a PCACAC member. It is awarded 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. The recipient is presented with an engraved Jefferson cup as well as temporary custody of the Apperson bowl.

**1973 Mary Ross Flower**

**1974 Lucille Norman**

**1975 Sallie W. Scott**

**1976 Ann Splitstone**

**1977 H. Kenneth Shook**

**1978 Charlotte Wilder**

**1979 Thomas N. Pollard, Jr.**

**1980 H. Conrad Warlick**

**1981 Arria McGinnis**

**1982 James R. Ten Broeck**

**1983 John T. Casteen III**

**1984 Marion Flagg**

**1985 Jean L. Rayburn**

**1986 Jud Samon**

**1987 Edward Smith**

**1988 Joseph Monte**

**1989 Pamela Fay–Williams**

**1990 Pamela W. Spence**

**1991 John A. Blackburn**

**1992 Karl L. Wolf**

**1993 Martin A. Wilder, Jr.**

**1994 Audrey T. Hill**

**1995 Marjorie S. Loening**

**1996 Katherine L. Reilly**

**1997 Bonnie Fitzpatrick**

**1998 James D. Holmes**

**1999 Norma Smith Taliaferro**

**2000 James J. Gorman**

**2001 Joan W. Mudge**

**2002 Bertrand R. Hudnall**

**2003 Arlene Ingram**

**2004 James W. Jump**

**2005 Ann Story Royall Powell**

**2006 Virginia Carey**

**2007 Betty Delk**

**2008 Evelyn Boyd White**

**2009 Joanne Wood**

**2010 Betty Jones**

**2011 Margaret 'Peg' Cothern**

## Marion Flagg Scholarship Award

Named for one of PCACAC's most outstanding members, the Marion Flagg Scholarship is awarded annually to a group of exceptional educational professionals who are not currently members of PCACAC. The Human Relations Committee oversees the selection of the scholarship recipients. Most of these colleagues work with minority populations or students from disadvantaged backgrounds. They 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* and *Upward Bound*.

**Kelly Coble, Roosevelt High School, DC**

**Gina Fajardo, George C. Marshall High School, VA**

**Elizabeth Green, CollegeBound Foundation, MD**

**Bridget Jackson, Captial City Charter, DC**

**Jamada Jones, Cesar Chavez Public Charter, DC**

**Christie Lerro, Higher Achievement, DC**

**Cornel Parker, Maury High School, VA**

**Tammy Patterson, Springbrook High School, MD**

**David Wilkerson, Washington & Lee High School, VA**

**Elizabeth Wulbrecht, The SEED School of MD, MD**

## Ann Powell Memorial Mentoring Program

PCACAC established a special mentoring program to honor the memory of Ann Powell who was Director of College Counseling at Nansemond–Suffolk Academy and a respected leader in PCACAC. Ann's life serves as a model of professional excellence and as an inspiration to all who knew her. Each participant has an assigned mentor, who supports them in their role as a college counselor or as a college admission officer. The Ann Powell Memorial Mentoring Program is pleased to recognize the fourth class of participants:

**Darnell Epps, Stevenson University, MD**

**Mary Gamache, Randolph Macon Academy, VA**

**Collette Julian, West Springfield High School, VA**

**Kasey Keckley, Warren County Public Schools**

**Lan Nguyen, Falls Church High School, VA**

**Phavy Phan, Northern VA Community College, VA**

PCACAC is now accepting nominations for the fifth class of the Ann Powell Memorial Mentoring Program. We need volunteers to serve as mentors, too. Help us carry on the vision Ann inspired with your time and commitment to share your expertise. Nominations for participants are open until May 1, 2012. Visit the PCACAC website for additional information and to nominate a colleague or to self-nominate.

## 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 Past Presidents of PCACAC 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.

**2011 Shirley A. Bloomquist**

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*in the heart of*  
**Lexington, Kentucky**

Population of  
**Lexington**  
**300,000**  
including  
**30,000**  
college students

**#1** Best  
City for  
Finding  
a Job

*Forbes Magazine*  
2011

**3,000**  
acres of  
**park**  
facilities

**#7** Best  
Metro City  
for Quality  
of Life

*Business Facilities*  
2010

**#9** Brain  
Hub

*Wall Street Journal*  
2012

**#2** Best  
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Education

*Parenting Magazine*  
2010

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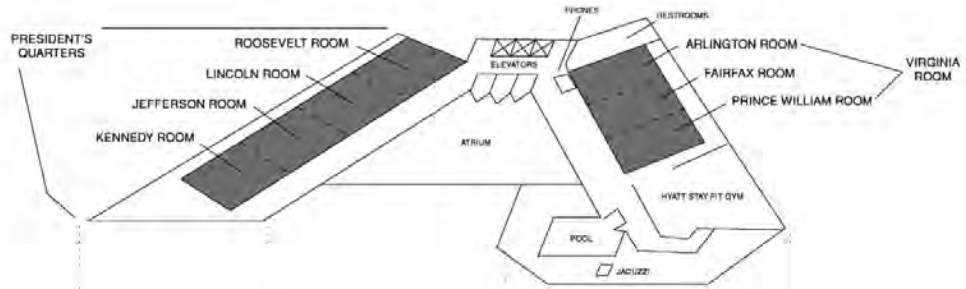
**96%** of  
Transylvania graduates in  
**graduate school**  
or **employed**  
within **6 months**  
of graduation

Nearly  
**70%** of  
Transylvania  
students study  
abroad

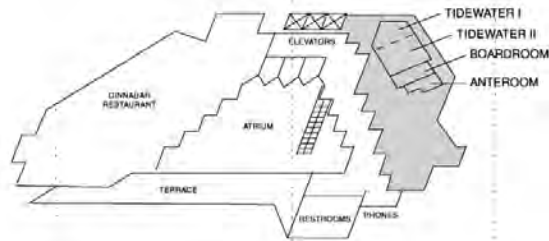
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# HYATT REGENCY CRYSTAL CITY

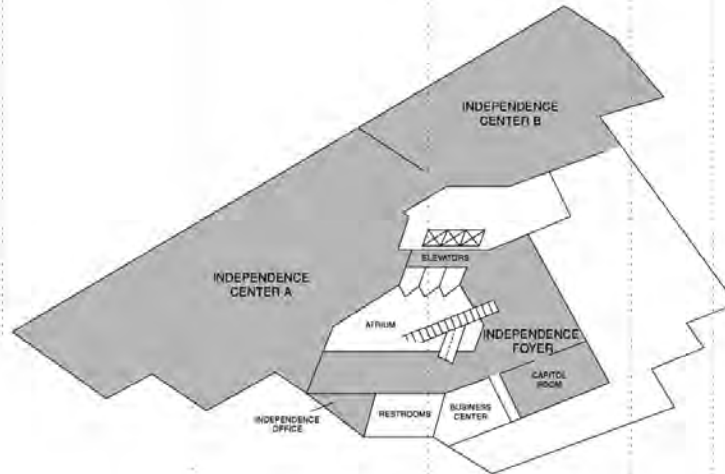
THIRD FLOOR



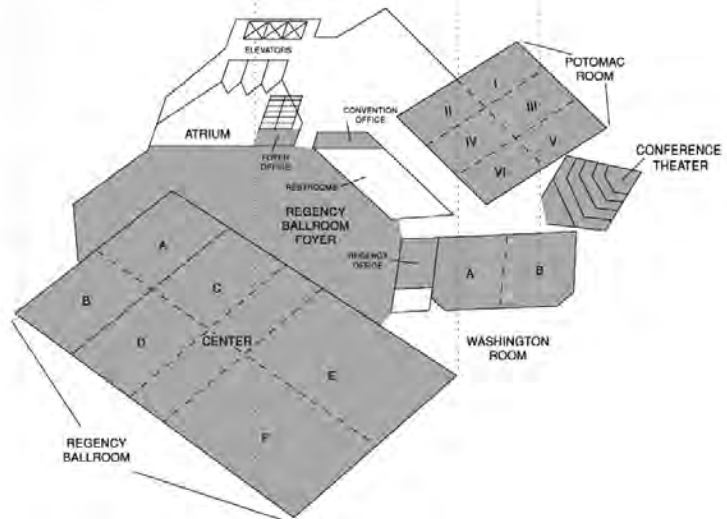
SECOND FLOOR



INDEPENDENCE LEVEL



BALLROOM LEVEL



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Bethesda, Maryland 20852

Sunday, May 20, 2012  
11 a.m. and 3 p.m.

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ONE STUDENT AT A TIME.

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DEARBORN, MI  
DENVER, CO  
HOUSTON, TX  
INDIANAPOLIS, IN  
LOS ANGELES, CA  
NASHVILLE, TN  
MINNEAPOLIS, MN  
NEW YORK, NY  
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SAN FRANCISCO, CA  
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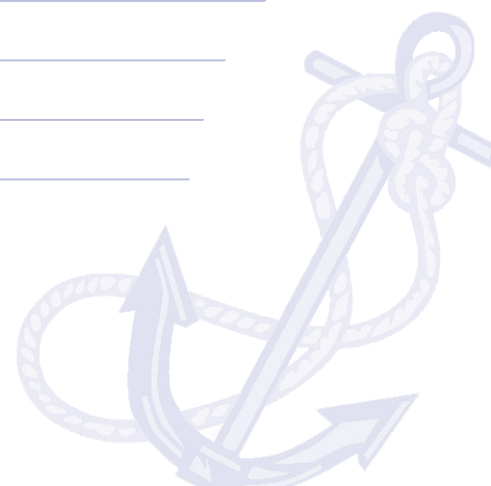
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# ~ NOTES ~

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