



UNITED **FOR** **STUDENT SUCCESS**

April 21-24, 2012



PCACAC

POTOMAC & CHESAPEAKE ASSOCIATION
FOR COLLEGE ADMISSION COUNSELING



SACAC

THE SOUTHERN ASSOCIATION FOR
COLLEGE ADMISSION COUNSELING

A joint conference

**Hyatt Regency
Crystal City
Arlington, Virginia**

Welcome

Dear Friends and Colleagues,

Welcome to Crystal City! Where is there a better place than our nation's capital to be inspired about helping young people with the transition from high school to college? Our Conference Chairs, Heather Jeter and Lauren Sefton, and President-Elects, Carolyn Doyle and Vicki Englehart, and their committees have put together a conference with wide-ranging and important topics as well as wonderful opportunities for networking and socializing. Surely, we will all be *United for Student Success* by the time we leave the conference on Tuesday.

We are indebted to the many colleges in the region who are hosting tours of their campuses—an invaluable opportunity for high school counselors. We are excited to join together for outstanding speakers, a service opportunity, a college fair, exhibitors and an Afternoon on the Hill with legislators. Finally, the conference runs smoothly because of the hard work of all the PCACAC and SACAC member volunteers. Thank you!

We look forward to greeting old friends, making new friends, and sharing ideas about how to help our students. See you in April!

Ali Gauch
PCACAC President

Vern Granger
SACAC President

CONFERENCE SPEAKERS

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. Hart believes that the programs the League provides to youth in education and leadership development and to adults in career readiness, professional development, and job placement are essential to increasing economic opportunities and lowering poverty in Memphis, Tennessee. 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 has a B.S. Degree from UT, Knoxville, an M.B.A. from Kennesaw State University, and a J.D. from the University of Memphis. She began her commitment to education as a public school teacher in Georgia and has continued that passion for education throughout her career.

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

Also attending this year's conference are the following NACAC Board members: Evelyn Boyd White, President of the NACAC Board of Directors and Guidance Counselor at Thomas Dale High School in Chester, Virginia; Phyllis Gill, Associate Director of College Guidance at Providence Day School in Charlotte, North Carolina; Phil Kimrey, Vice President for Student Affairs and Enrollment Management at Samford University in Birmingham, Alabama; and Deborah Santiago, Co-Founder and Vice President for Policy and Research at Excelencia in Education in Washington, DC. They will be bringing us updates from the NACAC office.



Welcome (continued)

HOTEL ACCOMMODATIONS AND TRANSPORTATION

This year's conference hotel is the Hyatt Regency Crystal City at Reagan National Airport, located in Arlington, Virginia. To reserve your room, please call 888-421-1442 and ask for the SACAC/PCACAC Joint Conference rate of \$199 per night. If you prefer to make your room reservation online, please visit <https://resweb.passkey.com/go/c2287935>.

If flying, the hotel offers a courtesy shuttle every 20 minutes to and from the Reagan National Airport (DCA). Per the hotel website, taxis from Dulles Airport (IAD) will cost approximately \$40-\$45, and taxis from Baltimore Washington International Airport (BWI) will cost approximately \$65-\$70. For the Metro subway, the hotel is a fifteen-minute walk from the Crystal City Station (blue and yellow lines). The Hyatt shuttle departs every 15 minutes to the corner of 18th Street and South Bell Street, near the Metro.

An overflow hotel for the conference has been arranged at the Courtyard Marriott Crystal City. A special room rate of \$199 is available Saturday, April 21, through Tuesday, April 24, at the Courtyard Arlington Crystal City/Reagan National Airport, 2899 Jefferson Davis Highway. The Courtyard is next door to the Hyatt Regency Crystal City—less than a minute's walk to our conference hotel. To make your hotel reservation at the Courtyard, please call 1-888-236-2427 and ask for the "SACAC Overflow Room Block" at the Courtyard Arlington Crystal City/Reagan Airport for the special \$199 rate. Or when booking online, our group code is "SACSACA" and is available April 21-24 for king rooms. Overnight parking is \$18 per vehicle.

CONFERENCE REGISTRATION

Registration will be available early-February through mid-March. Attendees should log onto their affiliate membership website to register online: PCACAC members should visit www.pcacac.org and SACAC members should visit www.sacac.org. An email will be sent to all members in January announcing the opening of online conference registration. Stay tuned!

CONFERENCE DRESS

Typically, the conference dress is "business casual" for all events. Bring your mask and fancy-wear for the Masquerade Social Monday night.

2012 Conference Schedule

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
2:00 pm – evening DC Cultural Excursion
to the National Mall*

SUNDAY, APRIL 22

7:00 am Golf*
7:15 am Fun Run/Walk*
9:00 am – 10:15 am Yoga*
9:00 am – 12:00 pm 3 on 3 Basketball*
10:30 am – 11:30 am Zumba*
12:00 pm – 2:00 pm Preconference Sessions*
12:00 pm – 5:30 pm Exhibits Open
1:00 pm – 4:00 pm PCACAC Board Meeting
2:15 pm – 3:45 pm Counselor College Fair
3:45 pm – 4:15 pm First Timers Session
4:30 pm – 5:30 pm Opening Session
6:00 pm – 8:00 pm Presidents' Reception (dinner included)

MONDAY, APRIL 23

8:00 am - 9:00 am Continental Breakfast in the Exhibit Hall
8:00 am – 5:00 pm Exhibits Open
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
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
5:00 pm – 6:00 pm SACAC State Meetings
6:30 pm – 11:00 pm Conference Social (dinner included)

TUESDAY, APRIL 24

8:00 am – 10:00 am PCACAC and SACAC Business Meeting/Full Breakfast
9:45 am – 11:15 am Exhibits Open
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 and Lunch
for Incoming and Outgoing members
1:00 pm – 5:00 pm Afternoon on the Hill*
1:30 pm – 5:00 pm College Tours*

* You must register separately for these events during conference registration.
Additional fees may be associated with the event.
See below for details and descriptions.



Exhibitors

Exhibitors will be on hand Sunday afternoon, all day Monday, and Tuesday morning to share information about their products and services. Monday's breakfast, coffee break and dessert break will also be in the exhibit area. Some exhibitors will present sessions about topics of a general nature but will not be promoting their individual companies. For more information about being an exhibitor, please contact Jeremy Sale at (jsale@oglethorpe.edu) or Kathy Orchant (Kathleen.orchant@lcps.org). The exhibitor registration form is available on the SACAC web site: www.sacac.org and is due by February 15.

PCACAC/SACAC Counselor College Fair

This year's College Fair will be on Sunday, April 22, from 2:15-3:45 pm. The College Fair provides high school counselors and college representatives a great way to network with one another; bring your business cards and a canvas bag! The cost to participate is \$100 for PCACAC/SACAC member colleges and universities and \$125 for non-members. PLEASE NOTE: You may register for the College Fair at the same time you register for the conference. Only one person per institution needs to register and pay to participate in the fair. For more information, please contact Kathleen Martin (kmartin@wilimingtonfriends.org) or Ally Halperin (halperin@loyno.edu).

Local Counselor Outreach Day

Monday, April 23, from 8:00 am to 6:00 pm, local counselors (counselors within commuting distance of DC) are invited to participate in a full day of conference activities. For a nominal fee of \$90.00, local counselors can attend all conference sessions and lunch on Monday. For more information, please contact Sue Rexford (srexford@cesjds.org) or Alice Robertson (alrobertson@fcps.edu).

Conference Social

Get ready to dance the night away with friends at the best masquerade party ever to happen on the Potomac! Grab your your mask and get ready to move and groove to the sounds of live band "Attraction." Casual dress is fine for this event, but we encourage you to be as "fancy" as you like with your masquerade-wear! Dinner will be served. Join as we celebrate this special evening on Monday, April 23.



Pre- & Post- Conference Activities

College Tours

Calling all secondary and independent counselors to join us for informative campus tours before and after the joint PCACAC/SACAC Conference in Washington, D.C.! The tours will feature schools on both sides of the Capital Beltway allowing you to visit colleges in Virginia and Maryland. All tours are free of charge, with transportation provided and some meals catered by the college and university hosts. Feel free to sign up for the Saturday and/or Tuesday tours. For more information, please feel free to contact Anthony Ambrogi (aambrogi@rmc.edu), Ivy Brewer (ibrewer@darlingtonschool.org) or Jay Cialone (admdiramm@aviationmaintenance.edu).

Saturday, April 21

Tour 1: Randolph-Macon College & University of Richmond
Morning departure; all-day event
Transportation and lunch provided
Limited to 50 counselors

Tour 2: University of Mary Washington & Trinity University
Morning departure; all-day event
Transportation and lunch provided
Limited to 20 counselors

Tuesday, April 24

Unless otherwise stated, all tours depart from the conference hotel at 1:30 p.m. and return no later than 5:00 p.m. All tours include round-trip transportation to and from the conference hotel.

Tour 1: George Washington University
Limited to 50 counselors

Tour 2: Georgetown University
Limited to 24 counselors

Tour 3: University of Maryland – College Park Campus
Limited to 100 counselors

Tour 4: Stevenson University
Return to hotel at approximately 6:30pm
Limited to 25 counselors
(Flight times should be made for 8:00 p.m. EST or later.)



Tour 5: Virginia Commonwealth University

12:30pm departure – return to hotel at approximately 6:30pm

Limited to 40 counselors

(Flight times should be made for 8:00 p.m. EST or later.)

Tour 6: Goucher College & Johns Hopkins University

12:00 noon departure – return to hotel at approximately 8:30pm

Dinner provided

Limited to 45 counselors

(Flight times should be made for 10:00 p.m. EST or later, or for Wednesday.)

DC CULTURAL EXCURSION TO THE NATIONAL MALL

Join a group of your colleagues as we travel to the National Mall to explore the new exhibit dedicated to Dr. Martin Luther King, Jr. “The Martin Luther King, Jr. Memorial honors a man of conscience; the freedom movement of which he was a beacon; and his message of freedom, equality, justice and love. It is the first on the National Mall devoted, not to a United State President or war hero, but a citizen activist for civil rights and peace.” We will depart from the hotel lobby at 2 pm on Saturday, spend a couple of hours at the National Mall and travel by bus to a nearby restaurant for dinner to round out our cultural experience. The cost is \$30 and the cost for dinner is not included, although appetizers may be provided, depending on the number of participants. This opportunity is limited to 57 people and you must register during the online conference registration. For more information, contact Brian K Smith (briank.smith@musowls.org).

AFTERNOON ON THE HILL

"Never doubt that a small group of thoughtful, committed citizens can change the world." If Margaret Mead's words move you, make plans to stay post-conference on Tuesday for an “Afternoon on The Hill.” From budget cuts to issues of access, the students we work with face difficult decisions as they weigh their college options. As the economic conditions in all of our SACAC/PCACAC states continue to be challenging, it is important to make our thoughts known to elected officials. If you would like to help inform lawmakers about the issues critical to the interests of our students and our counseling profession, this will be your chance to join with colleagues to visit lawmakers on Capitol Hill. For more information, contact Marty O’Connell (marty.oconnell@ctcl.org) or Sarah Katherine Drury (skdrury@watson-brown.org).

SERVICE PROJECTS

Join your SACAC and PCACAC colleagues on Saturday, April 21, for a fantastic outreach project to students in the Greater DC Metropolitan Area. Partnering with the Boys and Girls Club of Greater Washington, we will host a day-long event at George Mason University featuring college counseling speakers, workshops, a campus tour, and lunch. For more information, or to become involved with this outreach effort, please contact Paul Horgan at paulhorgan@capehenry.org.



PROJECT REACH

The award-winning Illinois ACAC program known as “Project Reach” provides an opportunity for every affiliate member to touch the lives of students and counselors in need. We are grateful to IACAC for allowing us to replicate their successful outreach program in an effort to serve our students and their families. This effort will enable 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 provide a conference scholarship for a counselor from each of the selected high schools.

PCACAC and SACAC members attending the Joint Conference are encouraged to donate new school supplies and new or gently used college counseling materials. Donations will be collected at the Joint Conference. Appropriate school supplies include (but are not limited to): backpacks, book bags, pencil cases, pens, pencils, copy paper, construction paper, notepads, spiral notebooks, planners, markers, highlighters, folders, calendars, gift cards to Office Max, Office Depot, Target, etc. Appropriate college counseling materials include (but are not limited to): college guide books (as your office prepares to order new versions), college posters and pennants, and test prep workbooks.

Members of SACAC and PCACAC are encouraged to nominate high schools from their regions. Self-nominations are also encouraged. To nominate a school, please email Jayne Fonash at Jayne.Fonash@lcps.org. Please provide both the name of the high school and the name of the high school’s counselor whom you are nominating. Nominations will close on March 1. One high school from each ACAC will be selected, and the recipients of this year’s awards will be recognized at the Joint Conference.

Families and schools alike are facing serious economic challenges, and as an organization, we can do our part to support deserving high schools and counselors. Please consider making a nomination by March 1 and remember to bring your supply donations to Crystal City.



2012 Pre-Conference Athletic Events

5K RUN/WALK

Join us for a 5K fun run/walk on Sunday, April 22 with a 7:15 am start time at Long Branch Park, about a half mile away from the hotel. We will time the run for those of you who have a competitive side, but we encourage walkers and joggers to join for fun. The cost of participation is \$10 and includes refreshments provided at the end of the run. Please bring a water bottle if you need it during the run. A shuttle will be provided to and from the Hyatt for runners. Sign up during conference registration.

GOLF

The PCACAC/SACAC golf outing will take place at the beautiful Greendale Golf Course located in Alexandria, Virginia. The course is located about 8 miles from the Hyatt Regency Crystal City Hotel. We will plan to meet in the lobby of the Hyatt at 7 am, and transportation will be provided to and from the hotel. The cost to participate is \$75 and includes green fees, golf cart, and transportation to and from the hotel. For more information about Greendale Golf Course, please visit www.fairfaxcounty.gov/parks/greendale. Sign up during conference registration.

3-ON-3 BASKETBALL TOURNAMENT

Form up your teams and go head-to-head against other teams in this 3-on-3 basketball tournament! Scheduled for 9am-noon on Sunday morning, this event will take place at a local high school. The cost of participation is \$10 and interested individuals can sign up during conference registration. Teams will be coordinated after general registration.

YOGA

Back by popular demand! Whether you have years of experience or would like to learn more about this popular practice, join our certified yoga instructor Lindsey Waite from Ravenscroft for this great opportunity to stretch before the conference begins. There is a \$10 fee to guarantee your space in the class, and you can sign up during online registration. If you have any questions, contact Lindsey at lringenbach@ravenscroft.org.

ZUMBA

Making its first appearance at the conference this year is the Latin-inspired workout, Zumba! Certified instructor Aundra Weissert from Washington College will lead the class in high-energy routines that will be sure to get your hips moving. Whether you're a novice or Zumba regular, join us for a class that's more of a party than a workout. You may even learn some moves you can use at the conference social! Please sign up for this \$10 Zumba class online when you register for the conference. Email Aundra at aweissert2@washcoll.edu if you have questions.



Pre-Conference Sessions

These optional, two-hour sessions are offered on Sunday, April 22, for an additional fee of \$15.

Hotspots, Hooks, and Hidden Agendas:

An Inside Look at the College Admission Process

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, Former Dean of Admission, “The Admission Game”

Creating and Completing “Winning” Applications

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 in creating “winning” applications with strong personal statements and first-rate recommendations.

Alice L. Robertson, Career Center Specialist, Chantilly High School, VA

Robyn A. Lady, Director of Student Services, Chantilly High School, VA

Melinda DeMaria, Associate Director of Admissions, University of GA

Amy Jarich, Senior Associate Dean of Undergraduate Admissions, University of VA

Recruiting Gleeks

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 could 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, Associate Director of Admissions, Binghamton University

Russell Althouse, Associate Director of Admissions, Bucknell University



A Sampling of Conference Sessions

Monday, April 23 & Tuesday, April 24

“What Do I Do Now?” A Discussion on Appeals

"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 regions 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 colleges and universities handle this often intricate process.

Bag the Excuses

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 ten critical questions, the result of which will be more fulfilled, passionate members of the community.

Best Practices in College Counseling for GLBT Students and Allies

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.

Chicken Soup for the Counselor's Soul and Sanity!

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, mentors, parents, and friends. One quick question: While you are out being the superhero, who is looking out for you? This uplifting and interactive session is designed to help all counselors on both sides of the desk 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!

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

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 underrepresented 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.



Common App Preview and Feedback: 2012-2013 and Beyond

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 applicants will also benefit from the conversation.

Current Policy Issues in College Admission

Federal and state policy decisions are inevitably significant influences on 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.

Dancing with the Students

How do we get high school students on the college selection dance floor early in their high school years? Learn from a public and private institution perspective on their successes and failures.

Ethics in College Admission: Dilemmas and Case Studies

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

Examining the College Aspiration Levels of Prospective Students

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 seventeen million high school students and, while some of our findings were intuitive, others provided valuable insight into how variables can affect college-going rates.

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

"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 enter into our 4th year with over 500 attendees and 50-plus colleges. Come hear our story and learn how you can do it, too!

Gender and the College Admission Process

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?



How to Plan and Run a Successful Drive-In Workshop

Learn tips to host a successful Drive-In Workshop in your state or region. South Carolina has developed a Drive-In model that runs like a well-tuned engine. This annual NACAC-sanctioned event offers counselors an affordable, accessible outlet for professional development. Planners and presenters benefit greatly, too! Come find out why you should get involved!

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

Learn strategies to help students who have challenges planning ahead and staying organized to function effectively in 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 college. 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.

Lessons Learned in the Wake of a Natural Disaster

On April 27, 2011, an EF4 tornado struck Tuscaloosa, Alabama, resulting in significant property damage and the loss of lives. In the hours and days following the storm, many of the University of Alabama's resources were dedicated to relief and recovery efforts, as well as planning and communication around issues such as final exams, graduation and matriculation of prospective students. In this session, we will reveal the lessons learned from this harrowing experience.

Making the Flagship Manageable

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."

Making the Human Connection in a Digital World

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 suit most effectively the needs of students and with whom are they 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.



Early Alert Leads to Better Retention

Engaging the faculty as identifiers of non-engaged students is the first step toward better retention of college students. This session explores a program designed to improve graduation rates.

Empowering Recruiters to Manage their Territories

This session will focus on giving recruiters the resources they need to make decisions to manage their territories. 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.

Engaging Faculty in the Enrollment Process

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.

Ethical Enrollment Marketing: What You Could Be Doing Better

We will discuss the importance of ethical enrollment marketing—respecting your audiences, privacy issues, and best practices—to improve your “likability” 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.

First, Make Rice

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 you will grow enrollment. Learn how to 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.

Fostering Student Development and Leadership Skills in Your Current Student Admission Volunteers

Student admission volunteers play a major role in the recruitment process. Instead of simply focusing on how these students can help us meet our goals, admission counselors can use student development theory to foster student growth and leadership skills. This session will outline how we can promote student cognitive development and identify development through our admission programs.

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

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.



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

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.

How to Plan a Successful Overnight Diversity Program

Join Juan and Eric as they present ideas on how to put together an effective overnight program. As a case study, we 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.

How to Show the Value of a Liberal Arts Degree

Many people say that you need a “marketable” degree in times of an 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 wisdom to students and parents.

In 140 Characters or Less: Twitter in Admission

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 microblogging service! Come join a conversation on how to improve office visibility and student interest.

It’s About Time You Get Your ACT Together!

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.

Best Practices in Preparing High School Students for College Visits

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 in preparing students for college visits and helping them to evaluate visits once they return.

Financial Aid 101: A College Education Is Affordable

Recognizing that students may be dismissing many colleges as unaffordable, unattainable dreams, 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.



Imagine: Education in Canada

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 covered include finding the right match, application procedures, study permits, the international experience, and career opportunities.

A Toolbox for Public School Counselors

Presenters will share resources for school counselors who might be overwhelmed with a large caseload. 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.

Certified Educational Planner: Updated for School-Based Counselors

AICEP introduced an updated certification process this past 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 define your areas of expertise and experience for certification.

College and Career Readiness through Academic and Career Plans

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, increasing student ownership and navigational skills to bring plans to life. Please share your experiences and expertise with 7th-12th grade student planning with us.

College Counseling Models:

Three Independent School Counselors at Work

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.

The College Counseling Website

What do you need to consider as you put together your 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 improve your site?

Connecting with the Millennial Generation:

College Counseling in the 21st Century

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



Eight (Maybe Ten) is Enough: Successful Methods for Application Control

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

Extraordinary Students, Extraordinary Opportunities

Each year, high school counselors in PCACAC and SACAC have the chance to nominate extraordinary students for tremendous scholarship opportunities. Come to this session to meet with the folks who administer these programs and hear how to nominate competitive candidates. Representatives from the Robertson Scholars, Jefferson Scholars, Morehead-Cain, Johnson, and Bryan programs will be on the panel.

From ABC’s to SAT’s:

Counseling, Guidance, and Special Services Vertical Team

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.

Getting Ready for “The Naked Roommate”:

Incorporating a College Transition Program in Your High 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.

Making the Most of the College Rep Visit

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

Making the Most of the Relationship across the Admission Desk

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

Managing Expectations: The Value of a Case Studies Program

This session 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.



Meeting in the Middle:

Multicultural Outreach Collaboration Experiment

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

Mentorship: Can You Handle the Truth?

Fostering a College-Seeking Culture in Urban Public Schools

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.

Merit-Based Scholarships:

Positioning Students and Programs for Success

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.

Middle-Class Matters

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!

Next Year In ____: Jewish Experiences in Unexpected Places

For many students, Jewish life is important in the college search. Presenters from admission offices and high school counselors 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.

Of Course ALL Students are VIP’s!

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!

Once Upon a Time on Your Campus: Admission as Storytelling

Colleges are businesses and admission reps are marketers. While not the idealistic view of academia, 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!



Online Learning: The Future is Now

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 perspective, as well as some of the implications for NCAA eligibility.

Out of the Office and Into the Classroom

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. Four directors discuss how their programs enhance counseling sessions and ensure a knowledge base for those more advanced conversations between student and counselor.

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

Four parents from both sides of the desk 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.

Personalizing Your Admission Process and Your Application

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 students to interview, this session will help you. We'll do so by talking to you...face-to-face.

Preparing for the College Admission Tests Using New Online Platforms

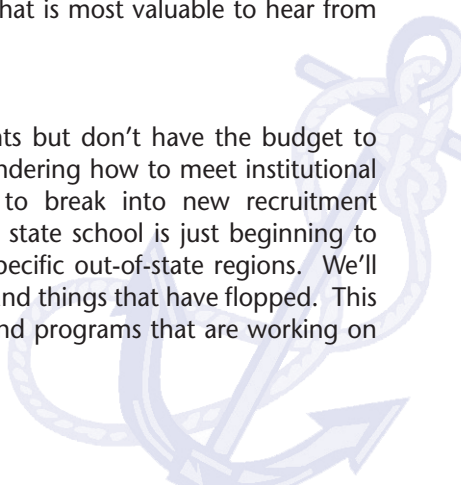
High schools students today spend a large quantity of time online, but it's not just perusing social media sites. Students now set up study groups with friends and even attend "live" online test prep classes. Learn about how online learning platforms make this possible and what the advantages and disadvantages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

Recommended or Not: Best Practices in Recommendation Letters

The most basic component in the relationship between high school counselors and admission counselors is, of course, the recommendation letter. We so rarely get the opportunity to share best practices regarding these letters, so we hope to have a lively discussion in this session of what works best and what is most valuable to hear from the other side of the desk!

Recruiting with Your Alumni

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 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.





Recruitment and Retention: A Powerful Collaborative Combination

Private colleges and universities are not immune to the ongoing challenges of meeting students' needs and promoting their persistence, satisfaction, and achievement. Recruitment and retention are, in combination, the keys to enrollment health on our private college campuses. This session will highlight the most recent research related to improving student retention and provide practical recommendations for how admission and financial aid staff can impact conditions on their campuses. Also included will be tips on how high school counselors can impact first-semester college success in their students—while students are still in high school.

Regional Recruiters on the Rise

Regional recruiters are a growing segment of the traditional admissions/recruitment model. This session is intended to provide an overview of the regional recruitment model and 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?

Separate or Equal?

College Counseling as an Extension of a High School Education

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 program examines how effective counseling programs can intentionally embed educational outcomes and mission philosophy tenets in a counseling curriculum.

Showcase Your Student Telecounseling Success

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 evaluation call strategies and the effectiveness of student callers.

Small Colleges Take on the World!

Broadening the Small College Experience through Study Abroad

Franklin College Switzerland and Goucher College use mandatory study abroad to expand their classrooms and stretch students. The results are global citizens with a hands-on understanding of the world. Hear more about how study abroad is integrated into the curriculum and how it can impact a small, liberal arts college community.



So You Think You Know the SAT?

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? If you are an admission officer, have you been reviewing your SAT dashboard? If you are a high school counselor, do you know about your SAT on-line roster? If you would like to learn the answers to these questions, plus much more regarding the SAT, then this session is for you!

Spicing Up Your Counselor Fly-Ins and Tours

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!

Student Mistakes and Transgressions:

When Is a Wrongdoing Enough to Prevent or Rescind Admission?

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.

Tea Parties and Beer Summits: What Do These Mean for Education Policy?

Review 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 with affiliate and NACAC government relations.

Teaching Application ABC's through Summer Programs

With application creep and the increasingly busy schedule 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.

The Care and Feeding of Teens, Parents, and Counselors during the College Admission Process: Ways to Reduce Stress in Times of Anxiety

Applications are up, quality is up, financial need is up, and stress is WAY up. Explore the epidemic of anxiety in our schools and the various strategies and tools that counselors can utilize to "counsel down" the stress in our kids, in our offices, and in our lives.



The IB Program: A Primer and Critique

The International Baccalaureate offers an alternative to the Advanced Placement program. But how much do you know about it? Courses instead of exams? Internal and External Evaluations? Extended Essays? CAD? 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.

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

Join us as we discuss the impact 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.

The Parent Trap

Share best practices for promoting student responsibility while helping families navigate the emotional swells that come senior year in what are sometimes adversarial waters. Examine programs on both sides of the desk that engage parents in the college process and foster alliances between parents, counselors, and college admission officers.

The Write Stuff: Crafting a Useful Application Essay

The application essay can be a vital component of the application, providing a 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.

Three Deans Talk Money

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 college 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.

Timely and Relevant Programming for Seniors

We will chronologically outline and explain senior programming from two independent schools, St. Edward’s School in Florida and McDonogh School in Baltimore, Maryland. We will offer ideas for evening and daytime programming.



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

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.

Trends and Challenges with Admission Events

Brainstorming and feedback are two vital components to 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.

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

Former school counselors, now independents working in a more defined role, will share useful insights including listening differently, effective use of listserves, and 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.

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

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

Why Women's Colleges?

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

Working with LGBT Students: Transitioning from High School to College

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



Writing Woes to Wow Writing: Part II

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!”



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