

Session Name*	Date*	Start Time*	End Time*	Tracks	Location	Description	Speakers
First Timers Session	4/10	4:00 PM	5:00 PM	All	Allegheny A	Newcomers, we invite you for a warm welcome to PCACAC's 57th annual conference. Join us for a networking session to get to know other conference attendees and learn conference tips from PCACAC veterans and hear tips for navigating our fabulous conference. We are thrilled that you chose to spend your time with us and can't wait to introduce you to all that is PCACAC!	Calvin Wise, Director of Recruitment, Johns Hopkins University, Jeannine Lalonde, Associate Dean of Admission, University of Virginia (VA), Jessica Monterastelli, Associate Director of College Counseling, Friends School of Baltimore (MD)
Middle Management Session	4/10	4:00 PM	5:00 PM	All	Allegheny B	Join our colleagues for a fruitful discussion about the opportunities and challenges of mid-level leaders in our offices and profession. This session will encourage collegiality and transparency in supporting colleagues in their pursuit of professional advancement. Topics may include strategic planning, managing and advocating for your budget, achieving success through coaching, and working with third-party vendors.	Michael Nixon, Associate Director of Admissions, University of Maryland, Dan Zawacki, Associate Director of Admission, Towson Univeresity, Melisa Hypolite, Associater Program Director-High Schools, CollegeBound Foundation, Fatmata Koroma, Associate Director of College Counseling, Georgetown Day School, Kelsey Szymanski, Assistant Director for Transfer Admissions, Shenandoah University
Senior Leadership Session	4/10	4:00 PM	5:00 PM	All	Allegheny C	Who says it needs to be lonely at the top? The Senior Leadership session will let you join your fellow counseling and enrollment leaders to talk about what happened, what you're doing, and where we go from here. Our esteemed panelists of experienced leaders will tackle some of the thorniest issues facing our field today in a fast-paced, rapid-fire conversation. Pick their brains, have a laugh (or share a cry!), and start your conference with a shared purpose among your colleagues.	Anthony Ambrogi, Director of College Counseling, St. Catherine's School, David Burge, Vice President for Enrollment Management George Mason University, James Pennix, Senior Associate Director of Recruitment, Virginia Tech,, Jennifer Williams, Director of College Counseling, Jemicy School and Casey Zimmer, Director of College Counseling, Sanford School
President's Reception	4/10	6:00 PM	7:20 PM	All	Appalachian	All attendees are invited for cocktails, mocktails, charcuterie, fellowship and fun. Join us!	

President's Welcome, Keynote Speaker & Awards Dinner	4/10	7:30 PM	9:30 PM	All	Shenandoah	A welcome from PCACAC President James B. Massey, keynote address by Dr. Angel Perez, NACAC CEO and PCACAC awards.	
Buffet Breakfast	4/11	8:00 AM	9:00 AM	All	Shenandoah	Fuel up for a day of educational sessions, reunite with old friends and meet new ones.	
Standardized Tests--Unstandardized Advice	4/11	9:00 AM	10:15 AM	HS	Appalachian C	The use and value of admission testing remain at an inflection point as most universities reinstate test-optional policies. Critics of the SAT and ACT argue that loosened testing requirements improve college access for underrepresented students while mitigating misuse. Proponents acknowledge that, although imperfect, standardized tests provide essential, nationally-normed information that enables colleges to decode the transcript and meaningfully compare applicants. Amid this debate, data from selective colleges indicate that students with scores retained an advantage over those without scores. This session will unpack the benefits and drawbacks of testing while thoughtfully speculating about the future of the SAT and ACT.	Matty Steiner, Senior Director of Outreach, Compass Education Group, Jessica Monterastelli, Associate Director of College Counseling, Friends School of Baltimore, Alyssia Green, Director of College & Career Success, Baltimore Leadership School for Young Women
Reimagining College Admission?	4/11	9:00 AM	10:15 AM	All	Appalachian A	Whoever thinks to ask the people in the trenches with the students - the college counselors? This is a "sandbox" working session for college counselors to re-imagine, re-invent, dream, and innovate the US college admissions process from an international and student-centered point of view. We hope to emerge from this session with workable suggestions and ideas in the areas of preparation, application, and transition to be forwarded to our colleagues in PCACAC and other affiliates. Come, be inspired, and get your ideas flowing!	Jayne Fonash, JCF Consulting, Jake Talmage, Director of College Counseling, St. Paul's School for Boys, Melisa Hypolite, Associater Program Director-High Schools, CollegeBound Foundation

HBCUs--Who, What, When, Where, Why?	4/11	9:00 AM	10:15 AM	All	Appalachian B	The 5 Ws of HBCUs from admission officers, college counselors and HBCU alums. According to the UNCF, HBCUs make up only 3% of the colleges/universities in America, yet produce more than 25% of African American STEM graduates. Outsized impact, diverse & inspiring communities and launchpads for leadership--come hear about the history, student experience and relevance of HBCUs for your students.	Michael Walden, The SEED School of Maryland, Timothy Fields, Senior Associate Director of Admission, Emory University
Check yourself: Addressing COVID's impact on stress, stereotypes and bias	4/11	9:00 AM	10:15 AM	All	Allegheny C	With the ongoing effects of the COVID-19 pandemic, including burnout, turnover, and understaffing, exacerbating the risk of biases influencing our work, we as college and admissions counselors need to build our awareness of and ability to confront conscious and unconscious biases across our field. Join your colleagues for an interactive session that will explore the state of research on stress and biases and build strategies to address bias on both sides of the desk.	Kristen Pantazes, Senior Associate Director of Admission, University of Pennsylvania, Chris Miller, Director of College Counseling, Sandy Spring Friends School, Hannah Wolff, College & Career Specialist, Langley High School (VA), Dan Zawacki, Associate Director of Admission, Towson University (MD)
When a Transcript Isn't Enough: The Use of Self-Reported Grades in College Admission	4/11	9:00 AM	10:15 AM	All	Shenandoah A	Many colleges rely on self-reported academic records instead of the student's school transcript. This session will strive to understand the advantages and possible pitfalls of this practice. Who benefits? What might be lost? We will explore the use of the Common Application "Courses and Grades," as well as the SRAR platform.	Elise Seraydarian, College Counselor, Calvert Hall College High School, Scott Anderson, Senior Director of Outreach and Education, Common Application, James Pennix, Senior Associate Director of Undergraduate Admissions, Virginia Tech
A Whole New World: Navigating Identity, Pronouns & Gender	4/11	9:00 AM	10:15 AM	All	Allegheny B	Join us for an overview of the ever-evolving (and occasionally confusing) pronouns and gender identities. We will provide suggestions for educators about transcripts and school policies to support LGBTQIA+ students..	Kathleen Martin, Director of College Counseling, Wlimington Friends School, Shawn Ficadanti, Former Radford University admission officer & current graduate student

CBO Organization Profiles and Letters of Recommendations	4/11	9:00 AM	10:15 AM	HS	Allegheny A	Community based organizations are playing an increasingly significant role in supporting students to and through college. They can also provide important context as college admissions officers evaluate their students. Join us as we discuss how CBOs can advocate in the college admission process by creating organization profiles and providing letters of recommendations.	Calvin Wise, Director of Recruitment, Johns Hopkins University, Wendy Ayala, Scholars Program Manager, Collegiate Directions, Carla Partlow, Director Educational Talent Search, University of Maryland, Jose Garcia, Assistant Director of Admissions for Diversity, Outreach and Partnerships, University of Richmond
NACAC is 84 yrs young & 25,000+ members strong. Who & what is NACAC?	4/11	10:30	11:45 AM	All	Allegheny A	Join Sanjay Mitchell, Director of College & Alumni Programming at Thurgood Marshall Public Charter School, and NACAC Board of Directors member to learn about the history, purpose, vision and mission of NACAC. This session will help attendees understand the organization throughout it's history, it's current vision and future goals and inform PCACAC members about leadership opportunities within NACAC.	Sanjay Mitchell, Director of College & Alumni Programming, Thurgood Marshall Public Charter School
The PCACAC P(c)odcast: The Poddibilities Are Endless	4/11	10:30 AM	11:45 AM	All	Allegheny B	No matter how you incorporate them into your professional life, whether that be through direct creation or listening, podcasts are media tools that can serve as a catalyst to networking and developing in the field. The producers of PCACAC's own podcast, The Anchor Exchange, share insight on the development of the first season including content planning and creation. From its inception, we wanted to emphasize podcasts' ability to facilitate relationship building and highlight our unsung heroes and look forward to sharing more during the session!	Carla Goodwin, Assistant Director of Admission, George Mason University, Kristen Carter, University Counselor, French International School

Understanding the Choices that Black Families HAVE in the College Admissions Process	4/11	10:30 AM	11:45 AM	All	Appalachian C	From their forthcoming book, The Black Families Guide to College Admissions: A Conversation about Education, Parenting, and Race the presenters share insights on how counselors, consultants, and college admission officers can help Black families succeed in the ever-evolving college admission landscape as it pertains to HBCUs, PWI's, and cultural understanding surrounding diversity equity and inclusion.	Timothy Fields, Senior Associate Director of Admission, Emory University, Shereem Herndon-Brown, Founder & CEO, Strategic Admissions Advice
They Didn't Even Go Here: How to Represent your School with the Same Passion as Your Alma Mater	4/11	10:30 AM	11:45 AM	Post Sec	Allegheny C	In a profession ruled by recent graduates, three admissions counselors attempt to break the mold of the stereotypical entry-level recruiter. How many times have you been asked, "Oh did you go there?" Only to say, "oh no, I did not." or "Actually I graduated from...." When most of your office can speak about their own college experiences and opportunities beyond the fast facts and talking points you are left to put together a genuine pitch of your current institution with borrowed alumni flare. Part of our profession is finding the balance between being passionate about the institution you represent and what it can offer students from all walks of life while using your authentic voice to lead students and families through the college search process.	Joanna Caples, Admissions Counselor, James Madison University, Grant Henry, Assistant Director of Undergraduate Admissions, Loyola University Maryland, Tammi Wolfson, Regional Admissions Recruiter, St. Mary's College in Maryland

Go Large! - How to Best Support the American Student with Big International Dreams	4/11	10:30 AM	11:45 AM	All	Appalachian A	If you have students that wish to explore overseas studies and you need tips and tricks this is the session for you. There are hundreds of places to study overseas in English. From entry requirements to foundation degrees, international education systems can seem complicated when advising your students. What if your high school doesn't offer AP exams? What if they are interested in studying multiple subjects abroad? In this session, we will touch on the type of student who will succeed while studying internationally, different degree types and pathways, entry requirements, and the timeline from applying to arriving. Come and demystify the process with us.	Erika Toren, Director of College Counseling, William Abraham, International Officer, Americas (NYC based), Goldsmiths University of London
Introducing the Digital SAT Suite of Assessments	4/11	10:30 AM	11:45 AM	All	Appalachian B	In January, College Board announced that starting in 2023, the SAT Suite of Assessments will be delivered digitally. In this session, we will share more about how going digital will create a shorter and less stressful experience for students and educators, and what to expect from the transition. Time for Q&A will be allotted.	Angela Delbrocco, Executive Director of SAT Program Management & Strategy, College Board and Nicole Gibbs, Senior Director, External Engagement, College Board
Lunch and Membership Meeting	4/11	11:45 AM	1:15 PM	All	Shenandoah B/C	Luncheon, PCACAC Membership Meeting and counselor recognition	
SIG Anchor Lounge-Rural SIG: Round Up in the Valley	4/11	1:30 PM	2:10 PM	All	Allegheny A		
SIG Anchor Lounge-LGBTQ+ & Ally: - Concepts & Actions: Getting From A to B	4/11	1:30 PM	2:10 PM	All	Allegheny B		
SIG Anchor Lounge-Stronger Together - CBO, LatinX & First Gen. SIGs: A little bit of FOCUS & a little bit of FORUM	4/11	1:30 PM	2:10 PM	All	Appalachian B		

SIG Anchor Lounge-Emeritus/ Retired Member SIG: Unveiling a New SIG	4/11	2:20 PM	3:00 PM	All	Appalachian C		
SIG Anchor Lounge-Stronger Together - Regional, Transfer, IEC SIGs: Topics & Trends: An Open Forum	4/11	2:20 PM	3:00 PM	All	Allegheny C		
SIG Anchor Lounge-African American: A Call for Leadership	4/11	2:20 PM	3:00 PM	All	Appalachian A		
Current Trends & Future Issues (CTFI)-- The Year in Review	4/11	3:15 PM	4:30 PM	All	Appalachian C	The Committee on Current Trends and Future Issues annually reviews trends in counseling, college admission, and enrollment management. Join us as we share the results of our annual membership survey and address the issues and trends within our profession. Explore the impact of test-optional policies, early decision practices, and shifting application deadlines on our student populations. We'll highlight equitable application review processes we've recognized and share the lessons learned by our membership through the pandemic.	Fatmata Koroma, Associate Director of College Counseling, Georgetown Day School, Barbara Conner, Director of College Counseling, Foxcroft School, Sally O'Rourke, Fresnel College Navigation, Inc., Candace Leake, Associate Director of College Counseling, Bucknell University
FAFSA Made Easier: Step-by-step tool to submit FAFSA correctly under an hour	4/11	3:15 PM	4:30 PM	All	Allegheny A	Going Merry's FAFSA Made Easier tool has done for FAFSA filers what Turbo Tax did for taxpayers. Going Merry has built a new, better FAFSA. This FREE tool uses simple questions with helpful tips so students don't get stuck and offers customer service for additional support. Schools that promoted the FAFSA Made Easier tool to their families saw their completion rates increase by 15% last year and on average families receive \$14,000 in government aid.	Jennifer Auchmoody, Co-Director of Counseling, Glenelg Country School and Charlie Maynard, Co-Founder & CEO, Going Merry

Supporting LatinX/Hispanic Students Through the Admission Process	4/11	3:15 PM	4:30 PM	All	Allegheny B	Participants will hear from a panel of passionate professionals in the college admission field about the current college attainment landscape for LatinX/Hispanic students. Facilitators will take a look at the ways the pandemic has affected these student populations, families, and the current climate for students seeking higher education. We will discuss how to best implement cultural competency within recruitment, programming, college counseling, and the financial aid process to serve LatinX/Hispanic students. Participants will have an opportunity to ask questions and engage in dialogue throughout this session.	Rosemary Martin, Assistant Director of Admission, University of Maryland, Luis Portillo, Regional Associate Director, University of Rochester, Guadalupe Sanchez, Assistant Director of Multicultural Recruitment, Radford University
What the **** Just Happened?! Using Data to Make Sense of COVID-Era Admissions	4/11	3:15 PM	4:30 PM	All	Allegheny C	We know, we know... big, broad topic! However, using data can really help to inform some of our assessments of what happened during COVID and how we in the admissions and counseling world can prepare for future years to best serve our students. Learn about what types of data to use, how to assess and interpret that data, how to use it to prepare for the future, and what it means to be data-driven.	Anthony Ambrogi, Director of College Counseling, St. Catherine's School, Ashley Browing, Nick Orban, Special Assistant to the Associate Vice President of Admissions, University of Maryland, Scott Anderson, Senior Director, Access and Equity Programs, Common Application

A Pivot to Print	4/11	3:15 PM	4:30 PM	Post Sec	Appalachian B	<p>During the industry-wide scramble to create virtual content during COVID, McDaniel College took an unconventional approach; leaning into print marketing and other unconventional—some might even say contrary—strategies. Through creative design, unusual ideas and student stories drawn from the college’s innovative Casting Call, McDaniel enrolled the largest class in the college’s history—followed immediately by the largest revenue generating class in history. Join us to see how an atmosphere of creative agility and going back to basics leads to results, while learning how you can implement a successful casting call on your own campus.</p>	Janelle Holmboe, VP Enrollment Management, McDaniel College
Cross Campus Partnerships to Create an Inclusive Honors College Pipeline	4/11	3:15 PM	4:30 PM	Post Sec	Appalachian A	<p>Through a partnership with George Mason University’s Early Identification Program (university pre college program), Office of Admissions, and Honors College, a pipeline has been created to encourage talented, underrepresented, first generation students to pursue competitive academic opportunities at the University. Support is provided not only by staff members, but also through a peer mentoring program that assists with the application process and demystifying the Honors College Experience.</p>	Rachel Cleaver, Sr. Associate Director, George Mason University, Eva Bramesco, Associate Director Undergraduate Admissions, George Mason University, Khaseem Davis, Executive Director, Early Identification Program, George Mason University
Counselor's College Fair	4/11	4:45 PM	6:00 PM	All	Shenandoah A	<p>The college fair provides multiple networking opportunities designed to connect high school counselors and college admission professionals. Don’t forget your business cards! Snacks and beer tasting are available from the local brewery.</p>	

Fireside Chat with Sanjay Mitchell, NACAC Board of Directors	4/11	6:00 PM	7:00 PM	All	Lobby Fireplace	Join NACAC Board Chair, Sanjay Mitchell, for a casual fireside chat in the lobby, from 6pm-7pm, before heading out for dinner. Learn more about NACAC's goals and vision, how to get involved further in the association and inquire about board leadership. All are welcome!	Sanjay Mitchell Director of College & Alumni Programming, Thurgood Marshall Public Charter School (D.C.)
The Higher Ed Center Round Table: Strategic Partnerships & Collaborative Initiatives and Programs - Expanding Access and Opportunity for All	4/12	9:00 AM	10:15 AM	All	Allegheny A	This session is a round table discussion intended to facilitate dialogue among High school/college counselors, counselors working with CBOs, independent educational consultants, and 2 & 4 year admissions professionals - and highlight the significance of collaborative initiatives and programs and partnerships with HigherEd Centers in supporting: recruitment and outreach, retention, and student success for traditional and non-traditional students including transfers, re-admits, and military service members. Expanding Educational Access and Opportunity for All!	Margaret Omwenga, Chief Program Officer, New College Institute (NCI), VA
Admissions and CBO's The New Partnerships in College Admission	4/12	9:00 AM	10:15 AM	All	Allegheny B	Interested in learning more about how CBOs and colleges can effectively work together to support underrepresented populations on campus? Join University of Richmond, Collegiate Directions, Inc. (CDI), McDaniel College and CollegeBound Foundation (CBF) as they highlight the need for college admission offices and CBOs to partner and demonstrate what has allowed them to develop a successful partnership. Attendees will learn how to begin building relationships and MOUs, utilizing tools such as College Greenlight, maintaining these partnerships, and more.	Jose Garcia, Assistant Director for Multicultural Recruitment, Diversity and Outreach, University of Richmond, Wendy Ayala, Program Manager, Collegiate Directions, Inc., Melisa Hypolite, Associater Program Director-High Schools, CollegeBound Foundation, Stephanie Stahler, Senior Associate Director of Admission, McDaniel College

Professional Growth in College Admissions: Three Stories of Moving Up, Moving Out, and Moving On	4/12	9:00 AM	10:15 AM	All	Allegheny C	Whether you are a new college counselor or admissions officer getting acclimated to your current institution, or in middle management considering the other side of the desk, we hope you join us and come prepared to engage in thoughtful dialogue. This session will explore the experiences of three admissions and college counseling professionals who have each taken a different career route while navigating the changes in higher education and the admission profession. Weaving in the findings from the '2014 NACAC: Career Paths for Admissions Officers' survey report, we'll discuss possible ways to grow at your current high school or university that you may not have considered. Topics include how to identify if it is time to "move up, move out, or move on," the transition from college admissions to college counseling, the current hiring and job searching landscape, and other relevant topics against the backdrop of a global pandemic. Collectively, we have 40+ years of experience that we look forward to sharing with you.	Jesse Tomczak, Associate Director of Admissions, American University, Janice Bogdan, Associate Director of College Counseling, Garrison Forest School, Andrew Bunting, Executive Director of Enrollment Services, George Mason University
Reflecting on Year Two of Test Optional Admissions	4/12	9:00 AM	10:15 AM	All	Appalachian C	In this session, our panel will present the latest data and observations from early college admissions in the second year of seismic changes to admissions testing policies. We'll reflect as a group on how admissions continues to evolve and what we can expect moving forward.	Ben Neely, Chief Academic Officer, Revolution Prep, Sandra Sohne-Johnston, Director of College Counseling and Upper School Coordinator, St. Anne's Belfield School, Suzanne Carter, Director of College Counseling, Holton-Arms School, Alice Whitener, School Counselor, Chantilly HS (VA)

Fostering Collaboration and Conversation Around the Table	4/12	9:00 AM	10:15 AM	All	Appalachian A	How do we develop trust and foster collaboration as we explore how to best advise our students and families in a changing world of college admissions? From building lists to helping with essays, where are areas that IECs and school counselors can support each other? How can college admissions professionals engage IECs and school counselors to provide up-to-date information and transparency? Join us as we discuss collaborations and best practices that have worked for us.	Sally O'Rourke, Independent College Counselor, Fresnel College Navigation, Missy Evans-Moreland, Founder and President, Moreland & Associates Educational Consulting, Jeff Smith, Regional Admissions Representative, University of Tennessee, Laura Osborne, School Counselor, Oakton High School (VA)
Captivate & Resonate: Spice up your virtual programming	4/12	9:00 AM	10:15 AM	All	Appalachian B	Get rid of glazed eyes and blank faces in your presentation audience! College counselors, learn how to engage your students with virtual Blind College Panels. Admission counselors, learn how to give a more thoughtful and impactful admissions presentation with just a little practice. We start with reviewing the unique challenges we navigate in preparing and presenting to widely diverse audiences and tactics for catering our messages to have the most significant impact. We will review a simple and flexible structure to capture your audience's attention and provide information in a way that will resonate. Whether you're a high school counselor or admission counselor, our goal is to help you get your students engaged!	Emily Coffey, Co-Director of College Counseling, Gunston School, Ryan Chernick, Regional Enrollment Manager, University of Toledo
Brunch and Conference Closing Session	4/12	10:30 AM	12:00 PM	All	Shenandoah	Join us for a delicious meal and the conference closing session. We are #StrongerTogether	

COVID, Emerging Adulthood, and Supporting Our Students (and Ourselves) Through the College Admissions Process	4/12	10:30 AM	12:00 PM	All	Shenandoah	There are more than 2.2 billion children in the world and approximately 16% of the population consist of children and youth range in ages of 10-19. These are the ages in which our work is most important. Pre-COVID, students suffered in silence. During and post-COVID, more students are forth right and seeking help and supportive assistance anyway and from anyone they can. Our roles are now shifting from not only serving in an admissions capacity but also an advising and counseling role. This workshop will seek to open the conversation and ways we are positioning the work we do to address this issue, creating space for students who may dealing with mental challenges, focusing, or learning space. How do we draw them in and coach them on their future?	Jim Jump, Academic Dean and the Director of College Counseling, St. Christopher's School, Monyette Martin, Sr. Assistant Dean of Admissions, James Madison University, TeCarla Moore, Sr. Admissions Counselor, Old Dominion University,
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