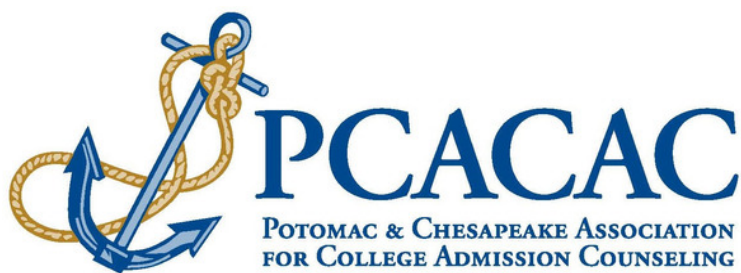


Oct 1, 2017-
Sep 30, 2018

ANNUAL REPORT



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PREPARED BY

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PCACAC is a not-for-profit 501(c)(3) organization, Federal Tax ID 54-1924911.





To our dedicated members and partners in Delaware, the District of Columbia, Maryland, Virginia, and West Virginia



Robyn A. Lady
PCACAC President, 2017-2018

The Potomac and Chesapeake Association for College Admission Counseling (PCACAC) is a non-profit, professional organization for those who work with students in the transition between high school and college. Founded in 1964, PCACAC exists to maintain high professional standards at both the secondary and college levels and to connect college admission officers, secondary school counselors, independent counselors, financial aid officers and educational organizations to discuss common professional concerns and to explore ways to empower students. PCACAC is an affiliate of the National Associate for College Admission Counseling (NACAC) and works closely with NACAC and other regional affiliates to accomplish this goal.

In order to best serve the 850+ members and partners within our region - Delaware, the District of Columbia, Maryland, Virginia and West Virginia - PCACAC works endlessly to accomplish its mission “to support and advance college admission professionals as they guide their institutions, students, and families in an ethical manner.” In other words, while our members and partners are dedicated to serving their students and families, we are dedicated to serving the counselors, admission officers, and other professionals involved in the college admission process.

This report outlines our various professional development programs, scholarships and grants, how we work together with members to advocate for the rights of students in the college admission process, and how we provide resources to underserved populations.

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- 01 - 04** Our Committees & Their Programs
 - 05** Awards
 - 06** New Initiatives & Partnerships

Click on graphics throughout this document to visit pertinent sites.

OUR COMMITTEES & THEIR PROGRAMS

ADMISSION PRACTICES | www.pcacac.org/admission-practices

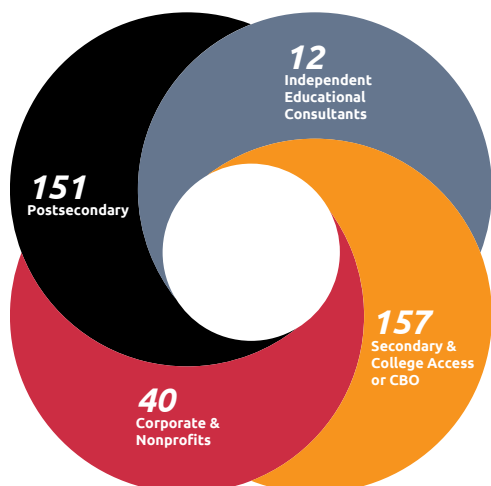
AP is charged with the annual review of NACAC's SPGP and monitors procedures that are used when a NACAC member institution makes a formal complaint of an ethics violation against another member. This fiscal year, the committee reviewed eight complaints.

COLLEGE FAIR/COLLEGE NIGHT | www.pcacac.org/college-fairnight

CFCN coordinates seasonal college fair schedules within the PCACAC region and also serves as liaison for NACAC College Fairs in the PCACAC region. As a benefit to our members, we supplied a list of 45 fall 2017 and 25 spring 2018 college fairs in our region.

COMMUNICATIONS | www.pcacac.org/communications

Communications is responsible for external communications to the membership, including Facebook, Twitter, Instagram, e-List, *The Anchor*, and the new *Anchor Splash* bi-monthly newsletter.



CONFERENCE PLANNING | www.pcacac.org/conferences

The CPC, in conjunction with the President, President-Elect and several subcommittees, plans the annual spring conference.

In April 2018, 360 admission professionals attended our 53rd Annual Conference held at the Dover Downs Hotel & Casino in Dover, DE.

- 284 attended the full conference
- 76 attended one-day events
- 27 sponsors and 15 exhibitors partnered with us

CREDENTIALS & BYLAWS | www.pcacac.org/credentials-bylaws

Determines eligibility for membership in PCACAC, investigates eligibility questions referred by the Board and annually reviews and updates the Bylaws.

CURRENT TRENDS & FUTURE ISSUES | www.pcacac.org/current-trendsfuture-issues

CTFI annually reviews trends in counseling, college admissions, and enrollment management and makes recommendations for programs and services that educate and inform the public about professional issues and trends.

FINANCE | www.pcacac.org/finance-committee

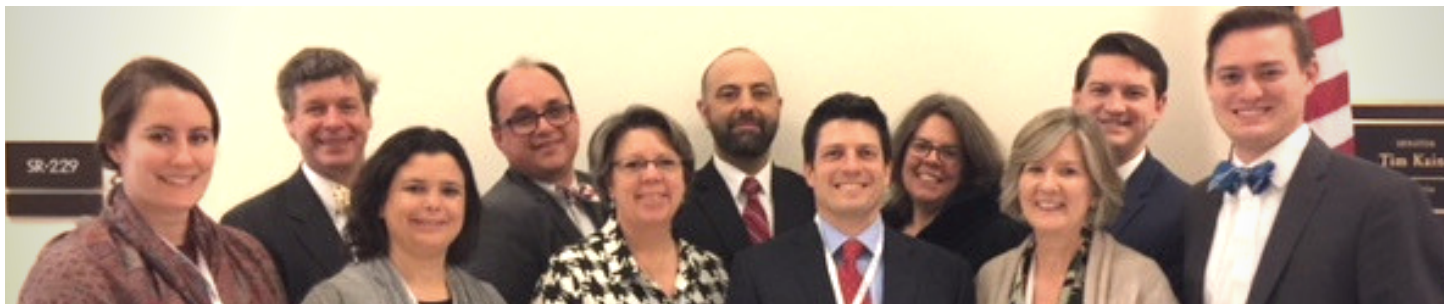
Finance makes budget estimates, recommends investment and audit policies to the Board and supervises all other PCACAC financial matters.

This fiscal year, PCACAC earned a revenue surplus that will allow us to make necessary administrative improvements and support awards and scholarships for members and add additional professional development programming during 2018-2019.



OUR COMMITTEES & THEIR PROGRAMS

GOVERNMENT RELATIONS | www.pcacac.org/government-relations



In conjunction with NACAC, this committee monitors state and federal legislation related to educational issues. The GRC also promotes the interests of students and counselors through Advocacy Days and development of contacts at state and federal levels. During this fiscal year, the GRC hosted two advocacy days: PCACAC On-the Hill in Richmond, VA on January 29 and PCACAC On-the-Hill in Annapolis, MD on February 15. The committee also participated in NACAC On-the-Hill in Washington, DC on Feb 26.

INCLUSION, ACCESS & SUCCESS | www.pcacac.org/inclusion-access-and-success

This committee develops policy recommendations that expand access to higher education for underrepresented student populations. IAS subcommittees include programs such as Joining Hands for College, Marion Flagg Scholarships, and the Student Support Grant.

JOINING HANDS FOR COLLEGE

The Joining Hands for College (JHC) program was created to provide PCACAC members with greater opportunities for collaborating on assisting underserved student populations with college guidance throughout our affiliate, bringing quality college counseling to those who need it most.

In summer 2018, Chair Melisa Hypolite met with Towson's admissions team, Jennifer Ziegenfus, Associate Director of Recruitment, Barry Evans, Outreach Specialist, and Dr. Dave Fedorchak, Director of University Admissions, to discuss ways we can work together in the coming years.



MARION FLAGG SCHOLARSHIP PROGRAM

www.pcacac.org/marion-flagg



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 and who have not previously attended a PCACAC conference. This scholarship specifically targets counselors who work with historically underserved students, minority students or students from disadvantaged backgrounds.

\$1,360 in scholarships were awarded for attendance at our 53rd Annual Conference.

OUR COMMITTEES & THEIR PROGRAMS

STUDENT SUPPORT GRANT | www.pcacac.org/student-support-grant

In spring 2013, PCACAC began offering the SSG to help underwrite worthwhile initiatives that directly benefit students in the college transition process.



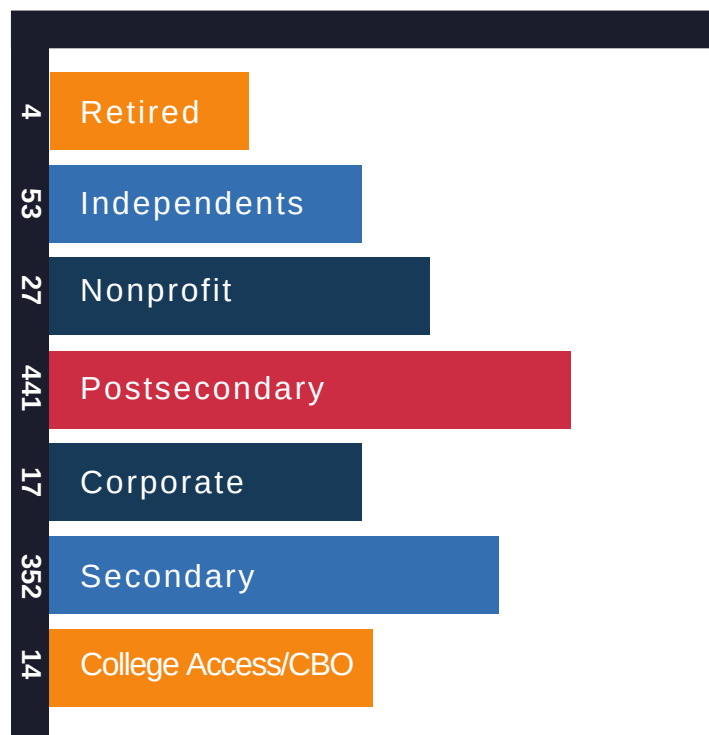
In 2017, Tracy Kytte at College Directions received an \$800 grant to provide a Scholar Transition Retreat to CDI students.

In 2018, Melisa Hypolite of the CollegeBound Foundation received a \$400 grant to provide a guide entitled 'Im Ready' for first generation college families in Baltimore City.

MEMBERSHIP | www.pcacac.org/membership

The Membership Committee is responsible for the promotion, recruitment, and retention of membership in PCACAC.

Our membership cycle runs from Oct 1 to Sep 30 each year. At the peak of the membership cycle, members totaled 908.



Member Testimonial

"PCACAC membership . . . Don't leave home without it! To be sure, membership in PCACAC brings with it a host of privileges and benefits, not the least of which are opportunities for professional development and for service to the profession. The reason I value membership most, however, is that it gives me the chance to maintain contact with longtime admission and counseling friends and to make new friends every time I attend a PCACAC gathering. Membership: \$45. Value: priceless".

Cameron Seay
Seay Educational Consulting
Charlottesville, VA

As a volunteer organization, PCACAC values its members. This year, we brought back the Member Spotlight and created PCACAC in the News, both highlighting members' moments and accolades. Learn more at www.pcacac.org/members-spotlight and www.pcacac.org/pcacac-in-the-news.

OUR COMMITTEES & THEIR PROGRAMS

NOMINATING | www.pcacac.org/nominating

The Nominating committee recommends members for leadership positions within PCACAC and coordinates the nominating and election process. Positions filled in April this year:



President-Elect
Joel Lang
Padua Academy (DE)



Admission Practices Chair
Dale Bittinger
Univ. of MD Baltimore Co. (MD)



Credential & Bylaws Chair
Scott Mayer
St. Christopher's School (VA)



Treasurer
Libby Weith.
St. Stephens & St. Agnes (MD)

PAST PRESIDENTS | www.pcacac.org/past-presidents

The Past Presidents committee reviews the Strategic Plan, existing policies and procedures, and makes recommendations to the Executive Board. It is also responsible for the selection of the recipient of the John A. Blackburn Award.

PROFESSIONAL DEVELOPMENT

www.pcacac.org/professional-development

PD develops programs that contribute to the professional growth and development of the membership, including regional Drive-in Workshops, the Summer Institute, and the Annual Conference.



SPECIAL INTEREST GROUPS (SIGs)

PCACAC SIGs nurture the growing diversity in our association by providing "micro" communities within which members can network and add value to their membership experience. These smaller subsets of members are formed for the purpose of knowledge sharing and discussion among members with similar interests whether they are the specific subjects, issues or type of institution or students they serve.

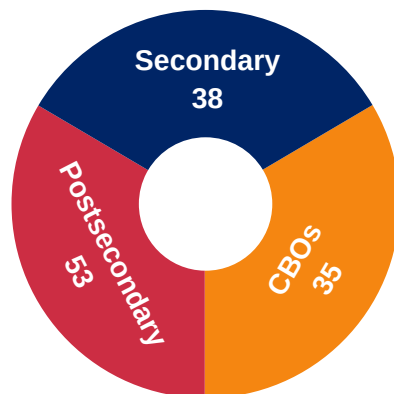
SUMMER INSTITUTE

www.pcacac.org/summer-institute



Using a personalized setting, this event is uniquely designed to provide training, networking opportunities and leadership development for new and mid-level college admission and counseling professionals who assist students in the transition from high school to college.

On July 9-10, 2018, 126 college admission professionals attended our 15th Annual Summer Institute at the University of Richmond in Virginia.



The following awards were presented during our 53rd Annual Conference in Dover, DE:

APPERSON AWARD

www.pcacac.org/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. We are pleased to honor Past PCACAC President, Treasurer and Human Relations Committee Chair, **Mike Oligmueller**, with this prestigious award.

2018



Mike Oligmueller
Director of College Counseling
NSU University School (FL)

BLACKBURN AWARD

www.pcacac.org/blackburn-award-1

The John A. "Jack" Blackburn Award for Ethics in College Admission was established by PCACAC in 2010 to honor the late Jack Blackburn, long-time Dean of Admission at the University of Virginia. 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. During the 53rd Annual Conference in Dover, DE, **Todd Rinehart** was recognized as a member of our profession who exemplifies the qualities that made Jack Blackburn revered by his peers.



Todd Rinehart
Vice Chancellor of Enrollment Mgmt.
University of Denver (CO)

COUNSELOR OF THE YEAR AWARDS

www.pcacac.org/counselor-of-the-year-award

PCACAC is proud to have a strong membership of very talented people on both sides of the desk. In an endeavor to celebrate some of the best among us, the President's Council brought back the "Counselor of the Year" award. These members who went above and beyond in their work with students were honored with certificates:



A W A R D S

NEW INITIATIVES

PCACAC strives to give its members a positive experience with every interaction. New this fiscal year:

- In February 2018, we upgraded to a new and improved MemberClicks website, database, and forms builder.
- New programs before and during the 53rd Annual Conference in Dover, DE from April 15-17, 2018:
 - Middle Management Institute at Delaware State University Workshop at Wesley College
 - Special Interest Group Sessions: First Generation, Independent Educational Consultants, and African-American
 - Middle Management and Senior Leadership Sessions
 - Moved the Membership Meeting & Awards Luncheon to the busiest day for greater inclusivity
 - Tailgate-style Counselor's College Fair with cornhole!
- New to the 15th Annual Summer Institute at the University of Richmond in Richmond, VA from July 9-10, 2018.
 - A Call for Faculty, encouraging a diverse and seasoned faculty comprised of secondary and postsecondary public and private schools, independent counselors and CBOs
 - Mentoring opportunities throughout the Institute to connect seasoned professionals with those new to the field
- In April 2018, members approved a change to Article VI of the organization's Bylaws - Dues: "The President's Council shall establish annual membership dues for voting and nonvoting members and categories thereof." www.pcacac.org/credentials-bylaws

NEW PARTNERSHIPS

**15th Annual
Summer Institute**



53rd Annual Conference



Click on this icon to download the conference program or visit www.pcacac.org/2018-conference to learn more about our 2018 partners.