

VIRTUAL SUMMER INSTITUTE

July 27-29, 2020

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network.
learn.
grow.







www.pcacac.org/2020-summer-institute | #SI2020



PCACAC extends its sincere appreciation to Longwood University for hosting the Zoom platform for this event. A special thanks to their Instructional Technology Specialist, Dean R. Boyle, and Assistant to the Dean of Admissions, Stephanie Carwile, for their help and advice on "all things technical". Thank you!

DRESS CODE: Go ahead and wear your pajama bottoms. Nobody will ever know!

SESSIONS: Click on (most) session descriptions in this program or visit www.pcacac.org/2020-summer-institute to download presentations.

ZOOM LINK: Please use the following Zoom link for the entire Summer Institute:

https://zoom.us/j/91822464089

HOW TO JOIN SESSIONS: Using the Zoom link, you will initially enter into a waiting room for each session. Please follow these instructions once you've connected:

- 1. Join 15-20 minutes before each session.
- 2. While waiting for the host, click on "Participants" at the bottom of the Zoom screen. A dialogue box will open and you should see your name on the Participants list.
- 3. When prompted by the meeting host, right click over your name and add the number for the session you'd like to attend. For mentoring sessions, enter your group number before your name (e.g., **1 Your Name**). *Mentoring groups may be found on the last few pages of the program.* For all other sessions, AT THE START OF EACH SESSION, please rename yourself by adding the session **number** listed in this program (e.g., **3 Your Name**). No need to enter GS, A, B, C, or D before the session number.
- 4. Once the host has finished speaking and you have renamed yourself, you will be moved into the appropriate breakout room.
- 5. Please mute yourself once you've entered a session room. Presenters will let you know when can unmute for Q&A.
- 6. You may use the Chat feature to reach out to the presenters. They'll do their best to address your questions during each session.
- 7. You may leave a session at any time. Doing so will send you back to the waiting room. There, you can rename yourself again and the administrator will move you into the session room you desire.

SESSION EVALUATIONS: Please share your thoughts via this brief survey:

MEET THE TEAM





REBEKAH LAPLANTE
PRESIDENT
Director of Freshman Recruitment
Radford University (VA)



ALICE ROBERTSON

PROFESSIONAL DEVELOPMENT CHAIR
School Counselor
Chantilly High School (VA)



DAVID HAMILTON
SUMMER INSTITUTE CO-CHAIR
Director of College Advising
St. Mary's Ryken High School (MD)



KEVIN ZIMMERMAN
SUMMER INSTITUTE CO-CHAIR
Admissions Representative
Shenandoah University (VA)



RHONDA DOUTHIT
EXECUTIVE ASSISTANT
& SITE DIRECTOR
PCACAC

DAY 1

MONDAY, JULY 27

MENTORING 4:00-5:00 PM

DAY 2

TUESDAY, JULY 28

GENERAL SESSION 1 9:00-10:00 AM

A SESSIONS 10:30-11:30 AM

Click on session titles to access presentations

ONE ZOOM LINK FOR THE ENTIRE INSTITUTE!

https://zoom.us/j/91822464089

MENTORING SESSION

We'll kick off the Summer Institute with a gathering of faculty mentor and mentee small groups. Throughout SI, we'll use these sessions to get to know each other better and learn how PCACAC might best help as you continue to grow in this field.

SEE MENTOR / MENTEE ASSIGNMENTS AT THE END OF THIS PROGRAM

GENERAL SESSION 1

Hot Topics in Education

Join colleagues as we share about the journey that each of us has taken throughout our careers. Also learn our thoughts and reflections regarding the changing landscape of higher education and how it may affect our students and their future educational aspirations.

Bruce Chamberlin, Georgetown University (DC)
Jeannine Lalonde, University of Virginia (VA)
Crys Latham, Washington Latin Public Charter School (DC)
James B. Massey, Jr., University of Maryland, College Park (MD)

A1 - SECONDARY/CBO

College Counseling 101

As you begin your career in College Counseling, how you provide services to your students and families is just as important as the services themselves. Join us as we discuss best practices in academic and college advising, working with unique populations of students, addressing mental health in the college process as well as the importance of communication and teamwork.

Heather Deardorff, The Potomac School (VA) Melloney Johnson, Matoaca High School (VA) Joel Lang, Padua Academy (DE)

DAY 2

TUESDAY. JULY 28

A SESSIONS 10:30-11:30 AM

A2 - POSTSECONDARY

College Admissions 101

Between recruitment, presentations, reading and selection, financial aid, etc., A LOT is expected of any new admissions professional. This session will go over "select essentials" to be at your best. Seasoned admissions colleagues will share "What I Wish Knew When I Was You" and guide participants to find their unique strengths, increase professional and cultural competencies, build exceptional relationships, and partner with your peers and supervisors. Few professions allow you to touch lives and find fun and fulfillment at the same time.

Rebekah LaPlante, Radford University (VA) Nick Orban, University of Maryland, College Park (MD) Melissa Ward, Marymount University (VA)

A3 - ALL

Taking the Lead in Your Career

With constant demands and shifts in the world of college admission, it can be difficult to know how and when you can find opportunities for your own growth. This session aims to help you identify ways you can effect change in your career beyond 'moving up the ladder.' Panelists will share suggestions and resources to help you consider how you can take the lead in your own career development.

Eli Clarke, Commonwealth Academy (VA) Daniel Geary, Trinity Episcopal School (VA) Alice Robertson, Chantilly High School (VA)



B SESSIONS 1:00-2:00 PM

B1 - POSTSECONDARY

The Visitor Experience - Welcome to Campus!

The visitor experience may look and feel different from campus to campus. With the changing dynamics of how visits are conducted and the importance of customer service, this session will seek to help navigate and tackle some of these aspects. This session seeks to inform and provide insight as to how you may format and conduct campus visits in a most effective way. Join us for a session that taps into customer service, virtual visits, on campus visits and all that comes will the visitor experience!

Brook Hain, McDaniel College (MD) TeCarla Moore, Old Dominion University (VA) Kevin Zimmerman, Shenandoah University (VA)

DAY 2 TUESDAY, JULY 28

B SESSIONS 1:00-2:00 PM

B2 - ALL

<u>Finding True North In a Demagnetized World - Ethics in College Admissions</u>

In our constantly changing profession, it is important to maintain a strong ethical compass to navigate the thorniest issues that arise as we work students and with each other. Learn about the latest changes to NACAC's guidance for ethical and professional practices, and see how they can be employed

Anthony Ambrogi, St. Catherine's School (VA)
Nick Orban, University of Maryland, College Park (MD)
Casey Zimmer, Sanford School (DE)

B3 - SECONDARY/CBO

Dear College: How to Write a Compelling Letter of Recommendation

Research paper or novel? Which are you writing? This session will cover what should, and should not, be included in a strong letter of recommendation. We will discuss how to use parent and student surveys (aka "Brag Sheets") to gather material as well as what to do when you don't know a student well or have limited information. Experienced application readers will share what they find meaningful and will address related issues, including avoiding implicit bias and, of course, writing letters during a pandemic.

Bruce Chamberlin, Georgetown University (DC) Alison Weston, New River Community College (VA) Tammi Wolfson, St. Mary's College of Maryland (MD)

B4 - ALL

Working with Underrepresented Populations

The goal of this session is identify and expand on opportunities to provide access and motivation to underrepresented groups within the college admission process. We will discuss partnerships between school counselors and college admission representatives and collaborate on additional ways to support these students as they join their campus community.

Heather Deardorff, The Potomac School (VA)
Alphonso Garrett, University of Maryland Eastern Shore (MD)
Crys Latham, Washington Latin Public Charter School (DC)
Monyette Martin, James Madison University (VA)



DAY 2

TUESDAY, JULY 28

MENTORING

2:15-2:45 PM

ONE ZOOM LINK FOR THE ENTIRE INSTITUTE!

https://zoom.us/j/91822464089

MENTORING SESSION

We'll continue with a gathering of faculty mentor and mentee small groups. Throughout SI, we'll use these sessions to get to know each other better and learn how PCACAC might best help as you continue to grow in this field.

SEE MENTOR / MENTEE ASSIGNMENTS AT THE END OF THIS PROGRAM

DAY 3

WEDNESDAY, JULY 29

MENTORING 8:15-8:45 AM

MENTORING SESSION

We'll continue with a gathering of faculty mentor and mentee small groups. Throughout SI, we'll use these sessions to get to know each other better and learn how PCACAC might best help as you continue to grow in this field.

SEE MENTOR / MENTEE ASSIGNMENTS AT THE END OF THIS PROGRAM

C SESSIONS 9:00-10:00 AM

C1 - SECONDARY/CBO

<u>Financial Aid: The Purpose, Process, and Procurement of Money for College</u>

This entry-level session about the murky Financial Aid process will cover the necessary essentials for newcomers to understand this essential element to the college admission profession. Topics include important definitions, an overview of the FAFSA and CSS Profile, and a brief look at the future implications of today's uncertain landscape.



Daniel Geary, Trinity Episcopal School (VA) Brook Hain, McDaniel College (MD) Casey Zimmer, Sanford School (DE)

DAY 3 WEDNESDAY, JULY 29 C SESSIONS 9:00-10:00 AM

C2 - SECONDARY/CBO

Tackling the College Essay

Whether 50 words or 500, the thought of having to write "THE COLLEGE ESSAY" invokes trepidation among many applicants. In this session, we will delve into how to help students find (and keep) their voice when writing their college essays; discuss what makes an essay good, great, good enough (or not worth sending at all); learn from each other about how to manage the endless essay feedback loop; and come away with a better appreciation for the role of the essay in a college application, not just during a typical admissions cycle but in the unpredictable upcoming one too.

Candace Leake, Bucknell University (PA) Alice Robertson, Chantilly High School (VA) Liz Stello, Cape Henry Collegiate (VA)

C3 - POSTSECONDARY

How to Plan, Implement and Succeed as a Territory Manager

Territory Management 101. This session will discuss how to plan, prepare, and implement a territory management style model of recruitment. Learn more about the logistics of organizing your travel and engaging with students, families, and other college planning professionals. Both regional and campus-based professionals will address topics such as communicating with stake-holders, tapping into resources,(such as alumni and CBOs), throughout the process-from initial contact, to application review, to engaging admits and hopefully enrolling a few students.

David Adams, Widener University (PA)
Monyette Martin, James Madison University (VA)
TeCarla Moore, Old Dominion University (VA)
Tammi Wolfson, St. Mary's College of Maryland (MD)

C4 - ALL

Social Media Professionals in Admission

Social media professionals can reach thousands of prospective students, parents, and counselors each day. We have unique opportunities to interact with our constituents that our colleagues don't, but we also have responsibilities that others don't have (and often don't understand). Come learn about how social media fits into admission work!



Grant Henry, Mount St. Mary's University (MD) Jeannine Lalonde, University of Virginia (VA) Melissa Ward, Marymount University (VA)

DAY 3 WEDNESDAY, JULY 29

D SESSIONS 10:15-11:15 AM

D1 - ALL

Come Together: Building Successful Professional Relationships

So much of our work is founded on relationships, and building strong connections among secondary schools, CBOs, and colleges is a key ingredient to our success as counselors, no matter what setting we're in. We will discuss best practices for creating honest dialogue, open communication, and mutual respect to make you more productive and engaged in the college admission profession.

David Adams, Widener University (PA)
Anthony Ambrogi, St. Catherine's School (VA)
Alphonso Garrett, University of Maryland Eastern Shore (MD)

D2 - SECONDARY/CBO

Fun & Games: How to Guide Your Prospective Student-Athletes

No matter if you hold season tickets or can't discern a free throw from a three-pointer, as counselors we all need to know how to guide our prospective student-athletes. In this session we will discuss how to balance the realities of college athletics with the dreams of our students (and parents), learn about the recruiting process and timeline for various sports and divisions, and delve into the lingo and requirements needed to be a successful college athlete.

David Hamilton, St. Mary's Ryken High School (MD) Liz Stello, Cape Henry Collegiate (VA)

D3 - POSTSECONDARY

Application Review: Mysteries Revealed

What will the application review process look like for Fall 2021 applicants? There are many unanswered questions, however admissions professionals will spend time during this session going over the basic components, different types of applications and evaluation processes and what the impact of COVID-19 means for admission review. We will encourage interaction and even the tough questions to share what we know to help you best advise your students through the process.

Rebekah LaPlante, Radford University (VA)
Candace Leake, Bucknell University (PA)
James B. Massey, Jr., University of Maryland, College Park (MD)



DAY 3 WEDNESDAY, JULY 29

D SESSIONS

10:15-11:15 AM

GENERAL SESSION 2

11:30 AM-12:30 PM

D4 - ALL

Inspiring Success for Families Through the College Process

Vital stakeholders in the college admissions process are always our students and their families. This session will discuss - from both the counselor and admission perspectives - ways that we can successfully engage with all involved, with an emphasis on school/admissions programming, interpersonal communication, and other areas. Presenters will also demonstrate through a role-playing session how all of our constituents approach various aspects of the process.

Eli Clarke, Commonwealth Academy (VA) Grant Henry, Mount St. Mary's University (MD) Melloney Johnson, Matoaca High School (VA)

GENERAL SESSION 2

Current Trends and Future Issues: The Year In Review 2020

Join us in this session to uncover what current trends we have spotted in our profession, and what future issues you should be considering. We will cover the implications of changes to the NACAC Statement of Principles & Good Practice, regional COVID-19 response plans, changes to the standardized testing landscape, recruiting rural student populations, and anti-racism in college admissions.

Jonathan Gowin, Trinity College (CT)
Fatmata Koroma, St. John's College High School (DC)
Joel Lang, Padua Academy (DE)
Victoria Turner Turco, Turner Educational Advising, LLC (MD)

Join us for our 56th Annual Conference



www.pcacac.org/conferences





Please use the alphabetical lists on the next few pages as a reference for your mentor / mentee group assignments. Each group's mentor is highlighted in blue.

Once you've connected with us via the Zoom link, you will enter the group number (1, 2, etc.) before your name under the "Participants" list in Zoom: Click on "Participants" at the bottom, then right click over your name and type the number next to your name (e.g., **1 Your Name**). The host will then move you into the corresponding breakout room at the appropriate time.

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Thank you for attending PCACAC's 17th Annual Summer Institute!

See you again soon.