



The 2014 Los Angeles Share, Learn, and Connect

Wednesday, March 19, 2014

8:30am to 2:00pm

at

California Lutheran University

2014 WACAC Share, Learn, and Connect Los Angeles At-A-Glance

7:30am	Registration <i>Gilbert Sports and Fitness Center, Lobby</i>						
8:30am-9:20am	Opening Session <i>Gilbert Sports and Fitness Center, Lunding Events Center</i> Welcome from Dr. Matt Ward, CLU Vice President for Enrollment Management Keynote from Dr. Michael McCambridge, CLU Department of Learning and Teaching						
	<i>Lunding Events Center</i>	<i>Swenson Center 101 / 102</i>	<i>Swenson Center 118</i>	<i>Swenson Center 119</i>	<i>Swenson Center 120</i>	<i>Swenson Center 124</i>	<i>Soiland Humanities Center 119/120</i>
Session 1 9:30am-10:20am	The State of Public Higher Education in California	They Have Powerful Stories to Write: How to Set up a College Application Essay Writing Workshop	Creating Options in the College Search	Advising Film, Visual and Performing Arts Majors: When More Than a SAT Score and Essay are Required	Test Prep Companies and College Counselors - How to Structure a Successful Partnership	Helping undocumented students find their paths into college	Effective Counseling of the College-Bound Student-Athlete
10:30am-11:20am	Brunch <i>Gilbert Arena</i>						
11:30am-11:50am	RACC College Fair & Connecting <i>Gilbert Arena</i>						
Session 2 12:00pm-12:50pm	Upcoming Changes to the SAT and ACT Tests	The College Board: Delivering Opportunity for Readiness, Access and Success	Harvard, Berkeley, or Bust!	Follow Your heART: Counseling the Visual & Performing Arts Student	Community College Transfer Options: At \$46/Unit, The Best Deal in America!!	The International Experience	How to set up case studies at your high school
Session 3 1:00pm-1:50pm	Other People's Money: Reducing the Cost of College Using Merit Aid and Other Options	Guiding Large Groups of Students through the Personal Statement and "Why Us" Essays	Leaving on a Jet Plane: Helping Students Consider Out of State College Options	We Can All Go: Resources to Help Under-represented Students Apply to Match Colleges	How to Transfer to Private Universities in California	Working with International Students at the High School Level	Admission Case Studies
2:00pm-3:00pm	CLU Campus Tour (Optional) <i>Gilbert Sports and Fitness Center, Lunding Events Center</i>						

California Lutheran University has also graciously contributed WiFi access –Thank you Cal Lu!

Network: CLU

Username: sharelearnconnect

Password: CLU2014learn

Registration: 7:30am

Gilbert Sports and Fitness Center, Lobby

Opening Session: 8:30am to 9:20am

Gilbert Sports and Fitness Center, Lundryng Events Center

Welcome

Dr. Matt Ward, Vice President for Enrollment Management,
California Lutheran University

Keynote Address

Dr. Michael McCambridge, Department of Learning and Teaching,
California Lutheran University



Michael McCambridge has 44 years of teaching and administrative experience at the elementary, middle, secondary, college, university, and corporate levels. Dr. McCambridge strongly believes that school is not just a place where children and adolescents acquire cognitive and linguistic skills. It is a place where they acquire beliefs about themselves, strategies for getting along with others, and a perspective about right and wrong. It is this conviction and his ability to integrate the arts into the curriculum that are the foundation for his teaching, research, and the foundation for Active, Collaborative, Transformative teaching and learning. He is also a youth drama director and producer having staged many youth productions over the years. Dr. McCambridge earned a BCS from Ohio University, MS in school administration from Pepperdine University, and an ED.D. in school administration from the University of San Francisco. Currently Dr. McCambridge is an Associate Professor in the Graduate School of Education at California Lutheran University. In 2008 Dr. McCambridge was awarded the CLU President's Award for Excellence in Teaching and in 2009 and 2013 was selected as Professor of the Year.

Session 1: 9:30am to 10:20am

The State of Public Higher Education in California-----Lundryng Events Center

Attendees will receive an update on the state of public higher education and college admissions in California.

- Gary Clark, Director of Undergraduate Admission & Relations with Schools, University of California, Los Angeles
- Eric Forbes, Assistant Vice Chancellor for Student Academic Services, California State University Office of the Chancellor
- Dan Nannini, Transfer Center Faculty Leader, Santa Monica College

They Have Powerful Stories to Write: How to Set up a College Application Essay Writing Workshop -----Swenson Center 101/102

The panelists will share three approaches to setting up effective college application workshops at your school or organization. Each of the presenters has organized boot camps and other workshops to help groups of students work on essays at the same time.

- Rebecca Joseph, PhD, Associate Professor, California State University, Los Angeles
- Sylvia Juarez-Magana, Regional Manager, Destination College, Center for Educational Partnerships, UC Berkeley
- Lauren Popkowski, College Counselor, Oaks Christian School

Creating Options in the College Search-----Swenson Center 118

Finding the Perfect College and How to Pay for It!! With thousands of options available, deciding where to attend college can be a challenging task. However this workshop will pave the road to the perfect choice and may even help families figure out how to pay for it!! The info-training workshop covers in-state choices, out-of-state possibilities, the top reasons students choose a college, the various costs, financial aid and scholarship opportunities!

- Gary Bednorz, Student Recruitment Specialist, University of New Mexico
- Vanessa Ea, Admissions Counselor, University of Colorado, Colorado Springs

Effective Counseling of the College-Bound Student-Athlete-----Soiland Humanities Center 119/120

Do YOU have the ability to provide your athletes with an accurate overview and timeline of the college recruiting process during their sophomore through senior years? Can you effectively counsel them as to how and when they should initiate their recruiting activities? Do you know where they should be in their recruiting experience by the end of their junior year? If not, you are cordially invited to attend this session and take advantage of the speaker's 24 years of experience, working exclusively with high school athletes throughout the nation, so that you can learn how to increase the effectiveness of YOUR counseling of student-athletes.

- David P. Stoeckel, Independent Counselor

Advising Film, Visual and Performing Arts Majors: When More Than a SAT Score and Essay are Required -----Swenson Center 119

Familiarity with technologies such as SlideRoom and DecisionDesk can help you advise students who wish to major in theater, dance, film, music or the fine arts. This session will cover how these technologies are used, and how the application and decision process differs from "regular" college admission.

- Lauren Kacura, Assistant Director of Admissions, Chapman University
- Kathleen Tesar, Associate Dean, The Colburn School

Test Prep Companies and College Counselors – How to Structure a Successful Partnership -----Swenson Center 120

A discussion of the pros and cons of schools and IEC's partnering with test prep companies; how to find the right fit for your families; how to vet test prep companies; how to structure expectations; strengths and weaknesses of several high profile test prep companies; case studies of successful partnerships.

- Nick Standlea, Senior Partner, Test Prep Gurus
- Deren Finks, Independent Educational Counselor/Consultant

Helping undocumented students find their paths into college-----Swenson Center 124

Presenters in this session will discuss ways to inform undocumented students about the laws that allow them to attend college and receive state financial aid. Presenters will share strategies to encourage, empower, and motivate undocumented students to continue their education in college. Presenters will share strategies on how to change your school culture so that undocumented students feel comfortable coming forth and seeking help. Presenters will share success stories and challenges.

- Ivna Gusmão, College Counselor, Reseda High School
- Matthew Ward, Vice President for Enrollment Management, California Lutheran University

Brunch: 10:30am to 11:20am
Gilbert Arena

RACC College Fair & Connecting: 11:30am to 11:50am
Gilbert Arena

Session 2: 12:00pm to 12:50pm

Harvard, Berkeley, or Bust!-----Swenson Center 118

We've all been frustrated by the student whose aspirations don't match the reality of their qualifications. In this session, we'll take a look at resources and best practices for helping the stubborn student (and their parents!) create a smarter and more realistic college list.

- Arun Ponnusamy, College Counselor, Collegewise

Follow Your heART: Counseling the Visual & Performing Arts Student

-----**Swenson Center 119**

The college search and application process is even more complicated for these students. This session will cover the differences between BA and BFA degrees, portfolio and audition materials, what to look for in a college arts program, and how to best help students create a viable application list.

- Edward Schoenberg, Special Assistant to the President for Student Success, Otis College of Art and Design
- Zari Wigfall, International Student Admissions Counselor, California Institute of the Arts
- Laura Young, Director of Enrollment Management, UCLA School of the Arts and Architecture

Community College Transfer Options: At \$46/Unit, The Best Deal in America!!-----

-----**Swenson Center 120**

It's not just the money. Honors Programs, courses that count toward the BA/BS, and a good place for those students that aren't quite sure where to go or what they want. Or, for students that want to save some money on the BA/BS and spend it on graduate school. Come hear about the rebirth of opportunity at community colleges due to Prop 30 and a better California state budget.

- Dan Nannini, Transfer Center Faculty Leader, Santa Monica College
- Sunday Salter, Transfer Services Director, Los Angeles Pierce College

How to set up case studies at your high school-----

-----**Soiland Humanities Center 119/120**

Bringing students together to evaluate mock applications can help provide understanding about the college admission process. Presenters will discuss how to set up a program for admission case studies at your school.

- Ross Mankuta, Director of College Counseling and Academic Advising, Milken Community High School
- Aviva Walls, Director of College Guidance and Academic Advisement, Shalhevet High School

Upcoming Changes to the SAT and ACT Tests-----Lundring Events Center

The session will focus on the upcoming changes to the SAT and ACT. Topics include: Timeline for changes to SAT/ACT, What will change on the SAT, and the ACT move to computer-based testing – How will that work?

- Jennifer Morris, National Director of Strategic Partnerships , Veritas Prep

The College Board: Delivering Opportunity for Readiness, Access and Success---

-----**Swenson Center 101/102**

The College Board is committed to supporting your school and district in a collaborative effort to connect more students to college success and opportunity. Come learn about new initiatives to increase the college readiness of all your students.

- Edgar Montes, Educational Manager of K-12 Services, The College Board

The International Experience -----Swenson Center 124

What does that even mean? Students can complete a degree overseas, study abroad while at a US college or go international for graduate school. Come learn about some of the opportunities that exist for students, what resources are available, and how you might help to prepare them.

- Leann Schmitz, International Officer, University of Glasgow

Session 3: 1:00pm to 1:50pm

Other People's Money: Reducing the Cost of College Using Merit Aid and Other Options -----Lundring Events Center

Currently, student loan debt in America exceeds the outstanding balances of our nation's credit card and auto loan totals! Learn ways to reduce the cost of attendance using "free money" that many folks don't know about. Some will be fun – others won't be, but the money will always be green.

- Ryan Kiick, Regional Vice President, The Princeton Review

Leaving on a Jet Plane: Helping Students Consider Out of State College Options -----Swenson Center 118

These three experts will share their strategies for helping students consider out of state college options. Cindy volunteers for a Los Angeles based non-profit to help Latinas make it to and through college, while Lynda is the college counselor at a diverse magnet school in LAUSD. Our final panelist recruits students for the University of New Mexico.

- Cindy Lopez, POST MOSTE Chair
- Gary Bednorz, Student Recruitment Specialist, University of New Mexico
- Lynda McGee, College Counselor, Downtown Magnet High School

How to Transfer to Private Universities in California-----Swenson Center 120

A panel of admissions professionals will review how they coordinate with students and California community colleges to assist with the transfer process. Do not miss this opportunity to hear how you too can help your students get through the transfer process.

- Candyce Coleman, Associate Director of Transfer Admission, University of La Verne
- Thomas Gutto, Director of Academic Transfer Services, Loyola Marymount University
- Derek Rogers, Admission Counselor, California Lutheran University

Admission Case Studies-----Soiland Humanities Center 119/120

Attendees will review and make decisions on mock applications for a fictitious selective institution.

- Ed Devine, West Coast Regional Director of Admission, Lafayette College
- Rick Diaz, Regional Director of Admission, Southern Methodist University
- Corinne Schell, Director of West Coast Admission and Recruitment, Marist College
- Tara Mahoney, Assistant Director of Admission, Loyola University Chicago

Guiding Large Groups of Students through the Personal Statement and “Why Us” Essays -----Swenson Center 101/102

Overwhelmed with your caseload? Want to work with each individual student on their essays, but know there isn't time? In this session, Ethan Sawyer offers a set of free online tools and exercises designed to help students research and develop their college lists, brainstorm their essay topics, and write their first two drafts. He hopes that by equipping students with these resources, by the time you read their essays for the first time they are amazing -- or at least not terrible.

- Ethan Sawyer, Outreach Coordinator, Elite Prep

We Can All Go: Resources to Help Under-represented Students Apply to Match Colleges -----Swenson Center 119

These three experts will share their resources on helping their students get to match colleges. Harley Frankel created College Match that helps top LAUSD students. Jennifer Adrian-Thiroux runs the college center at a large public high school, while Sergio Galvez runs the Upward Bound program at Cal Lutheran.

- Harley Frankel, Founder, College Match
- Jennifer Adrian-Thiroux, College Counselor, South East High School
- Sergio Galvez, Director of Upward Bound, California Lutheran University

Working with International Students at the High School Level -----Swenson Center 124

This session will look at the challenges facing international students in the U.S. admissions process as well as strategies to use in working with international students.

- Ray Prado, Counselor, Fairmont Preparatory Academy

CLU Campus Tour (Optional): 2:00pm to 3:00pm

Gilbert Sports and Fitness Center, Lundring Events Center

NOTES

Thank you to the 2014 Los Angeles Share, Learn and Connect planning committee for lending their talents, ideas, and energy.

Conference Co-Chairs:
Arek Horozyan, Loyola Marymount University
Lauren Popkowski, Oaks Christian School

Conference Committee:
Diana Hanson, College Mentors
Rebecca Joseph, California State University, Los Angeles
Shelley Kierman, Milken Community High School
Erin Kim, Los Angeles Leadership Academy
Cyndy Locke, Oaks Christian Online
Lynda McGee, Downtown Magnet High School
Gail Meyer, College Options
Gregg Murray, Viewpoint School
Candy Navarro, Flintridge Sacred Heart Academy
PJ Petrone, Marymount High School
Nick Soper, Creative College Prep
Wes Sullivan, California Lutheran University

Thank you to our speakers for sharing their wisdom and expertise with our attendees.

Thank you to the admission staff of California Lutheran University for their partnership and for their generous contribution towards scholarships for this event.



Special thanks to our Contributors: the Regional Admission Counselors of California (RACC)

