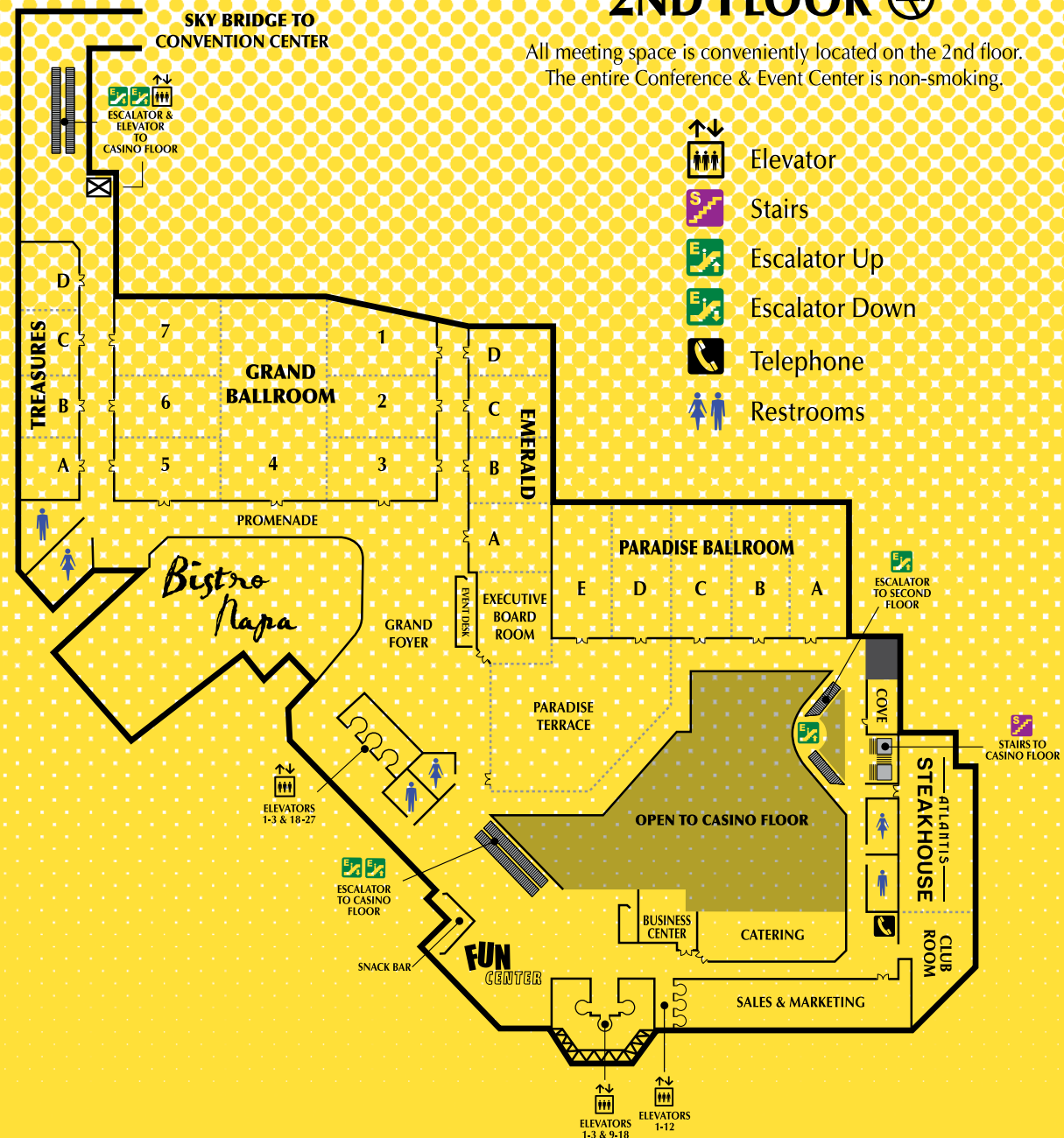


ATLANTIS CASINO RESORT SPA FLOORPLAN

2ND FLOOR

All meeting space is conveniently located on the 2nd floor.
The entire Conference & Event Center is non-smoking.



PNACAC • RMACAC • WACAC

SUPERACAC II: RETURN to RENO

MAY 18-20, 2015
ATLANTIS CASINO RESORT SPA



THREE POWERFUL ACAC HEROES JOIN FORCES
ONCE AGAIN FOR ONE SUPER CONFERENCE

Thank You!

*Special thanks to
TIM WOOLF and DUAL GRAPHICS
for generously donating the
print and mailing services for the
2015 SUPERACAC Conference Mailer
and Conference Book. Also, many thanks to our
friends at LIME TWIG for donating the design
and layout of these materials!*



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2015 CONFERENCE AT-A-GLANCE

PRESIDENTS' WELCOME

Monday, May 18

7:00 am – 5:00 pm	Conference Registration
8:00 am – 11:30 am	IDEA Institute
8:30 am – 11:30 am	Pre-Conference Sessions
11:00 am – 1:00 pm	Exhibit Hall Open
1:00 – 2:30 pm	Opening Session
2:45 – 3:45 pm	Session A
2:45 – 6:30 pm	Exhibit Hall Open
4:00 – 5:00 pm	Session B
5:15 pm	President's Reception
6:30 – 8:00 pm	Welcome Dinner
8:00 pm	Opening Social

Tuesday, May 19

7:00 am – 2:00 pm	Conference Registration
7:00 – 9:00 am	Local Counselor and First-Timer Breakfast
8:00 – 11:00 am	Exhibit Hall Open
8:30 – 10:30 am	Deans' and Directors' Breakfast
9:00 – 10:00 am	Session C
10:15 – 11:15 am	Session D
11:30 am – 1:15 pm	Business Lunches WACAC/PNACAC/RMACAC
1:00 – 5:00 pm	Exhibit Hall Open
1:30 – 2:30 pm	Session E
2:35 – 3:35 pm	Special Interest Roundtables
3:45 – 4:45 pm	Session F
5:00 – 6:15 pm	College Fair and Involvement Opportunities
7:00 pm	Dinner On Your Own
8:30 – 11:00 pm	Super Social: SuperACAC's Got Talent

Wednesday, May 20

7:30 – 8:45 am	Past Presidents' Breakfast
9:00 – 10:00 am	Session G
10:15 – 11:15 am	Session H
11:15 am – 12:30 pm	Brunch & Closing Session

Welcome to SuperACAC II: Return to Reno!

We are excited to have this opportunity to come together and share ideas from across the United States. This willingness to share ideas and best practices, in support of our students, makes our profession rewarding, powerful, and fun.

Thank you to our Justice League, a 60 person, multi-state committee, and especially the three Co-Chairs—Jeanne Eulberg (PNACAC), Carlos Jimenez (RMACAC), and Dan Nannini (WACAC)—for their leadership and extraordinary superpowers in harnessing and organizing the diverse powers of the committee. A SUPER THANK YOU to all who have contributed their time to this conference. This Super event was made possible by the work of the committee, volunteers, sponsors, exhibitors, presenters, and those who have contributed to counselor scholarships.

Enjoy your time in our Hall of Justice. We hope that your participation here will fuel your superpowers for when you return home to your institutions and students.

Eric Pedersen
PNACAC President
University of Alaska Anchorage

Michelle Rasich
RMACAC President
Rowland Hall

Peggy Hock
WACAC President
Saint Lawrence Academy

Social Media/Guidebook

Fun and prizes aren't just on the gaming floor. Continue the conversation on **Facebook** and **Twitter** with **#ReturnToReno** and **#SuperACAC** and be eligible for supersized gift cards and prizes! Listen for the social media theme of the day and share your thoughts online.

Be sure to:

- follow PNACAC, RMACAC and WACAC on Twitter, and
- like PNACAC, RMACAC and WesternACAC on Facebook.

What's more powerful than this program? The SuperACAC Guidebook! Get out your favorite superhero gadget, head to your app store and search for Guidebook. Once installed, download the SuperACAC guide for the most up-to-date conference information.



CONFERENCE CHAIRS' WELCOME

A SUPER Welcome!

We are so excited to welcome all of you to the SuperACAC II, Return to Reno. Three years ago PNACAC, RMACAC and WACAC collaborated on a Joint Conference in a central location: Reno, Nevada. We hope that those of you who attended that Conference can agree that it was a huge success. When we three began our President-Elect year in the summer of 2015, we started discussing the possibility of repeating another SuperConference. Our goal has been to take the foundation that the previous SuperConference laid for us and try to improve on their great inaugural work.

We have had the pleasure to work with each other and a talented and creative planning committee over the past eighteen months. They have worked diligently to organize this conference so that you will have a fabulous experience with colleagues from our three ACACs. They have each made our jobs as Co-Chairs of this event so easy.

There are many great professional development and social events for you throughout the conference. We encourage you to make the most of every opportunity and we especially encourage you to reach out to members of the other affiliates.

We are so grateful and indebted to the members of our Planning Committee for their dedication and long hours to bring this enormous event to fruition. And thank you to all of you for taking the time out of your hectic schedules to come to Reno for our SuperACAC II, Return to Reno!

Jeanne Eulberg
PNACAC PAST PRESIDENT
Assistant Principal for Student Services
O'Dea High School
Seattle, WA

Carlos Jimenez
RMACAC PAST PRESIDENT
Director of Admission –
Outreach and Recruitment
Colorado College
Colorado Springs, CO

Dan Nannini
WACAC PAST PRESIDENT
Transfer Center Faculty Leader
Santa Monica College
Santa Monica, CA

THANK YOU TO THE 2015 SUPER-VOLUNTEERS

On behalf of the SuperACAC Planning Committee, we wish to thank our Super-Volunteers for the invaluable contribution you made to help make this conference truly SUPER! We appreciate the time you took out of your conference schedules to join us. Thank you for sharing your insights, expertise and energy with your fellow superheroes. Again, many thanks for your time and effort.

SuperACAC Volunteer Committee

2014-15 EXECUTIVE BOARDS

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PRESIDENT

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Brandon Bruan, Pacific Lutheran University
Paula Sutton, Oregon Episcopal School

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Nicola Place (Retired), Diablo Valley College,
Alternate Delegate
Stephen Pultz, University of San Diego
Eloise Schneider, Miramonte High School
Kati Swanson, Truckee Meadows Community
College High School
Brooke Yoshino, Flintridge Preparatory Academy
Omar Zazueta, Saint Mary's College of California



2015 COMMITTEE CHAIRS

PNACAC

ADMISSION PRACTICES

Paula Sutton, Oregon Episcopal School

AWARDS AND RECOGNITION

Juana Alcalá, The University of Montana

COLLEGE FAIRS

David Compton, Western Oregon University

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Brandon Bruan, Pacific Lutheran University

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INTER-ASSOCIATION

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MEMBERSHIP

Sarah Weiss, Washington Student Achievement Council

NEWSLETTER EDITOR

Janah Valenzuela, Whitworth University

PROFESSIONAL DEVELOPMENT

Megan Diefenbach, Holy Names Academy

TECHNOLOGY AND INFORMATION

Karlen Suga, Pacific University

RMACAC

ADMISSION PRACTICES

Cara Ray, Climb to College LLC

ADVANCEMENT

Dale Gaubatz, RuffaloCODY

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Jen Motzer, Lake Forest College

PROFESSIONAL DEVELOPMENT

David Schindel, Sandia Prep

WACAC

ADMISSION PRACTICES

Sonia Ryan, Saint Mary's College High School

COLLEGE FAIRS

Mark van Warmerdarm, The Athenian School

COMMUNICATIONS

Anne Aubert-Santelli, USC Gloria Kauffman School of Dance

DEVELOPMENT

Ed Schoenberg, Bellarmine College Preparatory

DIVERSITY, EQUITY, AND ACCESS

Yamilet Medina Lopez, University of Southern California

GOVERNMENT RELATIONS

Adolfo Mercado, Sacramento Country Day School

INTER-ASSOCIATION

Esther Hugo, Loyola Marymount University School of Education

MEMBERSHIP

Esther Lopez, De La Salle High School

NEVADA ISSUES

Kati Swanson, Truckee Meadows Community College High School

PROFESSIONAL DEVELOPMENT

Joanne Ehret, Arnold O. Beckman High School

TRANSFER ADVOCACY

Sunday Salter, Los Angeles Pierce College

2015 SUPER CONFERENCE COMMITTEE

SUPERCONFERENCE SUPER COMMITTEE

A special thanks for all of the amazing individuals who gave of their time and helped to make the 2015 SuperACAC a super success!

Brandon BruanIDEA

Matt BurnsExhibitors

AhYoung ChiVolunteers

Betsy CowinIDEA, Scholarships

Grant CushmanCommunications

Ed DevineSessions

Megan DiefenbachVolunteers

Jeanne EulbergCo-Chair (PNACAC)

Andrea FrangiPre/Post Events

Dale GaubatzExhibitors

Danielle Yepa GundersonVolunteers

Peggy HockOpening and Closing Speakers

Arek HorozyanExhibitors

Jana JaraysiPublications

Carlos JimenezCo-Chair (RMACAC)

Dickson KatiCollege Fair

Deanna KilgourRegistration

Robert LambPre/Post Events

Adrienne LovelandSessions

Constance Lumumba-PerezSocial

Suzy McDonaldPublications

Cathy McMeekanCatering

Yamilet Medina LopezIDEA

Rae-Anne MenaCollege Fair

Dan NanniniCo-Chair (WACAC), Catering

Ann NaultRegistration

Claire Nold-GlaserScholarships

Matt OgawaCollege Fair

Eric PedersenOpening and Closing Speakers

Michelle RasichOpening and Closing Speakers

Josh RitchieSessions

Sunday SalterScholarships

Samantha SchreiberCommunications

Katie SwansonSocial

Rana TarkentonCatering

Stephanie TengelsenCommunications

Carl ThomasSocial

Janah ValenzuelaPublications

Karla VecchiaRegistration

Ashleigh WillisPublications

Patrick WilsonCommunications



DONORS, SPONSORS & EXHIBITORS

On behalf of PNACAC, RMACAC, and WACAC, we would like to express our gratitude to the following sponsors and exhibitors for their contributions to the Super Conference. Without their support, we would not be able to host this conference. We thank you for your generosity and continued support. Please join us in recognizing their commitment to college admission counseling.

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IECA-Independent Educational Consultants Association

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 truePrep
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 Uversity
 Vedu
 Winterline Global Skills Program
 ZeeMee

*As of April 17, 2015

COLLEGE TOUR

SIERRA NEVADA COLLEGE

Founded in 1969, Sierra Nevada College is Nevada's only accredited, private, four-year institution. SNC is located just two blocks from Lake Tahoe. With a focus on interdisciplinary and active learning, action is in our DNA. Everything we do is dedicated to moving lives and learning forward, to engaging students and helping them become confident, collaborative critical thinkers who are uniquely prepared to thrive in the real world. Four core themes define us: Entrepreneurial Thinking, Professional Preparedness, Liberal Arts, and Sustainability. At SNC we often integrate field-based coursework and co-curricular activities through the Lake Tahoe area, including outdoor activities for little or no cost to students almost every day of the week. Offering 89% of our students scholarships or institutional grants, we make private college an affordable option for students looking for an individualized educational experience. Operating on rolling admissions, SNC Admissions functions on a holistic admission process and charges no fee for students applying directly to SNC or through the Common Application. For more information, visit us online at www.sierranevada.edu.

UNIVERSITY OF NEVADA, RENO

Unexpected opportunity. That's what you'll find at the University of Nevada, Reno. Founded in 1874 as the Silver State's first university, UNR is a top-caliber, land-grant research university committed to serving the common good of the state and the world. With over 145 degree programs, University of Nevada, Reno is the state's only Tier 1 research institution that has completed more than \$300 million in new construction over the last few years. Nestled at the intersection of the Great Basin and Sierra Nevada, the 17,000+ student campus offers competitive degree programs and paradigm-shifting research in a world-class setting. For more information, visit us online at www.unr.edu.

TOUR SCHEDULE

PRE-CONFERENCE

May 18, 2015

7:30 am Departure from Atlantis Hotel at East Porte Cochere
8:30 am Arrive at Sierra Nevada College
 Tour Sierra Nevada College
10:00 am Depart for University of Nevada, Reno
11:00 am Arrive at University of Nevada, Reno
 Tour University of Nevada, Reno
12:30 pm Depart for Atlantis Hotel
12:45 pm Arrive back at Atlantis Hotel

POST-CONFERENCE

May 20, 2015

1:00 pm Departure from Atlantis Hotel at East Porte Cochere
1:15 pm Arrive at University of Nevada, Reno
 Tour University of Nevada, Reno
3:45 pm Depart for Atlantis Hotel
4:00 pm Arrive back at Atlantis Hotel



- 7:00 am – 5:00 pm Conference Registration
- 7:00 am IDEA and Pre-Conference Registration/Breakfast Buffet
- 7:30 am Pre-Conference College Tour Departs from Atlantis Hotel East Porte Cochere
- 8:00 am – 11:30 am IDEA Institute
- 8:30 am – 11:30 am Pre-Conference Sessions

IDEA INSTITUTE

UNDOCUMENTED: UNDERSTANDING AND NAVIGATING THE COLLEGE PROCESS

The presentations will focus on providing background information, resources and support to help undocumented high school students understand their options and be successful in their college application process. A detailed schedule will be provided upon registration.

LOCATION: Paradise ABCD

PRE-CONFERENCE SESSIONS

ESSENTIALS FOR NEW INDEPENDENT COUNSELORS

Anyone new to the field (1- 3 years) should consider enrolling in this pre-conference workshop, which will be offered in a seven-hour time block over a two-day period (Sunday and Monday). The presenters will provide information on the ethics and knowledge required in the field, methods to acquire the knowledge, requirements and options for certification and professional memberships, how to start and maintain a business, and how to get the most out of the Super Conference as well as other professional development opportunities.

AUDIENCE: Independent Counselors

PRESENTERS: **Katy Murphy**, Director of College Counseling, Bellarmine College Preparatory
Claire Nold-Glaser, Independent College Counselor, College Planning Help
Steve Syverson, Retired Dean of Admissions, Lawrence University
Joan Thomas, Independent College Counselor, College Mapping

LOCATION: Grand Ballroom 3

MIDDLE MANAGEMENT INSTITUTE

Focusing on: what is middle management, how do you become a successful middle manager and how do you grow in to the role. This session aims to develop your skills as a mentor and leader, and will help you create a greater understanding of a middle managers' role, ultimately our goal is to address: attrition, staff turnover and the misconception that admissions is not a professional or lifelong career.

AUDIENCE: Post-Secondary Admissions Professionals, Community College Counselors, and Community Based Organizations

PRESENTERS: **Michael Sass**, Assistant Director of Admissions, Gonzaga University
Heather Daniels, Associate Director, Colorado State University
Kelly Norris, Associate Director, Colorado State University
Michael Elgarico, Director of Undergraduate Admission, California Lutheran University

LOCATION: Grand Ballroom 1

NAVIANCE: MAXIMIZE, STRATEGIZE, AND ANALYZE

This session features a panel of experienced Naviance users who will share practical advice on some of the most commonly used features and provide updates on the newest additions. They will be sharing their best practices and providing valuable advice on how to make sure this powerful tool is being fully utilized on your campus. Novice and experienced users are encouraged to attend.

AUDIENCE: Post-Secondary Admissions Professionals, Community College Counselors, Community Based Organizations

MODERATOR: **Kim Oppelt**, Community Relations Manager, Hobsons

PANEL: **Tim Roty**, Westview
Vicki deJesus, Counselor, San Dieguito Academy
Julianne Velasco, Counselor, Cathedral Catholic High School

LOCATION: Grand Ballroom 5

ROOKIE CAMP FOR HIGH SCHOOL COUNSELORS

This session is for high school counselors with 5 or fewer years of experience in college counseling, and may be of interest to admission representatives who will be making the switch. Learn from an experienced faculty, all with prior college experience, in this comprehensive training on how to be a more effective college counselor. This is a great session for both public and private school counselors. You will leave with tools and suggested programing that you can implement at your school.

AUDIENCE: Secondary School Counselors

PRESENTERS: **Terri Devine**, Dean of College Counseling, Francis Parker School
Megan Diefenbach, College Counselor, Holy Names Academy
Nikki Danos, Director of College Counseling, Forest Ridge School of the Sacred Heart

LOCATION: Grand Ballroom 6

MAKING \$ENSE OUT OF THE FINANCIAL AID PROCESS

Obtaining a college education is one of the most important life decisions a family will make. Financial Aid programs assist them in the process of securing the resources necessary to afford their college education. We know how much financial aid means to families in creating a successful college experience. We also know that there is a lot of information that is constantly being updated. In this session you will be provided with relevant information regarding the Financial Aid process. This session will help high school guidance counselors, college admissions representatives and others obtain a better understanding of the financial aid process to assist families with obtaining a college education. Among other key topics, the following will be covered in this session: (1) CSS Profile; (2) schools that meet full need; (3) loan forbearance programs; (4) outside funding.

AUDIENCE: Secondary School Counselors, Post-Secondary Admissions Professionals, Community College Counselors, Community Based Organizations

PRESENTERS: **Tim Wolfe**, Director of Financial Aid & Scholarships, University of Nevada, Reno
Deborah Fox, CEO and Founder of Fox Financial Planning Network and Fox College Funding, LLC

LOCATION: Emerald A



Pre-Conference Sessions, cont.

COUNSELING THE COLLEGE-BOUND STUDENT-ATHLETE...A WHOLE DIFFERENT BALL GAME!

WHEN should a student-athlete start their recruiting activities? More importantly, HOW do they start the process? And WHO will advise them on effectively selecting appropriate target schools (based on their "athletic ability"), overseeing the production of college recruiting videos that get results, taking the proper Unofficial Visits, etc.? Do YOU have the training, experience and knowledge to successfully advise your athletes on these activities? After 25 years of working exclusively with athletes, and giving presentations to many high school and independent counselors, it has become quite obvious that the majority of counselors have simply never had the opportunity to become properly trained and educated in the art of successfully counseling student-athletes...until now! Please join us at this session to fine-tune your expertise in the advising of athletes.

AUDIENCE: Secondary School Counselors, Independent Counselors, Community College Counselors, Community Based Organizations

PRESENTERS: **David Stoeckel**, Independent Educational Consultant, College Recruiting Group
Bill Bufton, College Recruiting Coordinator, Valor Christian High School
Erik Ellefsen, Academic and College Counselor, College Recruiting Director, Valley Christian High School
Steve Bluford, College Athletics Advisor, St. Ignatius Preparatory

LOCATION: Emerald B

SELECTIVE COLLEGE ADMISSIONS — WHAT EVERY COLLEGE APPLICANT SHOULD KNOW, A CASE STUDY

Participate in an interactive mock admission committee led by admission professionals from highly selective institutions. Learn what discussions take place in the committees and where applicants stand out, and fall short in their applications. See how transcripts, test scores, activities resumes, recommendation letters and writing pieces are all used to consider merit and fit. Additionally, learn how demonstrated interest can impact an applicant's decision. The lessons learned in this session will help you to prepare any caliber applicant to best position themselves to apply to their reach schools.

AUDIENCE: Secondary School Counselors, Independent Counselors, Community Based Organizations

PRESENTERS: **Kyle Graham**, Upper Dean, Harvard-Westlake School
Matt Hyde, Dean of Admissions, Lafayette College
Jennifer Carleton, Director of College Counseling, Crystal Springs Uplands School
Gil J. Villanueva, Dean of Admission, University of Richmond

LOCATION: Emerald C

11:00 am – 1:00 pm Exhibit Hall Open

1:00 – 2:30 pm **Opening Session**

Keynote Speaker: Jacques Steinberg is the author of "The Gatekeepers: Inside the Admissions Process of a Premier College," a *New York Times* Best Seller and Times Notable Book first published in 2002. In commemoration of its 20th printing, the book was reissued in Fall 2015 with a new Afterword by the author. Steinberg was a journalist at *The New York Times* for nearly 25 years, most recently as its Senior Editor for Education Initiatives. Jacques left The Times in 2013 to join the senior leadership team at Say Yes to Education. It is a national non-profit organization based in New York City that seeks to organize and galvanize entire cities around the goals of making higher education accessible and affordable for all public high school graduates, especially those from backgrounds traditionally underrepresented on college and university campuses.

2:45 – 6:30 pm **Exhibit Hall Open**

2:45 – 3:45 pm **Session A**

BEYOND TRAVEL AND RENTAL CARS: THE ROAD TO A SUCCESSFUL ADMISSIONS CAREER

This presentation is aimed for admission counselors wanting to learn more about tools and tips for a successful career. From travel management, professional development, and seeking opportunities for advancing one's career. We want to share our challenging and rewarding experiences as well as hear yours!

AUDIENCE: Admission/Post-Secondary Counselors

PRESENTERS: **Astrid Dorantes**, Admission Counselor, Soka University of America
Detwarn Buntun, Associate Director, Santa Clara University
Michael Galindo, Undergraduate Admission Counselor, Dominican University of California

"OUT-OF-STATE" DOES NOT MEAN "OUT-OF-REACH," THANKS TO WICHE'S WESTERN UNDERGRADUATE EXCHANGE (WUE)

WUE gives students surprisingly affordable options to study out of state. Counselors will learn how to give their students the best shot at the coveted WUE rate of 150 percent of resident tuition. Since 1987, WUE students have saved \$2.5 billion on 427,500 annual tuition bills! In 2014, 34,400 WUE students saved \$280.9 million.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organization Counselors

PRESENTERS: **Margo Colalancia**, Director, Student Exchange, Western Interstate Commission for Higher Education (WICHE)
Marc McGee, Director of Admission, California State University, Maritime Academy
Bryan Whish, Director of Undergraduate Recruitment, Colorado State University
Rob Findtner, Director of Admissions, Western Oregon University



Session A, cont.

HELP WANTED: ETHNIC STUDENT MOTIVATORS!

Let's motivate under-served student populations! This inspiring, interactive, multimedia workshop is FUN! Experience the "Tolerance Scale," "Privilege" and "First Look, Second Look" exercises that help all to be more "color wise" instead of "color blind." Take practical, proven practices home, like the four "R's" to meet America's changing student populations.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organization Counselors

PRESENTERS: **Gwen Anderson**, International/National Admissions Counselor, Utah Valley University

FINDING YOUR VOICE IN THE ADMISSION GAME

New to the industry? Trying to determine the best way to strengthen your professional network? Our session will offer techniques for how to build relationships and create a lasting impression with high school counselors. Furthermore, we'll explore strategies that will help you raise your voice, should you find yourself to be more reserved within your new office setting.

AUDIENCE: Secondary School Counselors

PRESENTERS: **Brittany Slaughter**, Regional Assistant Director of Admissions, Elon University
Elena Wong, West Coast Regional Director of Admissions, Drew University
Jasmin Taylor, Director of College Counseling, Francis Parker School

A DIFFERENT REGIONAL MODEL: REGIONALS AT THE CENTER

Rochester uses regionals in a unique way. Regionals oversee geographic teams that include all travelers. As team leads, regionals help to manage all the travel within their region. Office strategy starts with the regional group. This model lets the entire office benefit from regional engagement in key markets, makes regionals more central, and offers professional growth

AUDIENCE: Admission/Post-Secondary Counselors

PRESENTERS: **Kimberly Cragg**, West Coast Regional Director, University of Rochester
Jonathan Burdick, Vice Provost and Dean of College Admission, University of Rochester

(RE)DEFINING SUPERWOMAN-SUPPORTING WOMEN LEADERS IN COLLEGE ADMISSIONS

A panel of admission professionals will discuss the myths and realities surrounding women in leadership, the work/life balance issues that arise when trying to do it all, and the "super power" of mentoring as a way of investing in future admission leaders (cape optional).

AUDIENCE: Secondary School and Community College Counselors

PRESENTERS: **Jana Jaraysi**, Associate Director of Admissions, Eastern Washington University
Janahlyn L. Valenzuela, Associate Director of Admissions, Whitworth University
Falone J. Serna, Senior Associate Dean of Admission, Reed College
Ana Liza V. Zell, Associate Dean of Admission, University of La Verne
Shannon Carr, Executive Director of Admissions and New Student Programs, Portland State University

SUPERINTERSECTIONS: HOW ENROLLMENT MANAGEMENT & STUDENT AFFAIRS COMBINE FORCES TO CREATE A SUPERFUNCTIONING PROFESSIONAL

The intersections of Student Affairs (SA) and Admissions are numerous through the principles guiding each area and educational backgrounds of those working in them. In this interactive presentation, participants will learn more and identify specifically how Admissions and SA work together to create a "Super" fulfilling and holistic professional practice.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organization Counselors

PRESENTERS: **Karlen Suga**, Assistant Director of Undergraduate Admissions, Pacific University Oregon
Emily Weaver, Assistant Director of Recruitment, University of Arizona

UNDERSTANDING YOUR MARKET: WHO ARE THESE STUDENTS & WHERE CAN YOU FIND MORE?

You know your students, and the type you'd like to have more of on campus. From setting targets to meeting goals, data is integral to every enrollment operation. This session will highlight data tools for everyone from the newest staff to the VP of Enrollment. Using College Board, NCES and other sources, conducting a "market analysis" is easy, effective and insightful.

AUDIENCE: Admission/Post-Secondary and Community College Counselors

PRESENTERS: **Eddie Arteaga**, Senior Educational Manager, The College Board
Brad Baertsch, Associate Director of Admissions, Arizona State University

INTERNATIONAL STUDENTS 101: STRATEGIES FOR SUCCESSFUL TRANSFER

In 2013-14, almost 90,000 international students enrolled at U.S. community colleges—10 percent of all international students in the US. Our panel of transfer advisors and admissions counselors will discuss the best practices for advising, recruiting and helping this growing population successfully make the transition from two-year to four-year institutions.

AUDIENCE: Admission/Post-Secondary, and Community College Counselors

PRESENTERS: **Charlotte West**, Program Coordinator/International Student Advisor, Edmonds Community College
Sunday Salter, Transfer Services Director, Los Angeles Pierce College
Lisa Przekop, Director of Admissions, University of California Santa Barbara
Laura Kalinkewicz, Assoc. Dean of Enrollment Management Director of Admission, Seaver College, Pepperdine University



Session A, cont.

HOW WE REVIEW: INSIGHT ON PRESENTING INFORMATION ON THE UNIVERSITY OF CALIFORNIA APPLICATION FOR UNDERGRADUATE ADMISSION

Using the concepts of UC's Comprehensive Review policy, you'll review applications and help us evaluate applicant files. This exercise will help you guide future applicants and learn how a student can better present themselves on the UC application.

AUDIENCE: Secondary School, Independent, and Community Based Organization Counselors

PRESENTERS: **Michele Butler**, Associate Director, Office of Undergraduate Admissions, UC Berkeley
Gary A. Clark, Jr., Director, Undergraduate Admission, UCLA
Allisa Miller, Assistant Director of International Recruitment and Evaluation, UC Riverside
Mitsuko Leonard, Director, National/International Recruitment and Evaluation, UC Davis

60 COUNSELING & ADMISSION PRODUCTIVITY TIPS IN 60 MINUTES

Join professionals from both-sides of the desk as they share the best productivity tips, specifically in relation to the college guidance and admissions profession. Advice will cover such topics as: Meetings, reading applications, travel, technology, email, time management, Naviance, student/parent relations and wellness. 60 applicable tips in 60 energizing minutes!

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, and Community College Counselors

PRESENTERS: **Aaron Andersen**, Director of International Recruitment, University of British Columbia
Martin Walsh, College Counselor, The Harker School

ACT INNOVATION AND INSIGHT: WHY MORE STUDENTS ARE TAKING THE ACT AND HOW COLLEGES ARE USING THE DATA

This session will provide you with a unique historical perspective relative to why our students, districts, colleges and many states have trended to ACT preferred. In addition, one of the nations most recognized enrollment managers will provide best practice insight into how to best utilize ACT data and ACT enrollment management services for student recruitment.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organization Counselors

PRESENTERS: **Don Pitchford PhD**, ACT Higher Education Consultant, ACT
James L Marviglia, Associate Vice Provost for Marketing & Enrollment Development, Cal Poly

4:00 – 5:00 pm

Session B

MELT LIKE CHOCOLATE – YOUR PARENTS, STUDENTS & YOUR ANXIETY: TOOLS AND STRATEGIES TO MELT ANXIETY IN THE COLLEGE APPLICATION & HIGH STAKES TESTING PROCESS

Are your parents, you, or your relationships with parents highly anxious? Learn hands-on tools for your students, parents, and you to melt anxiety about the application, testing, and college selection process. Learn through research, stories, interactive exercises, video, and tender & humorous moments ways to increase your tool box on how to give your clients and you life skills to end or lower anxiety. This lively session will give you new skills and take-a-ways to immediately apply to your work and life.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organization Counselors

PRESENTERS: **Maggie Dillon Katz**, Transition & National Presentation Coordinator at CIP
Cyndy McDonald, President Guided Path, Founder McDonald & Associates
Jed Applerouth, Founder, Applerouth Tutoring Services

WE'RE HERE TO RECRUIT (& RETAIN) YOU! RECRUITMENT & RETENTION OF LGBTQIA STUDENTS BY COLLEGES & UNIVERSITIES

This session discusses the rapidly growing trend of the recruitment, admission, and matriculation practices targeted at Lesbian, Gay, Bisexual, and Transgendered (LGBT) students by colleges and universities. We further delve into the retention of this student population as we discuss how to safely and ethically engage with a population that claims an often invisible and/or violently oppressed identity.

AUDIENCE: Secondary School, Admission/Post-Secondary, and Independent Counselors

PRESENTERS: **Tyler Cegler**, Senior Regional Recruiter, The University of Arizona
Chelsea Meraz, Senior Coordinator, Outreach & Branding, The University of Arizona

ETHICAL PRACTICES IN COLLEGE COUNSELING AND ADMISSIONS

What is the Statement of Principles of Good Practice and what exactly does the WACAC Admissions Practices committee do? Come meet with members of the AP Committee and discuss ethical college admissions issues and questions. The AP committee wants to hear about the issues you are dealing with and will give you feedback and ideas as to how to handle situations. Exciting case studies will be discussed as well.

AUDIENCE: Secondary School and Admission/Post-Secondary Counselors

PRESENTERS: **Todd Rinehart**, Associate Vice Chancellor and Director of Admission, University of Denver
Sonia Ryan, Director of College Counseling, Saint Mary's College High School
Matthew Lopez, Director of Admissions, The University of Utah



Session B, cont.

SOCIAL MEDIA AND THE INDEPENDENT EDUCATIONAL CONSULTANT

Independent Educational Consultants must figure out how to stay in touch, advise, remind and cajole students and parents—without benefit of having them available through school. More than this, social media and the web provide THE best opportunity for IECs to explain their work, establish a presence, demonstrate their ability and connect with potential clients. Think IEC clients all come from referrals? Well social media IS the new word-of-mouth. Find out how to make Facebook, Twitter, Blogs, Pinterest and LinkedIn work for you.

AUDIENCE: Independent Counselors

PRESENTER: **Mark Sklarow**, Chief Executive Officer, Independent Educational Consultants Association

RECRUITING THE 1%: AMERICAN INDIANS IN HIGHER EDUCATION ADMISSIONS

American Indians make up 1% of all college students and increasing their presence is a goal for institutions across the US. Explore the challenges, strategies/practices for recruiting American Indian students in a culturally sensitive and effective manner and learn about existing programs campuses utilize that you can implement in your recruitment plan.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organization Counselors

PRESENTERS: **Heather Wofford**, Assistant Director of Admissions for Multicultural Recruitment, Oregon State University
Mike Ouert, Assistant Director of Recruitment, Montana State University

CO-OPERATIVE EDUCATION: A RETURN ON YOUR INVESTMENT

Secondary school students are increasingly assessing their post-secondary study choices based on job prospects after graduation. Similarly, publicly-funded institutions are being directed to establish outcomes-based measures of success, and graduate employment rates are a common benchmark. Come learn how co-operative education helps improve post-secondary students' return on investment.

AUDIENCE: Secondary School and Independent Counselors

PRESENTERS: **Amy Mitchell**, Regional Director of Admission, Northeastern University
Stephanie Ranslow, Regional Director of Admission, Northeastern University
Teri Ann Matsuda, West Coast Regional Representative, Drexel University
Chris Ferguson, Ed.D., Vice President & Dean of Admissions, Drexel University

REALITY CHECK: THE COLLEGE AFFORDABILITY QUEST

We tell prospective students to find schools that are a good "fit"—which needs to include affordability. Many families are overwhelmed with the price tag of a college education. Learn some strategies and tools for starting the college affordability conversations early so families have time to set expectations and prepare.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organization Counselors

PRESENTERS: **Cathy McMeekan**, Independent College Counselor, McMeekan College Consulting
Lyssa Thaden, Manager of Partner Education, American Student Assistance

BUILDING MEANINGFUL PARTNERSHIPS: HOW HIGH SCHOOLS AND COLLEGES CAN WORK TOGETHER FOR STUDENT SUCCESS

Helping high school students find the right college takes research, collaboration, and a little luck. Learn how colleges and high schools have worked together to build unique and innovative relationships and programming to help students find, apply to, and ultimately graduate from their "perfect fit."

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organization Counselors

PRESENTERS: **Kim Oppelt**, Community Relations Manager, Hobsons
Noah Buckley, Director of Admissions, Oregon State University
Michael McCawley, Director of Admissions, University of California Santa Cruz
Michelle Rasich, Director of Financial Aid & Associate Director of College Counseling, Rowland Hall

ALIGNING ENROLLMENT GOALS & INSTITUTIONAL MISSION

Rising expectations and demographic changes are heaping pressure on enrollment managers to better meet sometimes-divergent goals related to meeting society's needs and safeguarding the institutional bottom line. This session will focus on these challenges and on how institutions are trying to respond amidst a growing number of public policies aimed at incentivizing institutional behavior.

AUDIENCE: Admission/Post-Secondary Counselors

PRESENTERS: **Ken Woods**, Executive Director, Higher Education Services, The College Board
Brian Prescott, Director of Policy Research, Western Interstate Commission for Higher Education (WICHE)



Session B, cont. **THE IB DIPLOMA PROGRAMME - INTERNATIONAL EDUCATION FOR THE 21ST CENTURY**
 The number of schools that offer an IB Program is growing rapidly. Just in the United States and Canada, over 200 schools per year apply to offer one or more IB Programs. In Ecuador 500 public schools offer the IB Diploma. Why IB? The International Baccalaureate prepares students for higher education in a globalized society. Professionals on both sides of the desk are working closely with students and families who are participating in IB Programmes worldwide.

AUDIENCE: Admission/Post-Secondary Counselors

PRESENTERS: **Marie Vivas**, University Relations Manager, International Baccalaureate Organization
Kirk Brennan, Associate Dean, Director, Office of Undergraduate Admission, University of Southern California
Valerie Bayarddevolo-Fin, IB Diploma Programme Coordinator, Earl Wooster High School

WOMEN IN LEADERSHIP

NACAC recently published "Career Paths for Admission Officers: A Survey Report." One finding was that women are strongly represented in entry and mid-level admission positions, but increasingly underrepresented at senior levels. The women presenting have bucked the trend and will provide encouragement, perspective, and advice on women in leadership.

AUDIENCE: Admissions/Post-Secondary Counselors

PRESENTERS: **Jennifer Christensen**, Director of College Counseling, Marin Academy
Thyra Briggs, Vice President for Admission and Financial Aid, Harvey Mudd College
Sandra Hayes, Dean of Undergraduate Admission, Santa Clara University
Amy Jarich, Assistant Vice Chancellor & Director of Admissions, UC Berkeley
Erica Johnson, Director of Admissions, Lewis and Clark College

GENDER DISCRIMINATION IN COLLEGE ADMISSION: THE DIFFERENCES IN HOW MALES AND FEMALES APPLY AND ARE ADMITTED TO COLLEGE

Women are attending college in greater numbers than men, but application numbers and admission rates between genders do not always reflect this, particularly for more selective institutions. This session will use both quantitative and qualitative data to explore what may be driving this imbalance.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, and Community Based Organization Counselors

PRESENTERS: **Michael Gulotta**, Associate Director for Recruitment, University of Southern California
Lauren Popkowski, College Counselor, Oaks Christian School
Samantha Schreiber, Senior Assistant Director, University of Southern California
Jeff Morrow, Director of College Counseling, Oaks Christian School

5:15 – 6:30 pm **President's Reception**

6:30 – 8:00 pm **Welcome Dinner**

8:00 pm **Opening Social** Come party like a superhero in our DJ/Karaoke room! Show off your super powers with DJ Jamie G and sing and dance the night away. A cash bar will be available.

7:00 am – 2:00 pm **Conference Registration**

7:00 – 9:00 am **Local Counselor and First-Timer Breakfast**

8:00 – 11:00 am **Exhibit Hall Open**

8:00 – 10:30 am **Breakfast Meeting for College & University Deans' and Directors'**

9:00 – 10:00 am **Session C**

AN EFFECTIVE DEVELOPMENTAL APPROACH TO COLLEGE AND CAREER READINESS

Learn how NACAC's Step-By-Step To College (SbS) curriculum is implemented by counselors working in their high school and feeder middle schools. Get an overview of SbS and participate in a sample lesson. SbS is designed to teach students how to ensure they are prepared to choose best-fit colleges.

AUDIENCE: Secondary School, Independent, and Community Based Organization Counselors

PRESENTERS: **Matt Burns**, Counselor, Woodrow Wilson High School
Joe Raniero, Career Counselor, Woodrow Wilson High School

DOING OLD THINGS A NEW WAY

College counseling programs are sometimes accused of doing the same thing, the same way forever "because this is how we do it". We are all having to learn to do our jobs more effectively and efficiently as numbers grow, demands increase and dollars dwindle. Come learn how to update your current programs, or add new ones, that can achieve the same goals using new technology, new resources and new methods.

AUDIENCE: Secondary School Counselors

PRESENTERS: **Susan Hunt**, High School Counselor, Lakewood High School
Diane Campbell, High School Counselor, Fossil Ridge High School

THE NUTS AND BOLTS OF WRITING A COUNSELOR RECOMMENDATION

This PowerPoint will present counselors with specific steps to prepare and execute the counselor letter of support. It will include the rationale for this requirement, define the scope of the letter and include templates to follow in crafting the letter. It will provide an explanation and examples of the components used to create the letter, including the program planning sheet, resume, self-assessment, personality test, learning inventory, peer recommendation form, grade report narratives, transcript, standardized test results, rationale for college selections, and senior update form. Finally, it will provide suggestions for the writing process, list some dos and don'ts, and conclude with some alternative approaches to this task gathered from a variety of schools.

AUDIENCE: Secondary School and Admission/Post-Secondary Counselors

PRESENTER: **David Miller**, Director of College Counseling, The Stevenson School



Session C, cont.

DEVELOPING A COLLEGE LIST

Learn tools and strategies to help students and their families individually and in larger groups explore their college options and finalize the list of colleges to which the students will apply.

AUDIENCE: Secondary School, Independent, Community College, and Community Based Organizations Counselors

PRESENTERS: **Katy Murphy**, Director of College Counseling, Bellarmine College Preparatory
Dr. Peggy Hock, Asst. Principal, Saint Lawrence Academy

COLLEGE ATHLETICS FOR THE NON-RECRUITED ATHLETE IN A BLUE CHIP WORLD

This session is designed for high school counselors and how they can best guide the non-recruited athlete in finding the right fit educationally and play sports at the college level. This is especially applicable for the athlete who is not a Division I, high profile athlete.

AUDIENCE: Secondary School and Independent Counselors

PRESENTERS: **Bill Bufton**, College Recruiting Coordinator, Valor Christian High School
Erik Ellefson, Academic and College Counselor, College Recruiting Director, Valley Christian
Steve Bluford, College Athletics Advisor, St. Ignatius Prep

ADVISING THE CLASS OF 2017 AROUND STANDARDIZED TESTING CHANGES

Are you confused with testing timelines and options for current sophomores? Just imagine how the students feel! With the changes coming to standardized tests, the class of 2017 has unique opportunities to explore for college admissions. This session will provide counselors with some clear tools to help guide students.

AUDIENCE: Secondary School and Independent Counselors

PRESENTERS: **Rachel Mead**, Executive Director—Northwest, The Princeton Review
Ryan Kiick, Regional Vice President of the West, The Princeton Review
Katie Noone, Executive Director—Long Beach/Orange County/Inland Empire, The Princeton Review

USING ROI TO MAKE YOUR CASE

Having the right data and strategies helps you persuade campus leaders to provide capital needed to achieve your institutional goals. Learn the benefits of using analytics and ROI to articulate your position and how other institutions have successfully tied investments to enrollment growth, increased academic quality and improved retention/graduation rates.

AUDIENCE: Admission/Post-Secondary Counselors

PRESENTERS: **Todd Rinehart**, Associate Vice Chancellor and Director of Admission, University of Denver
Ian Watt, Strategic Leader, Royall & Company

DEVELOPING A COLLEGE ESSAY WRITING WORKSHOP

In this session, we will share a personal statement writing workshop initially presented to high school juniors visiting Reed College. Our goal was to create a simple system that would help students' writing stand out in small liberal arts college admissions. We'll share our process for developing this workshop, and we'll also present an abbreviated version of the workshop itself.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, and Community Based Organizations Counselors

PRESENTERS: **Abigail Anderson**, Senior Assistant Dean of Admission, Reed College
John Perkins, Assistant Dean of Admission, Reed College
Kati Sweaney, Assistant Dean of Admission, Reed College

THE ABCS OF PAYING FOR COLLEGE

This session will cover the basics of Financial Aid, Merit Scholarships, and other ways to save money on college (for example: the Western Undergraduate Exchange, other public universities that don't charge out-of-state students as much, and colleges that simply cost less).

AUDIENCE: Secondary School and Independent Counselors

PRESENTERS: **Jennifer Dryfoos**, College Counselor, Desert Academy
Eric Delehoy, Independent College Counselor/Director, Delehoy College Counseling
Melissa Palmer, Co-Director of College Counseling, Oakwood School
April Crabtree, Director of Undergraduate Admission and Recruitment, University of San Francisco

THE EVOLUTION OF WOMEN'S COLLEGES: WHAT'S NEXT?

Curious how to articulate "why a women's college" in light of recent changes? This session will provide an update on trans admissions policies and will discuss the continued value of a women's college environment. Attendees will be able to articulate these changes to students and help effectively identify fit.

AUDIENCE: Secondary School, Admission/Post-Secondary and Independent Counselors

PRESENTERS: **Casey Near**, Director, Collegewise, East Bay Area
Britten Nelson, Associate Director of College Counseling, University Prep
Belinda Zazueta, Director of Undergraduate Admission, Mills College
Lauren Cook, Associate Dean of Admission, Mount Holyoke College



Session C, cont.

NO CHILDREN WERE HARMED IN THE MAKING OF THIS CLASS: 20 WAYS IN WHICH COLLEGES CAN MAKE ADMISSIONS A KINDER AND GENTLER EXPERIENCE

Decision emails that disrupt the school day. Essay prompts that require a PhD to decipher. Search letters which inflate both expectations and disappointment. Veteran counselors will highlight the anxieties that emerge in the quiet of their offices and offer concrete suggestions for admissions offices to strengthen the work they do.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations Counselors

PRESENTERS: **Tamar Adegbile**, Upper School Dean, Harvard-Westlake School
AhYoung Chi, Dean of College Admission, Beverly Hills High School
Rhody Davis, Director of College Counseling, Viewpoint School
Ralph Figueroa, Dean of College Guidance, Albuquerque Academy
Mark Moody, Co-Director of College Counseling, Colorado Academy
Arun Ponnusamy, Head Counselor and Vice President, Collegewise

BREAKING THROUGH: BEING A SUCCESSFUL ADVOCATE FOR FIRST-GENERATION COLLEGE STUDENTS

In this session, counselors from both sides of the desk will learn about Breakthrough Collaborative's innovative programming that helps first generation students overcome the hurdles they face in college admissions and matriculation. This session will address admissions and financial aid and discuss partnerships between CBOs, schools, and colleges.

AUDIENCE: Secondary School, Admission/Post-Secondary, Community College, and Community Based Organizations Counselors

PRESENTERS: **Sam Ritter**, Director, Breakthrough Santa Fe
Lansine Toure, Assistant Director of Breakthrough Oakland and Breakthrough National College Bound Coordinator, Breakthrough Collaborative

10:15 - 11:15 am

Session D

GOVERNMENT RELATIONS 101 (IT'S NOT AS SCARY AS IT SOUNDS!)

Explore local, state and national policies that affect our work and students. Discover recommendations for major policy areas to improve college access and success and learn how you can become involved. Participate in a discussion with leading NACAC experts about issues that are important to YOU and YOUR students.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations Counselors

PRESENTERS: **Rana Tarkenton**, Deputy Executive Director, Denver Scholarship Foundation
Michael Rose, Assistant Director for Government Relations, National Association for College Admission Counseling (NACAC)
Michael Sass, Assistant Director of Admission, Gonzaga University
Adolfo Mercado, Director of Breakthrough, Sacramento Country Day School

HOW YOUR MESSAGING PHILOSOPHY MIGHT BE HURTING YOUR RECRUITING EFFORTS

You need to do more, are given less, and this generation of youth is more difficult to recruit than previous generations. Admissions teams can feel control slipping out of their hands. The bad news is the likely culprit is your messaging philosophy. The good news is it's easy to fix.

AUDIENCE: Admission/Post-Secondary and Community College Counselors

PRESENTERS: **Jim Rawlins**, Director of Admissions, University of Oregon
Todd Rinehart, Associate Vice Chancellor and Director of Admission, University of Denver
Graham Gill, Founder & Principal, Mind the Gap

EVERYTHING YOU WANTED TO KNOW ABOUT MUSIC ADMISSION (BUT WERE AFRAID TO ASK)

A fast-paced, interactive overview of music admission for secondary school and college admission professionals. Topics include: assessing musical aptitude; navigating degree program options; the audition process; the value of a music degree; and how to advise highly specific areas of interest (e.g., composing for video games).

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations Counselors

PRESENTERS: **Ruth Schauble**, Assistant Director of Admission and Music Admission Coordinator, University of Puget Sound
Kyle Haugen, Senior Associate Director of Admission, University of Puget Sound

COMMUNICATING THEIR STORIES: STRATEGIES TO HELP APPLICANTS SHARE THEIR UNIQUE STORIES

College application essays and personal statements play a core role in the ever-changing college admissions and scholarship process. The presenters—who come from both sides of the admissions desk—will share recommendations to help attendees guide students through brainstorming, writing, editing, and submitting. We will focus on all essays the students must write and discuss ways students can positively differentiate themselves.

AUDIENCE: Secondary School, Independent and Community Based Organizations Counselors

PRESENTERS: **Rebecca Joseph**, Associate Professor, California State University, Los Angeles
Joe Beltran, Associate Director of Admissions, University of Southern California
Falone Serna, Senior Associate Dean of Admission, Reed College
Sylvia Jaurez Magana, Educational Consultant, Juarez Consulting
Candy Navarro, Director of College Counseling, Flintridge Sacred Heart Academy



Session D, cont.

CHANGES IN ADVANCED PLACEMENT (AP): THE ROLE OF ADVISING AND ENROLLMENT PROFESSIONALS IN ADVOCATING FOR CAMPUS ACADEMIC POLICIES

In light of substantive changes within the Advanced Placement program, now is the ideal time for college admission officers to review institutional policies around AP scores. Attendees of this session will learn tips on how to advocate for their students by ensuring that the campus process best meets student needs. This session will also provide an update on the new AP Capstone program.

AUDIENCE: Secondary School, Admission/Post-Secondary, and Community College Counselors

PRESENTER: **Cathy Brigham**, Senior Director of Higher Education Academic Outreach, AP, The College Board

COUNSELING, READINESS, RECRUITMENT: WHAT YOU NEED TO KNOW ABOUT THE REDESIGNED PSAT/NMSQT & SAT

The redesigned PSAT/NMSQT® and SAT will be focused on the few things that evidence shows matter most for success in college. Come hear how these tools are changing, and what these changes mean for you. From preparing for and administering the assessment, to how the redesign will impact Search orders, this session will provide information to get you ready for this fall.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations Counselors

PRESENTERS: **Jim Bonner**, Educational Manager, The College Board
Lynn Ossowski, College Counselor, Salpointe Catholic High School
Edgar Montes, Director, State & District Partnerships, The College Board
Jocelyn DeJong, Director of Recruitment, Washington State University

"PLEASE INDICATE HOW YOU IDENTIFY YOURSELF." COUNSELING STUDENTS ON CHECKING THE BOX WITH INTEGRITY.

"Strategy" is at play now more than ever for getting into college. So too are talks of identities and their associated privileges. The barring disconnect between these topics is resulting in students misrepresenting their identities in hopes of increasing their chances of admission. Join us for recent "learning experiences," examples of what secondary schools are doing in terms of identity education, and what colleges are seeking when certain identities are selected.

AUDIENCE: Secondary School, Independent, and Community Based Organizations Counselors

PRESENTERS: **Andy Losier**, Associate Director of Admission, Sage Hill School
AhYoung Chi, Dean of College Admissions, Beverly Hills High School
Gregg Murray, Assistant Director of College Counseling, Viewpoint School
David Thompson, Associate Director of College Counseling, Bishop's School
Carlos Jimenez, Director of Admission, Colorado College

HOW TO ATTEMPT TO CHANGE THE COLLEGE CULTURE AT YOUR SCHOOL

This would be a session for HS counselors to take a look at the message they are sending students and some ideas on things we can do to lessen the intensity/anxiety that comes along with college planning.

AUDIENCE: Secondary School Counselors

PRESENTER: **Shannon Harrison**, Counselor, The Davidson Academy of Nevada

WHAT IT MEANS TO CHECK THE BOX; ADVANCED PRACTICES IN RECRUITING AND RETAINING NATIVE STUDENTS

Many colleges and universities have made efforts at recruiting Native students, but what does it take to implement a complete program that meshes recruitment with retention? The session will strive to understand the correlation between checking a box to fulfill a requirement versus a student's identity in an undergraduate setting. Do high enrollment numbers of a particular group equate to safety, home, family and comfort during the undergraduate experience? This presentation will address institutional implications, emotional and psychological impacts on students, and the obstacles we face in attracting these populations. Most importantly, it will provide tangible research data to aid in understanding our communities and a platform for further discussion and collaboration on this topic.

AUDIENCE: Admission/Post-Secondary Counselors

PRESENTERS: **Dean Jacoby**, Director of College Guidance, Albuquerque Academy
Steven Abbott, Associate Director of Admissions/Coordinator of Native American Outreach, Dartmouth College
Leslee Lovato, Assistant Director, Colorado State University
Megan Red Shirt-Shaw, Assistant Director of Undergraduate Admissions, Santa Clara University
Lorenzo Gamo, Associate Director of Undergraduate Admissions, Santa Clara University

THE SCHOOL VISIT FROM BOTH SIDES OF THE DESK

Many counselors have begun to question the value of the high school visit. When done well, these visits play a crucial role in shaping a student's perception of a school. Our panel of professionals who recently "switched sides of the desk" (in both directions) will provide insights gained from serving as secondary counselors into the student perspective, and how admission officers can utilize these visits to better reach their intended audience.

AUDIENCE: Admission/Post-Secondary Counselors

PRESENTERS: **Danny Irving**, College Counselor, New Roads School
Karly Brockett, Co-Director of College Counseling, Marymount High School
Andrea Zaremba Diamond, Assistant Dean for Admissions-West Coast Recruiter, Union College (NY)



Session D, cont.

WRITING DIFFICULT LETTERS OF RECOMMENDATION

How much information is too much? When do details of challenges in a student's life help or hurt the application? As counselors we want to be fair to the student and to the colleges when we decide what to include in letters of recommendation. A panel of experienced professionals from both sides of the desk will engage in dialogue based on actual situations.

AUDIENCE: Secondary School, Admission/Post-Secondary, and Community College Counselors

PRESENTERS: **Peggy Hock**, VP of Academics and Director of College Counseling, Saint Lawrence Academy
Jeanne Eulberg, Assistant Principal for Student Services, O'Dea High School
Marcela Mejia-Martinez, Director of Undergraduate Admission, Chapman University

SAY GOODBYE TO THE SAT — PANEL DISCUSSION

How effective are standardized exams in the college admissions process? Nearly 850 colleges and universities are test optional. Explore the much debated topic with a panel of experts who will expose a variety of viewpoints, including discussion of the test changes. Panelists include admissions officers, guidance counselors, and an executive from Kaplan.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, and Community Based Organizations Counselors

PRESENTERS: **Poonum Sidhu & Katherine Plommer-Pena**, Programs Manager, Kaplan Test Prep
Ed Devine, West Coast Regional Director of Admission, Lafayette College
Candy Navarro, Director of College Counseling, Flintridge Sacred Heart Academy
Corinne Schell, Director of West Coast Admission and Recruitment, Marist College
Ross D. Mankuta, Director of College Counseling & Academic Planning, Milken Community Schools
Susan Pendo, Senior Assistant Director, University of California, Berkeley - Office of Undergraduate Admissions

11:30 am – 1:15 pm **Business Lunches WACAC/PNACAC/RMACAC**

1:00 - 5:00 pm **Exhibit Hall Open**

1:30 – 2:30 pm **Session E**

COLLEGE ACADEMIC SUPPORT PROGRAMS MAXIMIZE SUCCESS FOR STUDENTS WITH LEARNING AND ATTENTION DIFFERENCES

This session explores the topic of students with learning and attention differences and the realities they face in the college environment and in life. Information covered in the session will include the following: an explanation of common learning and attention differences, student criteria that affects success, accommodations and academic support, and a comparison of post-secondary academic support programs across the country. The University of Arizona's Strategic Alternative Learning Techniques (SALT) Center, recognized nation-wide as one of the most successful for promoting student achievement in the university setting, will be highlighted.

AUDIENCE: Secondary School and Independent Counselors

PRESENTERS: **David Cillo**, Assistant Director, Admissions and Recruitment, University of Arizona SALT Center
Tyler Cegler, Senior Regional Recruiter, The University of Arizona

A LEAGUE OF EXTRAORDINARY RECRUITERS: WHEN REGIONAL AND IN-OFFICE POWERS COMBINE

Whether you wear the cape, are the sidekick or the mastermind, come learn how to support, manage and thrive with an office of one. These presenters bring a wealth of 23 years of collective regional experience and will cover topics including in-state, out-of-state, and management through an interactive facilitated conversation.

AUDIENCE: Admission/Post-Secondary Counselors

PRESENTERS: **Christina Y. Nakada**, Assistant Director of Admissions for Recruitment, Oregon State University
Brad Baertsch, Associate Director, Admission Services, Arizona State University
Kaleena Chiddick, Regional Admissions Adviser—Southern California, Oregon State University
Amanda Hutchinson, Regional Admissions Adviser—Central Oregon, Oregon State University

NATIONAL BOARD CERTIFICATION FOR HS COUNSELORS

Scott Marcum and Alicia Williams are both National Board certified high school counselors. They will provide information based on their own National Board certification journey, as well as updates on the new process for earning certification.

AUDIENCE: Secondary School Counselors

PRESENTERS: **Scott Marcum**, Counselor, Interlake High School
Alicia Williams, Counselor, Interlake High School

THE COMMON APPLICATION: ACCESS, EQUITY, AND INTEGRITY IN ACTION

Join this discussion on The Common Application's refocused mission and the new application features that have resulted from these changes. Then continue the conversation with experienced colleagues from both sides of the desk as they discuss how they use the Common Application as a mutually beneficial teaching and recruiting tool.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations Counselors

PRESENTERS: **Scott Anderson**, Senior Director, The Common Application
James Miller, Director of Admission, University of Puget Sound
John O'Connor, College Selection Facilitator, Natrona County HS and Kelly Walsh High School

FIVE COLLEGE ESSAY QUESTIONS EVERY COUNSELOR SHOULD BE ABLE TO HELP THEIR STUDENTS ANSWER

What's my deepest story? How do I structure it? Outline it? How do I revise? How do I make my essay not-boring? Could it be that one session can address all these questions? Indeed. We'll provide 162 specific, concrete resources for answering students' most pressing essay questions.

AUDIENCE: Secondary School, Independent, and Community Based Organizations Counselors

PRESENTERS: **Ethan Sawyer**, College Essay Guy
Tamika Lewis, Counselor, Francis Polytechnic HS



Session E, cont.

THE VALUE OF COUNSELING YOUR STUDENTS TO CONSIDER A LIBERAL ARTS COLLEGE

In this time of increasing applicant pools and decreasing acceptance rates, liberal arts colleges provide a destination for students in search of fundamental transferrable skills for a quickly evolving world. Three members of the Colleges That Change Lives (CTCL) consortium will discuss the value of a liberal arts education.

AUDIENCE: Secondary School, Independent, Community College, and Community Based Organizations Counselors

PRESENTERS: **Philip "PJ" Petrone**, Co-Director of College Counseling, Marymount High School
Martha Wilson, Associate Director of Admission, University of Puget Sound
Michael McKeon, Dean of Admission, Saint Mary's College of California
Yvette Sobky Shaffer, Director of Admissions, St. John's College, Santa Fe, NM

DON'T LET RECS WRECK YOUR FALL/WINTER!

Hear from two high school counselors how they survive letter writing season with their sanity intact and what college admissions professionals think of their letters. Come see sample letters and participate in a discussion about what college admissions readers want from letters of recommendation.

AUDIENCE: Secondary School, Independent, and Community Based Organizations Counselors

PRESENTERS: **Michelle Rasich**, Associate Director of College Counseling, Rowland Hall
Lynn Ossowski, College Counselor, Salpointe Catholic High School

BEST PRACTICES FOR REGIONAL ADMISSION REPRESENTATIVES

Are you a regional admission counselor looking to have a deeper impact within your territory or branch out into a new area? Are you a high school counselor wondering how to maximize your relationship with regional counselors? Then join us for this collaborative session to learn what works and what doesn't in regional recruitment.

AUDIENCE: Secondary School, Admission/Post-Secondary, and Independent Counselors

PRESENTERS: **Carissa Cummins**, Asst. Director for National Recruitment, Rocky Mountain Region, University of Oklahoma
Jon Mires, Associate Director of Admissions, Hastings College
Julio Mata, Senior Assistant Director for Regional Recruitment, Miami University

UNLEASH STUDENT BRAINPOWER!

Motivate students to academically apply the POWER of their BRAIN in a highly interactive, multi-media workshop that can be replicated for students! Discover Dr. Rita Smilkstein's powerful six-stage approach illustrating how neurons, axons, teledendrites, and neurotransmitters result in synapse connections—or "learning!" Students can turn "dendrite disadvantages" into learning breakthroughs!

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations Counselors

PRESENTERS: **Gwen Anderson**, International/National Recruiter, Adjunct Faculty, Utah Valley University

MISSION POSSIBLE: RECRUITING AND RETAINING TRANSFER STUDENTS

Recruiting and retaining transfer students poses opportunities and challenges for post-secondary institutions. Efforts for first year traditional students may not work for transfer students. This session will provide an overview of statistics, best practices as well as provide feedback from transfer students who are anticipating or navigated the transfer process.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations Counselors

PRESENTERS: **Patty Avila-Porter**, Program Director, Truckee Meadows Community College
Kari Emm, Coordinator of Transfer Recruitment, University of Nevada, Reno
Staci Miller, Academic Advisor and Transfer Coordinator, Truckee Meadows Community College

CAMPUS SAFETY AND GIRLS: HYPE, FEAR, AND STRATEGIES

We all know that a college campus is not necessarily a safe place for women. Recent media attention has helped bring this important topic to into the spotlight, but how can we help frame the discussion for our students without adding fuel to their fears? No matter our role or side of the desk we have an obligation to bring this up with the families we serve so they feel supported in the transition and don't rely on headlines or hype when it comes time to make a college choice. Come get comfortable with an uncomfortable topic so we can help our students not just find but create safe campus communities.

AUDIENCE: Secondary School, Independent, Community College, and Community Based Organizations Counselors

PRESENTER: **Scottie Johanna Hill**, Director of College Guidance, Archer School for Girls



Session E, cont.

TRANSFER STUDENTS: HOW THEY GET IN, WHY WE LIKE THEM, AND WHAT THEY ADD TO OUR INSTITUTION

We will illustrate a variety of approaches from different institutions on how to attract transfer students, get them to apply, and admit them. Counseling transfer students requires counselors to look beyond minimum transfer requirements to make sure transfer courses taken 'count' and help a student progress to degree completion.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations Counselors

PRESENTERS: **Dan Nannini**, Transfer Center Director, Santa Monica College
Gary Clark, Director of Undergraduate Admissions, UCLA
Kirk Brennan, Director of Undergraduate Admission, University of Southern California
David Burge, Executive Director, Admission Services, Arizona State University
Jim Rawlins, Director of Admissions, University of Oregon

2:35 - 3:35 pm

Special Interest Roundtables

3:45 - 4:45 pm

Session F

IS YOUR UNIVERSITY TRANSFER FRIENDLY?

With the increase in transfer students, it's important for universities to understand what it takes to recruit, matriculate, and retain these students. Hear from a community college transfer director and a panel of university representatives about their initiatives on making their campuses receptive to the needs of the transfer population.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations Counselors

PRESENTERS: **Arek Horozyan**, Associate Director of Admission, Pepperdine University
Shannon Crogan, Associate Director of Admission, Chapman University
Linh Nguyen, Admission Counselor, California Lutheran University
Candyce Coleman, Associate Director of Transfer Admission, University of La Verne
Sunday Salter, Director of Transfer Center, Los Angeles Pierce College

MEANINGFUL SCHOOL COUNSELING/INDIGO STRENGTHS

Ever wished you could do more meaningful counseling in a school setting? Come to this session and learn about a new strengths based assessment called "Indigo" and learn how you can integrate it into your High School or College setting for meaningful help with ICAP, selection of a college majors or finding a job. Learn how several high schools have created high risk small groups out of this data to reduce suicide risk, increase academic performance and find best fit for college.

AUDIENCE: Secondary School, Admission/Post-Secondary, and Independent Counselors

PRESENTERS: **Kimberly Gannett**, High School Counselor, Peak to Peak Charter School
Sheri Smith, CEO of the Indigo Education Company, Indigo Education Company
Linda Bostic, High School Counselor, Peak to Peak Charter School

SLICE THE PAGE; OPEN THE CONVERSATION

Spring-boarding off the image of Jay Gatsby's library of unopened books, this session will explore the necessity of moving students away from a concern with the externalities of the college consideration process and towards an internal examination of self as it pertains to seeking out college opportunities. Techniques for encouraging self-assessment, down to the level of the vocabulary we use when discussing college and applications will be offered.

AUDIENCE: Secondary School, Independent, and Community Based Organizations Counselors

PRESENTERS: **Steve Kahn**, Dean of Academic Affairs, San Diego Jewish Academy
Emmi Harward, Director of College Counseling, The Bishop's School

IMPROVING COLLEGE ENROLLMENT WITH DISTRICT COLLABORATIONS

Learn about two award-winning programs from two ACAC's which offer a series of motivational, intentional, and experiential activities for students, counselors, and faculty that were implemented in a district-wide approach to improve college-going rates. Discuss the tools needed to implement these cost-effective, comprehensive programs whose shared goal is to improve student outcomes. Gain strategies for improving counselor communication and professional development, building relationships with colleges, and analyzing follow-up data with positive outcomes.

AUDIENCE: Secondary School and Admission/Post-Secondary Counselors

PRESENTERS: **Esther B. Hugo**, Adjunct Professor, LMU School of Education
Guadalupe Navarrete, Head Counselor, Sequoia Union High School
Gregg Murray, Assistant Director of College Counseling, Viewpoint School
David Schindel, RMACAC Professional Development Chair, Sandia Preparatory School
Ralph Figueroa, Dean and Faculty, Albuquerque Academy
Freida Trujillo, College and Career Readiness Counselor, Tony Hillerman Middle School
Debra Chandler, College and Career Readiness Counselor, La Cueva High School
Jessica DeSantis, Senior Associate Director, Lehigh University

PARTNERING FOR A K-12 COMMON COMMITMENT — SAN BERNARDINO, CA

San Bernardino High is actively engaging Arrowview Middle School & Riley Elementary with college knowledge activities to strengthen college access. This venture will persist from elementary to secondary for the advancement of student's academic potential & career goals. Resources are linked to each school vertically to define a college-going discussion with all students and their families.

AUDIENCE: Secondary School and Community Based Organizations Counselors

PRESENTERS: **Sylvia Juarez-Magana**, Educational Consultant, Juarez Consulting Inc.
Sandra Rodriguez, Principal, San Bernardino High School
Berenice Rios, Principal, Arrowview Middle School
Aldo Ramirez, Principal, Riley Elementary School



Session F, cont.

BE CREATIVE! IDEAS TO ENHANCE YOUR COLLEGE & CAREER READINESS PROGRAM

Two public high school College Advisors share their four year college & career readiness programs utilizing Naviance and other tools to help their students navigate the process of readiness for college. Come learn and share.

AUDIENCE: Secondary School Counselors

PRESENTERS: **Eloise Schneider**, College & Career Advisor, Miramonte High School
Linda Clark, College & Career Advisor, Northgate High School

REALIZING THE COLLEGE DREAM — A COLLEGE ACCESS CURRICULUM AN OVERVIEW OF THE DISAPPEARING LATINO IN HIGHER EDUCATION

This presentation will begin with a review of a scenario highlighting contemporary issues affecting the Latino community. We will begin at the secondary level and continue on to post-secondary education. This will allow us to speak about the environment in which our students find themselves and understand their history so that they may attain a college education. We will delve into the context of individual states and challenges for counselors as they continue to work with this unique population. Once our foundation is set with historical facts and current knowledge, we will explore how secondary counselors can assist in higher education and hear from the audience best practices. Creating options and understanding opportunities within the different university settings is critical for all counselors, secondary and post-secondary. This discussion will lead into research and dialogue on Latinos. In closing, we would like to address the need to get involved and be proactive on this matter.

AUDIENCE: Secondary School, Admission/Post-Secondary, Community College, and Community Based Organizations counselors

PRESENTERS: **March Kessler**, Executive Director, ECMC Foundation
Steven Baumann, Director of TRIO Programs, University of Utah
Rebecca Dukstein, Director of Educational Talent Search, University of Kansas
Jessica Genco, Director of Student Counseling, Mountain Empire Community College
Johnnie Hill Marsh, Upward Bound Director and EEO/Affirmative Action Officer, LeMoyné College

DEMYSTIFYING THE ART SCHOOL PORTFOLIO

In this session we will explore the process of applying to a Visual Art college while taking a closer look at the “dreaded” portfolio requirement. Join us as we put aside the art school jargon and help you to thoughtfully interpret, evaluate, and communicate about the portfolio with your young artists.

AUDIENCE: Secondary School, Independent, Community College, and Community Based Organizations Counselors

PRESENTERS: **Robynne Royster**, Director of Undergraduate Admission, California College of the Arts
Arnold Icasiano, Associate Director of Undergraduate Admission, California College of the Arts

WHY COLLEGES AREN'T READING YOUR LETTERS OF RECOMMENDATION

In this session we will use statistical analysis, rather than broad overreaching suggestions, to breakdown the significant qualities of a college letter of recommendation in order to provide an argument for their effectiveness in the college admission process.

AUDIENCE: Secondary School, Admission/Post-Secondary, and Independent Counselors

PRESENTERS: **Grant Cushman**, Assistant Director of Admission, Chapman University
Chris Helvajian, Admission Counselor, Chapman University
Casey Decker, Admission Counselor, Chapman University

THE EFFECT OF STUDENTS' ONLINE REPUTATION ON THE COLLEGE ADMISSIONS PROCESS; HOW, WHEN, AND WHY ADMISSIONS OFFICERS PERFORM ONLINE SEARCHES OF APPLICANTS

Derived from our 2014 Admissions Officer Survey, we cover what motivates online searches, types of online content that have the greatest impact on officers, percentages of officers who stated they were affected negatively or positively by applicant content found online and officers' interpretation of school policies regarding online searches of candidates.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations Counselors

PRESENTERS: **Carolynn Crabtree**, President and Co-Founder, Cornerstone Reputation
Patrick Richardson, CEO and Co-Founder, Cornerstone Reputation
Sarah Shea, Vice-President of Education, Cornerstone Reputation

DREAMING STARTS WITH BELIEVING: BRINGING YOUTH VOICE INTO THE COLLEGE CHOICE

The experience of a student transitioning from high school to college is rarely documented from multiple perspectives. This session uses mixed media to share students' stories around their experiences involving secondary education and beginning post-secondary education. It includes stories from students of color, students of varying income level, and recent immigrant students.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations Counselors

PRESENTERS: **Jaleh Sadravi**, High School Program Supervisor, College Access Now
Tony Foland, High School Program Supervisor, College Access Now

5:00 – 6:15 pm

College Fair and Involvement Opportunities

7:00 pm

Dinner On Your Own

8:30 - 11:00 pm

Super Social: SuperACAC's Got Talent Witness the battle for ACAC supremacy! Come cheer on your fellow PNACAC, RMACAC, and WACAC colleagues as they compete to bring glory to their ACAC! Vote for your favorite performer(s) through your donation to the NACAC Imagine Fund. Seating is limited, so arrive on time to get a seat. A cash bar will be available, but the first drink is on us!



7:30 – 8:45 am Past-Presidents' Breakfast

9:00 – 10:00 am Session G

UNDERSTANDING MILITARY SERVICE ACADEMIES & ROTC SCHOLARSHIPS – HOW TO SUPPORT YOUR STUDENTS THROUGH THEM

The Service Academies and ROTC commissioning programs are the gateway to be an officer in the US Military. Both programs offer unparalleled leadership opportunities and scholarships. During the presentation a West Point graduate and an AFROTC alumna will share their combined careers' worth of experience as an Army Professor of Military Science and an Air Force Assistant Professor and Air Force Academy Deputy Admissions Liaison Director. You'll learn what each program is looking for and how to best prepare your candidates for the extensive application and interview processes.

AUDIENCE: Secondary School, Admission/Post-Secondary, and Independent Counselors

PRESENTERS: **Dr. Robert O Kirkland**, ROTC Consulting
Lisa Hillhouse, Independent Advisor, Hillhouse College and Career Advising
Charles Scott, Academic Counselor, New Mexico Military Institute

SELFIES, SNAPCHAT, SO WHAT?: THE 2015 SOCIAL ADMISSIONS REPORT

Millennials grew up when Google and Facebook launched. As digital consumers, they naturally gravitate online for information, using social media and mobile apps for everything including making their college decision. In its fourth installment, the refreshed report reveals Millennials' changing perspectives, focusing on utilization of digital services and social networks throughout the admissions process and new mobile communication trends.

AUDIENCE: Admission/Post-Secondary, Independent, and Community College Counselors

PRESENTERS: **Lara Ramsey**, Associate Director of Recruitment, Washington State University
Eric Ferguson, Senior Enrollment Consultant, Uversity
Kendall Robertson, Director of Marketing, Uversity

CHANGE AGENTS: WITH RISING INTERNATIONAL APPLICANT POOLS AND A NEW SAT (AND TWEAKED ACT), ADMISSIONS OFFICES MUST ADJUST TO EACH SEPARATELY AND AT THEIR POINT OF INTERSECTION.

This session will provide insights about the potential impact of changing admissions tests alongside the resulting consequences of the ever increasing international applicant pool. The former could impact data sets and, at first, cast a fog over previously easy to make admissions decisions, while the latter continues to support the need for these tests.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations Counselors

PRESENTERS: **Ryan Kiick**, Regional Vice-President, The Princeton Review
Robert Mundy, Director of Admissions, Notre Dame University
Amy Jarich, Director of Undergraduate Admissions, UC Berkeley

HONORS PROGRAMS: FROM APPLICATION TO GRADUATION

For counselors assisting high-achieving students in selecting the perfect college, university Honors programs should be considered. What is Honors, how is it different from the regular college experience, and how can you best prepare students for admission? This workshop introduces the history, benefits and selection criteria of university Honors programs.

AUDIENCE: Secondary School, Independent, Community College, and Community Based Organizations Counselors

PRESENTERS: **Daniel Villanueva, Ph.D.**, Assistant Director, University of Nevada, Reno Honors Program
Tamara Valentine, Ph.D., Director, University of Nevada Reno Honors
Amy Eckert, Ph.D., Director, Metropolitan State University of Denver Honors Program
Kety Luna, M.Ed., Academic Advisor, University of Nevada, Reno Honors Program

UCAS 101: APPLYING TO THE UCAS FROM THE US

This session will take US counselors through the step-by-step process of completing the UCAS application to UK schools. We will come at it from both sides, how to best advise students to fill out the UCAS application and how best to create recommendations for our students. It also includes timelines and additional testing information.

AUDIENCE: Secondary School and Independent Counselors

PRESENTERS: **Rebecca Heller**, Associate Director of College Counseling, Viewpoint School
Jim Patterson, Director of External Learning and Summer School, Harvard-Westlake School
Joseph Kirk, Education Coordinator, British Council

SURROUND SOUND: THE NEW WAY TO FIND, RECRUIT, AND ENGAGE PROSPECTIVE STUDENTS

California Baptist University has enjoyed more than a decade of double-digit growth from 2,300 students in 2004 to nearly 8,000 in 2014. CBU began looking outside its traditional geographic borders to identify new opportunities for growth and found one in a nearby state. After establishing benchmarks against which it could later measure progress, CBU partnered with Carnegie Communications to develop and deploy an advertising campaign that took advantage of the latest online tactics to precisely deliver campaign messages to future students and their parents. Presentation topics include market research, brand positioning, integrated marketing communications, IP-targeting, retargeting (remarketing) and mobile advertising.

AUDIENCE: Admission/Post-Secondary and Community College Counselors

PRESENTERS: **Melissa Rekos**, Senior Vice-President Digital Services, Carnegie Communications
Jeremy Zimmerman, Director of Marketing, California Baptist University



Session G, cont.

WHY A 5.0 GPA, 36 ACT AND PERFECT SAT ARE PRETTY MUCH WORTHLESS... WITHOUT A SENSE OF SELF

The latest research in positive psychology and education is demonstrating that there are a number of ways that educators can lower the pressure placed on students in the college admissions process, while simultaneously improving their students' competitive positions when applying to selective colleges. The panel will discuss how growth mindset, learned optimism, mindfulness, selective attention, and grit can not only increase students' enjoyment of school, but also push them to develop a stronger sense of self. This increased interpersonal knowledge gives meaning to the test prep process, and acts as a catalyst to identify right-fit colleges and to craft college applications that stand out from the pack with a clear point of view and an authentic voice. This discussion will also touch on innovative exercises and tools for counselor/advisory-student workshops. For example, articulating a "coherent personal narrative" in 1-3 images in order to craft stronger college applications and essays that break the generic mold and more effectively communicate who a student is and what they have to offer to the communities of their right-fit colleges.

AUDIENCE: Secondary School, Admission/Post-Secondary, and Independent Counselors

PRESENTERS: **Jason Gregory**, Dean of Student Life, Sonoma Academy
Nick Standlee, President, Test Prep Gurus

I'VE BEEN A TRANSFER CENTER DIRECTOR FOR A YEAR NOW...NOW WHAT?

Professional development for Transfer Center Directors—this session will be a brainstorm and sharing best practices session on running an effective Transfer Center.

AUDIENCE: Community College Counselors

PRESENTERS: **Naomi Grisham**, Transfer Center Director, San Diego Miramar College
Kamale Gray, Transfer Center Director, Los Angeles City College

MUDDLING THROUGH THE MIDDLE

In 2015, WACAC created the Leadership Development Institute (LDI) to develop and support emerging leaders on the post-secondary side. LDI alumni will discuss the challenges and opportunities they've had as middle managers and will provide advice/perspective for those just starting out as well as for those who supervise them.

AUDIENCE: Admission/Post-Secondary Counselors

PRESENTERS: **Jennifer Christensen**, Director of College Counseling, Marin Academy
Karly Brockett, Co-Director of College Counseling, Marymount High School
Joel Hart, Associate Dean of Admissions, Pomona College
Kristine Lee, Associate Director of Office of Undergraduate Admissions, UC Berkeley
Phillip Moreno, Director of Admissions, University of Redlands

BEYOND BAGPIPES AND WHISKEY: HIGHER EDUCATION IN IRELAND AND SCOTLAND

The number of Americans seeking to complete their university degrees overseas continues to grow due to high quality and affordability. Two popular destinations for these adventurous students are Ireland and Scotland. Come learn about the opportunities available, educational systems and application processes to better support your students.

AUDIENCE: Secondary School, Independent, and Community Based Organizations Counselors

PRESENTERS: **Leann Schmitz**, International Officer, University of Glasgow
Karina O'Neill, North America Representative, University College Dublin, Ireland

LATEST TRENDS IN INDEPENDENT COLLEGE CONSULTING

Independent Educational Consultants do much of their work in isolation, or in minimal contact with colleagues across the country. So what are the current trends in the field: from new ways to structure a consulting practice, to the use of technologies to advise remotely, to pricing and marketing and changes on college campuses? We've just completed our 2015 research and the results will be presented here with findings that will help you to rethink, restructure, reformat your own independent practice. Special care will be provided to give specific information on how western states compare with trends across the United States.

AUDIENCE: Admission/Post-Secondary, Independent, and Community Based Organizations Counselors

PRESENTERS: **Mark Sklarow**, CEO, Independent Educational Consultants Association
Rebecca Grappo, Independent Educational Consultant, RNG Educational Consultants
Gail Grand, Independent Educational Consultant, The College Advisor, Inc.

10:15 – 11:15 am Session H

COLLEGE BOARD & KHAN ACADEMY: WORLD-CLASS, FREE TOOLS TO HELP STUDENTS PREPARE FOR THE REDESIGNED SAT

Khan Academy is a nonprofit organization whose mission is to provide a free world-class education for anyone, anywhere. Khan Academy's new partnership with College Board creates free SAT preparation resources, using official test design information and items. See highlights of the current and future resources and learn how educators can help students use the Khan Academy SAT practice platform to open opportunities to college and career success.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organizations Counselors

PRESENTERS: **Alicia Ortega**, Educational Manager, The College Board
Nikki Danos, Director of College Counseling, Forest Ridge School
Tierney Kraft, Director, SAT Partnerships, The College Board



Session H, cont.

DIVERSIFYING YOUR PRIVATE, MID-SIZED COLLEGES AND UNIVERSITIES WITH TRANSFER STUDENTS

Our presentation will focus on how transferring to a private, mid-sized institution may benefit many students despite the perceived cost of attendance. We will also focus on best practices for recruiting, enrolling and retaining these students at our institutions, with a special focus on student success.

AUDIENCE: Admission/Post-Secondary, Independent, and Community College Counselors

PRESENTERS: **Tom Gutto**, Director of Transfer Enrollment Services, Loyola Marymount University
Dan Nannini, Transfer Center Director, Santa Monica College
Robert Waldren, Transfer Success Center Coordinator, Santiago Canyon College
Shannon Crogan, Associate Director of Admission, Chapman University

SEND THEM OUT PREPARED: HOW CANADIAN EXPERIENTIAL LEARNING HELPS US STUDENTS SUCCEED IN THE GLOBAL WORKPLACE

Beyond being a good value, Canadian Universities offer excellent experiential learning opportunities that provide a high ROI to students from around the globe. Current U.S. students attending Canadian Universities will discuss how experiential learning in Canada has informed their futures. Experiences include: Internships and Co-op, Undergraduate Research, Field schools, and International Service Learning.

AUDIENCE: Secondary School and Independent Counselors

PRESENTERS: **Rachel Toyen**, Coordinator, Regional Recruitment, Americas, Middle East and Africa, University of British Columbia
John Soltice, Assistant Director, International Recruitment, University of Alberta
Jake Mason, International Recruiter and Advisor, University of British Columbia
Natasha Bijelich, Recruitment Officer, University of Toronto

BEST ADVICE WE (N)EVER RECEIVED

Your first cycle of recruitment is terrifying in some aspects. Don't worry though, you're not alone. Three recruiters with multiple years of experience within different offices and roles have some of the answers you'll need this first year. From travel arrangements, eating habits, and police reports; they've got you covered.

AUDIENCE: Admission/Post-Secondary, Independent, and Community College Counselors

PRESENTERS: **Patrick Jones**, Senior Admissions Counselor, The University of Utah
Jan Bents, Senior Admissions Counselor, The University of Utah
Jessica Lee, Senior Admissions Counselor, The University of Utah

REVITALIZING CARROLL COLLEGE'S STRUGGLING AMBASSADOR PROGRAM INTO A PAID LEADERSHIP OPPORTUNITY

This session will describe the transformation of a student ambassador program to a paid leadership opportunity, including: rebranding and marketing, developing a training process, incorporating service and mentorship, maintaining and enhancing traditions, and providing follow-up and outreach to prospective students. We will leave time for discussion and collaboration among attendees.

AUDIENCE: Admission/Post-Secondary and Community College Counselors

PRESENTERS: **Jamie Jones**, Senior Assistant Director of Admission, Carroll College
Stephanie Pung, Assistant Director, Carroll College

ESTABLISHING A SUCCESSFUL, STUDENT-CENTERED IEC PRACTICE

The workshop will provide newer IEC with tools which can be implemented immediately to grow a thriving, student-centered practice in four critical areas: How to reach new clients; how to manage clients and workflow; how to engage with colleges, and how to serve your students with best practices.

AUDIENCE: Independent Counselors

PRESENTERS: **Steven Mercer, ED.D.**, Independent Educational Consultant, Mercer Educational Consulting & UCSD Extension
Sandy Furth, Independent Educational Consultant, World Student Support
Jenny Umhofer, Independent Educational Consultant, Colledge
Sean Hawes, Independent Educational Consultant, Pathways To College Achievement

THE TAJ MAHAL, THE EIFFEL TOWER, THE GREAT WALL OF CHINA... WHERE TO START YOUR INTERNATIONAL RECRUITMENT STRATEGIES?

A passport isn't enough to start an effective international recruitment strategy. There are many things to consider: Organized tours, group or solo travel ? China, India, Brazil, Canada, Vietnam, Timbuktu? Money, time, staffing, experience? Students, parents, counselors? You'll hear from a panel of seasoned professionals in the field of international admissions to gain tools to build and implement a strategy. We're happy to share our experiences, collective words of wisdom and provide useful tips for your international recruitment efforts.

AUDIENCE: Admission/Post-Secondary and Community College Counselors

PRESENTERS: **Becky Konowicz**, Director of International Admission, Santa Clara University
Ffiona Rees, Senior Associate Director of International Admission, UCLA
Jee Won Lee, Associate Director of Admission, Whitman College



Session H, cont.

REPOSITIONING THE VALUE OF THE LIBERAL ARTS: PRACTICAL PREPARATION FOR CAREER AND SUCCESS

With continuously increasing focus on career outcomes due to the cost of higher education and changing economic and market conditions in the United States, and the resulting question from students and families about the ROI from a liberal arts education, this session will demonstrate the long-term benefits and ROI that a liberal arts education provides.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, and Community College Counselors

PRESENTERS: **Briana Seyarto**, Admission Counselor, Loyola Marymount University
Julian Howard, Admission Officer, Pomona College

OUR MEMBERS, OUR ETHICS

Bringing together leaders of four organizations within our profession, attendees will learn about the membership criteria, the ethical principles and the disciplinary procedures of each of the organizations. This discussion will also serve to expand the dialog of members of these organizations to clarify proper behavior and practice.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, and Community College Counselors

PRESENTERS: **Katy Murphy**, Director of College Counseling, Bellarmine College Preparatory, Past-President NACAC
Eric Delehoy, Independent College Counselor, Delehoy College Counseling, President HECA
Jeff Fuller, University of Houston, President NACAC
Emmi Harward, Director of College Counseling, The Bishops School, CEO AICCIS

GET THE MOST FROM YOUR TEST PREP COMPANIES

Use test preparation companies to build and strengthen the college-going culture at your school. Hear from The Princeton Review, a community based organization, and a public high school counselor on the various ways they work together to provide admissions programming for students. Plus, receive a "roadmap" for your school.

AUDIENCE: Secondary School, Independent, and Community Based Organizations Counselors

PRESENTERS: **Katie Noone**, Executive Director, The Princeton Review
Becky Marchant, Co-Lead Counselor, Brea Olinda High School
Rachel Mead, Executive Director, The Princeton Review
Kellie Nakano, Director Pre-College Services, College Success Foundation
Ryan Kiick, Regional Vice-President, The Princeton Review

HOW OPTIONAL TESTING WORKS DEFINING PROMISE IN AMERICAN ADMISSIONS

This national study at 33 public and private institutions evaluates optional testing, asking "Does standardized testing produce predictive results, or artificially truncate applicant pools who would succeed if they applied?" Based on this study, it is far more the latter. Non-submitters are more often first-generation-to-college, women, minorities, and Pell recipients.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, Community College, and Community Based Organization Counselors

PRESENTER: **William C. Hiss**, Principal Investigator, Retired Bates College Dean

PARTNERING WITH REGIONAL ADMISSION OFFICERS TO ENHANCE THE COLLEGE COUNSELING EXPERIENCE

Come join the conversation! Learn how a high school counselor, a CBO executive director and regional admission officers from CA and CO have partnered to educate students and parents about the college admission process. Panelists will share their experiences and discuss ideas for future programming. Bring your questions and ideas with you. A Q & A session and discussion will follow the presentation.

AUDIENCE: Secondary School, Admission/Post-Secondary, Independent, and Community Based Organizations counselors

PRESENTERS: **Betsey Fuller Hayes**, Western Regional Director of Admission, Washington College
Maureen Roadman, Executive Director, Solutions-Exploring Success Post High School
Rae Anne Mena, Program Coordinator, Saint Louis University
Jill Schratz, College-Career Coordinator, San Ramon Valley High School
Brittany Wertz Slaughter, Regional Assistant Director of Admission, Elon University

11:15 am- 12:30 pm Brunch & Closing Session

Common Core, Community College Initiatives, Federal and State Financial Aid...Katy Murphy, former NACAC Past-President, will moderate a panel of key educational leaders in our region on these topics and more. Panelists include: Youlanda Copeland-Morgan, UCLA; Matt Fissinger, Loyola Marymount University; Steve Maples, University of Nevada, Reno; Jim Rawlins, University of Oregon; Todd Rinehart, University of Denver. Please make plans to join us for brunch and what will surely be stimulating conversation with some of the most senior leaders in our region.

1:00 pm Post-Conference College Tour Departs from Atlantis Hotel East Porte Cochere

1:15 pm Arrive at University of Nevada, Reno

Tour University of Nevada, Reno

3:45 pm Depart for Atlantis

4:00 pm Arrive back at Atlantis Hotel



The Benefits of IECA Membership

Small Business Support

IECA provides members with training in marketing, business management, technology, and social media, in addition to counseling and admissions. We understand that Independent Educational Consultants are balancing serving students with the need to succeed as a small business.

Exclusive Research & Services

Our members have access to exclusive research on admissions, successful practices, publications, campus events, and discounts on professional materials. Our full-time professional staff share their expertise in communications, education, training, and business with members to help them achieve success.

Referrals

With IECA's extensive outreach efforts and national promotional work, our members regularly report that IECA provides a source of clients that far surpasses the cost of membership. Over 65,000 searches for IECA members were conducted on our website last year.



Independent Educational
Consultants Association

www.IECAonline.com

Leadership

IECA has been the leader in Independent Educational Consulting since 1976. IECs who wish to be leaders in admissions consulting join IECA and help to position this profession for the decades ahead.

Training

IECA provides monthly webinars and in-person training throughout the year, satisfying member needs for critical information necessary to serve their students.

Press and Public Outreach

IECA commits significant resources on marketing and promoting the profession to families, the media, community-based professionals, and the general public. Our website is visited by tens of thousands of visitors each month and is translated into more than 50 different languages.

Recognition for Excellence

IECA membership is widely recognized as demonstrating premier credentials, extensive training, the highest ethical standards, and the most professional demeanor.

The hallmark of IECA membership is a network of professionals offering peer-to-peer advice, mentoring, and support.

To learn about membership and our 2015 Summer Training Institute in Claremont, California, visit us in the exhibit hall here at SuperACAC.



THE EXPERTS

IN MARKETING

COMMUNICATIONS

FOR COLLEGES

AND UNIVERSITIES

www.limetwig.com