



# IACAC Conference Sessions

Westin Chicago Northwest (Itasca)  
April 30 – May 2, 2014

## Wed., April 30 9:30 am – 10:30 am — A Sessions

**Session: A1**  
**Barrington**

**Basics of International Admission**

The purpose of this session is to introduce admission counselors to the world of international admission and armchair recruitment tactics. We will cover the admission and recruitment processes, the relationship between colleges/universities and the federal government, basics of the F-1 student visa, and the visa application process. We will also highlight how to assist students in transitioning to life in the United States.

**Moderator:** Josie Blasdel, Director of Undergraduate Admission, McKendree University

**Presenter:** Leticia Nieto, Associate Director, Loyola University  
Lindsey Simon, Assistant Director, Loyola University

**Audience:** Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 4

**Session: A2**  
**Hampton**

**GWI: Do You See What Eye See?**

This session will examine the impact of marketing and advertising on the development of inclusive college recruitment strategies. How do the messages in college advertisements resonate among students from underserved and underrepresented populations? How do students perceive and interpret print media? How does marketing during the college search process shape students' expectations of their college experience?

**Moderator:** Adriana Esparza, Recruitment & Outreach Specialist, Oakton Community College

**Presenters:** Danielle Nightingale, Recruitment & Outreach Specialist, Oakton Community College  
Stacy Brill, Recruitment & Limited Enrollment Assistant, Oakton Community College

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 3, 4, 6, 7, 8

**Session: A3**  
**Marlborough**

**Going Rogue**

Using Naviance and Common Application together can be wonderful tools to help with the search and application process. However, uniting them in order to complete counselor forms and transcript submission can create challenges. In this session, you can listen to one school's implementation of solely utilizing the Common Application online submission feature and how it addressed the process with students, teachers and parents. Join this interactive discussion about best practices, and learn how less is more! You also may gain the confidence to implement your own process and go rogue.

**Moderator:** Dan Rogan, Post-High School Counselor, New Trier Township High School

**Presenters:** Jill Cervantes, Post-High School Counselor, New Trier Township High School  
Tom Shorrock, Post-High School Counselor, New Trier Township High School

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 3, 5, 6, 8

**Session: A4**  
**Lakeshore**

**TRN: Not-So-Tricky Transfers**

Can we alleviate your fears of working with transfer students? While they all have different stories, there are some common factors that make transfer admission pretty simple. Best practices, transfer credit evaluations and the overall needs of transfer students will be discussed. We will offer tips on how to wear your advising "hat" while serving in an admission role. Transferring can be a puzzle and here you will learn how to put the pieces together.

**Moderator:** Stephanie Levenson, Associate Dean and Director of Admission, Elmhurst College

**Presenters:** Steffani Schneider, Transfer Admission Counselor, Concordia University Chicago  
Michelle Adams, Associate Director of Admission, Elmhurst College  
Andrea Puleo, Assistant Director of Admission, Elmhurst College

**Audience:** Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 2, 3, 4, 7, 8

**Session: A5**  
**Gallery Ballroom**

**Social Media in Admission**

It is very clear that social media is here to stay. What is not so clear is how admission professionals practically integrate social media into a hectic workload, especially during the travel season! Social media has evolved from a recruitment tool, to an avenue for admission professionals to connect. This session will seek to give a fun, diverse, yet honest perspective of the good and the bad of using social media.

**Moderator:** Mike Melinder, Assistant Director for Chicago Area Regional Recruitment, IUPUI

**Presenters:** Megan O'Rourke, Chicago Regional Counselor, Marquette University  
Corey Richardson, Regional Admision Counselor, Western Illionis University  
Samantha Johnson, Undergraduate Admissions Counselor, University of Illinois Urbana-Champaign  
Brian Albertsen, Graduate Assistant, Western Illinois University

**Audience:** Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 3, 5

**Session: A6****Abricot****EXB: The College Admission Cookbook**

In a constantly changing college admission landscape, institutions invest a significant amount of time and resources identifying and attracting best-fit students to their institution. With so much on the line, it is important for admission and marketing professionals to tailor their communications to get the best response from the students they recruit. Through direct surveys with college bound students, Zinch, a Chegg service team and TWG+ asked students about their perceptions of today's recruitment tactics utilized by the colleges and universities they are considering. The results of these findings have helped identify the proper "mix" of recruitment strategies and tactics to maximize recruitment time and investments.

**Moderator:** Amanda Centers, Regional Accounts Manager, Zinch, a Chegg service

**Presenters:** Gil Rogers, Director of Marketing and Outreach, Zinch, a Chegg service  
 Jessica Shasserre, Strategic Enrollment Consultant, TWG+  
 Ken Anselment, Dean of Admission & Financial Aid, Lawrence University

**Audience:** Post-secondary; Veterans

**NACAC Competencies:** 3, 6

**Session: A7****Stanford****You're Hired! Now What?**

Congratulations on entering the exciting world of college admission counseling! This session explores various ways that counseling professionals in their early years, whether on the college or high school side, can enhance their knowledge of the profession. This session specifically focuses on the benefits from participation in the Mentorship program, Summer Institute, and networking through initial and ongoing professional development opportunities within IACAC.

**Moderator:** Beth Gilfillan, College Counselor, Deerfield High School

**Presenters:** Sarah Daugherty, Associate Director of Admissions, Bradley University  
 Elizabeth Hannon, College Counselor, Barrington High School  
 Cory Craig, Associate Director of Admissions, Bradley University  
 Jennifer Troupis, Assistant Director of Admissions, Purdue University  
 Angie Cooks, Associate Director of Admissions, Bradley University  
 Jennifer Coomer, Admission Counselor/Coordinator for New Student Programs, Southern Illinois University Edwardsville

**Audience:** Secondary, Post-secondary; Newcomers

**NACAC Competencies:** 1

**Session: A8****Windsor****They Didn't Teach that in Grad School**

Why does it seem like everyone knows more than you? Simple, they have been doing it longer. How do you know what to ask if you don't know what you don't know? Join us as we unravel essential areas of post-secondary counseling. Whether you are becoming a high school counselor or working in higher education, this session will provide attendees with tools and resources that are essential to be successful in our field.

**Presenters:** Brad Kain, College Consultant, Homewood Flossmoor High School  
 Traci Flowers, College Counselor, Loyola Academy

**Audience:** Secondary; Newcomers

**NACAC Competencies:** 1, 2, 3, 4, 6, 7, 8

**Session: B9  
Hampton**

**TRN: Navigating Transfer Pathways**

Rising costs of higher education and lack of academic preparation, etc., many students are not enrolling directly into four-year colleges and universities. As education professionals, it is our responsibility to prepare students to successfully navigate the transfer process. We will discuss how to best help students navigate this path and identify helpful resources.

**Moderator:** Joseph Serdar, Assistant Director, Undergraduate Admission, Loyola University Chicago

**Presenters:** Jill Schur, Director, Adult & Transfer Center, Loyola University Chicago  
Elizabeth Herzfeld, College Advisor, Chicago City Colleges: Harold Washington College

**Audience:** Secondary, Post-secondary; Newcomers

**NACAC Competencies:** 2, 3

**Session: B10  
Marlborough**

**CHOICES for College Options**

"CHOICES" is a regional post-secondary planning night for college bound students with disabilities. Learn more from college and high school professionals who plan and present this one-of-a-kind night for families. In addition, see what options are available at a wide range of colleges and what you can do at your high school to further educate your students and parents about these options.

**Moderator:** Dan Gin, College Career Counselor, Niles West High School

**Presenters:** Michael Southern, Program Director, Disability Services Office, University of Cincinnati  
Julie Smith, Transition Specialist, Glenbrook South High School  
Gretchen Stauder, Counselor, New Trier High School

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 4, 6, 8

**Session: B11  
Stanford**

**EXB: The Redesigned SAT**

College Board staff will present essential information about the upcoming redesign of the SAT and suite of college readiness assessments, including design principles and information about tools, resources, and research. Attendees will have an opportunity to understand what these exciting changes mean for their students and their school.

**Presenter:** Marc Geslani, Senior Educational Manager, College Board

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 2, 3, 6, 7, 8

**Session: B12****Abricot****Engaging Parents in College Choice**

This session will discuss the current research from well-known higher education consultants, Noel-Levitz, Royall & Co., and RuffaloCody as well as Bradley University, on communicating with, marketing to, and engaging parents. We will also discuss some of the strategies employed by Bradley and another institution to communicate with and engage parents. These strategies include how to collect parent information, mediums for communicating with parents, and parent to parent communication. Join us and bring your ideas to share.

**Presenters:** Justin Ball, Associate Vice President for Enrollment Management, Bradley University  
Lindsey Cheney, Associate Director of Admissions, Bradley University

**Audience:** Post-secondary; Veterans

**NACAC Competencies:** 1, 3, 4, 7

**Session: B13****Gallery Ballroom****NCAA Update**

This session will focus on the initial-eligibility rule changes for students planning to participate in athletics at a Division I or Division II NCAA institution. The session will highlight best practices for secondary school personnel including how to avoid bumps and roadblocks in the NCAA initial-eligibility process. There will be time for Q and A as well.

**Presenter:** Lisa Roesler, Director, High School Review, NCAA Eligibility Center

**Audience:** Secondary; Newcomers, Veterans

**NACAC Competencies:** 2, 3, 4, 6, 7, 8

**Session: B14****Lakeshore****GWI: Increasing Awareness, Access & Success**

Nationally, Black, Latino, first generation, and low-income students are struggling to persist to college graduation. Statistics support this as the achievement gap, but can also be viewed as an opportunity gap. Address the issue by increasing awareness of the pathways to Advanced Placement (AP) courses, opening access to AP courses, and offering a variety of supports that encourage self-determination and promote student growth, leadership, confidence, balance and well-being. Attend this session to better understand the implications of AP access and success on college admission and completion.

**Presenters:** Dale Leibforth, AP Recruitment & Retention Coordinator, Evanston Township High School  
Beth Arey, College & Career Coordinator, Evanston Township High School  
Rob Walton, Senior Assistant Director of Admission, Northwestern University

**Audience:** Secondary; Newcomers, Veterans

**NACAC Competencies:** 2, 3, 4, 6, 7, 8

**Session: B15****Barrington****Developing Student Staff as Leaders**

How do you supervise students who are the face of your institution? We consider how various supervision styles impact tour guides in ways that produce desired performance outcomes while still supporting their development as students and leaders. We will link supervision to student development theories and discuss the best ways to challenge and support student tour guides. We encourage attendees to offer their strategies for selecting, training, compensating, and supervising these students.

**Moderator:** Lindsay Vahl, Assistant Director of Admission, Illinois State University**Presenters:** Corey McClain, Assistant Director of Admission, Grinnell College  
LeeAnn Meyer, Assistant Director of Admission, Western Illinois University**Audience:** Post-secondary; Newcomers, Veterans**NACAC Competencies:** 2, 3, 5, 7**Session: B16****Windsor****Middle School Recruitment Initiatives**

Guidance during the later years of middle school can put students on a successful path to college. While most college recruitment efforts are focused on high school students, the College of DuPage has created a new initiative that focuses specifically on middle school recruitment. This session will highlight the new strategies used to encourage middle school students to see college admission as their primary goal after high school graduation.

**Moderator:** Rio Almaria, Admissions Representative, College of DuPage**Presenter:** Cesar Flores, Admissions Representative, College of DuPage**Audience:** Secondary, Post-secondary; Newcomers, Veterans**NACAC Competencies:** 1, 2, 3, 4**Wed., April 30 3:00 pm – 4:00 pm — C Sessions****Session: C17****Windsor****EXB: Setting Expectations with Your Data**

The colleges that are securing the best classes are the ones most in-tune to their student data. The information is available, but knowing how to apply it to your incoming class can be daunting. This session delves into the role of data throughout the admission cycle. From search name purchases, to the application phase, and finally walking your class in on day one, knowing how to use the data will ensure your success.

**Presenter:** Jerry Heitschmidt, Vice President, Higher Education Division, Kelmscott Communications**Audience:** Post-secondary; Newcomers, Veterans**NACAC Competencies:** 6

**Session: C18****Abricot****Counseling Fine and Performing Arts Students**

This session will feature information regarding how to counsel and advise students who are considering a major in the fine and performing arts. Topics to be covered include: how to evaluate arts colleges, liberal arts vs. professional training programs, differences in the application process, and how auditions/portfolio reviews play into the process. Information and advice on animation and video game design will also be covered.

**Presenters:** Andrew Laue, Associate Director of Admission, Webster University  
Susan Deppe, Associate Director of Admission, Millikin University

**Audience:** Secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 2, 3, 4

**Session: C19****Barrington****Staying Healthy on the Road**

In this session, you will hear from two college admission counselors who also happen to have professions in the the health and fitness field. Whether you are a road warrior or a busy counselor at a high school, we will offer helpful tips and tricks on how to make sure you are taking care of yourself amidst the craziness of the school year.

**Moderator:** Shawna Armstrong, Freshman Admission Counselor, Aurora University

**Presenters:** Jill Bures, Assistant Director of Freshman Admission, Aurora University  
Gina Williams, Chicago Area Regional Admissions Coordinator, Southern Illinois University Edwardsville

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 2

**Session: C20****Lakeshore****Hot Topics**

Listen to professionals from both sides of the desk engage in a rapid fire discussion about current issues and trends in the field of college admission counseling. Conversation topics include superscoring, demonstrated interest, discount rate, and international admission.

**Moderator:** Deb Donley, Post-High School Counselor, New Trier Township High School

**Presenters:** Gregg Perry, Associate Director, University of Illinois Urbana–Champaign  
Jim Conroy, Post-High School Counselor, New Trier Township High School

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 4, 8

**Session: C21****Stanford****Ugh, Athletics**

We will be discussing how college admission counselors can have better relationships with coaches while becoming more effective resources for any student that mentions they want to play for your institution.

**Moderator:** Brian Hodges, Admissions Counselor, University of Illinois Springfield

**Presenter:** Aaron Boettcher, Senior Admissions Counselor, University of Illinois Springfield

**Audience:** Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 2, 4, 7, 8

**Session: C22**  
**Marlborough**

**Coordinating a Comprehensive Guidance Program**

As a continuation of previous years, this session provides an opportunity for high school counselors to share programming for **educating juniors** on the college investigation process. Presenters will share a timeline of their programs and sample assignments/objectives they have for meetings during advisory, homeroom, division, or any other regular time slots set aside for group guidance. Attendees should bring their own program outlines and ideas to share during this session.

**Moderator:** Alice Murphy, Counselor, Victor J. Andrew High School

**Presenters:** Robert Zigmund, College Counselor, St. Ignatius College Prep  
Mario Ortiz, Counselor, Walter Payton College Prep

**Audience:** Secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 2, 3, 6, 8

**Session: C23**  
**Prescott**

**College Success for Service Members**

As troops continue to make their transition home, many are looking for ways to begin or continue their post-secondary education. This session will address how to access federal and state education benefits, as well as cover recent changes to state and federal veteran programs. Discussion will also include the importance of establishing veteran social groups on college campuses.

**Moderator:** LeVar Ammons, Guidance Counselor, Willowbrook High School

**Presenters:** Jose Alferez, Admissions Representative, College of DuPage  
Arielle Kalvelage, Senior Admissions Counselor, Northern Illinois University

**Audience:** Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 3, 4, 6, 7

**Session: C24**  
**Hampton**

**GWI: A Rainbow of Opportunity**

From the application process, to housing, to the arrival of students on the first day of class, let's create visibility for LGBTQ students. This session will highlight needs and concerns of LGBTQ students as well as our role as allies and advocates providing for success at our institutions.

**Moderator:** Renee Koziol, College Counselor, Trinity High School

**Presenter:** Symone Simmons, Program Assistant, Gender and Sexuality Center, University of Illinois Chicago

**Audience:** Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 2, 3, 4, 5, 7



**Session: D25**  
**Hampton**

**Chicago Area Regional Representative Explosion**

The Chicago Area Regional Representatives (CARR) Group has exploded from six founding member institutions to over 75 institutions with 100+ members! Come hear the success stories of our institutions and members. Meet some of the admission representatives behind the reason Illinois is the largest exporter of college-bound students and those who are working regionally to keep students in Illinois.

**Moderator:** Erin Hoover, Assistant Director of Admission, McKendree University

**Presenters:** Courtney Wallace, Director of Admissions—Chicago Region, Augustana College  
Kelli Allen, Senior Admission Counselor, Iowa State University  
Audrey Barrientos, Senior Admissions Counselor, Western Illinois University  
Rachel O'Connell, Regional Recruitment Coordinator, Missouri University of Science & Technology  
Kenya Taylor, Regional Admissions Coordinator—Illinois, University of Wisconsin Milwaukee  
Jon Samp, Regional Representative, University of Kansas

**Audience:** Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 4, 6, 8

**Session: D26**  
**Marlborough**

**Future Degrees and Careers in Health Science**

Learn about advanced degree programs in the health sciences such as pharmacy, nursing, medicine, and dental programs. How do high school students prepare for these programs? What do high school and college counselors need to know when advising parents and students? What does the future job market hold for these fields?

**Moderator:** Shaun Keating, Director of Enrollment and Student Services, Roosevelt University College of Pharmacy

**Presenters:** Kerry Mortenson, Asst. Director of Admission, Midwestern University  
Alyssa Cannataro, Admission Recruiter, Rosalind Franklin University  
Ann Amaefule, Director of Nursing, Elgin Community College

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 2, 3, 8

**Session: D27**  
**Stanford**

**TRN: Going to Community College**

High school counselors can learn the benefits their students will gain by starting at a community college before transferring to a four year institution. Community college can help students save money, adjust to college coursework, and explore educational and career options while still completing a bachelor's degree within four years. While it may seem daunting, the transfer process can be relatively simple if students are aware of the option of community college ahead of time. Our hope is to educate high school counselors on this process so we can help students continue on the path to a successful education.

**Moderator:** Lanier Zimmer, Assistant Director of Recruitment, Golden Apple Scholars of Illinois

**Presenters:** April Ponte, Admissions Counselor, University of Illinois Urbana–Champaign  
Gil Gutierrez, Senior Admissions Counselor, Illinois State University  
Sean Warren, Admission Representative, College of DuPage

**Audience:** Secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 2, 3, 4, 8

**Session: D28**  
**Trafalger**

**Scoring the Federal College Scorecard**

According to the U.S. Department of Education, "The College Scorecard provides students and families with clear information through an interactive tool that lets them choose among any number of options based on their individual needs—including location, size, campus setting, and degree and major programs. Each Scorecard includes five key pieces of data about a college: costs, graduation rate, loan default rate, average amount borrowed, and employment. These data will be updated periodically, and the Department plans to publish information on earnings potential in the coming year." The IACAC Government Relations Committee (GRC) is hosting a panel discussion on the College Scorecard which will include members of NACAC's Government Relations Committee as well as college representatives in order to share their insights on the benefits and drawbacks of this federal initiative. They will also discuss relevant information relating to the implementation and revisions of this site and its data such as its potential tie to federal funding and more.

**Moderator:** William Morrison, College Counselor, Highland Park High School

**Presenters:** Jon Boeckenstedt, Associate Vice President, Enrollment Management and Marketing, DePaul University  
Michael Rose, Assistant Director of Government Relations, NACAC

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 2, 3, 4, 5, 6, 7, 8

**Session: D29****Abricot****Follow Us: A Social Media Discussion**

In this social media workshop, we will discuss social media trends and techniques through the lenses of theories in leadership, college student development, and marketing. We will also apply these concepts to secondary and post-secondary social media campaigns and communication plans. Attendees will practice creating effective and exciting social media content for your environment, share social media techniques with your colleagues, and discover the benefit of writing a communication plan for your department. Follow us!

**Moderator:** Brenda Jones, Career Center Supervisor, Crystal Lake Central High School

**Presenters:** Kristin Guido, Freshman Admission Counselor, North Central College  
Ashley Chubirka, Assistant Director of Freshman Admission, North Central College

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 3, 4, 5, 7, 8

**Session: D30****Gallery Ballroom****Non-cognitive College Completion Standards**

We all know there is more to predicting college success than ACT and GPA. However, the Noble Network of Charter Schools has found it difficult to determine exactly WHAT we should work on with students. This past summer, we took the 200-300 things from the best research we could find and then used alumni surveys to distill them down to 9-13 grade standards in four broad areas. Our session will share the results of this work.

**Moderator:** Matt Niksch, Chief College Officer, Noble Network of Charter Schools

**Presenters:** Caroline Kelly, Dean of College Counseling, Pritzker College Prep  
Eric Rapp, Director of College Counseling, Rauner College Prep

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 2, 3, 4, 8

**Session: D31****Lakeshore****GW: To Admit Affirmatively? That is the Question**

The session will serve to inform the audience about the specifics of the Fisher v. University of Texas case by providing an overview of the case and describing the implications for today's "holistic review" within admission and secondary education. Finally, we will close with a discussion of affirmative action and how it relates to recruitment and diversity on both the secondary and post-secondary side.

**Moderator:** James Fisher, Recruitment and Admissions Counselor, University of Illinois Chicago

**Presenters:** Terrance Young, Admission Counselor, Elmhurst College  
Karina Padilla, Admissions Counselor, University of Illinois Springfield  
Mayra Lagunas, Admission Counselor, University of Illinois Urbana-Champaign  
Anabel Menifee, Regional Enrollment Center Coordinator, University of Cincinnati

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 4, 5, 8

**Session: D32**  
**Barrington**

**EXB: Developing Effective Communications Strategies**

Every institution is challenged with planning a successful recruiting season by managing web profiles and properties, executing communication campaigns and tracking the results of these campaigns. In this session, you will hear firsthand how Lake Forest College and Southern Illinois University Edwardsville successfully manage this challenge and what tools they are using to streamline their processes and promote their campuses.

**Moderator:** Prashant Singh, Senior Account Executive, Hobsons

**Presenters:** Jacqueline Francis Hoefler, Associate Director, Lake Forest College  
Todd Burrell, Director of Admissions, Southern Illinois University Edwardsville

**Audience:** Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 6

**Thurs., May 1 | 11:00 am – 12:00 pm — E Sessions**

**Session: E33**  
**Barrington**

**Designing Visit Programs that Learn**

How do you evaluate your on-campus visit programs? Imagine programs that learn from themselves. Feedback from participants, current students, and campus partners can drive the way in which our programs are designed as well as how they grow and change. This session will focus on developing learning-centered programs. Together, we will discuss how to define learning outcomes for a campus visit program and model the program based on what those outcomes are set to achieve.

**Presenters:** Brandon Meyer, Admission Representative, Monmouth College  
Mandi Gilbert, Graduate Assistant for On-Campus Programs, Western Illinois University

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 2, 3, 4, 6

**Session: E34**  
**Lakeshore**

**GWI: Early and Often Intervention**

Studies have shown us that waiting until junior year to discuss post-secondary planning is too late for first-generation and at-risk students. Hear from three professionals about the programs they have in place to target these populations and how they have creatively found avenues for mentorship, networking, and discussion.

**Presenters:** Drew Eder, Counselor, Highland Park High School  
Roberto Suarez, Counselor, Homewood-Flossmoor High School  
Alpachino Hogue, College Counselor, LINK Unlimited

**Audience:** Secondary; Newcomers, Veterans

**NACAC Competencies:** 2, 3, 4, 7, 8

**Session: E35**  
**Gallery Ballroom**

**Re-Discover Careers and Education through 2020**

Are you searching for the answers to what careers are expected to be in demand in the future? Come to this session to discover what careers are expected to grow through 2020, learn about starting salaries for these in demand positions, and experience success stories from your students as they pursue educational paths that land them good paying positions in growing fields. These fields require a variety of degree paths from certificates to associate degrees. Leave this session with the knowledge you need to guide students on a variety of educational paths for growing professions.

**Moderator:** Natalie Rubino, Guidance Counselor, Glenbard West High School

**Presenters:** Julie Marlatt, Coordinator of Admissions & Outreach, College of DuPage  
Michele Brown, Director of Student Recruitment & Outreach, Oakton Community College  
Debbie Michelini, Director of Enrollment Services, College of Lake County

**Audience:** Secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 2, 3, 8

**Session: E36**  
**Abriocot**

**We're All in it Together**

An overview of the interdependent relationship between college counselors and admissions professionals and the unique programming opportunities that have resulted to strengthen the professional bond. This session will focus on collaborative programs that are mutually beneficial to both sides of the desk, including the university implementation of a counselor advisory board, mock admissions program, and fly-in visit program, as well as the high school implementation of college essay workshops and early planning programming.

**Moderator:** Jamie McFarling, Associate Director of Scholar Recruitment, University of Illinois Urbana-Champaign

**Presenters:** Timmi Turley, Associate Director, University of Illinois Urbana-Champaign  
Amy Belstra, College Counselor, Libertyville High School  
Brad Baertsch, Assistant Director, Arizona State University

**Audience:** Secondary, Post-secondary; Veterans

**NACAC Competencies:** 1, 8

**Session: E37**  
**Trafalger**

**Financial Aid and Special Student Populations**

Finding how to pay for college can be especially challenging for students who have unique circumstances. In this session, attendees will be given the basics of financial aid and how it applies to students from special student populations, namely those students who are homeless, undocumented, or under the care of the Department of Children and Family Services.

**Presenters:** Abel Montoya, Director of Outreach Operations, Illinois Student Assistance Commission  
John Heroff, Outreach Policy Specialist, Illinois Student Assistance Commission

**Audience:** Secondary, Post-secondary; Newcomers

**NACAC Competencies:** 2, 3, 4, 7, 8

**Session: E38****Stanford****SPGP and Ethical Challenges in Admission**

This session, sponsored by the Admission Practices Committee, will provide a forum for high school and post-secondary colleagues to discuss how current practices can create ethical questions. We will discuss specific hot topics that have arisen in the past year as well as review several case studies.

**Moderator:** David Bennett, Director of Admissions, Lake Forest College

**Presenters:** Members of the Admission Practices Committee

**Audience:** Secondary, Post-secondary; Newcomers

**NACAC Competencies:** 1, 3, 5, 8

**Session: E39****Marlborough****High School Profile Workshop**

Looking to find new ideas on how to enhance your school profile? Please join us as high school counselors share best practices on how they have developed their profiles and admission officers share the most useful components of a profile in the decision making process.

**Moderator:** Julie Chapman, Assistant Director of Admissions, Vanderbilt University

**Presenters:** Mike Drish, Director, Admissions Recruitment and Outreach, University of Illinois Urbana-Champaign  
Patricia Heubner, Director of Guidance, Hinsdale Central High School  
Amy Wesley, College Counselor, Benet Academy

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 5, 6, 7, 8

**Session: E40****Hampton****TRN: A Community College's Innovative Relationship**

Creating new and innovative initiatives between community colleges and area high schools can lead to student success. This presentation will examine how Triton College established satellite offices at area high schools and how this initiative helped to support students' transition into college.

**Moderator:** Latina King, Assistant Director, Admission Services, Triton College

**Presenters:** Izabela Zurawska, Director, Admission Services, Triton College  
John Cadero, College Relations Associate, Triton College

**Audience:** Secondary, Post-secondary; Veterans

**NACAC Competencies:** 3

**Session: F41  
Hampton**

**GWJ: Guiding our Young Men**

The College Awareness and Preparation committee is sponsoring this session, which will engage attendees in a “theory and practice” discussion about issues facing young men in the college-going process. Presenters will discuss human development issues as they relate to adolescent males, including ways to motivate and encourage adolescent boys through the difficult transition from high school to college. We will also discuss a mentor initiative that works to engage young men in high school.

**Moderator:** Emily Johnson, Assistant Director of Admissions & Community-Based Organization Partnerships, Augustana College

**Presenters:** Broderick Booth, Guidance Counselor, Homewood-Flossmoor High School  
Lauren O'Connor, Guidance Counselor, Westmont High School

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 2, 4, 7

**Session: F42  
Marlborough**

**A Taste of SALT & More**

The Strategic Alternative Learning Techniques (SALT) Center at the University of Arizona is recognized as the leading international model of success in higher education for students with learning and attention challenges. Information presented during this session will include the following: academic support services offered by the SALT Center at The University of Arizona, levels of academic support found in post-secondary institutions, characteristics of students who benefit most from comprehensive programs, and select academic support programs across the country.

**Moderator:** Sylvia Hernandez, Senior Midwest Regional Recruiter, University of Arizona

**Presenter:** David Cillo, Assistant Director of Admissions, SALT Center, University of Arizona

**Audience:** Secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 2, 3, 7

**Session: F43  
Stanford**

**EXB: ACT's Next Generation of Assessments**

ACT Aspire is ACT's new longitudinal assessment system that now connects growth and progress from 3rd grade through high school in the context of college and career readiness. Come to learn about the migration of EXPLORE and PLAN into ACT Aspire. ACT Profile is a free tool that helps develop personalized insights and populates an interactive career path to show students the best career matches based on their self-assessment results and helps students understand the educational path needed for each career. Learn how counselors can use ACT Profile to connect with their students, and better guide them in their college and career planning.

**Moderator:** Carol Lee Barry, Director of College Counseling, Daniel Murphy Scholarship Fund

**Presenters:** April Hansen, Account Executive, ACT  
George Schlott, Account Executive, ACT

**Audience:** Secondary; Newcomers, Veterans

**NACAC Competencies:** 2, 3, 6, 7, 8

**Session: F44****Trafalger****Navigating Travel Disasters**

This session is designed for newcomers and will cover the ins and outs of everyday travel. Topics will include handling travel setbacks (traffic, construction, etc.), glitches during visits (fire drills, lockdowns, etc.), booking hotels and flights (state rates, hotel rewards, etc.), travel emergency kits, and staying motivated on the road. Counselors will have the opportunity to anonymously submit their “worst” travel story or travel question.

**Moderator:** Shawn Wochner, Admission Counselor, Western Illinois University

**Presenters:** Jessica Talbert, Non-Resident Admissions Representative, University of Wisconsin Whitewater  
 Jeff Blahnik, Director of Admissions, University of Wisconsin Whitewater  
 Kristen Graf, Assistant Dean of Admissions, Marquette University

**Audience:** Post-secondary; Newcomers

**NACAC Competencies:** 1, 5

**Session: F45****Abricot****Career Perspectives at Three Stages**

The idea of a planning one’s “career” can be challenging with nearly infinite combinations of education, goals, and opportunities that sometimes present themselves. This session will feature a moderated discussion from professionals at three distinct stages of their careers: the newbie, the mid-career, and the seasoned professional. Panelists will share their perspectives on work and life in admission and college counseling.

**Moderator:** Thom Golden, Senior Associate Director of Undergraduate Admissions, Vanderbilt University

**Presenters:** Sue Biemeret, College Counselor, Adlai E. Stevenson High School  
 Allegra Giulietti-Schmitt, College and Career Counselor, Niles North High School  
 Brian Hendricks, Admissions Counselor, Marquette University

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 5, 7, 8

**Session: F46****Gallery Ballroom****IB – The Ultimate College Prep Experience**

The Consortium on Chicago School Research has suggested International Baccalaureate (IB) Diploma Programme students in Chicago Public Schools (CPS) attend four-year colleges, attend more selective colleges, and persist in college at higher rates than similar students in honors programs and selective enrollment high schools. The IB Programme is expanding at a rapid rate in Chicago and throughout the state of Illinois. This presentation will demonstrate why IB students are ideal candidates for college admission.

**Moderator:** Quinton Clay, Assistant Director of Undergraduate Admissions, University of Illinois Urbana–Champaign

**Presenters:** Sara Leven, Secondary Magnet and IB Schools Coordinator, Chicago Public Schools  
 Jessica Stephenson, IBDP Coordinator, President, Prosser Career Academy, Illinois IB Schools (IIBS)  
 Marie Vivas, University Relations Manager, International Baccalaureate

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 2, 4, 6, 8



**Session: F47**  
**Lakeshore**

**GW: Early Outreach, Our Social Responsibility?**

This dynamic presentation is all about the role we play in early outreach efforts to 9th and 10th grades. Whose responsibility is it to help students, high schools, university, or community based organizations? Who should be providing access and knowledge about what it takes to get to college or to the high paying careers our students are seeking? Add to that the challenges urban students, particularly in the Chicago Public School system may face. Join us to share how we can partner together to prepare our students for the future.

**Moderator:** D.J. Menifee, Senior Assistant Director of Admission, Knox College

**Presenters:** Emma Adebayo, Admission Counselor, University of Illinois Urbana–Champaign  
Dr. Shelby Wyatt, Professional School Counselor, Kenwood Academy High School  
Jawann Pollard, Admission Counselor, University of Missouri Columbia  
Dave Marcial, Admission Counselor, Illinois State University

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 2, 3, 4, 5, 7, 8

**Session: F48**  
**Barrington**

**The Changing Landscape of International Recruitment**

The world is in fact getting smaller, especially when it comes to international recruitment. At the National Association for College Admission Counseling (NACAC) assembly meeting in Toronto, delegates approved historic changes to the Statement of Principles of Good Practice (SPGP) in an effort to help provide better guidelines for recruiting across all borders. Don't have time to read the 46-page NACAC report on international recruiting? Do you wonder why your Illinois high school should be prepared for international colleges coming to recruit your students? This session will bring you up to speed on all the latest issues with international recruitment and let you know how it is affecting students, counselors, and enrollment managers everywhere.

**Moderator:** Amy Thompson, College Counselor, York High School

**Presenter:** Tony Bankston, Dean of Admissions, Illinois Wesleyan University

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 4, 5, 7

**Thursday, May 1 3:15-4:15 PM – G Sessions**

**Session: G49**  
**Lakeshore**

**The 4-1-1 on MMI**

From approaching a conversation with your supervisor to learning your leadership style, this session will give you a firsthand look at how the Middle Management Institute (MMI) has changed the career outlooks of our panelists and receive feedback about their experiences at MMI. Come and ask questions about the Middle Management Institute and how you can become part of this professional development opportunity.

**Moderator:** Chris Kawakita, Director of International and Transfer Admissions, Illinois Wesleyan University

**Presenters:** René Gomez, Assistant Director of Admissions, Lake Forest College  
Paris Brown, Director of Conservatory Admissions, Lawrence University  
Michael Gavic, Assistant Director of Undergraduate Admission, Bradley University  
Erin Updegraff, Associate Director of Undergraduate Admission, DePaul University

**Audience:** Post-secondary; Newcomers Veterans

**NACAC Competencies:** 1, 5

**Session: G50**  
**Gallery Ballroom**

**Managing the Process of Applications**

This session will highlight the college application process between two public high schools with two different staffing situations. Lakes Community High School will discuss the process their four generalist counselors handle with the registrar. Grayslake North High School will discuss the process they use between their college counselor and their four generalist counselors. Both schools utilize Naviance, but employ vastly different procedures for their students and counselors.

**Moderator:** Jori Bowen, Assistant Principal of Student Services, Lakes Community High School

**Presenters:** Sara English, Counselor, Lakes Community High School  
Jamie McKenna, College Coordinator/Guidance Counselor, Grayslake North High School  
Veronica Lujano, Guidance Counselor, Grayslake North High School

**Audience:** Secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 5

**Session: G51**  
**Abricot**

**The Search for the Perfect Application Essay**

Where's Waldo? Find X. Don't write about reverse psychology. The University of Chicago has long been known for its provocative essay questions, and performance on these essays weighs heavily in the admissions decision process. During this session we'll talk about the common mistakes students make and how you can help your students craft an essay that allows their unique personalities to shine through. Sample essays from years past will be read during the session.

**Moderator:** Sarah Idzik, Assistant Director of Admissions, University of Chicago

**Presenter:** Veronica Hauad, Associate Director of Admissions, University of Chicago

**Audience:** Secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 2, 8

**Session: G52**  
**Marlborough**

**TRN: Highly Selective Transfer Trends**

For many students the college SEARCH is a multi-destination experience with more than one path leading to a selective institution. Selective institutions continue to see increasing numbers of transfer applications as many students elect to start their post-secondary careers at community colleges and others are increasingly willing to transfer for a better fit. This session will highlight the current trends in selective transfer admission and provide a forum for admission officers and counselors to share best practices.

**Presenters:** Shannon Kennedy, Sr. Assistant Director, Northwestern University  
Kristin Smigielski, Assistant Director of Transfer Recruitment and Review Process, University of Illinois Urbana-Champaign

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 3, 6, 8

**Session: G53****Hampton****GWI: DREAMERS and the College Dream**

Undocumented students face many challenges on the road to college, and less than 10% pursue post-secondary education immediately upon graduation from high school (Gonzalez, 2009). Deferred Action for Childhood Arrivals (DACA) has renewed hope for many undocumented students, but confusion exists regarding its implications on college access. The Illinois Dream Act has opened additional doors through scholarship support, but too many students and counseling professionals are still unaware of the opportunities that exist. This action oriented session will provide professionals with the tools to both aid undocumented students in the college search process and to promote their success once enrolled.

**Presenters:** Aliza Gilbert, College Counselor, Highland Park High School  
Eric Ruiz, Associate Director of Undergraduate Admissions, University of St. Francis  
Michelle Roman-Garcia, Director Multicultural Student Affairs, Joliet Junior College  
Undocumented Students from University of St. Francis

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 2, 3, 4, 5, 7, 8

**Session: G54****Barrington****Permitting and Promoting Civility**

The increasing level of incivility on college campuses has negatively impacted student success, retention rates, and the overall campus climate. Lincoln College launched a multi-year Civility Initiative designed to engage and empower the campus community to create and sustain a more civil culture. This session will describe the components of the initiative including training sessions, faculty workshops, guest speakers, and countless activities and events to raise awareness of the need for civility in higher education.

**Moderator:** Gretchen Bree, Director of Admission, Lincoln College

**Presenter:** Tina Nutt, Dean of Academic Affairs, Lincoln College

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 2

**Session: G55****Stanford****Solving the College Debt Crisis**

This session will demonstrate how high school counselors and college admission professionals can work together to help families make college choices without having to rely on excessive borrowing to fund education.

**Moderator:** Frank Palmasani, Counselor, Hinsdale South High School

**Presenters:** Michael Holland, Director of Guidance, Hinsdale South High School  
Brent Benner, Vice President of Enrollment, University of Tampa

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 2, 3, 4, 5, 6, 8

**Session: G56****Trafalger****Guide to Test-Optional Admission**

An increasing number of institutions are attempting to de-stress the admission process by de-emphasizing or eliminating the role of the SAT and ACT in their admission process. Come learn about the rationale behind these decisions, the admission policies adopted by some of these colleges, and some strategies to explore implementing it on your campus. There will be time for discussion of the impact of test-optional admission on colleges and on students.

**Presenter:** Steve Syverson, NACAC Board Member, Dean of Admissions, Emeritus, Lawrence University

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 3, 4, 5, 6, 7

## Friday, May 2 8:30 am – 9:30 am — H Sessions

**Session: H57****Grand Ballroom I, II****Common App: Year Two Preview**

The first year of the new Common App generated helpful feedback from applicants, counselors, and member colleges. Join this conversation about how Common App intends to incorporate these ideas into the second year of the new system. The presenters will also provide an update on coming changes for the membership association as it approaches its fifth decade of service.

**Presenters:** Aba Blankson, Director of Communications, The Common Application  
Tim McGraw, Director of Information Systems, The Common Application

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 7, 8

**Session: H58****Stanford****GWI: Transgendered Students and the College Search**

Join this panel discussion with professionals and students from around the state to discuss the transgender student population and their college search: What resources exist, what challenges have they faced, and what advice do they have for college and high school counselors.

**Moderator:** Zachary George, Assistant Director, DePaul University

**Presenters:** Ann Loveland, Program Assistant, Youth Outlook  
Donna LaJuenesse, Parent of High School Senior  
College Student Panelist

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 2, 4, 7

**Session: H59**  
**Marlborough**

**Defining Promise**

About 850 institutions have made standardized testing optional for admissions. This session will discuss a three-year national study of 123,000 students at 33 public and private institutions. It is the first published research that evaluates optional testing policies across institutional types. Our fundamental question: "Are college admissions decisions reliable for students who are admitted without SAT or ACT scores?" Does standardized testing produce valuable predictive results, or does it artificially truncate the pools of applicants who would succeed if they could be encouraged to apply? Based on this study, at least, it is far more the latter.

**Presenter:** William Hiss, Principal Investigator, retired Dean of Admissions and Financial Aid, Bates College

**Audience:** Secondary, Post-secondary; Newcomers, Veterans

**NACAC Competencies:** 1, 2, 3, 4, 5, 6, 7, 8

**Friday, May 2 9:45 am – 10:45 am — 1 Sessions**

**Session: I60**  
**Marlborough**

**Connection Session: TRN Thread and Community College**

**Session: I61**  
**Barrington**

**Connection Session: Graduate Students**

**Session: I62**  
**Windsor**

**Connection Session: GWI Thread**

**Session: I63**  
**Stanford**

**Connection Session: High School**

**Session: I64**  
**Grand Ballroom I & II**

**Connection Session: 4-year College**