

I A C A C

# imagine

## Possibilities

**Annual Conference**  
**The Westin Chicago Northwest**

**April 29 – May 1, 2015**

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**IACAC**  
Illinois Association for  
College Admission Counseling

# School Counselors

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## The Following is a Tentative List of Schools We Will Visit:

- Lewis University
- University of St. Francis
- College of DuPage
- Elmhurst College
- DePaul University
- University of Illinois at Chicago
- Benedictine University
- North Central College
- University of Chicago
- Columbia College



**Midwest Teachers Institute**

Teachers Helping Teachers

## Welcome to Imagine Possibilities 2015 IACAC Annual Conference

It is hard to believe that conference is finally here! For the past year, the conference committee has been hard at work planning a comprehensive professional development opportunity while also offering many chances to make new connections, network with colleagues, and have a little much-deserved fun! I encourage you to embrace this year's theme—Imagine Possibilities. Whether that is by attending a session you don't know much about, introducing yourself to someone new, or collaborating with colleagues to brainstorm a new program for students, take this chance to dream big! Some of the highlights of the conference include:

- 63 sessions encompassing a breadth of college and career topics
- An endnote panel featuring four veteran professionals discussing hot topics
- A brand new conference app to virtually enhance the conference experience—read presenter bios, follow schedules, play games, and more!
- 3 unique session threads to help guide attendees on the right conference path: First Timers (geared towards attendees newer to the profession), Guiding the Way to Inclusion, and Community College
- Exhibitors to explore and gain new ideas to bring back to the office
- Exciting entertainment options featuring trivia, a comedian, dancing, and pub games
- Mentorship Reception that now includes a welcome for First Timers and a Meet & Greet of IACAC Executive Board candidates
- And so much more...

I would like to say a special thanks to our sponsors and advertisers. Without your support, we would not be able to offer so much to our members.

When I started in this position, I asked 38 individuals—some I had never met and others I knew well—to sign on to make this conference a success by heading up a conference committee. They, in turn, have relied on many of you to make our ideas come to life. I have been floored by the time, effort, creative ideas, flexibility, humor, positive attitudes, and dedication they have given throughout this year to our profession and organization. It's amazing to see how much great work can be done when people are open to imagining new possibilities together. Thank you to the committee for making this conference extraordinary! I truly hope everyone enjoys this experience and leaves feeling inspired!

**"Every possibility begins with the courage to imagine"** —Mary Anne Radmacher

Sincerely,

Beth Gilfillan  
President-Elect/Annual Conference Chair

### Conference Attendees Enjoy Wi-Fi Compliments of ACT



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# IACAC Conference At-A-Glance

Westin Chicago Northwest (Itasca)

**April 29 – May 1, 2015**

**IACAC** Says Thanks!  
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## Wednesday, April 29

7:30 am – 4:00 pm	Registration and Ballot Pickup
7:30 am – 4:00 pm	Project Reach Donations Accepted
8:00 am – 9:15 am	Coffee & Tea
9:15 am – 10:15 am	A Sessions
10:30 am – 11:30 am	B Sessions
11:30 am – 12:45 pm	Conference Luncheon/Retirees' Luncheon/ First Timers' Luncheon
1:00 pm – 2:45 pm	Opening Session
3:00 pm – 4:00 pm	C Sessions
3:15 pm – 4:30 pm	Retirees' Reception
4:00 pm – 5:00 pm	Mentorship Reception
4:00 pm – 5:00 pm	Candidate Meet and Greet
4:00 pm – 5:00 pm	One Book. One Session. BYOB.
5:00 pm – 6:30 pm	Project Reach 5K
6:30 pm	Dinner on your own
7:00 pm	Past Presidents' Dinner
9:00 pm – 11:00 pm	Entertainment

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**Marquette  
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Project Reach  
Registration

## Thursday, April 30

7:30 am – 11:00 am	Registration (Ballot Pickup until 8:30 am)
7:30 am – 3:00 pm	Project Reach Donations Accepted
7:30 am – 4:00 pm	Exhibits Open
7:30 am – 8:30 am	Continental Breakfast/Dedicated Exhibitor Time
8:30 am – 9:45 am	Annual Membership Meeting
9:45 am – 10:45 am	D Sessions
11:00 am – 12:00 pm	E Sessions
12:00 pm – 1:30 pm	Conference Luncheon
1:30 pm – 2:00 pm	Dedicated Exhibitor Time
2:00 pm – 3:00 pm	F Sessions
3:15 pm – 4:15 pm	G Sessions
4:30 pm – 5:30 pm	Inclusion, Access, & Success Reception
5:30 pm – 6:15 pm	Conference Reception
6:15 pm – 8:15 pm	Dinner
8:30 pm – Midnight	Entertainment

**IACAC** Says Thanks!  
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## Friday, May 1

8:00 am – 9:30 am	Coffee & Tea
9:00 am – 10:00 am	H Sessions
10:15 am – 11:15 am	Endnote Panel
11:15 am – 12:30 pm	Brunch and Closing Session



**Your college  
experience  
should be about  
real, hands-on  
experience.**



**Top 10 reasons why Monmouth College ranks in the top 2%  
of MONEY magazine's Colleges that Add the Most Value:**

- 1** Students pursue substantive research with faculty in labs and field settings, including southeast Asia, the Galapagos Islands and Cuba. A three-week summer program invites incoming freshmen to live on campus and conduct in-depth study on topics in the arts, sciences and social sciences.
- 2** Theatre students compete nationally in the Kennedy Center American College Theater Festival; during Fine Arts Month, alumni sponsor student trips to attend plays, museum exhibits and musical performances.
- 3** History students delve into the actual stuff of history—letters, diaries, government documents, court records, etc.—and begin to unlock historical mysteries.
- 4** The *Midwest Journal of Undergraduate Research*, edited and published annually by Monmouth students, contains top student research from across the country.
- 5** Every spring, accounting students prepare hundreds of tax returns for the public through the federally sponsored Volunteer Income Tax Assistance program.
- 6** Students interested in the ministry intern with the college chaplain to plan and conduct worship services and religious life programming.
- 7** Campus garden and research farm give students hands-on experience in sustainability, through planting, harvesting, preserving and composting.
- 8** New food security initiative allows students from any major to focus their study on issues regarding the elimination of world hunger and malnutrition.
- 9** Distinguished Alumni Series allows students to personally interact with visiting accomplished Monmouth graduates. Alumni also provide or help place students in internships, some of which lead to full-time employment after graduation.
- 10** For five straight years, no fewer than 98% of new Monmouth alumni have been employed or enrolled in graduate school within six months of graduation..



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# NACAC Counselor Competencies

In 1997, NACAC adopted eight Counselor Competencies which are benchmarks of professional development. As a service to our members, we are reprinting these competencies below. As you read the program description, you will note which competencies are addressed in each session. The school counselor/college admission counselor “plays a central and indispensable role in the precollege guidance and counseling process. Maximum effectiveness in serving students will be achieved if the school counselor/college admission officer possesses and demonstrates the following competencies.”\*

**Competency 1:** The possession and demonstration of exemplary counseling and communication skills.

**Competency 2:** The ability to understand and promote student development and achievement.

**Competency 3:** The ability to facilitate transitions and counsel students toward the realization of their full educational potential.

**Competency 4:** The ability to recognize, appreciate, and serve cultural differences and the special needs of students and families.

**Competency 5:** The demonstration of appropriate ethical behavior and professional conduct in the fulfillment of roles and responsibilities.

**Competency 6:** The ability to develop, collect, analyze, and interpret data.

**Competency 7:** The demonstration of advocacy and leadership in advancing the concerns of students.

**Competency 8:** The ability to organize and integrate the precollege guidance and counseling components into the total school guidance program (high school). The ability to organize and support a college admission counseling program (college).

\*Taken from NACAC’s Statement on Counselor Competencies (07/00).

[www.nacacnet.org/about/Governance/Policies/Documents/CounselorCompetencies.pdf](http://www.nacacnet.org/about/Governance/Policies/Documents/CounselorCompetencies.pdf)

## CEU Information

NACAC is an NBCC-Approved Continuing Education Provider and a co-sponsor of this event/program. NACAC may award NBCC-approved clock hours for events or programs that meet NBCC approved clock hours for events or programs that met NBCC requirements. The ACEP maintains responsibility for the content of this event. Please stop and pick up your CEU forms at the Registration & Hospitality Table.



## Professional Development Hours

Conference attendees who are interested in earning Professional Development (PD) Hours approved by ISBE should stop by the Registration & Hospitality area to fill out an Evaluation form, then pick up the Evidence of Completion form. Remember that you need to register your participation hours within 60 days of the conference through the ISBE website. Each conference session, opening session, general membership meeting, endnote panel, and closing session is worth one PD hour. It is suggested that attendees keep the signed Evidence of Completion form and conference program booklet for their records.

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July 8–10, 2015 or July 13–15, 2015 • 9:00 a.m.–3:30 p.m.

Registration: \$325

**Topics include** Ethics and Principles of College Counseling • How to Choose a College: A Student-Focused Model • Financial Aid and College Financing • The College Application Process • Publicizing Your Program to Your Community • The School Profile • College Admission Testing • Technology in College Counseling • Letters of Recommendation

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## Elmhurst College

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# IACAC Annual Conference Schedule

**Wednesday, April 29, 2015**

**Wed., April 29**

7:30 am – 4:00 pm

7:30 am – 4:00 pm

8:00 am – 9:15 am

**Morning Activities**

**Registration & Ballot Pickup** – Atrium Alcove

**Project Reach Donations Accepted** – Atrium

**Coffee & Tea** – Atrium

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**CARR**

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Wednesday's Coffee  
& Tea

**Wed., April 29**

**9:15 am – 10:15 am – A Sessions**

**Session: A-1**  
**Abricot**

**FT: Tips for IACAC First Timers**

Welcome to your first IACAC Conference! As you begin to "Imagine all of the Possibilities" that this profession and IACAC has to offer we want to take this opportunity to help you make the most of this conference. Learn about member benefits and the different IACAC committees. This session is designed to give you ideas to consider before, during, and after the conference to make your experience the best it can be! The more you put into it... the more you will get back!

**Moderator:** Rosa Reiber, Admission Counselor, Concordia University

**Presenters:** Traci Flowers, College Counselor, Loyola Academy  
Sylvia Hernandez, Midwest Regional Recruiter, University of Arizona  
Patrick Harker, Chicago Regional Admission Advisor, University of Wisconsin-Platteville

**Audience:** Secondary, Postsecondary

**NACAC Competencies:** 5, 8

**IACAC Says Thanks!**  
**Saint Louis University**  
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**Session: A-2**  
**Barrington**

**What is College Worth**

College graduates without jobs. The cost of college rising. High student loan debt. A quick read of the headlines suggests that students and families should have second thoughts about going to college. But the headlines are wrong! While no one can guarantee career success, the economic returns to college remain robust, and college participation rates clearly indicate that students and families share that optimism. This session will explore both the economic and developmental returns to a college education and the imperative for understanding both, particularly during disruptive periods.

**Presenter:** Jon McGee, Vice President for Planning and Public Affairs, College of Saint Benedict and Saint John's University in Minnesota

**Audience:** Secondary, Postsecondary

**NACAC Competencies:** 6, 7

**IACAC Says Thanks!**  
**Saint Mary's University of Minnesota**  
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Conference Folders

**FT:** First Timers

**CC:** Community College

**GWI:** Guiding the Way to Inclusion

**Session: A-3**  
**Gallery Ballroom**

**FT: Admissions and the Arts**

Navigating portfolios, art songs, monologues, concertos, sprung marley floors and showtunes? Learn the ins and outs of the college admissions process for performing and visual artists including: special events to look for, unique aspects to the college visit, how to prepare for the audition/portfolio review, how to determine if your student is “college prepared” or “American Idol” prepared, as well as great colleges to look for in each discipline.

**Moderator:** *Ashlee Hardgrave*, Music Programs Manager/Admissions, University of Illinois-Chicago

**Presenter:** *Rebecca Ryan*, Music Recruiter/Associate Professor of Music/Director of Operations, North Park University

**Audience:** Secondary

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

**Session A-4**  
**Hampton**

**CC: Set for Success—High School and Community College Transition Program**

In Fall 2013, a suburban Chicago high school partnered with the local community college to create Set for Success: a college transition program to address the enrollment and academic achievement of African American and Latino students at the community college. Research has stated students that attend the community college take longer to complete their degree and have more transient enrollment. Additionally, African American and Latino students experience the most difficulty at the community college level and are less likely to complete an associate degree and transfer to a 4-year school. To address the needs of this population, the high school and community college partnered to provide structured monthly events on the high school campus to prepare the students for enrollment and to have a positive college transition. As a result, the students completed their enrollment process more efficiently, which prepared them for a more successful college entrance.

**Moderator:** *Rio Almaria*, Admissions Representative, College of DuPage

**Presenters:** *Dana Whittaker*, Community Outreach Counselor & College Programming Coordinator, Willowbrook High School  
*Jose Alferes*, Admissions Representative, College of DuPage

**Audience:** Secondary, Postsecondary

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

**Session A-5**  
**Lakeshore**

**Social Admissions**

This session will take a look at how college admissions offices in the Big Ten are using social media to engage with students, what prospective students find useful, what is trending, and how students are using social media to engage with admissions.

**Moderators/Presenters:** *Julia Janssen*, Communications Manager, Michigan State University  
*Scott Fiddelke*, Assistant Director—Communications and Marketing, University of Iowa

**Audience:** Postsecondary

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

**Session: A-6**  
**Marlborough**

**2.3 or Take a Knee**

Need help working with student-athletes? Confused about the changes in the NCAA eligibility process? Want to develop a program to assist student-athletes and their families with the college selection process? Need help calculating the Core Course GPA? Presenters will provide pertinent information regarding the NCAA eligibility process, an overview of new NCAA rules, recruiting resources, and special considerations in the college selection process for student-athletes. Each participant will receive a sample college-bound student-athlete guidebook and ideas for how to educate your students, families, and coaches.

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

**Presenters:** *Tad Keely*, School Counselor, Glenbard West High School  
*Chad Hetlet*, Head Football Coach, Glenbard West High School

**Audience:** Secondary

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

**Session: A-7**  
**Stanford**

**GWJ: Financial Aid and Special Populations**

This session will focus on a variety of best practices for guiding and supporting special populations when it comes to the complexities of the financial aid and verification process. Emphasis will be placed on helping students who are undocumented, homeless, in legal guardianship, pregnant, have complex family tax situations, etc. Attendees will hear various perspectives on how to counsel students and make the process as efficient and painless as possible.

**Moderator:** *Megan Ballard*, Director of College Counseling, UIC College Prep

**Presenters:** *Leticia Moreno*, Financial Aid Counselor and Operations & Enrollment Specialist, Illinois Institute of Technology  
*Monica Barreiro*, School Counselor, Barrington High School  
*Jenna Van Dera*, Director of College Planning, Gary Comer College Prep  
*Ercilia Jonas*, Parent Outreach Coordinator, Illinois Student Assistance Commission

**Audience:** Secondary, Postsecondary

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

**Session: A-8**  
**Windsor**

**Predicting Enrollment Using Neural Network Analysis of Social Behaviors**

We see it. Students are applying to more schools, double depositing more frequently, and finalizing decisions later in the recruitment cycle. Such behaviors generate a greater need for predictive enrollment measures to transcend the traditional ones—campus visits, housing contracts, and deposits. This session will explore how postsecondary administrators can use real-time data extracted from interactions among prospective students on social media to develop recruitment strategies that target students who are most likely to enroll.

**Moderator:** *Corey Richardson*, Assistant Director of Recruitment and Placement, Golden Apple Foundation

**Presenters:** *Dr. Andy Borst*, Director of Admissions, Western Illinois University  
*Dr. Alexandra Sigillo*, Researcher and Data Analyst, Uversity  
*Kendall Robertson*, Director of Marketing, Uversity

**Audience:** Postsecondary

**NACAC Competencies:** 6

**Session: B-9**

**Abricot**

**If Your Student Wants to Be a Doctor, KNOW this!**

Should your students follow the premed track or pave their own paths? What should students look for in a college if they want to become physicians? What are the common reasons why students, especially first generation and minority, leave the premed path? This session will provide an overview of medical education in the U.S including the difference between the MD and DO degrees. Speakers will present data from a national study on the backgrounds and outcomes of medical school applicants including the influence of individual and institutional characteristics on admission. Does the type of college a student attends affect their med school chances? This session is designed for any counseling professional working in a high school, college, or community based organization that interacts with students interested in pursuing medical education.

**Moderator:** *Gia Maniscalco*, School Counselor, Hinsdale Central High School

**Presenter:** *Sunny Nakae*, Assistant Dean for Admissions, Recruitment and Student Life, Loyola University, Stritch School of Medicine

**Audience:** Secondary, Postsecondary

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

**Session: B-10**

**Barrington**

**FT: High School Counselor Interviews – Part 1**

Have you job hunted or are you currently job hunting and wondering what the people on the other side of the table are thinking? Here is your chance to get the inside scoop from a panel who have experience interviewing candidates for high school counseling positions. They will share thoughts, experiences, and tips based upon all they've seen and heard. This session will definitely offer up insights that will be enlightening as you navigate the interview process.

**Moderator:** *Christopher Merle*, School Counseling Department Chair, Lincoln Park High School

**Presenters:** *Alesia Margetis*, Counseling Department Chair, Highland Park High School  
*Stephen Murray*, Director of Counseling, Notre Dame College Prep  
*Tracy Thurwanger*, Assistant Principal for Student Services, Plainfield North High School

**Audience:** Secondary

**NACAC Competencies:** 5

**Session: B-11**

**Gallery Ballroom**

**GWJ: Surviving Privilege**

First-generation college students are often learning how to navigate educational privilege alongside other identities that are marginalized, which is where dissonance can live. This discussion is more about navigating newfound privilege. Panelists will discuss their experience working with these student populations and engage in dialogue about socioeconomic diversity on campus along with best practices for working with these populations.

**Moderator:** *Lynda Lopez*, Student, University of Chicago

**Presenters:** *Andrea Arzuaga*, Assistant Director - Multicultural Student Success, DePaul University  
*Aprill Hawkins*, Career Program Manager, Posse Foundation  
*Dominique Jordan Turner*, President & CEO, Chicago Scholars

**Audience:** Secondary, Postsecondary

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

**Session: B-12**  
**Hampton**

**The Next Phase: IACAC's Strategic Plan**

While learning about the development of IACAC's next strategic plan may not be the sexiest topic, we assure you that you will want to join us for this session. We will share the research the Strategic Planning Ad Hoc Committee has conducted over the past year incorporating feedback from committee leaders as well as results from our membership survey about the strengths, weakness and challenges we face as professionals and an organization. This presentation will outline how we have used this information to develop the next plan's overarching themes and objectives. We will inform you of the next steps in terms of putting the plan into action and invite you to share your feedback and questions as we develop the final draft. For those of you who are interested in being a part of history in the making—you won't want to miss it!

**Moderator:** *Anne Kremer, Associate Director of Admission, DePaul University*

**Presenters:** *Roberto Suarez, School Counselor, Homewood-Flossmoor High School*  
*Mike Dessimoz, Board Chairman, Illinois College Access Network*

**Audience:** Secondary, Postsecondary

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

**Session: B-13**  
**Marlborough**

**FT: The Trials and Traffic Violations of a New Admissions Counselor**

The job of an admissions counselor is like no other, especially during travel season. Throughout every admissions counselor's first year, they stumble and struggle to learn the ropes. Come to our session to learn from our mistakes. This session will make your first road warrior days a success. In addition, we will cover topics of staying connected to campus while away, networking and connecting with others in the industry, being a strong student advocate and working for a university you did not attend.

**Moderator:** *James H. Fisher IV, Recruitment and Admissions Counselor, University of Illinois-Chicago*

**Presenters:** *Jaclyn Birks, Admissions Coordinator, Southern Illinois University-Carbondale*  
*Robert Olivieri, Admissions Coordinator, Southern Illinois University-Carbondale*

**Audience:** Postsecondary

**NACAC Competencies:** 1, 8

**Session: B-14**  
**Stanford**

**Summer Workshop Extravaganza!**

Help your seniors kick off their fall application season with summer workshops. Come learn how four different high school districts have used summer sessions to help students delve into career planning, college research, interviewing, essay writing, and starting applications. Walk away with ideas for how a small investment of time during the summer can take the stress out of the fall application season for your seniors and you.

**Moderator:** *Kate Moody, College Counselor, Barrington High School*

**Presenters:** *Rachel Georgakis, College Counselor, Fenton High School*  
*Brian La Porte, Counselor, Naperville North High School*  
*Jill Cervantes, Post-High School Counselor, New Trier High School*  
*Nicole Repa, Counselor, Lakes Community High School*

**Audience:** Secondary

**NACAC Competencies:** 3, 8

Wed., April 29

10:30 am – 11:30 am – B Sessions, Cont.

Session: B-15

Windsor

Imagine Possibilities...in Retirement

Many IACAC Retirees have found their lives “after school” to be exciting, fulfilling and sometimes, even profitable. Through an “open forum” format, a group of 10+ presenters will give other retirees (as well as those closing in on retirement!) information on unique volunteer opportunities they find valuable and sustaining as well as some activities that can help supplement those pension checks!

- Moderator: George Kazluskys, Retired, College Counselor, Hoffman Estates High School
- Presenters: IACAC Retirees Committee
- Audience: Secondary, Postsecondary
- NACAC Competencies: 1, 5

Session: B-16

Lakeshore

Student Career Exploration: When to Start

With the promotion of STEM at the curricular level more classes are being developed with a pre-professional focus. Students are being groomed to not just consider career paths earlier than in the past, but may also feel pressured to choose a career before they even choose a college. This session will explore whether this career focus is developmentally appropriate for the student and share best practices in introducing career exploration at the high school level.

- Moderator: Matt Sheahan, School Counselor, East Aurora High School
- Presenters: Camille Helkowski, Associate Director of Advising and Education for the Career Development Center, Loyola University  
Susie Thorngren, Post-High School Counselor, New Trier High School
- Audience: Secondary
- NACAC Competencies: 1, 2, 3, 8

Wed., April 29

Afternoon Activities

- 11:30 am – 12:45 pm Lunch for Conference Attendees – Atrium
- Retirees’ Luncheon – Trafalgar
- First Timers’ Luncheon – Lakeside Pavilion
- 1:00 pm – 2:45 pm Opening Session – Grand Ballroom
- 3:15 pm – 4:30 pm Retirees’ Reception – Dunker Suite

IACAC Says Thanks!

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First Timers’ Lunch

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Wednesday’s Lunch

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Keynote Speaker





### **Guest Speaker: Attorney General Lisa Madigan**

IACAC is excited to welcome Illinois Attorney General Lisa Madigan to speak during our Opening Session at the 2015 conference. Often recognized for her leadership and integrity, Lisa Madigan has brought a high level of activism to the Office of Illinois Attorney General. In November 2002, Attorney General Madigan became the first woman elected to serve as the Illinois Attorney General, and one of only a handful of female Attorneys General in the country. In 2014, she was elected to her fourth term as Attorney General and remains the senior-most female Attorney General in the country. From her first days in office, she has demonstrated principled leadership, putting policy before politics and focusing her work as the state's top legal advocate on protecting the people and communities of Illinois.

Before her election as Attorney General, Madigan served in the Illinois Senate and worked as a litigator for a Chicago law firm. Prior to becoming an attorney, she was a teacher and community advocate, developing after-school programs to help keep kids away from drugs and gangs. Madigan also volunteered as a high school teacher in South Africa during apartheid. Madigan earned her bachelor's degree from Georgetown University and her J.D. from Loyola University Chicago School of Law.

IACAC is honored to have Attorney General Madigan as an opening guest speaker to convey recent concerns regarding the student loan crisis. Madigan will address the trend of student loan debt relief companies that have sprung up including the lawsuits brought against these companies. She will also discuss the difficulty that students encounter in finding counseling when they are in trouble on their student loans and the problems they have with servicers when they need help.



### **Keynote Speaker: Jon McGee**

Jon McGee is Vice President for Planning and Public Affairs at the College of Saint Benedict and Saint John's University in Minnesota. His management division includes marketing, institutional research, planning and state and federal government relations.

He has worked in the field of higher education research and policy for 23 years.

After earning his Master of Arts degree in 1988 from the University of Minnesota, McGee worked in the state's Department of Finance as a budget analyst, where he was responsible for executive branch planning and development of public sector postsecondary operating and capital budgets. From 1992 to 1999, he was Vice President for Research and Policy Development at the Minnesota Private College Council. There he was responsible for analysis of state and federal higher education policy, particularly as they related to education finance and student financial aid, as well as collection and analysis of institutional enrollment and financial data. Much of his work and writing focused on demographic and economic trends and their impact on higher education and public policy.

In 1999, McGee joined the College of Saint Benedict and Saint John's University. He serves on the cabinet of both colleges and is responsible for research and analysis in support of enrollment and budget decision-making, strategic planning leadership, and leadership in support of campus visibility and marketing. He writes regular essays, for Hardwick Day and The Lawlor Group and is a frequently invited speaker nationally on demographic trends, the economics of higher education, and the intersection of mission, market, and institutional values.

He serves on the College Board Midwest Regional Council and as a member of the College Scholarship Service Assembly Council. McGee is actively involved in community work, serving on the boards of Casa Guadalupe Multicultural Community and the Stearns History Museum and Research Center. He is a 1984 graduate of Saint John's University and lives in Cold Spring, Minnesota—a wonderful small town with a real hardware store, a small craft brewery, and a great bakery—with his wife and their four children. In three years, he and his wife will begin 14 consecutive years of undergraduate tuition payments.

**Session: C-17**

**Abricot**

**The Secret Life of Bigs**

Join us for a round table discussion with representatives from Big 10 universities. With larger schools come larger opportunities. How do these schools differentiate themselves for potential students while also giving students the individual support needed? Topics covered in this session include the recruiting process, online applications, admission review, career services and even balancing the fine line of in-state and out-of-state enrollment. Lively discussion and interaction with attendees will be encouraged.

**Moderator:** *Tom Shorrock*, Post-High School Counselor, New Trier High School

**Presenters:** *Timmi Turley*, Associate Director, University of Illinois at Urbana-Champaign  
*Sacha Thieme*, Executive Director–Admissions, Indiana University  
*Jim Cotter*, Director of Admission, Michigan State University  
*Andre Phillips*, Senior Associate Director of Recruitment and Outreach–Office of Admissions and Recruitment, University of Wisconsin–Madison  
*Keri Risic*, Senior Associate Director of Admissions, University of Minnesota–Twin Cities

**Audience:** Secondary, Postsecondary

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

**Session: C-18**

**Barrington**

**FT: High School Counselor Interviews – Part 2**

Looking for a new secondary school opportunity? Hear three different perspectives from professional school counselors who interviewed for various openings at high schools. These counselors will offer personal accounts of questions asked to candidates along with the approaches to interviewing with both counselors and administrators.

**Moderator:** *Kara Dollaske*, School Counselor, York Community High School

**Presenters:** *Emily Dittoe*, School Counselor, Geneva High School  
*Dave Shafron*, School Counselor, Niles North High School  
*Kato Gupta*, College Counselor, Plainfield North High School

**Audience:** Secondary

**NACAC Competencies:** 1

**Session: C-19**

**Hampton**

**GWJ: Increasing Access and Opportunity**

African American students are less likely than their peers to be prepared for college academics and are continuing to enroll in and graduate from college at a lower rate than their peers. Learn what educators from various school districts are doing to increase the access and opportunities for African American students through targeted programs that provide academic preparation and mentoring. These programs lead to an increase in enrollment and graduation rate of African American students at the collegiate level.

**Moderator:** *Cathy Bendicsen*, Director of Guidance, Willowbrook High School

**Presenters:** *LeVar Ammons*, School Counselor, Willowbrook High School  
*Broderick L. Booth*, School Counselor, Homewood Flossmoor High School  
*Farrah Ellison-Moore*, College Counselor and Special Education Coordinator & Director of Diversity, Marian Catholic High School

**Audience:** Secondary, Postsecondary

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

## Session: C-20

### Lakeshore

## Computing: Today's Go-To Skill Set

Graduates with computing degrees enjoy high-paying, creative, and stable careers but a lack of role models, preparation, encouragement, and guidance leaves young women and other underrepresented groups standing on the sidelines. Attend this interactive session and learn what computing really is, who is right for it, how the computing education landscape is changing, and how to guide accordingly. Try your hand at programming, too!

**Moderator:** *Lee Harsy*, Assistant Professor–Guidance and Personnel Services Office, Lewis University

**Presenter:** *Jane Krauss*, Program Director, National Center for Women and Information Technology (NCWIT) Counselors for Computing

**Audience:** Secondary

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

## Session: C-21

### Prescott

## Parents: The Good, the Bad, and the Ugly

This session is designed for both newcomers and veterans from either side of the desk as we cover the art of working effectively with challenging parents. Topics will include such issues as spectacular campus visit requests, outright demands to know likelihood of admission prior to the application, recommendation letter “suggestions,” and don’t even get us started on financial aid season! Join us as we share our own stories and the successful methods we used (or wish we had used!) in each situation. Audience members will be encouraged to anonymously submit personal experiences—whether humorous, sentimental, or just plain crazy—to provide an entertaining and educational experience for all.

**Moderator:** *Antonio Rodriguez*, Undergraduate Admissions Counselor, University of St. Francis

**Presenters:** *Sarah Daugherty*, Associate Director of Admissions, Bradley University  
*Peter Pitts*, Regional Director of Admission, Monmouth College  
*Bruce Scher*, Academic Dean, Chicagoland Jewish High School  
*Emily Schubert*, College Counselor and Coordinator, Boylan Catholic High School

**Audience:** Secondary, Postsecondary

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

## Session: C-22

### Marlborough

## Illinois College Fairs: Past, Present & Future

College Day/Night Calendar, ICE Fairs/Regional Fairs, Approved Fairs/Recognized Fairs, single-school Fairs/City of Chicago Fairs, “renegade fairs,”—is this really as confusing as it seems?! Members of the Illinois College Fair Committee will break down the current state of college fair programs appearing on the IACAC College Fair Calendar. We will also discuss how critical decisions have allowed the calendar to evolve into its current form and demonstrate the benefits of recent calendar enhancements that have made the calendar more helpful, useful and clear. Information and suggestions about alternative programming (not in the form of yet another college fair) will be shared. Plans for future enhancements will be unveiled and suggestions from the audience will be encouraged.

**Moderator/Presenters:** IACAC Illinois College Fair Committee

**Audience:** Postsecondary

**NACAC Competencies:** 2, 8

**Session: C-23****Stanford****Tools for College Financial Planning**

Families are looking for the best tools to help them save, plan, and pay for college. The panel will discuss a variety of free tools including college saving plans, scholarship searches and cost and savings calculators. We will review how to accurately evaluate a financial aid offer with regards to out of pocket cost. Preferred delivery methods will also be presented.

**Moderator:** *Kathy Facenda, Director, Business Development, Sallie Mae*

**Presenters:** *Gerard Cebrzynski, Associate Vice-President for Financial Aid, Lake Forest College*  
*Ann LePage, Coordinator for College Counseling, Glenbrook South High School*

**Audience:** Secondary, Postsecondary

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

**Session C-24****Windsor****CC: Communication Management at a Community College**

This session will teach participants the communication flow developed at Elgin Community College to move students through the enrollment funnel.

**Moderator/Presenter:** *Dr. Trevell Eddins, Director of Admissions and Recruitment, Elgin Community College*

**Audience:** Postsecondary

**NACAC Competencies:** 1



# #1 Online College Guide

## for Students with Learning Differences

College Supports for Learning Differences provides the most comprehensive guide to college support services for students with LD, AD/HD, and Autism Spectrum Disorders. With over 400 profiles of colleges and postsecondary programs, CSLD will help you find the best college fit!

**collegesupports.com**



**College Supports**  
FOR LEARNING DIFFERENCES

## Wed., April 29

4:00 pm – 5:00 pm

4:00 pm – 5:00 pm

4:00 pm – 5:00 pm

## Evening Activities

**Mentorship Reception** – Gallery Ballroom

**Candidate Meet & Greet** – Atrium

**One Book. One Session. BYOB.** – Atrium

Who has time to read a book, talk about it, let alone have it relate to the work that we do? Join us to discuss *The Work: My Search for a Life that Matters* by Wes Moore. Read the book in advance and enhance the conversation. Books are better with a glass in your hand (at least the discussion is) so BYOB if you wish.

**Moderators:** Susan Weiss, College Counselor, Saint Ignatius College Prep and Stephanie Levenson, Executive Director of Admission, Elmhurst College

5:00 pm – 6:30 pm

6:30 pm – 8:30 pm

7:00 pm

9:00 pm – 11:00 pm

**Project Reach 5K**

**Dinner in groups or on your own**

**Past Presidents' Dinner** – Hampton

**Entertainment (Trivial Possibilities)** – Abricot

IACAC Says Thanks!  
**Knox College**  
Exclusive Sponsor  
Project Reach 5K

IACAC Says Thanks!  
**Indiana University**  
Exclusive Sponsor  
Wednesday's  
Entertainment

## Thursday, April 30, 2015

## Thurs., April 30

7:30 am – 11:00 am

7:30 am – 3:00 pm

7:30 am – 8:30 am

7:30 am – 8:30 am

8:30 am – 9:45 am

## Morning Activities

**Registration** – Atrium Alcove  
(Ballot Pickup until 8:30 am)

**Project Reach Donations Accepted** – Atrium

**Continental Breakfast** – Atrium

**Dedicated Exhibitor Time** – Atrium  
(Exhibits Open until 4:00 pm)

**Annual Membership Meeting** – Grand Ballroom III, IV, V

IACAC Says Thanks!  
**Monmouth College**  
Exclusive Sponsor  
Thursday's Breakfast

## Thurs., April 30

## 9:45 am – 10:45 am – D Sessions

**Session: D-25**

**Abricot**

**FT: Tips for IACAC First Timers**

Welcome to your first IACAC Conference! As you begin to "Imagine all of the Possibilities" that this profession and IACAC has to offer we want to take this opportunity to help you make the most of this conference. Learn about member benefits and the different IACAC committees. This session is designed to give you ideas to consider before, during, and after the conference to make your experience the best it can be! The more you put into it... the more you will get back!

**Moderator:** Sarah Goldman, Assistant Director of Admission, Knox College

**Presenters:** Traci Flowers, College Counselor, Loyola Academy  
Sylvia Hernandez, Midwest Regional Recruiter, University of Arizona  
Patrick Harker, Chicago Regional Admission Advisor, University of Wisconsin-Platteville

**Audience:** Secondary, Postsecondary

**NACAC Competencies:** 5, 8

# Dine Out Wednesday Night and Support Project Reach.

The Ram Restaurant & Brewery has graciously agreed to return 10% of the proceeds they make from meals purchased by IACAC members. While you're making plans to dine with friends and colleagues Wednesday night, why not try The Ram Restaurant and Brewery and help support Project Reach. **Be sure to make reservations!**

## The Ram Restaurant & Brewery

1901 McConnor Parkway

Schaumburg, IL 60173

847-517-8791

[www.theram.com](http://www.theram.com)



## Project Reach turns 7!

As an ad hoc committee, Project Reach has aligned its mission to focus on providing support to Illinois high schools and additional resources to our recipients year round. We are incredibly proud and excited to recognize these schools for their dedication and service to students.

This year Project Reach is pleased to announce that we will continue to expand our reach and have selected two schools as this year's Project Reach recipients. Both of these schools are determined to assist students in the pursuit of higher education and we are excited to support them!

School A is located right in Chicago and is a part of Chicago Public School Systems. They have taken significant strides over the years to support their students. As a prior nominee, they have continued to be resilient, and ultimately we have selected them as a school we should support. School A is over-crowded with nearly 3,200 students and home to a building that is regularly used for the neighborhood community. Over 90% of the students receive free or reduced lunch. The counseling staff at School A recognizes that despite tough budget cuts, they have to be all-in and often use their own money to attend professional development meetings! Last year, they were able to secure space and have a post-secondary college counseling center for their students, but they need resources for the center to be more useful. Project Reach will help School A "Imagine Possibilities" with a well-equipped post-secondary counseling center for their students.

School B is located in a western suburb of Chicago and serves ~3700 students, 87% of whom qualify for free and reduced lunch. Luckily, this school district has received a grant that offers all students in K-12 free breakfast and lunch. This school works to raise their college readiness rates and now has over a 60% graduation rate! School B continually strives to help their students "Imagine Possibilities" and has created a Career Center for students seeking appropriate post-secondary education, at every level. But School B lacks needed resources to support their students' exploration of post-secondary opportunities and will use the donations of Project Reach to purchase materials for their Career Center.

These wonderful institutions are looking forward to our support to help them continue their journey of improvement and success. Please support them by dining at our restaurant partner and participating in the 5K.



**Session: D-26**  
**Barrington**

**Why IB Fits Chicago**

Each year in North America over 200 schools apply to offer International Baccalaureate programs. In Chicago, IB results have been so monumental the mayor emphatically endorsed a dramatic expansion of the program in Chicago Public Schools. Presenters will share outcomes-data for IB in Chicago, nuances to understand the IB curriculum, ways to build relationships with IB schools, and other distinctions for one of the most impactful academic programs in the world.

**Moderator:** *Jessica Stephenson*, IB Diploma Coordinator & President—Illinois IB School Association, Prosser Academy

**Presenters:** *Sara Leven*, Secondary Magnet and IB Schools Coordinator, Chicago Public Schools  
*Marie Vivas*, University Relations Manager, International Baccalaureate  
*Brian Spittle*, Assistant Vice President—Center for Access and Attainment, DePaul University

**Audience:** Secondary, Postsecondary

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

**Session: D-27**  
**Gallery Ballroom**

**GWJ: Reviving Rural County Recruitment**

With enormous increases in the demand for higher education, it is not a secret that colleges and universities continue to be increasingly competitive. As institutions of higher learning strive to include the best and brightest underrepresented students in this college-going population, students from rural counties are often overlooked. This session will provide admission professionals a chance to learn effective ways to engage rural students in the recruitment process in order to increase college opportunity.

**Moderator:** *Clarissa Casper*, Admissions Counselor, University of Illinois at Springfield

**Presenters:** *Jonathan Elugbadebo*, Senior Admission Counselor, University of Illinois at Urbana-Champaign  
*Tressman Goode*, Assistant Director of Admission, Illinois College  
*Rebecca West*, School Counselor, Massac County High School  
*Leslie Goines*, School Counselor, Massac County High School

**Audience:** Secondary, Postsecondary

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

**Session: D-28****Hampton****Crossing the Divide**

As more students seek out independent college consultants, questions and concerns are inevitable. Is it possible for high school counselors to work effectively with independent college consultants to help students with the college planning process? What questions should counselors ask students, and what questions should families ask? How can independent counselors augment the work of school counselors and enhance the collaboration? How can counselors who are nearing retirement continue to work with students on a part-time and volunteer basis?

**Moderator:** *Lianne Musser*, College Counselor, Lyons Township High School

**Presenters:** *Pat Cannon*, Retired, School Counselor and Department Chair, Highland Park High School, Independent College Consultant, Ravinia College Consulting  
*Jim Franko*, School Counselor, Riverside Brookfield High School  
*Marsha Hubbuch*, Retired, School Counselor, Riverside Brookfield High School, Independent College Consultant, College Counseling Services

**Audience:** Secondary

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

**Session: D-29****Lakeshore****Integrating College Essay Instruction into Senior English Classes**

This session will provide a model for implementing a college essay concept that can be used in any senior English class. English teachers and school counselors collaborated in the development of this unit, which offered a unique chance for all senior students to receive instruction and feedback on their college essays or personal statements before submitting them with their applications.

**Moderator:** *Scott Birtman*, College Counselor, Vernon Hills High School

**Presenters:** *Alicia Abood*, English Teacher, Vernon Hills High School  
*Becki Bellito*, School Counselor, Vernon Hills High School  
*Tara Nieves*, English Division Head/Teacher, Vernon Hills High School

**Audience:** Secondary

**NACAC Competencies:** 3, 8

**Session: D-30****Marlborough****Storytelling on the Campus Tour**

Once upon a time at your university, college students were leading tours. But how effective are their stories in connecting prospective students with the culture and traditions of the university? We'll talk about why it matters that our tour guides are good, reflective, and engaging storytellers and how we, as admissions professionals, can help them tell their story for a happily ever after.

**Moderator:** *Brandon Meyer*, Admissions Representative, Monmouth College

**Presenters:** *LeeAnn Meyer*, Assistant Director of Admissions, Western Illinois University  
*Kristin Nelson*, Graduate Assistant, Western Illinois University  
*Amy Bumatai*, Graduate Assistant, Western Illinois University

**Audience:** Postsecondary

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

**Session: D-31**  
**Stanford**

**Admission Practices: Ethical Challenges and the Statement of Principles of Good Practice (SPGP)**

Designed for those in their early years of admission or high school counseling, this session focuses on case studies and recent changes in NACAC's Statement of Principles of Good Practice. Time permitting, we will discuss recent trends in admission practices that the Illinois and National AP committees have addressed.

**Moderator/Presenters:** IACAC Admission Practices Committee

**Audience:** Secondary, Postsecondary

**NACAC Competencies:** 5

**Session: D-32**  
**Trafalgar**

**From the Mom Side of the Desk**

No matter what side of the desk you sit behind, professionally, the mom side of the desk can be the most challenging, most important, and most rewarding side. But, how can and how do moms in this profession balance it all? This session will share data that was presented at the NACAC National Conference regarding women and mothers in college admission and counseling. We hope to provide perspectives on career advancement and ambitions, as well as tips on balancing professional and personal responsibilities.

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

**Presenters:** *Sandie Gilbert*, College Consultant, Ravinia College Consulting  
*Carlene Klaas*, Dean of Undergraduate Admission, DePaul University  
*Heather Boggs-Chase*, Chicago Regional Recruitment Coordinator, Miami University

**Audience:** Secondary, Postsecondary

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

**Thurs., April 30 11:00 am – 12:00 pm – E Sessions**

**Session: E-33**  
**Abricot**

**FT: Unsolved Mysteries—Secrets of the Admission Committee**

Ever wonder what happens when the admission committee meets? Don't miss this chance to solve the mystery of how admission decisions are made at smaller private to larger public institutions with varying degrees of selectivity. Join the seasoned admission professionals as they provide some helpful insight to demystify the process.

**Moderator:** *Jamie Simon*, College Counselor, Loyola Academy

**Presenters:** *Thomas Golden*, Senior Associate Director, Vanderbilt University  
*Bob Murray*, Dean of Enrollment Management, Illinois Wesleyan University  
*Quinton Clay*, Assistant Director of Undergraduate Admission and Director of the Chicago Satellite Office, University of Illinois at Urbana-Champaign

**Audience:** Secondary

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

## Thurs., April 30 11:00 am – 12:00 pm – E Sessions, Cont.

### Session: E-34 Barrington

#### FT: 30 Things You Won't Learn in Training

30 missed topics for your first year or your counselors' first year on the road. This session is great for counselors during their first travel season or counselors in charge of the training process. We'll provide you with advice you won't get in your average training.

**Moderator:** *Megan O'Rourke*, Assistant Dean of Admissions, Marquette University

**Presenters:** *Mike Melinder*, Senior Admission Counselor & Chicago Regional Representative, The University of Iowa  
*Katie Pope*, Admissions Counselor, Marquette University  
*Brian Hodges*, Senior Admissions Counselor, University of Illinois-Springfield

**Audience:** Postsecondary

**NACAC Competencies:** 5

### Session: E-35 Gallery Ballroom

#### Regional Representatives: Beyond the Beginning

Three veterans share best practices on working as regional staff members. We will go beyond the basics of working as a regional representative and talk about creating a 3-year plan for your market, creating and utilizing territory reports, effective office communication tools and procedures, job assessment and evaluation, and professional development needs. We'll also dispel the myths of advancement possibilities for regionals. Ultimately, we hope you learn how you can position yourself and your institution for success through the regional recruitment strategy.

**Moderator:** *Jon Samp*, Chicago Regional Representative, University of Kansas

**Presenters:** *Courtney Wallace*, Director of Admissions–Chicago Region, Augustana College  
*Scott Siegel*, Senior Associate Director–Regional Admissions Director, Indiana University  
*Jen Shaughnessy*, Associate Director of Admissions, Illinois Wesleyan University

**Audience:** Postsecondary

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

### Session: E-36 Hampton

#### CC: Transfer Recruitment: Thinking Outside the Box

This session will highlight some of the recruitment efforts the University of Illinois has put into place over the course of the past few years specifically for transfer students. Transfer fairs are not the only means of transfer recruitment so this session will assist anyone who has been tasked with increasing transfer recruitment efforts on their campus. Bring your ideas as well!

**Moderator:** *April Ponte*, Admission Counselor, University of Illinois at Urbana-Champaign

**Presenter:** *Brittany Burton*, Transfer Specialist, Purdue University-Calumet

**Audience:** Postsecondary

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

**Session: E-37****Lakeshore****Delegate or Del-e-gate?**

IACAC's current team of NACAC Delegates lead an informative discussion centered on what it means to serve in this demanding, yet rewarding, role. An executive board member, a committee liaison, and Illinois' voting voice on national issues, the Delegate is a key piece to the IACAC leadership puzzle. This session will blend educational content with personal reflection as the Delegates share their insight and experience with IACAC's curious members and prospective leaders.

**Moderator/Presenters:** NACAC Delegates from IACAC**Audience:** Secondary, Postsecondary**NACAC Competencies:** 7**Session: E-38****Marlborough****GWI: From DACA to College Diploma**

Learn how two admission counselors, each at a private four year college, went against the odds and worked to develop admission and financial aid policies to assist undocumented/Deferred Action for Childhood Arrivals (DACA) students. Imagine the possibilities if all colleges had just one change agent who worked to make this happen. Join us as we challenge the college community in following suit and learn how YOU can assist undocumented students in navigating the college application process.

**Moderator:** *Joel Ortega*, Freshman Admission Counselor, Aurora University

**Presenters:** *Eric Ruiz*, Associate Director of Undergraduate Admissions & Coordinator of Multi-Cultural Initiatives, University of St. Francis  
*Abel Montoya*, Director of Outreach Operations, Illinois Student Assistance Commission  
*Andriana Esparza*, Recruitment and Outreach Specialist, Oakton Community College  
*Luke Kerber*, Freshman Admission Counselor, Aurora University

**Audience:** Secondary and Postsecondary**NACAC Competencies:** 1, 2, 3, 4, 7, 8**Session: E-39****Stanford****What's New With ACT? ACT Profile, ACT Aspire and More**

Learn about what's new at ACT! We'll share new readiness indicators added to the ACT score report, new counselor dashboards for ACT's free college and career planning tool—ACT Profile, and the reformatted College and Career Readiness Standards.

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

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

**Audience:** Secondary, Postsecondary**NACAC Competencies:** 1, 2, 3, 6, 8

**Session: E-40**  
**Trafalgar**

**Debunking the Myths and Misconceptions of a Liberal Arts Education**

I have to be a liberal or artsy to attend a liberal arts college. It's prohibitively too expensive. Graduates have staggering amounts of debt. This kind of education isn't practical. Liberal arts graduates are not employable. These are all statements that we as stout defenders of a liberal arts education face daily. And today we hope to debunk some of these misconceptions and provide some clarity as to why a student should consider a liberal arts college, what sort of jobs/careers students tend to go on to, and why it can be a great return on your investment.

**Moderator:** *Paul Steenis, Vice President for Enrollment and Dean of Admission, Knox College*

**Presenters:** *Rene Gomez, College Counselor, Saint Ignatius College Prep  
Veronica Hauad, Senior Associate Director of Admission, University of Chicago  
Ben Wetherbee, Assistant Director of Admission, Knox College*

**Audience:** Secondary

**NACAC Competencies:** 3, 8

**Thurs., April 30**

12:00 pm – 1:30 pm

1:30 pm – 2:00 pm

**Afternoon Activities**

**Lunch for Conference Attendees – Grand Ballroom**

**Dedicated Exhibitor Time – Atrium**

**IACAC Says Thanks!**  
**Transylvania University**  
Exclusive Sponsor  
Thursday's Lunch

**Thurs., April 30**

**2:00 pm – 3:00 pm – F Sessions**

**Session: F-41**  
**Abricot**

**FT: Tales from the Road with Uncle Nate and Auntie Julie**

The college counseling profession is filled with wild, wacky and humorous encounters. Everybody has a story, and we wish to share a variety of these stories that demonstrate the uniqueness and beauty of the work we do. These stories will make us laugh, cry and sigh yet reaffirm why we love what we do. This session is primarily aimed at new professionals in an effort to share many of the rewarding aspects of a career in the field of college admission counseling with a goal of inspiring you to get more involved and build your professional learning network.

**Moderator:** *Carl Krause, College Counselor, Lake Zurich High School*

**Presenters:** *Julie Nelson, Regional Recruitment Director, Xavier University  
Nate Bargar, Regional Enrollment Coordinator, University of Cincinnati*

**Audience:** Postsecondary

**NACAC Competencies:** 1, 5



**Session: F-42**  
**Barrington**

**Counseling 2.0**

The role of the school counselor has changed. Shifting from a reactive approach to a proactive, purposeful curriculum including embedded instruction, aggressive outreach and community collaboration can significantly change school culture, student motivation and opportunities, and postsecondary trajectories of students.

**Moderator:** *Len Egan, Assistant Principal, Plainfield South High School*

**Presenters:** *Dawn Erickson, College and Career Counselor, Plainfield South High School*  
*Shelley Naheedy, Counselor, Plainfield South High School*  
*Jan Conlisk, Counselor, Plainfield South High School*  
*Megan Kappas, Counselor, Plainfield South High School*  
*Natalie Kleefisch, Counselor, Plainfield South High School*  
*Kristi Boe, Counselor, Plainfield South High School*  
*Nicole Ursetta, Counselor, Plainfield South High School*

**Audience:** Secondary

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

**Session: F-43**  
**Gallery Ballroom**

**Higher Education Perspectives from the Attorney General's Office**

As students in Illinois pursue higher education, they will make critical decisions that can affect their futures long after graduation. Hear from the Attorney General's office about common issues they see facing higher education today: for-profit schools, accreditation, financial concerns, and more. They will also discuss common student lending issues seen by their office and provide information about debt relief scams targeting students and free resources available to help families navigate the lending process from college acceptance to repayment.

**Moderator/Presenters:** Representatives from the Office of the Illinois Attorney General

**Audience:** Secondary, Postsecondary

**NACAC Competencies:** 5, 7

**Session: F-44**  
**Hampton**

**Advising Students Interested in Health Careers**

Healthcare careers are projected to have the fastest job growth over the next decade. How do high school counselors advise their students on what field(s) might be the right fit, where to look, and how to get there? What are their options? What careers require what degrees and how do they pay for it? How do you make sure that we are steering them in the right direction? What do we need to know and what are their projections for the next decade of health care careers? Hear from staff at institutions with experience advising students in the field of pre-health.

**Moderator:** *Rachel Gustafson, Associate Director of Admissions, Augustana College*

**Presenters:** *Robert Tallitsch, Professor of Biology and Pre-Health Advisor, Augustana College*  
*Charles Hauck, Pre-Medical Coordinator, Academic Advising Center, University of Iowa*

**Audience:** Secondary

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

## Thurs., April 30 2:00 pm – 3:00 pm – F Sessions, Cont.

### Session: F-45

Lakeshore

### FT: You're Driving Me Crazy

Why do high school counselors and college admissions professionals do the things they do? Why do high school counselors weight those grades that way? Why do colleges not accept the ACT off the transcript? Why are we still using so much paper? With a humorous bent, the panel discusses common admissions practices with an eye towards understanding why the "other side" is doing things this way.

**Moderator:** *Heather McCowen*, Post Secondary Counselor, The Chicago High School for the Arts

**Presenters:** *Mark Porcaro*, College Counseling Department Chair, Loyola Academy  
*Gemini Wadley*, Assistant Director of Diversity Recruitment, Columbia College Chicago

**Audience:** Secondary, Postsecondary

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

### Session: F-46

Marlborough

### The Redesigned SAT® and PSAT/NMSQT®

The redesigned PSAT/NMSQT®, launching this October 2015, and the redesigned SAT®, in Spring 2016 will be focused on the few things that evidence shows matter most for success in college. Come hear how these valuable tools are changing and what these changes mean for your institution. From preparing for and administering the assessment, to how the redesign will impact Search orders, this session will provide valuable information to get you ready for the fall.

**Presenter:** *Hoor Bhanpuri*, Senior District Director, College Board

**Audience:** Secondary, Postsecondary

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

### Session: F-47

Stanford

### GWJ: Black Student Leadership Conference

With a wish from a school principal, a group of hard working counselors developed a plan to offer a college fair, coupled with informative sessions to motivate our African-American students to attend college. What started as a simple idea morphed into a "grand plan" with the help of our community college. Attendees will learn how a college fair for students of color became College of DuPage's Black Student Leadership Conference for over 400 area high school students.

**Moderator:** *Cesar Flores*, Admissions Representative, College of DuPage

**Presenters:** *Wendy Biggs*, School Counselor, Wheaton North High School  
*Jacqueline Hanson*, Counselor/College Advisor, Oak Park and River Forest High School  
*Amy Thompson*, College and Career Counselor, York Community High School  
*Sean Warren-Crouch*, Admissions Representative, College of DuPage

**Audience:** Secondary, Postsecondary

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

**Session: F-48****Trafalgar****UK/USA Collaborative Learning**

Stepping out of the comfort zone. What value does it bring? A case study of the Bachelor of Arts, (International Honours) from the University of St. Andrews, Scotland and the College of William & Mary, USA. Students receive a truly international education which proves a great asset in today's global and competitive job market. Spending two years at each institution then graduating with a jointly awarded degree. Content: value of this type of degree, application process, student experience.

**Moderator:** *Beth Shotton*, Director of International Admissions, University of St. Andrews

**Presenter:** *Colleen Kennedy*, Associate Professor of English, College of William & Mary

**Audience:** Secondary

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

**Thurs., April 30****3:15 pm – 4:15 pm – G Sessions****Session: G-49****Abricot****Making a Career in Middle Management**

Many assume that middle management is just a temporary stepping stone to bigger and better opportunities, yet it is possible to find success and fulfillment within middle management. Meet a panel of professionals who chose to stay in middle management, even when presented with opportunities for upward advancement. Learn about the opportunities, benefits and challenges of a career in middle management, and receive advice on how to achieve your professional goals.

**Moderator:** *Paris Brown*, Director of Conservatory Admissions, Lawrence University

**Presenters:** *Beth Sullivan-Piskel*, Associate Director of Admissions—Chicago Regional Office, Creighton University  
*Michelle Rogers*, Assistant Director of Admissions, Saint Louis University  
*Carin Smith*, Regional Director of Admissions, Lawrence University  
*Larry Pauly*, Director, Chicago Area Recruitment, Millikin University

**Audience:** Postsecondary

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

## IACAC Summer Institute 2015

NEW! IACAC's Summer Institute will offer a track for newer high school counselors this year. The three-day event is an excellent opportunity to expand your knowledge and to learn the "Ins & Outs" of the college admission process. It will offer multiple educational sessions, networking with college admission professionals as well as other high school counselors, and a chance to engage in valuable mentorship experiences.

The program is from July 15-17 at Knox College. Due to the generous support of a NACAC Imagine Grant and the IACAC Executive Board, cost is only \$50 and includes on-campus accommodations for two nights, all meals and materials. **For more information and to register, go to: <http://www.iacac.org/si/>**

**Session: G-50  
Barrington****PARCC College- and Career-Ready Determination (CCRD)**

For the first time, Illinois' K-12 schools will be using a fully vertically aligned assessment system to assess student progress toward achieving college and career readiness by graduation. Illinois is a PARCC state; we are governing members of the Partnership for Assessment of Readiness for College and Careers, which is being developed by Illinois and the other governing states to align with our new learning standards. The indicator, College- and Career-Ready Determination (CCRD), will be awarded to students who have demonstrated the academic knowledge, skills, and practices in English language arts/literacy and mathematics required to enter directly and succeed in entry-level, credit-bearing courses and relevant technical courses in those content areas higher education institutions. The CCRD will provide advisors, educators, parents, and students with a clear understanding of the level of academic preparation needed for postsecondary success. This session will build awareness of and preparedness for the forthcoming PARCC assessment and show how you can use the information in your work with students.

**Moderator:** *Daniel Cullen*, Deputy Director–Academic Affairs, Illinois Board of Higher Education

**Presenter:** *Brian Durham*, Deputy Director–Academic Affairs, Illinois Community College Board

**Audience:** Secondary, Postsecondary

**NACAC Competencies:** 6

**Session: G-51  
Gallery Ballroom****Collecting Effective Data in Counseling**

With more and more high schools and colleges looking to data to inform decisions, it is important to obtain data that is useful, valid, and reliable. How can counselors quantify the work we do on a daily basis? Attend this session to learn how to craft accurate self-report surveys, analyze qualitative data, and implement evidence-based practice in your school.

**Moderator:** *Lauren O'Connor*, School Counselor, Westmont High School

**Presenters:** *Maureen Mohan*, School Counselor, York High School  
*Brian Trainor*, PhD candidate in Educational Research Methodology and Adjunct Faculty in Statistics, Loyola University

**Audience:** Secondary

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

*Volunteer with a Committee*  
*[www.iacac.org/volunteer](http://www.iacac.org/volunteer)*

**Session: G-52**  
**Hampton**

**CC: Innovative Community College/Four Year Institution Partnerships**

Hear how community colleges and four year institutions are increasing student success opportunities through innovative partnerships. University of Illinois at Urbana-Champaign offers the Parkland Pathway to Illinois, a dual (co-enrollment), program which guarantees admission to students from Parkland College to Illinois. This program encompasses tuition discounts, residence life and advising onsite at the community college. Kirkwood Community College and the University of Iowa cooperate in several partnerships that are designed to increase the possibility of student success. These partnerships include a 2 plus 2 guaranteed admission program, a career leadership academy, university advising on Kirkwood's campus, joint international articulation, and an annual tour of both campuses for Chicagoland high school counselors. These initiatives demonstrate the institutions' commitment to ensuring the success of students who begin their studies at the community college and complete their work at the university.

**Moderator:** *Debbie Micheline*, Assistant Director of Enrollment Services, College of Lake County

**Presenters:** *Holly Herrera*, Coordinator of Transfer Advising, University of Illinois at Urbana-Champaign  
*Kristen Smigielski*, Associate Director of Transfer Admission, University of Illinois at Urbana-Champaign  
*Doug Bannon*, Dean of Admissions and Student Life, Kirkwood Community College  
*Thomas Paulsen*, Associate Director, University of Iowa  
*Bruce Bohrer*, Admissions Advisor, Kirkwood Community College

**Audience:** Secondary, Postsecondary

**NACAC Competencies:** 8

**Session: G-53**  
**Lakeshore**

**Government Relations: Looking Forward**

The November 2014 election resulted in a power shift in the state and federal governments, which has implications for education on all levels. The IACAC Government Relations Committee, along with guest panelists, will lead a town hall style discussion regarding the new political landscape and what IACAC members will need to be aware of as they serve their students and families.

**Moderator/Presenters:** IACAC Government Relations Committee

**Audience:** Secondary, Postsecondary

**NACAC Competencies:** 7

**Session: G-54**  
**Marlborough**

**Generation Stressed**

Hear from a high school crisis center counselor and a psychologist from the post-secondary side about the recent trends in anxiety. You will learn how schools are responding to the students' needs, what effect this has on the greater school community, and the college admissions process' role in the epidemic.

**Moderator:** *Drew Eder*, School Counselor, Highland Park High School

**Presenter:** *Holly Fleischer*, Counselor & Crisis Center Coordinator, Highland Park High School  
*Ben Schwartz*, Staff Psychologist, University of Illinois-Chicago

**Audience:** Secondary, Postsecondary

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

**Session: G-55**  
**Stanford****ISAC Update: State and Federal Financial Aid Issues**

What's the latest news about MAP grants, Pell grants, student loans? What's on the horizon with reauthorization of the Higher Education Act? What new services is ISAC offering to students and families? This session provides an overview of changes to state and federal financial aid programs for the 2015-16 school year, and provides updates on ISAC services and state and federal legislative, operational, and budgetary issues.

- Moderator:** *Sam Nelson*, Director of Outreach Development, Illinois Student Assistance Commission
- Presenters:** *Eddie Brambila*, Managing Director–Partnerships, Illinois Student Assistance Commission  
*Jacqueline Moreno*, Managing Director of College Access Initiatives, Illinois Student Assistance Commission
- Audience:** Secondary, Postsecondary
- NACAC Competencies:** 3, 6

**Session: G-56**  
**Trafalgar****GW! Keeping the Dream Alive**

This session will examine the current state of higher education among underrepresented, underserved and 1st generation college students using the iconic Rev. Dr. Martin Luther King's speech, "I Have a Dream." Our goal is to demonstrate how his historic speech is still relevant today and its lasting effects on education. We will explore current processes in place and through research and discussion, leave equipped and motivated to design a recruitment plan that includes underrepresented students.

- Moderator:** *Joel Johnson*, Admission Counselor, Western Illinois University
- Presenters:** *Sparkle Hunt*, Assistant Director, Loyola University–Chicago  
*Amanda Parada*, Assistant Director, DePaul University  
*Tanya Cabrera*, Director, Illinois Dream Fund  
*Chester Hood*, Senior Admissions Coordinator, Southern Illinois University–Carbondale
- Audience:** Postsecondary
- NACAC Competencies:** 3, 4, 6, 7

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Thursday's Entertainment

## Thurs., April 30

4:30 pm – 5:30 pm

5:30 pm – 6:15 pm

6:15 pm – 8:15 pm

8:30 pm – Midnight

## Evening Activities

**Inclusion, Access and Success Reception** – Windsor

**Conference Reception** – Grand Ballroom

**Dinner** – Grand Ballroom

**Entertainment**

Comedian Mike Maxwell – Grand Ballroom

Imagination Station – DJ & Pub Games – Abricot

## Friday, May 1, 2015

### Friday, May 1

8:00 am – 9:30 am

10:15 am – 11:15 am

11:30 am – 12:30 pm

### Morning Activities

**Coffee & Tea** – Atrium

**Endnote Panel** – Grand Ballroom I, II

**Brunch and Closing Session** – Grand Ballroom III, IV, V

IACAC Says Thanks!  
**Butler University**  
Exclusive Sponsor  
Friday's Coffee & Tea

### Friday, May 1

### 9:00 am – 10:00 am – H Sessions

#### Session: H-57

Grand Ballroom I & II

#### The Common Application Update

Join the discussion of The Common Application's refocused mission and the new application features that have resulted from these changes. With their commitment to access, equity and integrity, The Common Application is adding new initiatives that will increase the number of underserved students who enter and complete college and will provide resources to school counselors working to assist them in the work they do each day. You will also hear from a member of The Common Application Outreach Advisory committee regarding the role that school counselors play in the application and system update process.

**Moderator:** Aliza Gilbert, College Counselor, Highland Park High School

**Presenter:** Tania Rachkoskie, Director of Outreach, The Common Application

**Audience:** Secondary, Postsecondary

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

#### Session: H-58

Barrington

#### FT: Transitioning into College Counseling

So I am a college counselor in a high school, now what? Hear different experiences as three counselors speak about transitioning to a college counseling role. Speakers will come from a variety of backgrounds discussing what steps they took to become more knowledgeable on college counseling, and what resources are most helpful as they continue their professional development.

**Moderator:** Carrie Egan, College Consultant, Hill-Murray Catholic High School

**Presenters:** Dan Miller, College Counselor, Adlai Stevenson High School  
Sara English, College Counselor, Barrington High School  
Renee Koziol, College Counselor, Trinity High School

**Audience:** Secondary

**NACAC Competencies:** 1, 2, 3, 5

**Session: H-59**  
**Marlborough**

**Staying Healthy During the Crazy**

Back to back student appointments. Late night college fairs. Early morning high school visits. It does not matter what side of the desk you are on, staying healthy during the “crazy” season can be a challenge. In this session you will hear from two admission professionals who also work part-time in the health and fitness field. Learn tips and tricks on how to incorporate healthy eating habits, workouts you can do in minutes, and tools to keep your mind balanced during the busiest season of the year.

**Moderators/Presenters:** *Jill Diaz*, Assistant Director of Admissions, Aurora University, ACE Certified Personal Trainer  
*Gina Williams*, Chicago Regional Admissions Coordinator, Southern Illinois University-Edwardsville, ACE Certified Group Exercise Instructor

**Audience:** Secondary, Postsecondary

**NACAC Competencies:** 1, 2

**Session: H-60**  
**Stanford**

**The Trend of Leaving Illinois for College**

This session looks to examine the growing trend of Illinois students leaving the state for higher education. We will discuss the college-going habits of Illinois students during the past decade, examine the IPEDS/WICHE migration data for these students and break down the regions and institutions that they are attending. We will then have a discussion about our observations of how and why this occurs as well as what the future holds from the perspective of high schools and universities.

**Moderator:** *Mark Geslani*, Senior Educational Manager, The College Board

**Presenters:** *Justin Ball*, Associate VP for Enrollment Management, Bradley University  
*Deb Donley*, Post-High School Counselor, New Trier Township High School

**Audience:** Secondary, Postsecondary

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

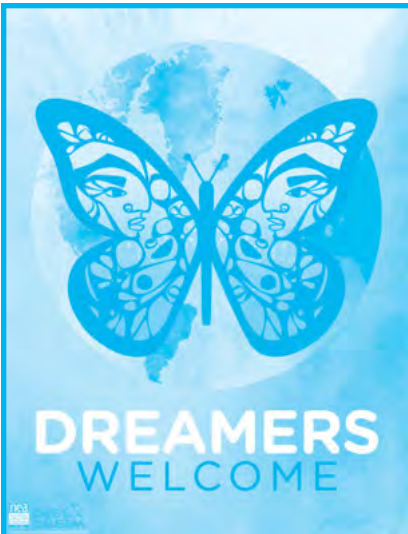
**IACAC Invites You to Attend**  
**Sharing the Dream**

**Sharing the Dream** is a workshop for educators interested in learning how to best support undocumented students on their path to a college degree and beyond.

The workshop will take place at the University of St. Francis, Joliet, Illinois on May 20, 2015.

The registration fee is \$20 and includes lunch. For session offerings and to register go to <http://www.iacac.org/sharing-the-dream/>

Space is limited and registration will close on May 8, 2015 or when capacity is reached.





## Session: H-61

Windsor

## GW1: Si Se Puede! Engaging Bilingual Parents

First generation children from non-English speaking homes struggle more than their peers when navigating the college admission and financial aid process. In Chicago, we have created the Bilingual Parent College Seminars to tackle this issue and engage parents in the frenzy of the admission process. This session will provide information about how the seminars are conducted and will share real evaluations from parents who have participated in the program. Session participants will gain knowledge of strategies to directly engage bilingual parents in ways that increase students' college enrollment, retention, and graduation rates (and, in some instances, inspire the parents themselves to act as role models by pursuing a college education).

**Moderator:** *Luis Narvaez, Chicago Public Schools, Access for Special Populations Specialist*

**Presenters:** *Hilda Calderon-Pena, Citywide Community Relations Coordinator, Chicago Public Schools*  
*Kasey Mather, Assistant Registrar, Kennedy King City College of Chicago*  
*Cynthia Corral, Recruiter, City Colleges of Chicago*  
*Dr. Angelica Rivera, Director, Proyecto Pa'Lante, Northeastern Illinois University*  
*Elizabeth Villareal, Program Specialist, Proyecto Pa'Lante, Northeastern Illinois University*

**Audience:** Secondary, Postsecondary

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

## Session: H-62

Edwardian

## Higher Education to a Higher Power

Do you have a strong belief in a higher power that fuels how you live, which inevitably fuels how your work? Do you find yourself praying/meditating on a daily basis for co-workers, students you serve, your institution and our profession overall? If so, or if you're curious on these perspectives, hear firsthand accounts from Christian, Muslim and Sikh members of our profession who also share these passions. This is not a sales pitch on any specific religion, nor is this a place for debate, but an open forum for dialogue and support. As an association, we believe in having an appropriate work/life balance; some of us have a difficult time finding that balance but use our beliefs as the balancing line.

**Moderator:** *DeVone Eurales, Associate Director of Admission, Knox College*

**Presenters:** *Khair Sadrud-Din, College Years Counselor, Link Unlimited Scholars*  
*Tisleen Singh, Community Outreach Manager, College Greenlight*

**Audience:** Secondary, Postsecondary

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

## Session: H-63

Radcliffe

## FT: Come on in, Millennials

Adaptability is crucial in the world of an admissions counselor. Whether it's a lock down during a high school visit, or an unhappy caller on the phone—we're ready. But what happens when those changes start appearing in the form of a fresh-faced, just-out-of-college newbie in the office? Join us and hear all of the tips, tricks and testimonials from both sides of the Y2K!

**Moderator:** *Laura Lavendar, Admissions Counselor, University of Illinois at Urbana-Champaign*

**Presenters:** *Brianna Lombardo, Admissions Counselor, DePaul University*

**Audience:** Postsecondary

**NACAC Competencies:** 1, 5

**Grand Ballroom I & II**

The endnote panel you do not want to miss! Do you find yourself wondering about the future of college costs, demonstrated interest, standardized tests, or professional training? The Imagine Possibilities endnote session will address hot topics such as these, and leave you reflecting on the current state of college admissions and college counseling. Our four esteemed speakers from both sides of the desk will share changes they have observed over the course of their careers, how they see our profession progressing, and what they understand to be the most critical trends and issues to watch. At the conclusion of this dynamic discussion our panel will spend some time answering questions.

**Aliza Gilbert** has been working as a College Counselor at Highland Park High School since 1998. Prior to coming to HPHS she was Associate Director of Admissions at Lake Forest College. She currently serves as the Chair of the Inclusion, Access and Success Committee for the National Association of College Admission Counseling (NACAC). She holds a B.A. in Elementary Education from the University of Illinois at Chicago and obtained her M.Ed. in College Student Personnel and School Counseling Licensure from Loyola University Chicago. Ms. Gilbert is also currently a doctoral candidate in Higher Education at Loyola University Chicago. In 2010 she was the recipient of the NACAC Human Relations Award in recognition of her support for college access and success for underserved students.

**Patrick O'Connor** is Associate Dean of College Counseling at Cranbrook Schools in Bloomfield Hills, Michigan. A past president of NACAC, Patrick is also the author of *College is Yours 2.0*, and a columnist with Huffington Post. He also teaches a college counseling class.

**Jon Boeckenstedt** is Associate Vice President of Enrollment Management at DePaul University in Chicago, where he has worked since 2002. He has over thirty years of experience in higher education, having worked at five different colleges in four states. He writes about current admissions issues on one blog, and publishes higher education data on another. He has a Bachelor's degree in English from Loras College and a Master's Degree in Marketing from the University of Maryland University College.

**James Cotter**, a graduate of Michigan State University, has been a member of the Office of Admissions staff since 1984. Starting as an Admissions Counselor, he has risen through the ranks becoming officially appointed as Director of Admissions in September 2007. Prior to 2006, Mr. Cotter served as Senior Associate Director of Admissions for seven years. He currently serves as Executive Director to the Association of Chief Admissions Officers of Public Universities.

**IACAC Says Thanks!**  
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Friday's Brunch



## IACAC Welcomes NACAC Board Member Phil Trout

Phil Trout, College Counselor at Minnetonka High School (MN), was voted president-elect of the 2014-2015 Board of Directors of the National Association for College Admission Counseling (NACAC) at the organization's 70th National Conference in Indianapolis. Over 6,000 admission counseling professionals gathered from Sept. 18-22, 2014 for the group's annual meeting to discuss counseling trends and research and programming and to elect new members to its 15-member board. The NACAC Board of Directors oversees the administration and strategic direction of the association, which represents high school counselors and college admission professionals.

Trout will serve a three-year term. A NACAC member for over 30 years, he has served on the Affiliate Presidents Council, the Finance Committee, the Government Relations Committee, the Fund Advisory Board and as Affiliate Presidents Council Coordinator and NACAC Assembly Chief Delegate. In his affiliate, Minnesota ACAC, Trout has served twice as president, in 2010-11 and in 1990-91, as well as on numerous committees.

Mr. Trout is in his eighth year as College Counselor at Minnetonka High School. He is also a faculty member of The Academy for College Admission Counseling, which is held in July at Elmhurst College. Previously, he served as director of college counseling at Mounds Park Academy and as College and Academic Counselor at Illinois Mathematics and Science Academy. He worked at Shattuck-St. Mary's School for more than 25 years as College Counselor and as Director of Admissions and Financial Aid. He has also worked in college admissions at the University of Minnesota, Twin Cities, and at the College of William and Mary.

"I am passionate about helping students gain access to college—and succeed in college. I am passionate about advocacy and government relations," said Trout in his statement for office. "I am passionate about equity and access in student admission. I am passionate about collaboration and partnerships, because I know that one of the best ways to serve students is to provide support and information to their counselors."

IACAC NATIONAL CONFERENCE

Save the dates!  
October 1-3, 2015



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# 2015 Conference Exhibitors (as of 4/04/2015)

## Academic Approach

**Amanda Aisen**

773.348.8914

342 W Armitage Ave

Chicago, IL 60614

**[www.academicapproach.com](http://www.academicapproach.com)**

Academic Approach is a test performance company founded in Chicago's Lincoln Park. Since 2001, we've prepared thousands of students to perform successfully on and beyond standardized tests.

## ACT, Inc.

**April Hansen**

**George Schlott**

319.321.9751

300 Knightsbridge Parkway

Lincolnshire, IL 60069

**[www.act.org](http://www.act.org)**

Driven by over 50 years of research, ACT's breadth of data and solutions are a tremendous resource to secondary and postsecondary professionals working to prepare students for college and workforce readiness.

## Applerouth Tutoring

**Eric Rath**

404.551.5348

1768 Century Blvd.

Atlanta, GA 30345

**[www.applerouth.com](http://www.applerouth.com)**

Applerouth is an Atlanta-based tutoring company that has been preparing students for college since 2001. A national organization, Applerouth offers individual and group tutoring both in-person and online.

## C2 Education

**Jaime Rizzo**

**Lisa Peterson**

309.642.4774

619 Springbrook Trail North

Oswego, Illinois 60543

**[www.c2educate.com](http://www.c2educate.com)**

C2 is a national tutoring and test preparation company that provides resources to schools, libraries, and community organizations in the way of seminars, practice tests, and workshops.

## Cambridge Educational Services

**Janey Park**

847.299.2930

2860 S River Road

Des Plaines, IL 60018

**[www.cambridgeed.com](http://www.cambridgeed.com)**

Improve student test scores using Cambridge on-line/print supplemental curriculum, data reports and teacher training. Help students earn valuable scholarships using new strategies for the NEW PSAT, SAT and ACT exams.

## Cappex

**Brittany Kirby**

224.765.0179

230 West Monroe St., Suite 1200

Chicago, IL 60606

**[www.cappex.com](http://www.cappex.com)**

Cappex provides tools that engage high school students and counselors. Student targeting capabilities including location, majors, and GPA, make Cappex the easiest way for colleges and universities to build engagement.

## Career Cruising

**Jennifer Stark**

608.347.1013

S7586 Oak Road

Merrimac, WI 53561

**[www.careercruising.com](http://www.careercruising.com)**

A leader in online career development, our mission is to engage and inspire individuals to achieve their full potential in school, career and life.

## Carnegie Communications

**Jennifer Lonchar**

799.217.7997

2 Lan Drive, Suite 100

Westford, MA 01886

**[www.carnegiecomm.com](http://www.carnegiecomm.com)**

Carnegie Communications has been a leader in education marketing solutions for almost 30 years. With access to millions of students, we can reach your target undergraduate, graduate, or alumni audience.

## College Board

**Iliana Gonzalez**

847.653.4509

**Rhonda Johnson**

847.653.4518

8700 W Bryn Mawr, Suite 900N

Chicago, IL 60631

**www.collegeboard.org**

The College Board is a not-for-profit membership organization that connects students to college success and opportunity. It works to increase college readiness through programs including the SAT and Advanced Placement.

## College Bound Selection Service

**Clayton Allen**

816.318.4441

118 Congress Street

Belton, MO 64012

**www.cbssearch.net**

CBSS maintains a national list database of college-bound students who have volunteered information regarding their academic performance, career interests and college preferences.

## Discover Student Loans

**Noel Brock**

706.210.3928

111 Pond View Road

Evans, GA 30809

**www.discoverstudentloans.com**

At Discover, we believe in providing financial literacy to high school parents and students so they can make informed decisions during the college financial aid planning process.

## EF Explore America

**Liz DiMascio**

781.380.7879

8 Education St.

Cambridge, MA 02141

**www.efexploreamerica.com/collegetours**

EF Explore America's College Visit Tours take you and your students out of your local area to tour a wide variety of college campuses and famous American cities.

## Illinois Student Assistance Commission

**Abel Montoya**

847.831.8295

1755 Lake Cook Road

Deerfield, IL 60641

**www.isac.org**

The Illinois Student Assistance Commission (ISAC) is the college access and financial aid agency in the state of Illinois that administers scholarship, grant, prepaid tuition, and student loan repayment/forgiveness programs.

## Kaplan Test Prep

**Adrienne Brazil**

**Rebecca Kelly**

847.951.5360

205 West Randolph Street, Suite 200

Chicago, IL 60615

**www.kaptest.com/college**

Kaplan Test Prep was founded over 75 years ago and is the world leader in ACT, PSAT and SAT test preparation. We provide online, live online, classroom, and one-on-one tutoring.

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KelmscottEDU specializes in helping colleges and universities achieve or exceed recruitment and communication goals. We are dedicated to providing you with innovative, proven communications solutions at the lowest cost.

## Magellan Collegiate Promotions

**Julia Buraczewski**

314.971.8389

2360 N 124th Street, Suite 202

Wauwatosa, WI 53226

**www.magellanpromotions.com**

We are a promotional marketing company that helps colleges create awareness, engagement, and excitement through promotional products. We navigate through thousands of promotional items to effectively reach prospective students.

## 2015 Conference Exhibitors, Continued

### Midwestern Higher Education Compact

**Adam Lofquist**

612.677.2773

105 5th Ave S, Suite 450

Minneapolis, MN 55401

<http://msep.mhec.org/>

The Midwest Student Exchange Program is a tool for higher education institutions to increase enrollment at their institution. Admission requirements may be set to a specific program(s) that are underutilized.

### MyMajors

**Bill Gaier**

816.361.0616

20 E Gregory Blvd.

Kansas City, MO 64114

[www.mymajors.com](http://www.mymajors.com)

MyMajors addresses the national crisis in college completion by providing students with a better tool for choosing the right Major, College and Career based on academic aptitude and interests.

### National Research Center for College & University Admissions

**Kristin Mahoney**

800.862.7759

3651 NE Ralph Powell Rd.

Lee's Summit, MO 64064

[www.nrccua.org](http://www.nrccua.org)

National Research Center for College & University Admissions (NRCCUA) provides the largest college planning program. We help students and colleges get connected based on the student's preferences.

### RightStudent

**Alexis Mattera**

847.432.1700

430 Park Ave., Suite 3A

Highland Park, IL 60035

[www.rightstudent.com](http://www.rightstudent.com)

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### Scholarship America/ Dollars for Scholars

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# 2014–2015 Executive Board

## The Cabinet

### President:

Anne Kremer – DePaul University

### President-Elect:

Beth Gilfillan – Woodlands Academy of the Sacred Heart

### Past President:

Mike Dunker – Western Illinois University

### Treasurer:

DeVone Eurales – Knox College

### Treasurer-Elect:

Courtney Wallace – Augustana College

### Past Treasurer:

Patrick Walsh – Illinois State University

### Secretary:

Erin Hoover – McKendree University

### Executive Assistant:

Linda Haffner – IACAC

## Delegate Directors

### Three Year Term

Allegra Giulietti-Schmitt – Niles North High School  
Stephanie Szczepanski – Saint Louis University

### Two Year Term

DJ Menifee – Knox College  
Tony Minestra – Loyola Academy  
Brad Kain – Homewood-Flossmoor High School  
Amy Thompson – York Community High School

### One Year Term

Lianne Musser – Lyons Township High School  
Robert Walton – Syracuse University

## Council Team Directors

### Two Year Term

Renee Koziol – Trinity High School  
Mike Melinder – The University of Iowa

### One Year Term

Drew Eder – Highland Park High School  
Shawn Wochner – Western Illinois University

## Upcoming IACAC Events

### Sharing the Dream

May 20, 2015  
University of St. Francis

### NACAC Critical Components

May 26–29, 2015  
Austin, TX

### Young Men's Conference – Motivate Me

May 30, 2015  
Loyola University Chicago

### Executive Board Transition Meeting

June 19, 2015  
Woodlands Academy of the Sacred Heart

### Camp College

July 7–10, 2015  
University of Illinois at Springfield, Illinois College,  
Millikin University, Illinois State University

### Bus O'Fun

July 12–17, 2015  
Schools in Minnesota

### Summer Institute (Includes high school counselors!)

July 15–17, 2015  
Knox College

### NACAC Guiding the Way to Inclusion

July 17–20, 2015  
Minneapolis, MN

### Middle Management Institute

July 23–24, 2015  
Roosevelt University

### Articulation Unplugged

September 21, 2015  
Illinois State University

### Chicago National College Fair

September 26, 2015  
Navy Pier

### NACAC National Conference

October 1–3, 2015  
San Diego, CA

### Annual Conference

May 4–6, 2016  
Westin Chicago Northwest, Itasca

# Annual Conference Committee

## Conference Chair

*Beth Gilfillan* - Woodlands Academy of the Sacred Heart

## Event Coordinator

*Donna Epton* - IACAC

## Communications and Social Media

*Ryan Downey* - Southern Illinois University Edwardsville

*Mike Melinder* - The University of Iowa

*Laura Stetson* - Lake Forest High School

## Entertainment

*Susan Sanders* - Glenbard West High School

*Omar Solomon* - Eastern Illinois University

*Sean Warren-Crouch* - College of DuPage

## Evaluations

*Dan Miller* - Adlai E. Stevenson High School

*Wallace Holder* - Grand Valley State University

*Robert Yerkan* - Rolling Meadows High School

## Exhibitors, Sponsorship, Advertising

*Michelle Adams* - Elmhurst College

*Kristen Doktor* - Deerfield High School

*William Morrison* - Highland Park High School

## First Timers

*Patrick Harker* - University of Wisconsin-Platteville

*Sylvia Hernandez* - University of Arizona

*Traci Flowers* - Loyola Academy

## On-Site

*Michael Ford* - Michigan State University

*Christine Grotzke* - Michigan Technological University

*Cindy Kasten* - Hinsdale Central High School

## Program

*Kato Gupta* - Plainfield North High School

*Michael O'Connor* - New Trier High School

*Sheila Schechinger* - The University of Iowa

## Project Reach

*Emma Adebayo* - University of Nebraska-Lincoln

*Marsha Hubbuch*, College Counseling Services

*Chris Wolf* - DePaul College Prep

## Raffle

*Rachel O'Connell* - Missouri University of Science and Technology

*Andrea Postiglione* - Lawrence Technological University

*Stacey Schlaud* - West Leyden High School

## Registration & Hospitality

*Diane Bourn* - Prospect High School

*Nancy Davis* - John Hersey High School

*Linda Haffner* - IACAC

## Tellers

*Suzanne LoSasso* - Beacon Academy

*Eric Ruiz* - University of St. Francis

*Kim Wiley* - James B. Conant High School

## 2015 IACAC Conference Evaluation

We want you to Imagine Possibilities during the 2015 IACAC Conference without having to worry about writing evaluations while you are here! In an effort to be environmentally and budget conscious, all evaluations for individual sessions and the full conference will be emailed to you within a few days following the conclusion of the conference.

Along with your registration materials you will notice that your name badge includes a barcode. Please remember to have your badge scanned by an Evaluations Committee member as you enter each session and the committee will do the rest! Make sure you keep notes on the things that really stood out to you (positive and negative) for any portion of the conference and include those comments on your evaluation. The feedback you provide is very valuable for the planning of future conferences.

Most importantly...don't forget...any evaluations received by 5:00 PM on Friday, May 15, 2015 will be entered to win a fabulous raffle prize!

Thank you in advance for your participation!

2015 Evaluations Committee

# Committee Chairs

## Admissions Practices

*Amy Belstra* – Libertyville High School  
*Carlene Klaas* – DePaul University

## College Awareness and Preparation

*Brian Hodges* – University of Illinois Springfield  
*Emily Johnson* – Augustana College  
*Kasey Mather* – City Colleges of Chicago

## Conference

*Beth Gilfillan* – Woodlands Academy of the Sacred Heart

## Credentials & Nominations

*Mike Dunker* – Western Illinois University

## District Seminars

*Megan Koester* – McKendree University  
*Kathy Major* – Joliet Catholic Academy  
*Jason Swann* – Rend Lake College

## Finance & Professional Development Grants

*DeVone Eurales* – Knox College

## Government Relations

*Steven Landgraf* – Concordia University Chicago  
*Bob Skorczewski* – Southern Illinois University Edwardsville  
*Paul Welsh* – Fenton Community High School

## Illinois College Fair

*Carin Smith* – Lawrence University

## Inclusion, Access and Success

*Traci Flowers* – Loyola Academy  
*Dan Gin* – Niles West High School  
*Luke Kerber* – Aurora University

## Media Communications

*Megan O'Rourke* – Marquette University  
*Sarah Goldman* – Knox College  
*Mike Melinder* – The University of Iowa

## Membership

*Chris Kawakita* – Illinois Wesleyan University  
*Carl Krause* – Lake Zurich High School  
*Kim Wiley* – James B. Conant High School

## Mentorship

*Kato Gupta* – Plainfield North High School  
*Rosa Reiber* – Concordia University Chicago  
*Kenya Taylor* – University of Wisconsin Milwaukee

## Middle Management Institute

*Zachary George* – DePaul University  
*Paris Brown* – Lawrence University

## National College Fair

*Michael Ford* – Michigan State University  
*Erin Updegraff* – DePaul University

## Professional Liaison

*Amy Thompson* – York Community High School

## Retirees (part of Membership)

*Sandie Gilbert* – Retired Highland Park High School  
*George Kazlusky* – Retired Hoffman Estates High School  
*Maryanne Kelly* – Retired Maine South High School

## Summer Institute

*Angie Cooksy* – Bradley University  
*Sarah Goldman* – Knox College  
*Ben Wetherbee* – Knox College

## Summer Tours

*Matthew Kirby* – St. Charles North High School  
*Natalie Rubino* – Glenbard West High School

# Ad Hoc Committees

## High School Professional Development

*Stephanie Maksymiu* – Maine South High School  
*Chris Merle* – Lincoln Park High School

## Leadership Manual

*Nate Bargar* – University of Cincinnati  
*Megan O'Rourke* – Marquette University  
*Eric Ruiz* – St. Francis University

## Scholarship

*Dave Shafron* – Niles North High School  
*Timmi Turley* – University of Illinois Urbana Champaign

## Strategic Plan

*Julie Nelson* – Xavier University

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# IACAC Staff

*Linda Haffner* – Executive Assistant  
*Donna Epton* – Event Coordinator  
*Sherry Hall* – Publication Specialist  
*Dan Saavedra* – Webmaster  
*Carin Smith* – Illinois College Fair Coordinator

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April 26 – 28, 2017

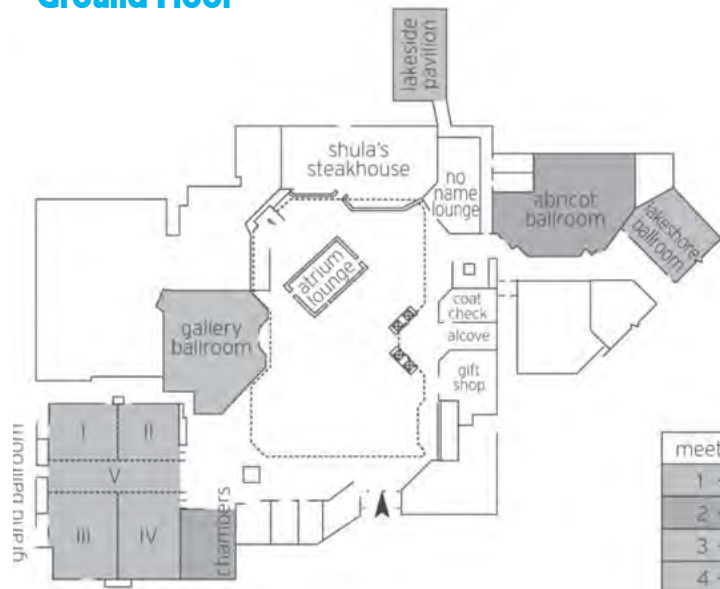
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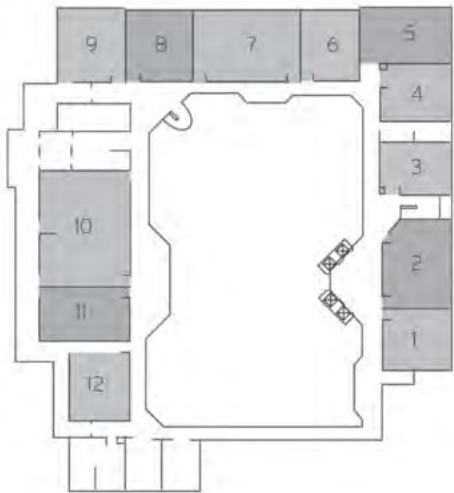
# Meeting Room Locations

## Ground Floor



meeting room legend	
1 -	alton
2 -	barnington
3 -	carlyle
4 -	edwardian
5 -	hampton
6 -	leighton
7 -	marlborough
8 -	prescott
9 -	radcliffe
10 -	stanford
11 -	tratalgar
12 -	windsor

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To learn more and register go to:  
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