

I A C A C

imagine Possibilities

IACAC Conference Sessions

Westin Chicago Northwest (Itasca)

April 29 - May 1, 2015

Wed., April 29 9:15 am – 10:15 am – A Sessions

Session: A-1
Abrirot

First Timers: 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

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

Session: A-3
Gallery Ballroom

First Timers: 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

Community College: 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 Alferez, 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

Guiding the Way to Inclusion: 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

First Timers: 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

Guiding the Way to Inclusion: 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

First Timers: 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

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 Kazlusk*, College/Career Consultant

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 3:00 pm – 4:00 pm – C Sessions

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

First Timers: 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

Guiding the Way to Inclusion: 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 Cebzynski*, 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

Community College: 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

Thurs., April 30 9:45 am – 10:45 am – D Sessions

Session: D-25

Abricot

First Timers: 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

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

Guiding the Way to Inclusion: 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

Session: E-33

Abrirot

First Timers: 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

Session: E-34

Barrington

First Timers: 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, 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

Community College: 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

Guiding the Way to Inclusion: 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 2:00 pm – 3:00 pm – F Sessions

Session: F-41
Abrirot

First Timers: 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 Illinois Attorney General's Office

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

Session: F-45**Lakeshore****First Timers: 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****Guiding the Way to Inclusion: 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****Abrirot****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



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

Session: G-52
Hampton

Community College: 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

Guiding the Way to Inclusion: 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

Friday, May 1 9:00 am – 10:00 am – H Sessions**Session: H-57**

Grand Ballroom

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****First Timers: 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



Session: H-61
Windsor

Guiding the Way to Inclusion: 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

First Timers: 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