



IACAC Conference Sessions

Westin Chicago Northwest (Itasca)
May 1–3, 2013

Many Hands Making a Difference.

Wed., May 1 9:15 am – 10:30 am — A Sessions

Session: A1
Barrington

Affirmative Life Management Skills for Educators

Affirmative life management has several key components: proper nutrition, adequate rest, reasonable exercise, and the efficient use of time. This session will focus on strategies, ideas, and suggestions to help participants learn how to prevent “wag the dog syndrome.” Come see how conscientious and persistent effort can help you become more physically/emotionally fit and better able to serve your students.

Moderator: Kari Hein, Guidance Counselor, Hinsdale Central High School

Presenters: Michelle Rogers, Assistant Director of Admission, Saint Louis University
Joseph R. Prieto, Alumni Member

Audience: Secondary, Post-Secondary; Newcomers, Veterans

NACAC Competencies: 1, 5

Session: A2
Gallery Ballroom

Successful Recruiting Strategies

This dynamic session is based off the book *Recruit or Die*. The book focuses on “how any business can beat the big guys in the war for young talent.” The presenter will apply four key concepts to student recruitment in higher education:

- Get the recruits you want
- Work harder and more intelligently than the competition to know your target audience
- Sell yourselves better than the competitors do
- Present a united front

Moderator: Ziggy Blackwell, Regional Coordinator, Southern Illinois University—Edwardsville

Presenter: DJ Menifee, Admission Counselor, Western Illinois University

Audience: Post-Secondary; Newcomers, Veterans

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

Session: A3**Hampton****Helping Foreign Exchange Students Find the Right Fit**

Illinois is one of the top destinations in the U.S. for international students studying at the university level. It is also a very popular state for high school students who are here studying as part of a temporary exchange program or who live here because of a parent's work. With the complexities of geography, immigration regulations, culture, and finances, guidance counselors may find that advising these students on the college search and selection process can become even more daunting. Our panel discussion will include advising tips from the perspective of three post-secondary institutions: community college, large public university, and small liberal arts college.

Moderator: Dane Rowley, Dean of Admission, Augustana College

Presenters: Rachel Caracci, Coordinator-Transfer and International Initiatives, Illinois State University
 Kelly Pulford, Assistant Director of Admission-Coordinator of International Recruitment, Augustana College
 Kathy Smid, Coordinator of International Student Services, College of Dupage

Audience: Secondary; Newcomers, Veterans

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

Session: A4**Lakeshore****Choosing a College from Diverse Options**

Students are often overwhelmed by the college selection process. Presenters will dispel myths about choosing a college and provide effective methods/resources for counselors in order to improve their ability to empower students to make better decisions. Likewise, colleges decide to admit students from diverse group of applicants, and because of this, presenters will explore how effective choices for students will improve outcomes, so both colleges and students will be content with their decision.

Moderator: Gregory Smith, Guidance Counselor, Naperville Central High School

Presenters: Jean Childers, College and Career Coordinator, Naperville Central High School
 Sarah Idzik, Senior Admission Counselor, University of Chicago
 Hayley Schueneman, Admission Counselor, Knox College

Audience: Secondary, Post-Secondary; Newcomers, Veterans

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

Session: A5**Leighton****Yielding Results from Your Communication ***

Do you wonder why your recruitment communication plans don't translate into enrollment success? This session will provide admission professionals a chance to learn about practices and issues within their institutions recruitment communication plans that lessen your chances of enrollment success. Based on 20 years of working with Admission offices, this session will discuss internal impediments many colleges and universities share that contribute to not reaching their enrollment goal.

Moderator: Kent Kleiva, Enrollment Management Consultant, Kelmscott Communications

Presenter: Jerry Heitschmidt, Vice President of Higher Education, Kelmscott Communications

Audience: Post-Secondary; Newcomers, Veterans

NACAC Competencies: 1, 6

Session: A6
Marlborough

STEM—It's Where the Jobs Are and Will Be!

STEM (Science, Technology, Engineering, and Mathematics) is quite the “buzz” phrase, but what is the “buzz” really about? Where will the jobs really be in 2020? How can you advise your students, who are strong in math, science, and problem solving, to look at the ever growing STEM job markets? This data-driven presentation will answer these questions and many more!

Moderator: Amy Thompson, College and Career Counselor, York Community High School

Presenters: Christine Grotzke, Regional Admission Manager, Michigan Technological University
Kelli Allen, Senior Admission Counselor, Iowa State University
Rachel O'Connell, Regional Recruitment Coordinator, Missouri University of Science and Technology

Audience: Secondary; Newcomers, Veterans

NACAC Competencies: 2, 3, 7

Session: A7
Prescott

It Started in Illinois: NACAC and Its Diversity Agenda

Past NACAC President, Mary Lee Hoganson, recently completed writing a comprehensive history of the association. NACAC's roots are here in Illinois. The watershed events that led to diversity within the membership, as well as an agenda addressing the needs of underrepresented students, took place here, too. Come hear an overview of NACAC's history and the early focus on access for all students. Learn how the 1969 national conference in Chicago dramatically changed the face of the association and the direction of all college admission practices in our nation. Celebrate the IACAC leaders who had an impact on this milestone, and on many other pivotal moments in NACAC's history.

Presenters: Mary Lee Hoganson, Retired Counselor, Homewood Flossmoor High School; Past President NACAC
Mike Dessimoz, Retired Associate V.P. for Enrollment, Roosevelt University; Past President IACAC

Audience: Secondary, Post-Secondary; Newcomers, Veterans

NACAC Competencies: 3, 4, 5, 7

Session: A8
Stanford

The Social Media Report

In today's higher education recruitment landscape, enrollment managers cannot ignore social media as a tool in their recruitment arsenal. With so many different social networks to choose from, where do you start? After thousands of online surveys and focus groups from around the country, the teams at Zinch and Inigral have honed in on what tools are most effective at engaging your prospective students, and what messaging works best!

Moderators: Amanda Centers, Regional Accounts Manager, Zinch
Andrea Poetzsch, Account Executive, Zinch

Presenters: Gil Rogers, Director of Marketing & Outreach, Zinch
Stacey Kostell, Director of Undergraduate Admission, University of Illinois—Champaign Urbana
Joseph Dalfonso, Social Media & Web Marketing Coordinator, Bradley University
Brandon Croke, Marketing Manager, Inigral

Audience: Post-Secondary; Newcomers, Veterans

NACAC Competencies: 2, 3, 6

Session: B9**Barrington****Better Essays in Less Time**

You know how to recognize a strong college application essay. You know when a story needs more detail, when the writing is unfocused or missing the student's voice. And, you certainly know when he or she has gotten too much help. In this dynamic, interactive workshop, the co-founder of Wow Writing Workshop will share what she has learned from decades of guiding students through the writing process. From brainstorming ideas to essay reviews, the "Wow Method" teaches students to ask the right questions; it also shows counselors, parents, consultants, and others how to read essay drafts with a writer's eye, not an editor's red pen. Participants will leave the session with straightforward writing exercises, valuable tips and proven-time savers, along with online resources for students and parents.

Presenter: Susan Knoppow, CEO, Wow Writing Workshop

Audience: Secondary; Veterans, Newcomers

NACAC Competencies: 1, 2, 3

Session: B10**Gallery Ballroom****3+1's are the new 2+2's**

As community college and universities continue to look for ways to build relationships to improve the student experience, new academic partnerships have grown. 3+1 programs allow students to complete three years of community college coursework followed by one year of the partner university's coursework all on the community college's campus. Learn how these programs are developed, administrated, and utilized by all intuitions to maximize the educational opportunities of students today.

Moderator: Cesar Flores, Admission Representative, College of DuPage

Presenters: Jose Alferez, Admission Representative, College of DuPage
Jill Davis, Transfer Coordinator, College of DuPage

Audience: Post-Secondary, Secondary; Newcomers, Veterans

NACAC Competencies: 1, 2, 3

Session: B11**Hampton****Personal Best: Starting High School Strong**

As freshmen transition from junior high into high school, it is important they receive sound advice on how to get the most out of their high school experience. Part of that advice is designed to make them feel welcomed and comfortable in their new surroundings. However, it is equally important to make sure that freshmen are creating good habits, adapting to increased academic demands, getting involved in their school, and understanding that they are preparing for their future from this day forward. This session will demonstrate a mixed media assembly that Andrew High School delivers to its freshmen class about one month into school. It is a supportive mix of "feel good" inspiration and eye-opening reality.

Moderator: Brian Nolan, Guidance Director, Victor J. Andrew High School

Presenters: Donna Driscoll, Guidance Counselor, Victor J. Andrew High School
Jeannie McGeehan, Guidance Counselor, Victor J. Andrew High School
John Tadla, Guidance Counselor, Victor J. Andrew High School
Aaron Villette, Guidance Counselor, Victor J. Andrew High School

Audience: Secondary; Newcomers, Veterans

NACAC Competencies: 1, 2, 3

Session: B12**Lakeshore****Enrollment Management Trends Report ***

ACT created the "Enrollment Management Trends Report" to provide enrollment managers and other college administrators with information about students' patterns during the college choice process of the 2011 high school graduates taking the ACT test. The information provided in this report can give insight into their current enrollment management practices and offer effective strategies for improvement.

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

Presenter: April Hansen, Director of Program Solutions, ACT

Audience: Post-Secondary; Newcomers, Veterans

NACAC Competencies: 2, 3, 6

Session: B13**Leighton****You're Sending Him Where?**

A session on how to evaluate and pick support programs for students who have learning disabilities, ADHD, or are on the Autism Spectrum will be provided. In this interactive session, we provide case studies and go through the process of teaching the participants what signs to look for in psycho-educational testing to best prepare these students for success in college. Participants will be broken into groups after we provide information on how to assess students' needs.

Moderator: Lisa Temkin, President, Global Education Consultants

Presenters: Jill Burstein, President, College Supports for Learning Differences
Susan Hanflik, President, College Supports for Learning Differences

Audience: Secondary, Post-Secondary; Newcomers, Veterans

NACAC Competencies: 1, 2, 3

Session: B14**Marlborough****They Didn't Teach That in Grad School: An Introduction to College Counseling**

Why does it seem like everyone knows more than you? Simple, they've been doing it longer. How do you know what it is that you don't know? How do you ask if you don't know what to ask? Join us as we unravel essential areas of counseling the college-bound student. This session will include discussion of "best practice" and provide resources and tools to get it all done back at the office. High school counselors just entering the field will leave this session with the knowledge to confidently and successfully guide high school students and families from college search to college selection.

Moderator: Stephanie Szczepanski, Regional Coordinator, Chicago, Saint Louis University

Presenters: Beth Arey, College and Career Counselor, Evanston Township High School
Brad Kain, College Consultant, Homewood Flossmoor High School

Audience: Secondary; Newcomers

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

Session: B15
Prescott

Life after Retirement: IACAC Alumni Contribute to Communities through Volunteer Service

The session will present multiple examples of volunteer activities engaged in by association retirees. Mentoring, delivering meals or visiting the homebound, singing and acting in community groups, reading to the elderly, fundraising, giving time and energy to local community causes—are just a handful of the activities engaged in by IACAC alumni as confirmation that there is indeed substantial and satisfying life after leaving the workplace.

Moderator: Martha Moore, Retired, University of Illinois—Urbana Champaign

Presenters: Judy Becker, Retired, Loyola University Chicago
Paul Beiersdorf, Retired, Peoria High School
Donna Epton, Retired, Schaumburg High School

Audience: Secondary, Post-Secondary; Audience Experience: Veterans

NACAC Competencies: 5, 6, 7

Session: B16
Stanford

A Futuristic Perspective of Admissions and Recruitment

What will admissions and recruitment look like in 15 years? Join us in a discussion about the future of our profession, as we project trends of demographics, costs, financial aid gaps, and social stratification. We will explore the potential impact of these changes on how/what we communicate to prospective students about the value of higher education.

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

Presenters: Dr. Andy Borst, Director of Admission, Western Illinois University
DJ Menifee, Admission Counselor, Western Illinois University

Audience: Post-Secondary; Newcomers, Veterans

NACAC Competencies: 6

Wed., May 1 12:05 pm – 1:15 pm — Conference Luncheon

Wed., May 1 1:30 pm – 3:00 pm — Conference Opening Session

Wed., May 1 3:15 – 4:30 pm — C Sessions

Session: C17
Barrington

Fact Sheets & Beyond

Aside from the new buildings and popular majors, what do high school counselors really need to know when a college representative visits? Disability programs (and contacts), whether schools super score the ACT, and if colleges take into consideration demonstrated interest are only one of the many questions proposed to colleges that visited during the 2012 school year. See the trends of questions presented to colleges over a two year period. Handouts will be provided and dialogue between colleges and high schools will be encouraged in this session.

Moderator: Michael O'Connor, Post High School Counselor, New Trier High School

Presenters: James Franko, Counselor, Riverside Brookfield High School
Thom Golden, Associate Director, Vanderbilt University

Audience: Secondary, Post-Secondary; Newcomers, Veterans

NACAC Competencies: 6, 8

Session: C18
Windsor Room

Transitioning Multicultural and First Generation Students from High School to College

We all know working with first generation and multicultural students doesn't end when they get to campus. What can your high school students expect when they first step foot on campus? What can you, on the college side, do to get students off to a good start? How can you positively impact retention and future enrollment? How do you get current college students involved and invested in "making it work" and what rewards does this reap? Get these questions answered and more by individuals who have helped increase participation in multicultural orientation at their institution by 110% over the last 3 years.

Moderator: Reuben Burnley, Associate Director of Admission, Dominican University

Presenters: Eric Rowell, Admission Officer for Diversity Outreach, Augustana College
Greg Aguilar, Director of Multicultural Services, Augustana College

Audience: Secondary, Post-Secondary; Newcomers, Veterans

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

Session: C19
Hampton

Diversify Your Recruitment Opportunities (CARR)

Is your university looking for more efficient and effective ways to diversify your target markets? Does the travel to these markets strain your university's budget? Are you considering adding a regional representative to your office? The Chicago Area Regional Representatives (CARR) organization would like to answer the numerous questions you may have regarding regional representatives using data from our 2012 member survey, our member institutions, and other regional representative organizations throughout the U.S.

Moderator: Shawn Wochner, Admission Counselor, Western Illinois University

Presenters: Kelli Allen, Senior Admission Counselor, Iowa State University
Audrey Barrientos, Admission Counselor, Western Illinois University
Aubriex Cason, Regional Recruitment Manager, The Ohio State University
Sarah Daugherty, Associate Director of Admission, Bradley University
Erin Hoover, Assistant Director of Admission, McKendree University
Cayce Owens-Thrush, Regional Admission Counselor, Lawrence Technological University
Stephanie Szczepanski, Regional Coordinator, Saint Louis University

Audience: Post-Secondary; Newcomers, Veterans

NACAC Competencies: 5, 6

Session: C20
Lakeshore

Rapid Fire Topic Discussion

Listen to professionals from both sides of the desk engage in a rapid fire discussion about current issues and trends in the field of admission counseling. Conversation topics include rankings, test-optional admission and counselor advocacy.

Presenters: Tom Shorrock, Post High School Counselor, New Trier High School
Kurt Schmidt, Director of College Counseling, Saint Ignatius College Prep
Bob Murray, Dean of Enrollment Management, Illinois Wesleyan University

Audience: Secondary, Post-Secondary; Newcomers, Veterans

NACAC Competencies: 2, 5, 7, 8

Session: C21**Leighton****Trends in Student Perspectives of Their College Search Process ***

Understanding the student mindset is one of the most important and often challenging priorities of today's enrollment officers. In a media-saturated world, students are bombarded with information and choices more than ever before, making the job of connecting with the right student, in the right way, with the right message, even more critical. Through thousands of interactions with students, Zinch and Chegg have identified four different student profiles and the five things they care about most. Attendees will leave this session with a better understanding of who they are talking to, how to reach them, and what they care about most.

Moderator: Gil Rogers, Director of Marketing Outreach, Zinch**Presenters:** Zachary George, Assistant Director of Admission, Lake Forest College
Stacy Kostell, Director of Undergraduate Admission, University of Illinois—Champaign Urbana**Audience:** Post-Secondary; Newcomers, Veterans**NACAC Competencies:** 2, 3, 5, 6**Session: C22****Marlborough****Coordinating a Comprehensive Guidance Program for Juniors**

As a continuation of last year's College 101: Coordinating a Comprehensive Course for Junior Students, this session provides an opportunity for high school counselors to share their overall program for educating their juniors in the college investigation process. Presenters will share a timeline of their programs and any sample assignments/objectives they have for meetings during advisory, homeroom, division, or any other regular time slots set aside for group guidance.

Moderator: Deb Donley, Post High School Counselor, New Trier Township High School**Presenters:** Alice Murphy, Counselor, Victor J. Andrew High School
Jennifer Fichter, Counselor, Hinsdale South High School**Audience:** Secondary; Newcomers, Veterans**NACAC Competencies:** 1, 2, 3, 6, 7**Session: C23****Prescott****Boys**

Boys...College campuses have less of them, admissions offices struggle to get them to apply (and come), and many seem to arrive at the college search and decision processes in ways that make admissions professionals (and parents) scratch their heads. How did this happen? More importantly, what can and should we do/not do with boys at this juncture in our profession?

Moderator: Carin Smith, Regional Director of Admission, Lawrence University**Presenters:** Kristen Kaczynski, Co-Director of College Counseling, North Shore Country Day School
Mary Beth Petrie, Director of Admission, Lawrence University.**Audience:** Secondary, Post-Secondary; Newcomers, Veterans**NACAC Competencies:** 1, 2, 3

Session: C24**Stanford****New Urgency for Counseling & Advising (TOWN HALL)**

In addition to serving as our Government Relations Committee Town Hall update, we will also discuss how current state and national post-secondary completion initiatives bring new urgency to the need for a strong system of counseling/advising across the P-20 spectrum.

Moderator: Wiliam Morrison, Counselor, Highland Park High School

Presenter: Dr. Lynne Haeffele, Senior Director for Education Policy, Office of Lieutenant Governor
Sheila Simon
Jason A. Tyszko, Deputy Chief of Staff, Illinois Department of Commerce and Economic Opportunity

Audience: Secondary, Post-Secondary; Newcomers, Veterans

NACAC Competencies: 1, 2, 3

Thurs., May 2 8:30 am – 9:45 am — Annual Membership Meeting

Thurs., May 2 10:00 am – 11:15 am — D Sessions

Session: D25**Abricot****Middle Management Institute Panel**

This session will be comprised of Middle Management Institute Alumni, sharing the experience surrounding MMI. The panel will answer questions about how the Institute has shaped their career path and goals, what they learned from attending MMI, and how the approach they have taken to their jobs has changed.

Moderator: Nate Bargar, Coordinator for Chicago Regional Initiatives, Illinois State University
Anne Kremer, Associate Director for Undergraduate Admission, DePaul University

Presenters: Jeff Chiapello, Director of Academic Advising and Articulation, University of St. Francis
Zachary George, Assistant Director of Admission, Lake Forest College
DJ Menifee, Admission Counselor, Western Illinois University
Lindsay Vahl, Assistant Director of Admission, Illinois State University

Audience: Post-Secondary; Newcomers, Veterans

NACAC Competencies: 1

Session: D26**Barrington****Developing Your Customer Service Model**

When it really comes down to it, customer service is at the heart of everything that we do. Hear the story and the strategy supporting one admission office's goal to identify a firm vision for its core values and belief system, and to holistically develop its customer service model.

Moderator: Omar Solomon, Eastern Illinois University

Presenters: Tony Minestra, Assistant Director of Admission, Elmhurst College
Matthew Kuschert, Admission Counselor, Elmhurst College
Ricardo Aguilera, Admission Counselor, Elmhurst College

Audience: Post-Secondary; Newcomers, Veterans

NACAC Competencies: 1, 5, 6, 7

Session: D27
Gallery Ballroom

The SPGP and Ethical Challenges in Admissions

This session, sponsored by the Admission Practices Committee, will provide a forum for high school and post secondary colleagues to discuss how current practices can create ethical questions. We will discuss hot topics that have arisen in the past year. This is your opportunity to let your AP Committee know how changing times are impacting our ethical decision making.

Moderator: David Bennett, Director of Admission, Lake Forest College

Presenters: Tony Bankston, Dean of Admission, Illinois Wesleyan University
Amy Belstra, Counselor, Libertyville High School
Anita Carpenter, Counselor, Downers Grove South, IACAC Committee Liaison
Debbie Michelini, Assistant Director, College of Lake County
Margaret Miranda, Counselor, Saint Ignatius High School
Gwen Kanelos, Assistant Vice President for Enrollment, Concordia University
Carlene Klaas, Dean of Undergraduate Admission, DePaul University
Tom Shorrock, Counselor, New Trier High School
Michelle Schlack, Counselor, Niles North High School
Lisa Micele, Director of College Counseling, University Lab School

Audience: Secondary, Post-Secondary; Newcomers, Veterans

NACAC Competencies: 1, 3, 5, 8

Session: D28

CANCELLED

Session: D29

Lakeshore

Creating Partnerships for Minority Males

This session will examine high school and college programs such as Men of Color, Male Initiative Project, D-Men Challenge, and The Brotherhood, which are designed to engage students and build a sense of community. You will learn of programming features, ways to partner and collaborate with these students and the benefits gained by participants. Session participants will hear from the experts who facilitate these programs and showcase how they can help your recruitment.

Moderator: Sparkle Hunt, Assistant Director, DePaul University

Presenters: Glenna Ousley, Director of Community Outreach, DePaul University
Dr. Shelby Wyatt, Guidance Counselor, Kenwood Academy
Erica Mata, Assistant Director of Office of Multicultural Student Success, DePaul University

Audience: Secondary, Post-Secondary; Newcomers, Veterans

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

Session: D30

Marlborough

The Next Generation: Post Millennials

Now that the millennial generation has not only gone to college, but entered the workforce, what's next on the horizon? Is the next generation about technology? The green movement? Self-serving? Career-driven? How do they define success? What traits does this generation have, and how will they impact the work you do helping them go to college? The presentation will describe typical traits and provide suggestions for success with the post-millennial generation.

Moderator: Nathan Ament, Director of Enrollment, George Williams College

Presenter: Doug Tschopp, Entrepreneurial Center Director, Augustana College

Audience: Secondary, Post-Secondary; Newcomers, Veterans

NACAC Competencies: 1, 2, 3, 4

Session: D31**Stanford****How to Assess a College's Mental Health Offerings**

The number of college students who rate themselves as "below average" in emotional health has risen in recent years. Campus counselors and psychologists typically observe depression, stress, eating disorders, and/or students using psychiatric medication. Learn how students and families can become more aware of how to assess the mental health services at individual colleges.

Moderator: Traci Flowers, College Counselor, Loyola Academy**Presenters:** Jennifer Buxton McClendon, Recruitment Coordinator, University of Missouri
Michael McClendon, Counselor, University of Tulsa**Audience:** Secondary; Newcomers, Veterans**NACAC Competencies:** 1, 2, 3, 4**Session: D32****Trafalgar****Financial Aid Communication: Beyond Process ***

College admission offices invest a tremendous amount of resources to recruit students through a myriad of marketing channels. However, when it comes to the key decision maker for students and their families-financial aid-the floss turns flat. Instead of continuing to communicate the value of an institution, messaging tends to become very process oriented. In this presentation, TWG plus would like to discuss the implementing of effective communications for financial aid.

Presenter: Amanda Randolph, Strategic Enrollment Consultant, TWG Plus**Audience:** Post-Secondary; Newcomers, Veterans**NACAC Competencies:** 1, 2, 3, 4, 5, 6, 7, 8**Thurs., May 2****11:30 am – 12:30 pm — E Sessions****Session: E33****Abricot****Roundtable: Who Doesn't like Free?**

With budgets being cut across campus, what is the most effective and efficient way to utilize a student ambassador staff in Admissions? Student ambassador advisors from Augustana College, Illinois State University and Lake Forest College will share experiences with their attempts at building and incorporating a student volunteer corps from paid ambassador positions. Objectives, structure, recruitment, training, incentive programs and philosophy of creating and maintaining a volunteer admissions corps will be discussed. Attendees are encouraged to collaborate on these issues.

Moderator: Amy Zero, Senior Assistant Director of Admission, Augustana College**Presenters:** Zachary George, Assistant Director of Admission, Lake Forest College
Lindsay Vahl, Assistant Director of Admission, Illinois State University**Audience:** Post-Secondary; Newcomers, Veterans**NACAC Competencies:** 2, 5, 6

Session: E34**Barrington****Online School Report Submission**

Learn how three school districts implemented school report submissions for faculty, students, and counselors. This informative session compares and contrasts Commonapp.org, Naviance e-docs, and Parchment by Docufide. Whether you are a high school considering initiating one of these processes, or a college that wants to know what goes into compiling the school report, this session may clear up common questions and leave you more informed. Attendees will receive a timeline of how to implement this process and resources to follow up.

Presenters: Linda Connelly, Post High School Counselor, New Trier High School
 Nancy Davis, College Counselor, John Hersey High School
 Diane Bourn, Counselor, Prospect High School
 Michelle Schlack, Counselor, Niles North High School

Audience: Secondary; Newcomers

NACAC Competencies: 1, 6, 7, 8

Session: E35**Gallery Ballroom****Building Connections for Success**

This session will identify the importance of creating long-lasting, long-distance relationships between a university and prospective students, community college counselors and high school counselors. This session will focus on identifying barriers, which can interfere with making these connections, and will discuss ways to break down these barriers. Together we can learn how to bridge the “distance gap” and start building a successful future for our students.

Moderator: Kathy Major, Guidance Counselor, Joliet Catholic Academy

Presenters: Amanda Sutton, Assistant Director of Transfer Relations, Southern Illinois University—Carbondale
 Tosha Baker, Service Center Coordinator for Eastern Community Colleges, Southern Illinois University—Carbondale

Audience: Secondary, Post-Secondary; Newcomers, Veterans

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

Session: E36**Hampton****It's Their Decision, But I'm Paying the Bill! ***

It's no secret that parents have become more active participants in a student's college search and decision-making process. Helicopters have been replaced with tanks in analogies used in many admissions offices... leading to trepidation every time a voicemail or e-mail from many parents comes through to the inbox. How can admissions professionals best engage active parents while also ensuring they support the students they are tasked to serve? Zinch and Chegg have partnered with Inside Higher Ed and Gallup to compile a cutting-edge report based on phone surveys of parents of college-bound students. This report was elicited in an effort to hone in on what is most important to parents while they assist their children with the often times overwhelming college search and financial aid process.

Moderator: Andrea Poetzsch, Marketing Manager, Zinch

Presenter: Gil Rogers, Director of Marketing and Outreach, Zinch

Audience: Post-Secondary; Veterans

NACAC Competencies: 1, 2, 6

Session: E37**Lakeshore****If Your Student Wants to Be a Doctor, KNOW THIS!**

Should your students follow the premed track or pave their own paths? 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 address the considerations and challenges of BA/MD combined programs, the myths about studying "premed" in college and the implications for residency training if attending medical school outside the United States. 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: Aliza Gilbert, College Counselor, Highland Park High School

Presenters: Sunny Gibson, Office of Diversity Director, Northwestern University, Feinberg School of Medicine
Adrian Jones, Assistant Dean of Admission, Loyola University Chicago, Stritch School of Medicine

Audience: Secondary, Post-Secondary; Newcomers, Veterans

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

Session: E38**Marlborough****Deans & Directors Roundtable**

At the NACAC conference in Denver this past October, it was said that the one word to sum up the current state of College Admission is "uncertainty." Join this participant driven roundtable for Admission Deans/Directors to talk about current trends and hot topics.

Presenters: Stephanie Levenson, Associate Dean & Director of Admission, Elmhurst College
Julie Marlatt, Director of Admission & Outreach, College of DuPage
Stacy Ramsey, Interim Director of Admission, Illinois State University

Audience: Post-Secondary; Veterans

NACAC Competencies: 5, 6, 7

Session: E39**Stanford****Say What?!**

In our ever changing world of college selection, and all the "human" dynamics that go along with this process, one thing seems to stand the test of time; people can say the craziest things! How do we, while wearing our best professional hats, respond, and often times with only seconds to collect our thoughts? Bring your best stories and your very best suggestions about how to handle these crazy situations. From this session, we can promise you a few good laughs, some even better "we're all in this together" armchair psychology, and finally, some concrete suggestions as to how best to deal with the "crazies."

Moderator: Carin Smith, Regional Director of Admission, Lawrence University

Presenters: Susan Weiss, College Counselor, Saint Ignatius College Prep
Shawn Wochner, Admission Counselor, Western Illinois University

Audience: Secondary, Post-Secondary; Newcomers, Veterans

NACAC Competencies: 1, 2, 5

Session: E40**Trafalgar****The Scarlet I: Introverts and Admission**

Columnist Jonathan Rauch, claims that introverts are “among the most misunderstood groups in America.” Are you an introvert working in admission? An extrovert who thinks an introvert couldn’t possibly enjoy this type of work? Have no idea which one you are? Explore this Myers-Briggs trait and better understand yourself, your colleagues and the students you work with daily. This session is designed for both the I’s and the E’s. You will learn networking tips for introverts, how to capitalize on introverts’ strengths, and best practices for indentifying and assisting introverted students in school settings and their college search.

Moderator: Beth Fontanarosa, Communications Coordinator, Butler University

Presenter: Stephanie Chipman, Vice President for Enrollment Management and College Marketing, Illinois College

Audience: Secondary, Post-Secondary; Veterans

NACAC Competencies: 2, 4

Thurs., May 2 12:30 pm – 1:45 pm — Conference Luncheon

Thurs., May 2 2:00 pm – 3:15 pm — F Sessions

Session: F41**Abricot****Introducing Common Application – 4**

The Common Application is being completely re-designed for 2013-14. This session will detail the changes and new features that students and counselors will see when the new system-CA4-launches summer 2013. This session will also provide an overview of the extensive training resources designed to assist users in familiarizing themselves with CA4.

Presenter: Rob Killion, Executive Director, The Common Application
Matt McCabe, Sr. Product Manager, The Common Application

Audience: Secondary, Post-Secondary; Newcomers, Veterans

NACAC Competencies: 7

Session: F42**Barrington****Strategic Recruitment**

Shifting populations and changing demographics, along with a proliferation of communication choices, are presenting some interesting challenges for institutions. College Board is upgrading its effective and established tools; SSS, EPS and Descriptor PLUS suite to improve admission officers' ability to find and contact the students who best fit their institution’s offerings. This session will provide a preview of new features and functionality along with strategies that can be used by both veterans and new users.

Presenter: Marc Geslani, Educational Manager, College Board

Audience: Post-Secondary; Newcomers: Veterans

NACAC Competencies: 2, 3, 6

Session: F43
Gallery Ballroom

Going It Alone: Unaccompanied, Homeless and Foster Youth in the College Process

Unaccompanied, homeless, and foster youth face many challenges both in the college search process and the transition to college. The panel will share their professional expertise and first hand experiences in working with this very unique population. Learn how both high school counselors and college admission professionals can assist homeless and foster students as they navigate and find their place at a post-secondary institution.

Moderator: Kenny Woodward, Admission Counselor, Illinois Wesleyan University

Presenters: Ellen Grindel, Counselor, Highland Park High School
Jen Paar-Gross, Midwest Regional Director of Admission, University of Denver
Matt Tabar, Homeless Liaison Coordinator, Lake and McHenry County
Donna Virklan, Foster Parent, College Counselor, St. Gregory High School

Audience: Post-Secondary; Newcomers, Veterans

NACAC Competencies: 2, 3, 6

Session: F44
Hampton

Summer Experiences

This session will highlight the advantages to students of participation in summer academic experiences. The types of experiences vary, but the outcomes are immeasurable: hands on activities, college level courses, interaction with faculty, experience in a diverse environment, and potential college credit. Hear about unique experiences offered at Augustana College and the University of Chicago. You will also get a sneak peak at the NEW summer program search option available on the IACAC website this spring.

Moderator: Meghan Cooley, Director of Recruitment Communication, Augustana College

Presenters: Bonnie Jessee, Coordinator of Pre-College Programs, Augustana College
Stephanie Friedman, Associate Director of Humanities Division, Arts & Sciences, and Summer Studies, University of Chicago

Audience: Secondary; Newcomers, Veterans

NACAC Competencies: 2, 3, 4

Session: F45
Lakeshore

Don't Overlook the College Admission Counselor!

Many high school counselors don't utilize the college admission counselor like they could. Although websites and publications are very useful, there are times when you may be overlooking one of your best resources; the college admission counselor. This presentation addresses ten key areas where the admission counselor can save the day, or at least prevent that headache!

Moderator: Ashley Brown, Admission Counselor, Webster University

Presenters: Jamie Staggs, Regional Admission Counselor, Western Illinois University
Susan Deppe, Associate Director of Admission, Milliken University

Audience: Secondary; Newcomers, Veterans

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

Session: F46
Marlborough

Counseling Students Interested in Animation and Video Game Design

This session will provide detailed information on how best to counsel and advise students interested in animation and/or video game design. Participants will be given an industry overview, including basic terms and definitions of these rapidly expanding fields. Material will be presented on how to evaluate schools offering these majors, information on the knowledge and skills required for this kind of program, salary data, job growth projections, and how schools offering these programs may differ from traditional colleges. Additionally, an overall description will be presented on how Computer Generated Imagery is being used today.

Presenter: Andrew Laue, Director of Undergraduate Admission, Webster University

Audience: Secondary, Post-Secondary; Newcomers, Veterans

NACAC Competencies: 1, 2, 3

Session: F47
Stanford

Why It Matters

Affirmative action and the use of race in college admission has been a sensitive topic for many inside and outside of our profession. Especially considering the Fisher vs. University of Texas at Austin Supreme Court case in progress, this panel of high school and college administrators will engage this topic through an inclusive discussion of scenarios where race and ethnicity impacts decisions that admission officers make.

Moderator: Quinton Clay, Associate Director of Undergraduate Admission, DePaul University

Presenters: Oscar Rodriguez, Assistant Director of Undergraduate Admission, University of Illinois—Urbana Champaign
Erik Ruiz, Associate Director of Admission, University of St. Francis
Roberto Suarez, Guidance Counselor, Homewood Flossmoor High School
Sharon Williams, College Counselor, Elgin Academy

Audience: Secondary, Post-Secondary; Newcomers, Veterans

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

Session: F48
Trafalgar

The Super Investigator *

To gain fresh insights into how students are consuming and responding to ever-changing college marketing channels, Cappex.com partnered with Lipman Hearne to survey its users-high school juniors and seniors, and college students who are considering transferring from their current school. With more than 11,000 valid respondents nationwide, this is the largest survey of its kind ever conducted. Our session will discuss the survey's key findings regarding this new breed of prospective students, the "Super Investigators", and explain how they connect the dots through the complex college search process.

Presenters: Alex Stepien, Director of Sales, Cappex
Mark Nelson, Senior Vice President, Lipman Hearne

Audience: Post-Secondary; Newcomers, Veterans

NACAC Competencies: 6

Session: G49

Abricot

Can I Get a Little Help Here?

The report from Public Agenda entitled, "Can I Get a Little Advice Here?" discussed dissatisfactions with the college counseling services provided by school counselors. The article pointed out "the absurdly high student-counselor ratios in many public schools" and discussed the need to look for alternative strategies. Join us as we discuss the 10 practical, alternative strategies for high school counselors with large caseloads. Bring your own ideas as well!

Moderator: Lianne Musser, Lyons Township High School, College Coordinator

Presenters: Lee Harsy, Assistant Professor, Lewis University
Alice Murphy, Counselor, Victor J. Andrew High School

Audience: Secondary; Newcomers, Veterans

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

Session: G50

Barrington

ISAC Initiatives and Updates

The Illinois Student Assistance Commission (ISAC) is making college affordable and accessible through a number of initiatives and programs. This session will address the Transcript Exchange, Free Application for Federal Student Aid (FAFSA) completion program, College Application Week, and other ISAC initiatives. The session will also provide attendees information on the basics of the financial aid process, summarize state and federal aid programs, and introduce the 2013-2014 FAFSA.

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

Audience: Secondary, Post-Secondary; Newcomers, Veterans

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

Session: G51

Gallery Ballroom

Inside Scoop: What Your Director Will Not Tell You

Listen to a panel of experienced high school and college professionals speak about the inside world of college admission. Join us in finding out the proper etiquette and form to use for making visits, how to handle those difficult situations we all face, and what high school counselors really need to know. Come prepared to listen and share your advice as we all try to get on the same page for our students.

Presenters: Dan Gin, College and Career Counselor, Niles West High School
Kim Myers, College Counselor, Marist High School
Michelle Rogers, Assistant Director of Admission, Saint Louis University

Audience: Secondary, Post-Secondary; Newcomers

NACAC Competencies: 5, 8

Session: G52**Hampton****Roadblocks of Latino Parents ***

The changing student demographics require an understanding of the unique challenges that Latino families face on the road to college. Session attendees will learn about common misunderstandings, obstacles, and specific concerns that hinder Latino parents in supporting their students as they navigate the college-going process.

Moderator: Katrina Morales, ISACorps Coordinator**Presenters:** Ercilia Jonas, Outreach Program Coordinator, Illinois Student Assistance Commission
Myra Gaytan-Morales, Assistant Dean, University Center of Lake County**Audience:** Secondary, Post-Secondary; Newcomers, Veterans**NACAC Competencies:** 1, 2, 3, 4, 7**Session: G53****Lakeshore****Strengthen Your Ambassador Program**

Student life and involvement is just as important in community colleges as it is in four-year institutions. Learn about how College of DuPage prepares their students for the real world while enhancing their student experience at a commuter campus. Student Ambassadors at the College of DuPage are interviewed, selected, and trained with the collaborative effort of faculty and Admission staff. The exclusivity and expectations of the Student Ambassadors produce highly successful students, prepares them for graduation, and gives them something to proudly make note of in their scholarship applications.

Moderator: Jose Alferez, Admission Representative, College of DuPage**Presenters:** Rio Almaria Admission Representative, College of DuPage
Chris Miller, Assistant Professor of Speech Communication, College of DuPage**Audience:** Post-Secondary; Newcomers, Veterans**NACAC Competencies:** 2, 3, 5, 7**Session: G54****Marlborough****3 or 30?**

College Admission and Enrollment Management is a dynamic career! While many young professionals go on to make Admission a lifelong, fun and exciting career, why do others not make the transition from "job" to "career"? This session will explore ways that you can make the most of your early years in order to expand from a "3 year career" to a lifelong passion! We hope to show why some make the leap and what existing leaders can do to help bring new members into the career field.

Moderator: Rebecca McWhorter, Admission Counselor, Eastern Illinois University**Presenters:** Stephanie Levenson, Associate Dean and Director of Admission, Elmhurst College
Robert Walton, Senior Assistant Director of Admission, Northwestern University
Jennifer Coomer, Admission Counselor/Coordinator for New Student Programs, Southern Illinois University-Edwardsville**Audience:** Post-Secondary; Newcomers, Veterans**NACAC Competencies:** 1, 8

Session: G55**Stanford****More Options for Students with Disabilities—CHOICES**

Helping students with disabilities navigate and prepare for post-secondary options requires collaboration between the counselor, student, family, and college. Learn about factors that should be considered when helping students with disabilities evaluate post-secondary options and how to prepare both students and parents for the transition after high school. Also learn more about CHOICES Fair, a regional post-secondary planning event for this population from the college and high school professionals who plan and present this one-of-a-kind night for families.

Moderator: Naomi Ewing, Director of College Counseling, Woodlands Academy of the Sacred Heart

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

Audience: Secondary, Post-Secondary; Newcomers, Veterans

NACAC Competencies: 4, 6, 8

Session: G56**Trafalgar****The Reality of College Readiness in Illinois**

Learn about the findings of the 2012 ACT Report, The Condition of College and Career Readiness of Hispanic Students, with a focus on the implications for Hispanic high school graduates taking the test: their aspirations, readiness for college, and retention in college. Learn policies and best practices that states, organizations, and schools can implement to systematically increase the percentage of students ready for college-level work. The Illinois-specific report will also be discussed.

Moderator: George Schott, Principal Consultant, ACT

Presenter: April Hansen, Director of Program Solutions, ACT

Audience: Secondary, Post-Secondary; Newcomers, Veterans

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

Friday May 3 Sessions Next Page

Session: H57
Ballroom I & II

8:30 am – 10:45 am
First Generation Film

Narrated by Golden Globe nominee Blair Underwood, FIRST GENERATION tells the story of four high school students—an inner city athlete, a small town waitress, a Samoan warrior dancer, and the daughter of migrant field workers—who set out to break the cycle of poverty and bring hope to their families and communities by pursuing a college education. A discussion will follow the film.

Moderator William Johnson, Fairfield University, Chairman of NACAC's Inclusion, Access and Success Committee

Session: H58
Marlborough

8:30 am – 9:30 am
NCAA Clearinghouse Update

William Morrison, college counselor at Highland Park High School and member of the NACAC/NCAA Advisory Committee, will present on upcoming changes to NCAA Eligibility Requirements. Included in the morning session will be a discussion on NCAA structure and governance and a detailed look at the new eligibility requirements that will have a great effect on the Class of 2016. There will also be an opportunity for questions and discussion on topics regarding academic eligibility that should be brought to the attention of the NCAA. Both high school and college professionals are encouraged to attend this informative discussion as the changes in eligibility affect both sides of the desk and will have a major impact on the future of college athletics.

Presenter: William Morrison, College Counselor, Highland Park High school

Session: H59

9:45 am – 10:45 am
Connection Sessions

Making Connections with our colleagues is a must in our jobs. Having someone to ask questions, serve as resource, and network with is invaluable. Come “connect” with your colleagues and discuss hot topics, trends, and issues. You won’t want to miss this.

Break-out Group Sessions:

Marlborough

High Schools

Stanford

4-Year Public & Private Schools

Burrell Suite

Community Colleges

Dunker Suite

Graduate Students