

IACAC Annual Conference April 26–28, 2017 The Westin Chicago NW



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Welcome to the 2017 IACAC Annual Conference

Welcome to this year's Beyond Limits: Unleashing Opportunities conference! On behalf of the executive board and the conference planning committee, thank you for being a part of what annually connects us to our mission and each other. Because of you and the work we do together, all students will have an opportunity to attend college. It is because of you that an individual like me had a chance to live a dream and for this I can't say thank you enough.

This year's conference is packed with phenomenal speakers, informative sessions, and outstanding receptions. Below are a few highlights of this year's conference.

- Featured speakers who provide models and inspiration on going beyond limits
- 65 sessions that connect professionals on ways of making an impact through college admission counseling and models of successful leadership
- More than 20 exhibitors to showcase how they can support each institution's educational impact
- Beer & Wine Tasting that will benefit Project Reach and provide an opportunity to mingle with colleagues
- The Annual Membership meeting on Thursday where you have the opportunity to share your opinion and vote in regard to the future of IACAC
- And much more...

I also want to thank our sponsors and advertisers. Your support allows IACAC to be a partner with you and expand our educational impact through our many programs.

Finally, I would like to give a big shout out to this year's Annual Conference Committee. This conference was made possible through the endless hours of work, dedication, and passion of the conference committee. It is through their leadership we all have a chance to leave this year's conference with a vision to go **Beyond Limits and Unleash Opportunities**. Please take a moment to meet them and say a personal thank you.

As mentioned in my President-Elect speech last year, I want to say thank you to IACAC and all who have encouraged and inspired me in my educational pursuits. I believe we are part of the greatest profession in the world. I believe I'm living a dream made possible by the power of extraordinary people who have impacted my life. I hope you leave this year's conference with a vision to go **Beyond Limits and Unleash Opportunities** within our educational profession, our colleagues, and most importantly, with our students.



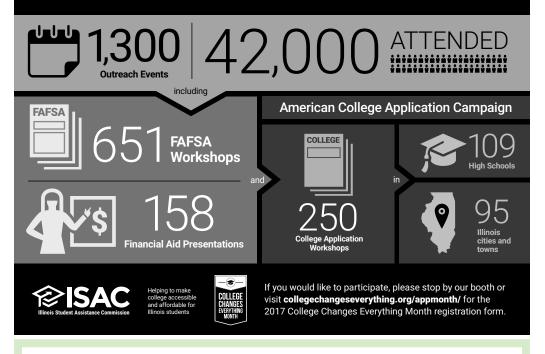
With much appreciation,

Roberto Suary

President-Elect/Annual Conference Chair Homewood-Flossmoor High School

2016 College Changes Everything® Month

Together, ISAC and our partners statewide conducted ...



Conference Attendees Enjoy Wi-Fi Compliments of ACT



Free wi-fi is provided in every guest room and the Westin Atrium.

A flyer is in the registration packet to provide information on how to access this option.



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

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



Westin Chicago Northwest (Itasca)

April 26 - April 28, 2017

Wednesday, April 26

IACAC Says Thanks! Western Michigan University Exclusive Sponsor Mobile App 7:30 am - 4:00 pm 7:30 am - 9:15 am 8:00 am - 9:00 am 9:15 am - 10:15 am 10:30 am - 11:30 am 11:30 am - 12:30 pm 12:45 pm - 2:45 pm 3:00 pm - 4:00 pm 3:15 pm - 4:15 pm 4:00 pm - 5:00 pm 5:00 pm - 6:30 pm 6:30 pm 7:00 pm 9:00 pm - 11:00 pm

Thursday, April 27

7:15 am - 8:15 am

IACAC Says Thanks! ACT Exclusive Sponsor Internet Connections 7:15 am - 4:00 pm 7:15 am - 11:00 am 8:15 am - 9:30 am 9:45 am - 10:45 am 11:00 am - 12:00 pm 12:00 pm - 2:00 pm 2:00 pm - 2:30 pm 2:30 pm - 3:30 pm 3:45 pm - 4:45 pm 4:45 pm - 5:45 pm 5:45 pm - 6:30 pm 6:30 pm - 8:30 pm 8:30 pm - Midnight

8:00 am - 9:30 am

9:00 am - 10:00 am

10:15 am - 11:15 am

11:15 am - 12:30 pm

Friday, April 28

IACAC Says Thanks! MacMurray College

Marquette University

Co-Sponsors Project Reach Recipients' Registration and Ballot Pickup Project Reach Donations Accepted Coffee A Sessions B Sessions Conference Luncheon/Retirees' Luncheon/ First Timers' Luncheon Opening Session C Sessions Retirees' Reception Mentorship Reception Project Reach Beer & Wine Tasting Dinner on your own Past Presidents' Dinner Entertainment

Continental Breakfast Dedicated Exhibitor Time Project Reach Donations Accepted Exhibits Open Registration (Ballot Pickup until 8:15 am) Annual Membership Meeting D Sessions **F** Sessions Conference Luncheon **Dedicated Exhibitor Time** F Sessions G Sessions Inclusion, Access & Success Reception **Conference Reception** Dinner Entertainment

Coffee H Sessions Endnote Speaker Brunch and Closing Session

Elmhurst College Hosts The Academy for College Admission Counseling



Providing exemplary state-of-the-profession workshops and seminars for all individuals involved in college counseling. If you're new to the profession and the Academy, plan to join us this summer.

College Counseling 101

July 5–7, 2017 or July 10–12, 2017 • 9:00 a.m.–3:30 p.m. Registration: \$325

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

For more information about College Counseling 101, including how to earn graduate credit from Elmhurst College, contact:

Sue Biemeret counseloracademy1@gmail.com (708) 560-4109 www.counseloracademy.org



190 Prospect Avenue, Elmhurst, Illinois 60126 • elmhurst.edu



Wednesday, April 26, 2017 Morning Activities

7:30 am – 4:00 pm	Registration & Ballot Pickup – Atrium
7:30 am – 9:15 am	Project Reach Donations Accepted – Atrium
8:00 am – 9:00 am	Coffee – Atrium



9:15 am - 10:15 am (Wed., April 26)

Session A-1 Abricot Ballroom

Getting to know the Big Ten!

Join us for a round table discussion about each University's application process, scholarship opportunities, and overall campus life.

Each Big Ten Institution will be represented by Undergraduate Admissions staff members that actively recruit in Illinois. Big Ten Universities include U of Illinois, Purdue U, U of Indiana, U of Nebraska, U of Wisconsin, Penn State U, U of Iowa, Northwestern U, U of Minnesota, U of Maryland, U of Michigan, Michigan State U, The Ohio State U and Rutgers U.

- Moderator Amy Thompson, College & Career Counselor, York High School
- **Presenter** Big Ten Undergraduate Admissions
- Audience Secondary

Session A-2 Barrington

(GWI) Reinventing the Student Ambassador Program

From student ambassador recruitment to graduation, Northern Illinois University has completely redesigned its student ambassador program over the past five years. This presentation will focus on the redesign of NIU's student ambassador program and the theory behind the transformation, reviewing student ambassador recruitment, hiring procedures, training and retention practices to build a stronger student ambassador program. This session will focus on building a program from the ground up or enhancing a newer ambassador program.

Moderator Amanda Huisman, Acting Associate Director, Northern Illinois University

Presenter

Ted Campbell, Acting Senior Associate Director of Admissions, Northern Illinois University

IACAC Says Thanks! Butler Universtiy Exclusive Sponsor Wednesday's Coffee

IACAC Says Thanks! Monmouth College Exclusive Sponsor Name Badges IACAC Says Thanks! Saint Mary's University of Minnesota Exclusive Sponsor Conference Folders

(FT) First Timers (TS) Transfer Students (GWI) Guiding the Way to Inclusion (M/UM) Middle/Upper Management

Audience is relevant to everyone unless indicated otherwise.

A Sessions 9:15 am - 10:15 am (Wed., April 26)

Session A-3 Gallery Ballroom	(M/UM) Top 10 Tips to be a Successful Supervisor Are you a new supervisor or planning to step into a supervisory role? Then this session is for you! Often, there is little training or discussion about this critical topic and that can leave supervisors feeling lost. In this session we will discuss management/leadership styles, working across generations and different personality types, the importance of managing in all directions and more! These presenters have 30+ years of admissions experience between them and are currently supervisors at their respective institutions. This session will give you tools to be successful in your role and help you understand the needs of your staff.
Moderator	Katy Saalfeld, Acting Director for Undergraduate Admissions, Northern Illinois University
Presenters	Katy Saalfeld, Acting Director for Undergraduate Admissions, Northern Illinois University Rachel Carracci, Associate Director of Admissions, Illinois State University Kristin Smigielski, Associate Director, University of Illinois at Urbana-Champaign
Session A-4 Hampton	(FT) Tips for IACAC first timers! Welcome to your first IACAC Conference! As you begin to "unleash opportunities" for yourself and the profession, come learn all that IACAC has to offer. We want to take this opportunity to help you navigate the conference and make the most of your experience. 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 move Beyond Limits! The more you put into itthe more you will get back!
Moderator	Leshay Matihis, Admission Counselor, Southeast Missouri State University
Presenters	Traci Flowers, College Counselor, Loyola Academy Kenya Taylor, Senior Regional Recruiter, Midwest, University of Arizona Tony Minestra, College Counselor, Loyola Academy
Session A-5 Lakeshore Ballroom	Promoting College Access and Student Success with Micro-scholarships Colleges award billions of dollars in scholarships each year, most of which is awarded at the end of a student's high school career. Research suggests this timing is often too late to impact students' college aspirations, application decisions, and post-secondary outcomes. Learn about how Raise.me is shifting this paradigm to the benefit of students, high school educators, and colleges alike. Raise.me helps students earn college aid starting in 9th grade based on their individual achievements throughout high school. Over 200 colleges (including DePaul, Indiana State, and Dayton) are awarding micro-scholarships to promote college readiness and student success.
Moderator	Amanda Flores, Director of Partner Success, Raise.me
Presenters	Daniel Reyes, Director of Partner Success, Raise.me Erin Updegraff, Associate Director of Admissions, DePaul University Maria Casanova, Post-Secondary Coach, Chicago Academy High School

Session A-6 Marlborough		The Other Side of the Desk Allow college admission reps to get a better understanding of the "other side of the desk" from 5 individuals who all made the transition from college admissions to high school college counselor. Panelists representative a variety of school sizes and office structures. We will cover the following: Why did you make the switch? Do you like it better than your old job? Challenges–expected/unexpected. How did the college rep experience help?
	Moderator	Amy Belstra, College Counselor, Libertyville High School
	Presenters	Kristen Graf, College and Career Counselor, Notre Dame College Prep Mike Ford, College Counselor, Woodlands Academy of the Sacred Heart Brian Hendricks, College and Career Counselor, Carmel Catholic High School Rene Gomez, College Counselor, Saint Ignatius College Prep
Session A-7 Stanford		Navigating Uncertainty: The State Budget and Public University Admissions
		Ever since the 2014 state elections political gridlock has ensued in Springfield. The inability for the state to pass a comprehensive budget has left higher education funding in the balance and has created uncertainty for state institutions and their students. In this session hear how the admissions offices at four state universities have addressed these challenges both within their offices and when working with prospective students.
	Moderator	Anita Carpenter, College Counselor, Downers Grove South High School
	Presenters	Charles Murphy, Associate Director for Recruitment and Outreach, University of Illinois at Urbana-Champaign Todd Burrell, Director of Undergraduate Admissions, Southern Illinois University Edwardsville Oscar Rodriguez, Director of Recruitment and Outreach, University of Illinois at Chicago Jeff Mavros, Director of Admissions, Illinois State University
Session A-8 Windsor		Helping Domestic International Students with the College Search High schools in Illinois are seeing an increase in enrollment of international students. Learn how to advise this group of students through the college application process and how this process may be different for domestic or undocumented students. We will discuss visas, application process, cost of attendance, and other considerations for international students graduating from an Illinois high school. This panel will cover these topics and more, along with an opportunity for additional audience questions.
	Moderator	Sara English, Post Secondary Counselor, Adlai E. Stevenson High School
	Presenters	Amber Longtin, Interim Assistant Director for International Admissions/Coordinator for International Admissions, University of Illinois at Urbana-Champaign Brian Albertsen, Senior Admissions Counselor, Illinois State University Carol Lin-Murphy, Associate Director of Admissions, University of Chicago Rob Walton, Associate Director of Admissions, Syracuse University Patrick Peyer, Dean of Enrollment Services, College of Lake County
	Audience	Secondary



Session B-9 Abricot Ballroom

10:30 am - 11:30 am (Wed., April 26)

Get Woke, Stay Woke

Do you struggle with conversations around race, class, gender, citizenship status, sexual orientation and/or other identities? Are you looking for opportunities to better serve students and families from backgrounds with which you are unfamiliar? Do you hope to serve as an ally for oppressed groups but find yourself lacking the language to do so? Come with an open heart and join us for a conversation on privilege, oppression, and intersectional identities.

Moderator Sarah Goldman, Associate Director of Admission, Albion College

Presenters Patrick Correia-Harker, Chicago Regional Admission Advisor, University of Wisconsin-Platteville Derek Brinkley, Associate Director of Admission, Loyola University Chicago Jessica Avila-Cuevas, Chicago Area Regional Representative, Millikin University Sarah Goldman, Associate Director of Admissions, Albion College

Session B-10 Traveling through Retirement with TRIP and TRAIL Barrington As many IACAC members edge ever closer to retirement and

As many IACAC members edge ever closer to retirement and retirees head toward that magic age of 65, questions abound as to how retirement insurance and eventually Medicare actually work, what benefits are provided and how to close up the gaps in coverage. An expert from Central Management Services which manages both TRS and College Insurance Program (CIP) will give information on both the Teachers Retirement Insurance Program (TRIP) for retirees and the Total Retiree Advantage–Illinois (TRAIL) program for those who qualify for Medicare.

- Moderator Susan Sanders, Counselor–Retired, Glenbard West High School
- Presenters Lesley Newsome, Manager for Program Service, Central Management Bureau of Benefits George Kazlusky, College Consultant–Retired, Hoffman Estates High School

Session B-11 (M/UM) Taking Your Team Beyond the Limits: The Role Gallery Ballroom of the Middle Manager

This session will bring three managers together who manage in different contexts both on campus and regionally based. We hope to discuss different management styles, keeping and motivating staff and finding new team members. Come join us in a discussion on how to unleash the potential in your office.

Moderator Megan O'Rourke, Assistant Dean of Admission, Marquette University

Presenters Courtney Wallace, Director of Admission - Chicago Region, Augustana College Sheila Schechinger, Associate Director, Outreach & Recruitment, University of Iowa Stephanie Szczepanski, Assistant Director, Saint Louis University

Session B-12 Hampton		(FT) Building Blocks for a New Regional Regional representatives with 5+ years of experience will share recruitment strategies that a new regional representative can utilize when placed in a regional territory without much direction. Session will provide tips from the perspective of a large public and small private institution from both in state and out of state schools.
	Moderator	Ziggy Blackwell, Assistant Director of Admission, Illinois College
	Presenters	Ziggy Blackwell, Assistant Director of Admission, Illinois College Sylvia Hernandez, Manager of Illinois Recruitment, Michigan State University Brian Hodges, Senior Admissions Counselor, University of Illinois at Springfield Rachel O'Connell, Assistant Director, Missouri University of Science and Technology
	Audience:	Postsecondary-4 year
Session B-13 Lakeshore Ballro	bom	(TS) One of These Things is Not Like the Others: Working with Non-traditional Students According to the National Center for Education Statistics; by 2019, sixty-one percent of undergraduates enrolled in higher education will be over the age of 25. Non-traditional students are quickly becoming the "new normal" and higher education is faced with the task of evolving to meet the needs of these students. Join us as we explore the many faces of the non-traditional student, debunk common stereotypes, brainstorm potential strategies for supporting this population, and reveal how these strategies pose potential challenges for institutions.
	Moderator	Nyssa Catton, ABE Site Coordinator–Peoria, Lincoln College
	Presenters	Nyssa Catton, ABE Site Coordinato–Peoria, Lincoln College Anne McDowell, ABE Admissions Counselor, Lincoln College Mindi Miller, Transfer Coordinator, Illinois Central College
	Audience:	Postsecondary–2 year, Postsecondary–4 year
Session B-14 Marlborough		Winning the Moments that Matter: Google's Guide to a Digital Full-Funnel Approach for Admissions In today's online world, institutions need to be in front of their prospective student audience in the moments that matter; The "I need information" moment, the "I'm making my top-five list" moment, and the "I'm ready to choose" moment. Google constantly looks at the behaviors, trends and opportunities to have an influence at these critical moments. In this session we will review some of the latest data and insights from Google and emerging digital strategies in the world of recruitment and admissions. To fill your next class, you must win the moments that matter. Are you ready?
	Moderator	Jennifer Lonchar, SVP, Client Solutions & Business Development, Carnegie Communications
	Presenters	Jennifer Lonchar, SVP, Client Solutions & Business Development, Carnegie Communications Mark LaCien, Director of Marketing and Web Communications, Northeastern Illinois University

B Sessions

Continued

10:30 am - 11:30 am (Wed., April 26)

Session B-15 Stanford	5	(GWI) Surviving First-Year Registration in Poverty Knowledge of hidden societal rules includes "knowing the unspoken cues and habits of a group" (Becker, Krodel, & Tucker, 2010, p. 27). Understanding hidden rules of economic class affects student success and retention. We will discuss ways to assist students who may be under-resourced in navigating hidden rules in preparing for their first semester. This presentation will provide an overview of hidden rules, implications of those rules on student success and retention, and strategies to better assist students during the transition process.
	Moderator	Kaci Abolt, Admissions Counselor, University of Illinois at Urbana-Champaign
	Presenters	Kaci Abolt, Admissions Counselor, University of Illinois at Urbana-Champaign Katie Pollard, Admissions Counselor, University of Illinois at Urbana-Champaign
	Audience:	Postsecondary–2 year, Postsecondary–4 year
Session B-16 Windsor	5	First SAT Administration for Illinois On April 5 the SAT was administered to all 11th grade public school students in Illinois. How will high schools, colleges, and universities be using SAT scores? Come to this session to hear how one high school is understanding their scores and how an Illinois Higher Education institution is interpreting SAT scores.
	Moderator	Mark Barrett, Senior Educational Manager, College Board
	Presenters	Effie Rouse, K-12 Director, College Board Dr. Jennifer Van Deusen, Associate Principle, C & I, Operations, Bartlett High School Katy Saalfeld, Senior Associate Director of Admissions, Northern Illinois University
		Wednesday, April 26, 2017

Wednesday, April 26, 2017 Afternoon Activities

11:30 am – 12:30 pm	Lunch for Conference Attendees – Atrium
	Retirees' Luncheon – Trafalgar
	First Timers' Luncheon – Lakeside Pavilion
12:45 pm – 2:45 pm	Opening Session – Grand Ballroom
3:15 pm – 4:15 pm	Retirees' Reception – Michelle Rogers' Suite

IACAC Says Thanks! Syracuse University Exclusive Sponsor Water Bottles

IACAC Says Thanks! Wartburg College Exclusive Sponsor Wednesday's Lunch IACAC Says Thanks! Loyola University Chicago Texas State University

University of Iowa Co-Sponsors First Timers' Lunch



Keynote Speaker

Dr. Michael J. Sorrell



Dr. Michael J. Sorrell is the 34th President of Paul Quinn College Under his leadership Paul Quinn has become nationally renowned for its innovative approach to using higher education to address societal problems.

Among the school's numerous accomplishments during President Sorrell's nineyear tenure have been: winning the HBCU of the Year (while being nominated three times), the HBCU Student Government Association of the Year, and the HBCU Business Program of the Year awards; achieving recognition as a member of the President's Higher Education Community Service Honor Roll; creating the New Urban College Model that transformed PQC into the country's only urban Work College and reduced tuition and fees to \$14,300; demolishing 15 abandoned campus buildings; partnering with PepsiCo to repurpose the football field into the "WE over Me Farm"; achieving full-accreditation from the Transnational Association of Christian Colleges and Schools (TRACS); and rewriting all institutional fundraising records (including themost seven-figure gifts inschoolhistory).

Michael received his J.D. and M.A. in Public Policy from Duke University and his Ed.D. from the University of Pennsylvania (where his dissertation defense was awarded "with Distinction"). While in law school, he was one of the founding members of the Journal of Gender Law & Policy and served as the Vice President of the Duke Bar Association. Michael was a recipient of the Sloan Foundation Graduate Fellowship, which funded his studies at both Harvard University's Kennedy School of Government (as a graduate fellow) and Duke University. He graduated from Oberlin College with a B.A. in Government, served as Secretary-Treasurer of his senior class, was a two-time captain of the men's varsity basketball team, and graduated as the school's fifth all-time leading scorer.

President Sorrell is married to the former Natalie Jenkins. Natalie is an alumna of Spelman College and received her MBA from the Wharton School at the University of Pennsylvania. They have two wonderful and happy children, Michael Augustus and Sage Louise-Sinclair.



3:00 pm - 4:00 pm (Wed., April 26)

Behind the Wizard's Curtain: A Peek at Naviance and Slate

College folks: Ever wondered what Naviance is all about? How do students use it to research colleges? How do counselors use it throughout the school year? School counselors: Ever wondered how colleges market to students and track demonstrated interest? What do applications really look like when colleges read them? How does data play a role in admission decisions? Take a peek behind the curtain to discover the ins and outs of Naviance, a common tool in high school college resource centers, and Slate, a popular student management system in admission offices nationwide. You'll hear from both sides of the desk on how these systems have enhanced the college search and student recruitment processes from start to finish.

Moderator Heather Chase, Senior Assistant Director for Regional Enrollment, Miami University of Ohio

Presenters Bob Murray, Dean of Enrollment Management, Illinois Wesleyan University Amy Belstra, College Counselor, Libertyville High School



3:00 pm - 4:00 pm (Wed., April 26)

Continued	
Session C-18 Barrington	Implementing Early College Awareness and Social/Emotional Curriculum for High School Students A comprehensive counseling program relies on a strong start during students' freshman year. Creating a four year guidance curriculum that encompasses social/emotional well-being with post-secondary planning can take a great deal of time and dedication. This presentation will explore the creation and implementation of a thorough counseling curriculum and programming; the beginning stages, the daily operations, and the results.
Moderator	Marigana Uremovic, Counselor and Career/Military Coordinator, West Leyden High School
Presenters	Dawn Edwards, Professional School Counselor, Homewood-Flossmoor High School Tiphnee Staples, Professional School Counselor, Homewood-Flossmoor Lauren Kasdorf, School Counselor, Lake Zurich High School Dr. Karen Olson, Professional School Counselor, Homewood-Flossmoor High School Jennifer Newberry, School Counselor, Loyola Academy Dr. Melissa Pikul, Assistant Principal of Student Services, Lake Zurich High School
Audience:	Secondary

Session C-19 Hampton

The Common Application

Join us for an update from The Common Application on the application system and a discussion of access initiatives that range from virtual advising to FAFSA completion to counselor professional development. A seasoned influencer and partner in the college application transaction—that point in time where students complete and submit an application—The Common Application now has a user base of over 1 million students, a third of which are first-generation, and recommenders. The association is building on its four decade legacy by collaborating with educators, researchers, foundations, and like-minded organizations to expand educational opportunities for all students.

Moderator Scott Anderson, Senior Director, The Common Application

Presenter Scott Anderson, Senior Director, The Common Application



Session C-20 Lakeshore Ballroom		(FT) (GWI) Is College Worth It? It Depends! A recent survey polled over 30,000 college graduates with this question: Was college worth it? Find out what college characteristics elicited a positive response. (Hint: It wasn't the new recreation center on campus!) We will also discuss how to investigate those college characteristics specifically for first generation students and review the types of support programs that appear to be most effective.
	Moderator	Donna Driscoll, School Counselor, V.J. Andrew High School
	Presenters	Lee Harsy, Assistant Professor, Lewis University School Counselor Program Lindsay Miroballi, Licensed Clinical Professional Counselor, School Counseling Field Coordinator Undergraduate and Graduate Adjunct Faculty Member, Lewis University Derek Babson, School Counselor, Morris Community High School Elizabeth Galka, School Counseling Intern, Argo High School
	Audience:	Secondary
Session C-21 Marlborough		(TS) Transfer Plans R Us There is more than one path to the four-year school of a student's dreams. Come learn from members of Private Illinois Colleges and Universities (PICU) about transfer plans and other benefits of private liberal arts colleges. The session is designed for both the high school side and community college advisors. Learn how to better work with students who know from the start that a community college needs to be their first step in their college journey.
	Moderator	Mike Morsovillo, Director of Transfer and Adult Admission, Dominican University/PICU
	Presenters	Michelle Adams, Associate Director of Admission, Elmhurst College/PICU Melissa Naughton, Director of Transfer Admission, Lake Forest College/PICU Mike Usher, Assistant Director of the Adult and Transfer Center, Loyola University/PICU
	Audience:	Postsecondary-2 year, Secondary
Session C-22 Prescott		(GWI) One Size Does Not Fit All The ever-changing student populations has generated much conversation at the local and national level. However, assessing and addressing specific needs is often times difficult within a high school culture. The question most of us are left with is this; How must we alter our counseling and post-secondary curriculum approach to best support students and families as they navigate through this process? The panelists will highlight several tactics for data collection, assessing need, developing creative programming based on student/family demographics and gaining buy-in. There will also be time for sharing of best-practices to further learn from other session attendees.
	Moderator	Allegra Giulietti-Schmitt, College & Career Counselor, Niles North High School
	Presenters	Rachel Georgakis, College & Career Counselor, Fenton High School Beth Arey, Post-Secondary Counselor, Evanston Township High School Irina Kogan, Professional School Counselor, Benito Juarez Community Academy
	Audience:	Secondary

C Sessions

3:00 pm - 4:00 pm (Wed., April 26)

Continued	
Session C-23 Stanford	Taking College Fairs Beyond Their Limits College fairs in Illinois now include 34 regional college fairs, serving thousands of students throughout the state. A centralized calendar, housed on the IACAC website, provides easy access to detailed information about these fairs as well as IACAC Recognized, City of Chicago and Transfer fairs. A new state-of-the-art scanning system (designed specifically for use at college fairs, not trade shows) debuted this past fall, that allows for sharing of student information with colleges attending many of our fairs. Where do we go from here? Join the discussion as we talk about the many nuances of the calendar, StriveScan, issues of access, modifications made to accommodate FSLA and all things related to present and future college fair programming in Illinois.
Moderator	Illinois College Fair Committee
Presenters	Illinois College Fair Committee Dan Saavedra, President of Betadac, StriveScan
Session C-24 Windsor	Passport to Anywhere! Educational Opportunities Abroad The number of students looking to enroll in a degree program abroad continues to grow due to the outstanding quality, affordability, and great variety of degree options available at international institutions. However, more than half of all college counselors say they're "not at all prepared" to help these students (State of College Admissions, 2014). Ireland and the United Kingdom are increasingly popular destinations for our most adventurous students. Come learn about the opportunities available, educational systems, and application processes to better support your student's ambitions to enroll in exceptional international institutions.
Moderator	Jim Pierson, North America Representative, University College Dublin
Presenters	Christine Eischen, LPC, College Counselor, Lycée Français de Chicago Jason Via, International Officer, King's College London
Audience:	Secondary

IACAC Invites You to Attend Sharing the Dream



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

The workshop will take place at the University of St. Francis, Joliet, Illinois on May 17, 2017 from 7:30 am - 3:30 pm.

The registration fee is \$25 and includes lunch. For session offerings and to register go to http://www.iacac.org/sharing-the-dream/

Space is limited and registration will close on May 11, 2017 or when capacity is reached.

Wednesday, April 26, 2017 Evening Activities

4:00 pm – 5:00 pm	Mentorship Reception – Gallery Ballroom
5:00 pm – 6:30 pm	Beer & Wine Tasting – <i>Pavillion</i> Sample and learn at the Beer and Wine Tasting at the Annual Conference. On Wednesday evening, join us to taste a wide variety IPA beers and wines (including a unique chocolate variety). Registration is required and capacity is limited. Included in your registration is a commemorative glass to take home and the proceeds will benefit Project Reach.
6:30 pm	Dinner in groups or on your own
7:00 pm	Past Presidents' Dinner – Hampton
9:00 pm – 11:00 pm	Entertainment – Abricot Ballroom Let's play The Feud! This year, IACAC members will be able to enjoy a game of Family Feud. Come join us to play or cheer for your team. Drinks and snacks will be available for all to enjoy.

IACAC Says Thanks! CARR **Exclusive Sponsor** Wednesday's Entertainment





Join Project Reach for Dinner!

On Wednesday April 26th we invite you to dine at one of our three partner restaurants during the "dinner on your own" time. These three restaurants will be donating a portion of proceeds back to Project Reach. These restaurants offer a variety of food and beverage selections to choose from and are all located within 10 minutes of the hotel. Always write IACAC or inform your server to help out!

Good Tequila's Mexican Grill

950 Elk Grove Town Center Elk Grove Village, IL 60007 847-871-5164

Granite City Food & Brewery 801 Plaza Dr. Schaumburg II 60173

Schaumburg, IL 60173 630-523-5700

Ram Restaurant & Brewery

1901 McConnor Parkway Schaumburg, IL 60173 847-517-8791

Thursday, April 27, 2017 Morning Activities

7:15 am – 11:00 am	Registration – Atrium (Ballot Pickup until 8:15 am)
7:15 am – 8:15 pm	Project Reach Donations Accepted – Atrium
7:15 am – 8:15 pm	Continental Breakfast – Atrium
7:15 am – 8:15 pm	Dedicated Exhibitor Time – Atrium (Exhibits Open until 4:00 pm)
8:15 am – 9:30 am	Annual Membership Meeting – Grand Ballroom III, IV,

IACAC Says Thanks! NRCCUA Exclusive Sponsor Thursday's Breakfast



Project Reach is a service project of IACAC with the goal of providing school supplies, college counseling materials, monetary donations, and other resources to benefit students in need. An Illinois high school is selected each year as the beneficiary of the donations. The school is selected based on nominations from IACAC members by the Project Reach Tri-Chairs.

v

This year Project reach is pleased to announce that we have selected two schools as this year's **Project Reach recipients.** Both of these schools are dedicated to assist their students in the pursuit of higher education and support our conference theme of Beyond Limits- Unleashing Opportunities.

School A serves students from Chicago's North Lawndale, Garfield Park and Austin

neighborhoods. This school serves 760 students of which 95% are low income and 10% have been considered homeless at any given time. School A requires every student to complete at least one Phoenix Rising experience, a college-focused summer enrichment program that helps students—and their families—practice what it will be like to be away at college, before they graduate. Over the past 18 years, more than 80% of their graduates have enrolled in college and more than 80% of those enrolled have either earned a degree or are still working toward one. School A strives to provide the opportunity for each student to go beyond the limits and barriers they face to unleash their full potential.

School B is located in Kane county and serves students in Community Unit School District #300.

This school serves 2,553 students of which 59% are low income. School B offers many opportunities for students to reach their potential and go beyond limits but their standout program highlighted is the Success Academy Alternative Learning Opportunities Program (ALOP). This program helps fifth year seniors, older students, and students who for whatever reason did not find success in the traditional school setting complete graduation requirements, obtain a high school diploma, and plan for their futures. They had 26 students graduate this school year who otherwise would most likely have not graduated high school. School B is consistently looking at new initiatives. For example, data from their school shows that Latina students are scoring the lowest on the SAT/PSAT (data that matches a national trend). They are currently in the process of starting a new mentorship program for Latina students to combat this trend.





(GWI) Cultural Taxation with Minimal Representation: Addressing Racial Battle Fatigue in Higher Education

Race, class, and gender are important issues in higher education, therefore hiring diverse staff is considered a benefit to the students, parents, and the campus community. University staff and personnel of color are often tasked with promoting and increasing diversity initiatives. These same individuals who serve as the primary contact for issues pertaining to diversity often find themselves limited to entry level positions and in few instances mid-management positions, creating issues of retention in the field. Using the lens of Critical Race theory, we discuss how university personnel often feel the impact of Racial Battle Fatigue in Higher Education.

Moderator Dave Marcial, Director of Recruitment, Golden Apple Scholars of Illinois

Presenters Mayra Lagunas, Assistant Director, University of Illinois at Urbana-Champaign Luis Narváez, Director of Strategic Projects, Chicago Public Schools

Session D-26 (M/UM) Disru

Barrington

(M/UM) Disruptive Leadership

New to a leadership role? Thinking of transitioning from university to community college? In this session, find out how two new campus leaders alternated between succeeding masterfully and failing miserably. They'll speak to the down-side of a work ethic driven by a passion for the community they both came from, how a good idea can turn awful, how to fight impulsiveness and ego, and how to find motivation when all seems lost. Discussion welcomed!

Moderator Nick Sanders, Associate Director, Admissions/Recruiting, Parkland Community College

Presenters Quintin Overocker, Director of Admissions, Records, & Transfer Services, Illinois Valley Community College Aseret Loveland, Assistant Director, Admissions, Records, & Transfer Services, Illinois Valley Community College

Session D-27 (TS) Transfer Status: Admitted! Now What? Chambers Join us for a roundtable discussion on the challenge

Join us for a roundtable discussion on the challenges and opportunities for assisting transfer students in their transition from one college to another. We will be discussing the different processes that are utilized and resources that are available to transfer students that contribute to their successful acclimation to their new college. Specifically, we will analyze how transfer communication, orientation, advising, and housing can positively and/or negatively affect a transfer student's initial perception and long-term experience.

Moderator Rey Diaz, Transfer Admission Counselor, Southern Illinois University

Presenters Melissa Telles, Admissions Counselor, Western Illinois University Casey McFadden, Admissions Counselor, University of Illinois at Urbana-Champaign Samantha Meranda, Transfer Coordinator, Illinois State University Kristina Black, Assistant Director, Elmhurst College

Audience: Postsecondary-4 year

D Sessions 9:45 am - 10:45 am (Thurs., April 27)

Continued

continued	
Session D-28 Gallery Ballroom	Women's Colleges: Pioneering not passé Given that only 2% of American female college graduates attended a women's college, their prominence and success in industries such as business, politics, and technology is remarkable. Women's college alumnae account for more than 20% of women in Congress and 33% of women on Fortune 1000 boards. Learn how women's colleges cultivate these successful leaders and how to best advise those students who would benefit from this unique and empowering learning environment.
Moderator	Traci Flowers, College Counselor, Loyola Academy
Presenter	Rita Veron, Associate Director of Admission, Saint Mary's College Becky Kurter, Associate Director of Undergraduate Admissions and Recruitment, Alverno College
Audience:	Postsecondary–2 year, Secondary
Session D-29 Hampton	(FT) Maximizing the Value of the High School Visit Join a panel presentation sharing best practices that help make the most of the High School Visit. How do we get students there? What do they want to hear? Hear tips on how counselors from both sides of the desk promote and execute an effective visit experience.
Moderator	Tony Minestra, College Counselor, Loyola Academy
Presenter	Wallace Holder, Assistant Director of Admissions - Chicago Region, Grand Valley State University Josephine West, Regional Recruitment Manager, The Ohio State University Natalie Rubino, School Counselor, Glenbard West High School Renee Koziol, College and Career Counselor, Plainfield North High School Carl Krause, College Counselor, Lake Zurich High School Keegan White, Assistant Director & Chicago Regional Representative, Western Michigan University
Session D-30 Lakeshore Ballroom	First-Generation: Deciding to Leave Home This session will provide a comprehensive view of guiding 1st generation students through the application and selection process from a high school and university lens. We identify various factors that go into the decision of 1st-generation students choosing to apply to certain schools and what factors are most relevant for them.
Moderator	Christopher Wallace, Admissions Counselor, University of Illinois at Urbana-Champaign
Presenters	Jesus Magana, Admissions Counselor, University of Illinois at Urbana-Champaign Rigo Padilla, College & Career Coach, Eric Solorio Academy High School

Session D-31 (FT) Redesigning and Innovation: Building a First Class **Counseling Program** Marlborough With administrative support, school counselors are uniquely positioned to influence and directly impact students' college and career readiness outcomes. Participants in this session will acquire practical group guidance resources regarding the use of curriculum for high school juniors and seniors and how it can be used to enhance current counseling programs. Participants will examine the process and steps taken by District 214, Maine West H.S., and West Leyden H.S. which are all in different stages of implementing the ASCA counseling model. Moderator Diane Bourn, College and Career Counselor, Prospect High School Presenters Dustin Seemann, Director of Professional Learning and Student Services, District 214 Javier Vasquez, School Counselor, West Leyden High School Stacey Schlaud, School Counselor, West Leyden High School Allyson Adams, School Counselor, Maine West High School Audience: Secondary Session D-32 **Scholarships: A Peek Behind The Curtain** Stanford Designed for school counselors, this session will explore how colleges use advanced financial aid strategies to enroll students. Why do some colleges offer great scholarships and others offer almost nothing? In a peek behind the curtain, we will discuss how and why colleges structure multi-million dollar scholarship programs to attract specific types of students. We will review sample award letters and discuss resources to better counsel students on what has become one of the major sorting mechanisms for post-secondary education: financial aid and scholarships. Moderator Melanie Coffman, Retired College Counselor, Barrington High School Presenters Andy Borst, Director of Admissions, University of Illinois at Urbana-Champaign Bob Murray, Dean of Admissions, Illinois Wesleyan University Amy Wesley, College Counselor, Benet Academy Eric Rapp, Director of College Partnerships, Noble Network Audience: Secondary Session D-33 (M/UM) Building and Growing a Successful Team The reality of building and growing a successful team does not occur in a Trafalgar theoretical vacuum of team building theory, but in the reality of leaders who live out a vision, build relationships, model behavior, and focus on an end goal of having a positive impact. This session will discuss the personal and professional narratives of secondary school leaders. From where they began to where they're currently, presenters will share their perspectives on building teams and views of leadership within highly pressured and politicized positions. Moderator Jeremiah Harris, School Counselor, Homewood-Flossmoor High School Presenters Jim Schmidt, Department Chair of Guidance, Homewood-Flossmoor High School Dr. Scott McAlister, Prinicipal, James Hart School Dr. Lara Cummings, Assistant Principal for Student Services, Glenbrook South High School Alesia Margetis, Guidance & Counseling Department Chair, Highland Park High School

Audience: Secondary



11:00 am – 12:00 pm (Thurs., April 27)

Deconstructing Highly Selective Admissions

During this session, attendees will get an in-depth look at the highly selective college admissions process. We will discuss what can hold back an applicant with big stats as well as what makes a difference for more borderline students. We will also talk about the institutional priorities that guide admissions work and, given the ebb and flow of these priorities, ways to better anticipate and utilize them.

- Moderator Yaneth Bello, Neubauer Family Adelante Director of Hispanic/Latino Outreach, University of Chicago
- PresentersAntonia Garcia, Senior Assistant Director of Admission, Northwestern
University
Veronica Hauad, Deputy Dean of Admissions/Directory of Equity & Access
Programming, University of Chicago
Alexander Hughes, School Counselor, Northside College Preparatory High
School
Mario Ortiz, School Counselor, Walter Payton College Preparatory High School
- Audience Secondary

Session E-35

Barrington

Fit for Students on the Spectrum

This session is designed to bring together High School Guidance staff and Admissions staff in order to find a suitable college experience for students with Autism Spectrum Disorders. The goal of this session is to equip both audiences with the correct approach and information that should be exchanged during this unique college search process. We will begin with the basics such as vocabulary and communication tips and then dig into how to research the services on a campus and present those to a student in a way that allows them to compare options.

- **Moderator** Amber Kramme, Assistant Director for Campus Visits, University of Illinois at Urbana-Champaign
- Presenters
 Rebecca Edgington, STEP Instructor, Eastern Illinois University

 Kimberly Collins, Ph.D., CRC, Disability Resources and Educational Services,

 University of Illinois at Urbana-Champaign

 Julie Smith, Transition Specialist, Glenbrook South High School (Choices

 College Fair)
- Audience: Postsecondary-2 year, Postsecondary-4 year, Secondary

Session E-36 Chambers

(FT) ISAC Update

This session will provide information from ISAC and the Department of Education with topics including an update on state and federal programs, as well as an examination of the first year implementation of the earlier FAFSA start date, the use of prior-prior tax year information, and the Federal Student Aid (FSA) ID.

- Moderator Sara Espinosa, Outreach and Professional Development Specialist, Illinois Student Assistance Commission (ISAC)
- Presenters
 Sara Espinosa, Outreach and Professional Development Specialist, Illinois

 Student Assistance Commission (ISAC)
 Kimberly Korando, Outreach and Professional Development Specailist, Illinois

 Student Assistance Commission (ISAC)
 Student Assistance Commission (ISAC)

Session E-37 Gallery Ballroon	n	(FT) Essays of All Shapes and Sizes This unique session will cover everything from essay creation through essay evaluation. Hear from two veteran high school counselors on how to best direct and guide students as they approach their writing, while also hearing the college perspective on how student writing is being evaluated and assessed. The standard one-size-fits-all essay is a thing of the past. In addition to the common application essay, students may now be expected to provide more individualized responses through college specific supplements or even letters of self-disclosure. Come away with concrete, constructive suggestions on how to best help your students appropriately articulate their personal message.
	Moderator	Jill Cervantes, Post-High School Counselor, New Trier High School
	Presenters	Gretchen Stauder, Post-High School Counselor, New Trier High School Mark Porcaro, College Counseling Department Chair, Loyola Academy Jean Burke, Interim Dean of Undergraduate Admissions, Marquette University
Session E-38 Hampton		(M/UM) Middle Management Institute Are you in that three to seven year time frame in your office? Wondering where your career is headed next and if it is time to move up or move out? Join MMI committee members and past attendees to hear about how IACAC's Middle Management Institute impacted their careers and how you can attend the 2017 event at College of DuPage!
	Moderator	Angie Cooksy, Director of Regional Recruitment, Bradley University
	Presenters	Middle Managment Institute Committee Members
Session E-39 Lakeshore Ballro	oom	Integrating Technology into your Counseling Curriculum Meeting students "where they are" is increasingly difficult as smart phones and instantaneous communication becomes their norm. In a profession where face-to-face communication will always be essential, how can school counselors appeal to this generation of learners and introduce themselves to new strategies for delivering information and facilitating learning? Learn from three high school counselors who have embraced technology and how they use it to improve communication and engage their students.
	Moderator	Drew Eder, Counselor, Highland Park High School
	Presenters	Brian Linhart, School Counselor, Buffalo Grove High School Michael Schuman, School Counselor, Niles North High School
	Audience	Secondary

E Sessions 11:00 am - 12:00 pm (Thurs., April 27)

Continued	
Session E-40 Marlborough	50 Shades of Grey Exploring the Tones of Ethics in Our Changing Profession The IACAC Admissions Practices committee will present an overview of the SPGP and how to report a potential violation. We will concentrate on case study senarios and ask the audience to speak to whether the situation is a violation or not. Special attention will be given to the "grey" situations, which are unclear as to whether they constitute a violation, but are nevertheless troublesome.
Moderator	Sandie Gilbert, College Consultant, Ravinia College Consulting, Highland Park High School, Retired
Presenters	Jennifer Paar-Gross, Midwestern Regional Director, University of Denver Carlene Klaas, Dean of Undergraduate Admission, DePaul University Amy Belstra, College Counselor, Libertyville High School Andy Borst, Director of Admissions, University of Illinois at Urbana-Champaign Kevin Coy, College Consultant, Homewood-Flossmoor High School
Session E-41 Stanford	(GWI) Undocumented Students: Policy and Access There are many moving pieces as it relates to our political environment and the future of immigration, undocumented students and access in higher education. We hope to provide you with updates from the legal, financial, high school and college perspective in this collaboration of leaders from their respective areas.
Moderator	Zachary George, Associate Director of Admission, DePauw University
Presenters	Abel Montoya, Director of Outreach Operations, Illinois Student Assistance Commission (ISAC) Carla Casas, Immigration Lawyer, Casas Immigration Nikki Desgrosellier, College Counselor, UIC College Prep
Audience:	Postsecondary–2 year, Postsecondary-4 year, Secondary
Session E-42 Trafalgar	(TS) Transfer Advisory Committee: Unleashing New Opportunities With an increasing number of students starting their college career at a community college, IACAC formed an ad-hoc committee to bring greater awareness to community college recruitment, academic advising, two-year and four-year institutional partnerships and transfer itself. This session will review data and trends as they relate to transfer students as well as share some of the successes the committee has had such as offering the inaugural Transfer Summit, which is now in its second year as well as the Transfer Scholarship. They will also share where they envision the committee going in the future.
Moderator	Jill Diaz, Assistant Director, University of Colorado Boulder
Presenters	Julie Marlatt, Dean of Enrollment Management, Parkland College Rebecca Popelka, Associate Director of Undergraduate Admission, DePaul University Shawn Wochner, Admissions Representative, College of DuPage



IACAC Welcomes NACAC Board Member Jayne Caflin Fonash

Jayne Caflin Fonash is the Director of School Counseling at the Loudoun Academy of Science (VA). Dr. Fonash joined the inaugural faculty of the Academy of Science in 2005, following an eight-year tenure at Potomac Falls High School where she also served as the School Counseling Director and a member of the Charter Faculty and Administrative Leadership Team.

Her work has always been with children and their families; the first twenty years in public and private mental health practice prepared her to assist high school students and families in facing a multitude of real-world challenges. Dr. Fonash spent her first two years in Loudoun County Public Schools as a counselor at Board Run High School. As she made the shift into secondary school guidance and counseling, her goals have been to develop school counseling programs that would encourage students to become self-directive and responsible for their behavior in relation to academic achievement, to prepare students for post-secondary education opportunities, and to advocate for access and equity in the college admission process.

Her membership and active participation in the Potomac and Chesapeake Association for College Admissions Counseling (PCACAC) and the National Association for College Admissions Counseling (NACAC) have helped her to develop the leadership, advocacy and counseling skills necessary to successfully engage counselors, students and parents in the college and career planning process. A Past-President of PCACAC she has served as member of the NACAC Affiliates Presidents Council, a member and Chairperson of the PCACAC Government Relations Committee, a member of the NACAC Government Relations Committee, and currently as a member of the NACAC Board of Directors.

Dr. Fonash was recognized by NACAC as the 2013 recipient of the NACAC Government Relations Award, presented to a NACAC member who has made outstanding efforts in support of policy initiatives that promote equal access to higher education, encourage student achievement and promote counselor excellence, and further the government relations priorities of NACAC members. In 2015 she was recognized by PCACAC as the recipient of the Richard L. Apperson Award, awarded annually to a member whose career embodies the ideals of the association– providing extraordinary service to students, to PCACAC and to the college counseling profession.

Dr. Fonash received a BA in English from Immacualta University, an MA in counseling from Villanova University, and an Ed.D. in Administration and Supervision from the Curry School of the University of Virginia.

Jayne and her husband Pete live in Potomac Falls, Virginia. They have two adult children, Meaghan and Peter, and two grandsons. Jayne is an avid photographer and chef.



Thursday, April 27, 2017 Afternoon Activities

12:00 pm – 2:00 pm 2:00 pm – 2:30 pm Lunch for Conference Attendees – Grand Ballroom

Dedicated Exhibitor Time – Atrium

IACAC Says Thanks! Ryerson University Exclusive Sponsor Thursday's Lunch



Michael Frerichs

Luncheon Speaker Michael Frerichs was elected Illinois State Treasurer in November 2014.

In Illinois, the Treasurer is the state's Chief Investment Officer and Frerichs is a Certified Public Finance Officer. The office invests money on behalf of the state and local units of government. Mike also believes in providing individuals with the tools so that they can invest in themselves.

He does this by encouraging savings plans for college and trade school, increasing financial education among all ages, removing barriers to a secure retirement, and protecting residents from predatory companies.

The Treasurer's Office actively manages approximately \$25 billion. The investment approach is cautious to ensure the preservation of principal. The investment returns are significant: For every \$1 spent to run the office, Mike nets \$28 for the state's residents.

In Illinois, the Treasurer's office predates the state's incorporation in 1818. Voters in 1848 chose to make it an elected office. Frerichs is the 74th person to serve in this role. After less than a year in office, Frerichs was elected by his peers across the country to be on the National Association of State Auditors, Comptrollers and Treasurers' Executive Committee. Frerichs also serves as Vice Chairman of National Association of State Treasurer's Legislative Committee as well as Trustee on the Illinois State Board of Investment.

Mike was born in the Downstate farming community of Gifford, Illinois. He graduated from Yale University and spent two years in Taiwan where he taught English to young students and learned to speak Chinese. He returned to Champaign County and launched his own technology business. He was elected to the Champaign County Board and elected Champaign County Auditor. He also served as a volunteer firefighter.

In 2006, Mike was elected Illinois State Senator representing East Central Illinois. As chairman of the Higher Education Committee, Mike championed efforts to make college more affordable. He also served as chairman of the Agriculture and Conservation Committee.

Mike lives in Champaign with his young daughter, Ella.



2:30 pm - 3:30 pm (Thurs., April 27)

Humor, Hugs and Team Spirit in the Office

This session addresses the importance of including humor, encouragement and team spirit in the office. Could your office benefit from suggestions to help boost camaraderie and morale among its staff? Let us give you and your colleague's tips for creating and maintaining a dynamic working environment. Expect a song, dance, examples and laughs.

- Moderator Casey McFadden, Admissions Counselor, University of Illinois at Urbana-Champaign
- Presenters Jamie Staggs, Senior Regional Admissions Counselor, Western Illinois University Julie Nelson, Midwest Regional Recruitment Director, Xavier University Omar Solomon, Admissions Counselor, Eastern Illinois University
- Audience: Postsecondary–2 year, Postsecondary–4 year, Secondary

Session F-44 (TS) Transfer Tragedies: What We've Learned Barrington This session will focus on lessons learned over 8 comb

This session will focus on lessons learned over 8 combined years of recruiting (often times first-generation, non-traditional) transfer students. Meant to be an open dialogue amongst attendees and presenters, expect to hear and share stories of success, failure and laughable experiences that have shaped transfer recruitment strategies. Through exchanging common experiences and unique approaches, the presenters' goals are to foster creative methods for recruitment, as well as provide refreshment and refueling for attendees to continue to serve this unique student population.

- **Moderator** Tosha Baker, Admissions Coordinator, Southern Illinois University Carbondale
- Presenters Amanda Doepke, Admissions Coordinator, Southern Illinois University Carbondale Tosha Baker, Admissions Coordinator, Southern Illinois University Carbondale
- Audience: Postsecondary-2 year, Postsecondary-4 year

Session F-45 Chambers

GWI) FAFSA Completion: We're in it together!

Does it feel like you're on your own when it comes to hosting a FAFSA completion workshop? Find out about a unique way in which a group in Lake County, in partnership with ISAC, is getting members of the community to assist more families successfully complete their FAFSA applications. Learn about best practices that could help your school, district, or county, improve FAFSA completion outcomes.

- **Moderator** Ercilia Miranda-Jonas, Outreach Program Coordinator, Illinois Student Assistance Commission
- Presenters
 Mayra Gaytan-Morales, Assistant Dean for Academic Services & Programs, University Center of Lake County

 Nicole Bihn, Academic Chair of Postsecondary Endeavors, Waukegan Public School District #60 Melissa Chavez, Director of Alumni Support, Cristo Rey St. Martin College Prep

F Sessions 2:30 pm – 3:30 pm (Thurs., April 27)

Continued	
Session F-46 Gallery Ballroom	The Mom Side of the Desk We work in a profession that is incredibly rewarding, but can also be exhausting! Couple that with being a Mom and it can sometimes seem impossible to balance it all. In this session, hear from Moms from both sides of the desk, all at different stages of motherhood. You will walk away with resources and strategies to help you thrive both at work and at home.
Moderator	Jill Diaz, Assistant Director of Admission, University of Colorado Boulder
Presenters	April Lynch, Assistant Director of Admissions, Chicago Regional Representative, Western Michigan University Sandie Gilbert, College Consultant, Ravinia College Consulting, Highland Park High School, Retired Kimberleigh Wiley, College Counselor, Deerfield High School
Session F-47 Hampton	(GWI) Infusing Wrap-Around Supports for Building a Holistic Youth School-Based Mentorship Program. This presentation will present a toolkit detailing how to create, manage, and collect data for a school-based male mentoring program. Results include improved academic achievement, personal social development, career exploration, and cultural comprehension among adolescent African American males. Information on the implementation of a structured mentoring program that utilizes a holistic approach, infused with wrap-around services, to meet the developmental challenges of African American children will be shared. Student representatives from the Kenwood Academy Brotherhood program will participate and provide anecdotes regarding intrinsic motivation.
Moderator	Emma Adebayo, Regional Admissions Counselor, Lawrence Technological University
Presenter	Shelby Wyatt, School Counselor, Kenwood Academy
Audience	Secondary
Session F-48 Lakeshore Ballroom	Navigating Performing Arts Admissions Navigating the performing arts admissions process can be daunting. Beyond the traditional application process, there are additional factors to consider: pursuing a BA vs. BFA, auditions/interviews/portfolio review, requirements in the application process, evaluating artistic opportunities in relationship to financial aid/scholarships, and beyond. This session will provide best practices for helping students considering the performing arts.
Moderator	Jason Beck, Assistant Dean, The Theatre School, DePaul University
Presenters	Tracee Duerson, Director of Admissions, The Theatre School, DePaul University Ashley Meczywor, Assistant Director of Admissions, The Theatre School, DePaul University

Session F-49 Marlborough		Earlier is Better–But is Regular Too Late? Many colleges and universities have encouraged students to apply right away at the beginning of the senior year–through a rolling admission option and/or through an early decision or early action application process. This panel presentation will examine the benefits and challenges of early applications–both for the student and the institution.
	Moderator	Phil Trout, College Counselor, Minnetonka High School
	Presenters	Jim Nondorf, Vice President and Dean of Admissions, University of Chicago Mitch Warren, Director of Admissions, Purdue University Deborah Donley, Post-High School Planning Specialist, New Trier Township High School
Session F-50 Stanford		(M/UM) Deans and Directors Round Table We invite Deans and Directors from colleges and universities to join us in discussing challenges and policies that will affect us in the coming year. Bring your issues, challenges and ideas to share with other Enrollment Managers navigating the same things.
	Moderator	Michelle Rogers, Program Director of Regional Recruitment, Saint Louis University
	Presenters	Todd Burrell, Director of Undergraduate Admission, Southern Illinois University Edwardsville Gwen Kanelos, Assistant Vice President for Enrollment, Concordia University Chicago
Session F-51 Trafalgar		Homeschoolers and Higher Education? There are more than 68,000 homeschooled students in the state of Illinois. As these students navigate the college application process, they bring unique and sometimes complex situations and concerns. Learn how to successfully integrate homeschool applicants into the recruiting process and learn some of the best practices to employ for this diverse group.
	Moderator	Drew Griffin, Director of Admissions, University of Missouri-St. Louis
	Presenters	Leslie Contos, Counselor, Mosaic Therapy Kristen Revis, Director of Day Admissions, Lindenwood University Drew Griffin, Director of Admissions, University of Missouri-St. Louis

2017 IACAC Conference Evaluation

We want you to unleash opportunities during the 2017 IACAC Conference without having to worry about writing evaluations while you are here! In an effort to be environmentally and budget conscious, all evaluations for individual sessions and the full conference will be emailed to you within a few days following the conclusion of the conference.

Make sure you keep notes on the things that really stood out to you (positive and negative) for any portion of the conference and include those comments on your evaluation. The feedback you provide is very valuable for the planning of future conferences.

Most importantly...don't forget...any evaluations received by 5:00 PM on Friday, May 5, 2017 will be entered to win a fabulous raffle prize!

Thank you in advance for your participation!

2017 Evaluations Committee



3:45 pm - 4:45 pm (Thurs., April 27)

Establishing a Communication Plan to Meet Students Where They Are

Join this panel discussion to learn tips and tricks for successful student engagement. From inquiry to post-enrollment, hear how Aurora University and Knox College admission staff implemented communication plans to reach students at diverse points in the application process. Presenters will provide insights into gaining buy-in from internal constituents, establishing a timeline and how to execute an effective communication plan. Learn what works and what doesn't, and how you, too, can achieve your outreach goals.

- Moderator Drew Flock, Senior Program Manager, Technolutions
- Presenters Tracy Phillippe, Director of Enrollment Systems, Aurora University Toni Mudd, Associate Director of Admission, Knox College
- Audience Postsecondary-4 year

Session G-53

Barrington

(TS) Using Technology to Reach Transfers

As the transfer trend continues to grow across the country, taking advantage of different platforms of technology may help colleges and universities to provide information to prospective transfer students. See a few examples of how Northern Illinois University and the University of Illinois at Urbana–Champaign have been using technology to aid in transfer recruitment. Bring your ideas as well so we can all learn from each other!

- Moderator April Ponte, Coordinator of School Relations, University of Illinois at Urbana-Champaign
- Presenters April Ponte, Coordinator of School Relations, University of Illinois at Urbana-Champaign Meredith Eskoff, Assistant Director, Northen Illinois University
- Audience Postsecondary-2 year, Postsecondary-4 year

Session G-54 Chambers

Embracing your Story and Creating a College Going Mentality

This session will introduce ideas around creating an environment that fosters college-readiness in high school. Special focus will be on incorporating firstgeneration college students, English as a New Language (ENL) populations, and introductory engagement of students from grades 6-8. Concepts will include methods utilized in the presenters' respective schools, the utilization of personal narratives as well as synergetic strategies and programming.

Moderator Dan Miller, Post Secondary Counselor, Adlai E. Stevenson High School

Presenters Christopher Chiakulas, College and Career Counselor, Round Lake High School Stephanie Garvey, ENL School Counselor, Round Lake High School Jeremiah Harris, School Counselor, Homewood-Flossmoor High School Russell Harris, Principle, Jalen Rose Leadership Academy

Audience Secondary

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THANK YOU

Retirement is often a time of reflection...

In keeping with the Conference theme of "Unleashing Opportunities," thank you, IACAC, for unleashing so many opportunities for me over the past 16 years. The organization has helped me grow both professionally and personally. What a wonderful institution made up of amazing people who do extraordinary things for so many people.

Robert R. Yerkan

Rolling Meadows High School

G Sessions 3:45 pm - 4:45 pm (Thurs., April 27)

Continued	
Session G-55 Gallery Ballroom	(GWI) Measuring Online Student Engagement: A Case Study in What Google Analytics Doesn't Know Utilizing a first-of-its-kind dataset, this session will address lingering questions about online student behavior and the college search. Using individual online behavioral data from multiple institutions, we will discuss how and when students are most engaged with your brand throughout the Student Decision Journey. This case study will address long-standing myths about the college search and show you how to equip your institution to recruit in the petabyte age.
Moderator	Courtney Wallace, Director of Admissions - Chicago Region, Augustana College
Presenters	Kent Barnds, Executive Vice President and Vice President of Enrollment, Communication and Planning, Augustana College Thomas Golden, Vice President of Data Science, Capture Higher Ed LeAnn Hughes, Vice President for Enrollment and Marketing, Illinois Wesleyan University
Audience	Postsecondary–2 year, Postsecondary–4year, Secondary
Session G-56 Hampton	(GWI) Community-Based Organizations and College Partnerships The annual Scholars College Fair event brings together representatives from over 150 colleges, 15+ community organizations, and almost 900 students each summer in Chicago. The panel will detail the impact and capacity-building potential of collaborative partnerships, and how this creates maximum benefit for our students. This session includes a collaborative stakeholder overview the 2016 event presented as a case-study. Participants will learn about college access and programming models for students from underrepresented populations and gain best practices for forming partnerships.
Moderator	Oscar Rodriguez, Director of Recruitment and Outreach, University of Illinois at Chicago
Presenters	Dr. Toinette McClellan Gunn, Vice President of Programs, Chicago Scholars Luke Chitwood, Manager of College Access & Communications, Illinois Institute of Technology Global Leaders Program Whitney Capps, Manager of College Advising, University of Chicago Collegiate Scholars Program Ashley Shinay, Associate Dean of Admissions, Bowdoin College Jonathan April, General Manager, College Greenlight
Audience	Postsecondary–2 year, Postsecondary–4year, Secondary
Session G-57 Lakeshore Ballroom	Updates on the ACT This session will provide participants with an update on the ACT, their impact on college admissions and school counseling/advisement. The session will focus on the new score reports and new statistics and benchmarks. The new Writing Test scoring will be reviewed.
Moderator	Steve Murray, Director of Counseling, Notre Dame College Prep High School
Presenters	George Schlott, ACT Client Relations Account Executive, ACT, Inc April Hansen, ACT Client Relations Senior Account Executive, ACT, Inc.

Session G-58 Marlborough	What We Wish You Knew What do students want to learn from a college rep? Does a counselor really care who the new president is? Is building a relationship with the professional across the desk important? We both have things that we have been wanting to share with the "other side of the desk." Join us for a lively roundtable discussion about ways we can learn from each other to help ourselves and help our students go beyond limits.
Moderator	Veronica McLaughlin, Regional Representative, Office of Undergraduate Admissions, University of South Carolina
Presenters	Matt Kirby, Guidance Counselor, St. Charles North High School Mike Dunker, Regional Admissions Representative, Western Illinois University Alison Crowley, Assistant Director of Admissions, Northern Michigan University
Session G-59 Stanford	(FT) With A Little Help From My Friends Part 2 A group of ten counselors which include: Amy Belstra, Diane Bourn, Nancy Davis, Eliza Freedman, Aliza Gilbert, Dan Gin, Carl Krause, Brian LaPorte, Michael O'Connor, and Kim Wiley will each present for 3-5 minutes on one of their best practices. Attendees will leave the session with a fresh outlook and new ideas along with a jump drive that includes documentation of the best practices presented during the session.
Moderator	Stacey Schlaud, School Counselor, West Leyden High School
Presenters	Amy Belstra, College Counselor, Libertyville High School Diane Bourn, College/Career Counselor, Prospect High School Eliza Freedman, School Counselor, Evanston Township High School Carl Krause, School Counselor, Lake Zurich High School Aliza Gilbert, College Counselor, Highland Park High School Dan Gin, College and Career Counselor, Niles West High School
Audience	Secondary
Session G-60 Trafalgar	Being an Introvert in an "Extrovert Career" Some people believe that admissions counselors have to be extroverted individuals, but we know that is not always true. This session will discuss perceptions of what admissions counselors need to be like. It will go over helpful options to stay mentally, emotionally, and physically healthy throughout travel season and beyond. It will also discuss ways for counselors to step outside of their traditional job responsibilities to expand their knowledge about the world of admissions.
Moderator	Amanda Huisman, Acting Associate Director, Northern Illinois University
Presenters	Amanda Huisman, Acting Associate Director, Northern Illinois University Emily Skupien, Transfer Admission Representative, Aurora University

Thursday, April 27, 2017 Evening Activities

4:45 pm – 5:45 pm
5:45 pm – 6:30 pm
6:30 pm – 8:30 pm
8:30 pm – Midnight

Inclusion, Access and Success Reception – Atrium Alcove

Conference Reception – Grand Ballroom

Dinner – Grand Ballroom

Aidnight Entertainment – Abricot Ballroom

Join IACAC friends and colleagues for an evening of fun. Activities include Dancing, Pop-A-Shot Basketball, Baggo, Air Hockey, Giant Connect 4, Giant Jenga and Glitter Tattoo Artist. Be sure to stop by for a beverage, dancing, and bragging rights.

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Friday, April 28, 2017 Morning Activities

8:00 am – 9:30 am	Coffee – Atrium
9:00 am – 10:00 am	H Session
10:15 am – 11:15 am	Endnote Speaker – Grand Ballroom I, II
11:15 am – 12:30 pm	Brunch and Closing Session – Grand Ba

IACAC Says Thanks!

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Grand Ballroom III, IV, V



9:00 am - 10:00 am (Friday, April 28)

Session H-61 Barrington

(GWI) Preparing High School Students for a Successful Transfer Path

This session will explore some of the different programs and resources that exist to help students successfully transition from a two-year to a four-year institution. We will showcase a small but diverse sample of various options students have as they are considering their transfer path. Early knowledge of these resources can make a difference when advising high school seniors as they decide the best path to take towards obtaining their degree.

 Moderator Jazmyne Kellogg, Admissions Counselor, University of Illinois at Urbana-Champaign
 Presenters Tania Padilla, Transfer and Freshman Admissions Counselor, University of Illinois at Urbana-Champaign Marilyn Diaz, Recruitment and Admissions Counselor, University of Illinois at

Chicago Julie Garcia, College Placement Director, Arrupe College of Loyola University Isabel Reyes, Assistant Director of Admission, Arrupe College of Loyola University Ramon Cabrales, College Recruiter, City Colleges of Chicago

Audience Secondary

Session H-62 Grand Ballroom I & II	The Future of Illinois and State Funding The Illinois budget continues to be an issue of great concern for our students, families and institutions. Sustainable funding for essential services has been reduced in recent years inflicting great harm on our state. Various revenue sources have been considered by legislative leaders, some good, some not so much. Learn what the current fiscal climate really is in Illinois and what it portends for education.
Moderator	Paul Welsh, Counselor, Fenton High School
Presenter	Ralph Martire, Executive Director, Center for Tax and Budget Accountability
Session H-63 Marlborough	Using the College Scorecard to Impact College Enrollment Decisions for First Generation and Low-Income Students The College Scorecard is an interactive tool that provides students, families, and counselors with clear information about U.S. college options in order to facilitate smarter enrollment decisions. In September 2015, the U.S. Department of Education updated the Scorecard to include data on the earnings of federal financial aid recipients, measured 10 years after they entered college. This session, will discuss how the introduction of the Scorecard, has affected student behavior and shaped their college choices. Participants will learn about additional state- specific initiatives to incorporate earnings data into student decision-making, and strategies to implement the use of this tool.
Moderator	Venisa Beasley-Green, Professional School Counselor, Percy L. Julian High School
Presenters	Venisa Beasley-Green, Director of Counseling, Percy L. Julian High School Marcia Boyd M.A, Associate Director of Admissions, Governor State University Lindsay Brown, Professional School Counselor, Homewood-Flossmoor High School LaNedra Mitchell, Professional School Counselor, Scott Joplin Elementary School
Session H-64 Stanford	Leveraging Data to Optimize College Acceptance This panel discussion will chart a proven integrated model that strategically leverages resources to achieve 100% acceptance TO and moving towards 100% graduation FROM college. This session discusses a data driven methodology that leverages 'old school' practices to build trust involving all stakeholders mixed with 'new school' innovations using technology and metrics. As a new high school in the Chicagoland area with a 98% African-American population, our approach has delivered: 100% of each graduating class has been accepted into the nation's best colleges, with retention/persistence rates far exceeding national averages. Join the discussion.
Moderator	Andrea Kidd, Director of Alumni Relations, Southland College Prep
Presenters	Ron Anderson, Senior College Counselor, Southland College Prep Robert Lane, Assistant to CEO, Southland College Prep

9:00 am - 10:00 am (Friday, April 28)

Continued	
Session H-65 Chambers	NACAC's New Statement of Principles of Good Practice The Statement of Principles of Good Practice (SPGP) is changing, and we need your feedback! Appointed in 2016, the NACAC Steering Committee on Admission Practices is charged with creating a revamped set of professional statements that govern our work with students and each other. A members of the steering committee will share key insights into the progress of the committee, drafts to date, and gather feedback from the audience for future revisions.
Moderator	Sandie Gilbert, College Consultant, Ravinia College Consulting, Highland Park High School, Retired
Presenter	Michele Brown, Director of Student Recruitment & Outreach, Oakton Community College

Endnote

10:15 am - 11:15 am (Friday, April 28)

Grand Ballroom I & II



Dr. Joyce V. Brown

Endnote Speaker

Speaker, Dr. Joyce V. Brown

Dr. Joyce Brown is a recognized school counseling leader, serving as a teacher, counselor and district director of School Counseling, within Chicago Public Schools. She was the chief architect of the first district-wide four-week summer transition program, Freshman Connection, for 25,000 freshmen and successfully developed and introduced a data driven comprehensive counseling model for 400 high school counselors to repurpose their roles as college counselors. She has designed and implemented numerous programs focused on student achievement resulting in college and career readiness, high school transition practices and counselor leadership, for first generation, low income student populations.

Currently, she provides college and workforce readiness professional development workshops to schools and districts and has served as a consultant to the Department of Education FAFSA Pilot Program, College Board, National Office of School Counselor Advocacy (NOSCA) and the Education Trust. A founding member of the National Consortium for School Counseling and Postsecondary Success (NCSCPS), supporting First Lady Michelle Obama's REACH HIGHER Initiative, she was a panelist on President Obama's, College Opportunity Agenda, Strengthening School Counseling and College Advising, at Harvard University and a panel moderator for the President's College Opportunity Summit, at the White House.

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Young Men's and Women's Conference – Motivate Me June 3, 2017 Dominican University

Executive Board Transition Meeting June 16, 2017 Homewood-Flossmoor High School

Camp College July 11-14, 2017 Southern Illinois University Edwardsville, Saint Louis University, Blackburn College

Summer Institute (Includes high school counselors!) July 26-28, 2017 University of Illinois at Urbana-Champaign

NACAC Guiding the Way to Inclusion July 23-26, 2017 Las Vegas, Nevada

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Middle Management Institute June 21-22, 2017 College of DuPage, Glen Ellyn, Illinois

Bus O'Fun July 23-28, 2017 Indiana, Kentucky, & Tennessee

Articulation Unplugged September 25, 2017 Illinois State University

Chicago National College Fair October 14, 2017 McCormick Place

NACAC National Conference September 14-16, 2017 Boston, Massachusetts

Annual Conference April 25-27, 2018 Westin Chicago Northwest, Itasca

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IACAC Summer Institute 2017

The University of Illinois at Urbana-Champaign is hosting this year's IACAC Summer Institute, which offers an essential experience to new high school counselors and college admission counselors by providing knowledge, tools, and resources to support in the successful transition to the profession. Summer Institute participants will have a chance to attend multiple workshop-style breakout sessions about the college admission process, featuring relevant topics ranging from career development, financial aid, recruiting, networking, and everything in between. It will also offer opportunities to meet new peers and learn from those who are eager to share their wealth of experience.

The program is from July 26-28, 2017 at the University of Illinois at Urbana-Champaign, and will feature professional development opportunities for both high school counselors and college admission professionals. For more information and to register, go to www.iacac.org/si.

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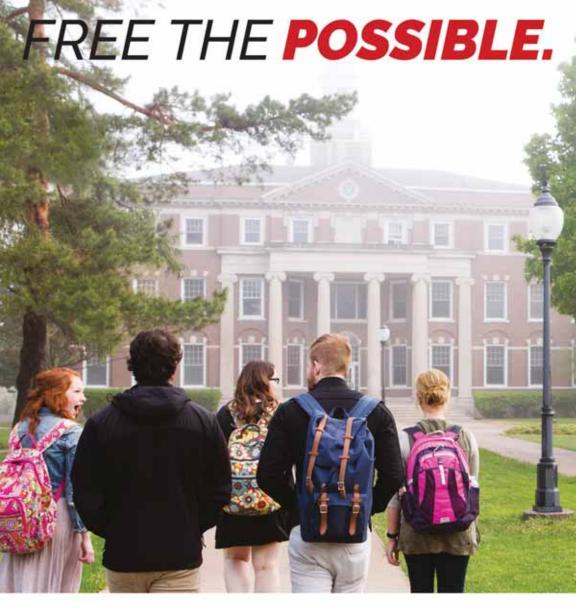
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Best wishes to Roberto Suarez and IACAC for a successful conference.

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