

# IACAC

## Annual Spring Conference



**May 1–3, 2019**

Marriott Hotel & Conference Center in Normal, Illinois  
#NormalInNineteen

# Welcome

Welcome to the IACAC Annual Conference! With our theme focused on making an IMPACT, our goal is to use these three days to develop our advocacy skills, to take action, and to expect excellence. We hope this year's conference has a positive IMPACT on you, helping you continue your work in making THE difference for all students and their families. On behalf of the entire conference committee, thank you for investing your time, energy, and interest in being here. We hope these three days will energize you, help you see new perspectives, and spark new ideas. We also believe you might find a little fun while you're at it! Our new location in central Illinois gives us all the chance to extend our network as we connect and re-connect with each other over our shared vision. We hope the many educational sessions, inspiring speakers, and engaging social networking opportunities will help you make an even larger impact going forward. Take advantage of as many of the following opportunities as you can:

- Opening keynote featuring Akil Bello, founder of Bell Curves.
- 54 educational sessions to address a wide range of topics for a diverse array of member needs.
- Taste & Toast, the Project Reach fundraiser featuring local wine, beer and snacks. This year, we've added a set of "mocktails" for those who like to sample without the alcohol. It's a fun way to mingle with friends, meet new people, and support Project Reach.
- Entertainment on Wednesday featuring a speakeasy with musicians from Illinois Wesleyan University, and on Thursday, our chance to do our annual wear-down of the dance floor and just have fun.
- Our annual Membership meeting, elections, and updates from Chris Reeves, member of the NACAC board will all take place on Thursday.
- Our exhibitors will be here Thursday as well—take advantage and see what's new.
- The annual raffle continues with lots of fun and interesting prizes.
- Thursday dinner brings the annual tradition of recognizing peers who have already made an IMPACT.
- A longer Friday schedule will afford us a final day to attend more sessions, hear from legislators about issues in Illinois, and enjoy a couple more meals together before we all head home.
- Don't miss out on a variety of receptions and other opportunities to network and socialize throughout the three days.

Special thanks to our advertisers and sponsors, who truly help make this conference possible at a reasonable cost. We rely on your support and appreciate your generosity.

We all can make an IMPACT in our work, in the lives of the students and families we work with, and with each other. Sometimes the impact is huge but most of the time, it's the little things that really make the difference. Thank you to the conference committee who agreed to commit their energy to this event. It's truly a team effort and demonstrates that together we do have an IMPACT.

Enjoy and thank you!

Sincerely,



President-Elect and 2019 Annual Conference Chair  
York Community High School



## WHAT SIU CAN DO FOR YOU.

Research and artistic opportunities from Day 1.

A University Honors Program with real benefits.

Expanded study abroad and internship options.

Chancellor's Scholarship: tuition/mandatory fees,  
4 years University Excellence Scholarships

## LEADING THE PACK. THAT'S A SALUKI.

Dakota Holden, Carbondale  
Audio Production major

SIU Digital Dogs Records, Broadcast Education Association,  
WSIU Almanacs music, WDBX community radio show

**SIU** Southern Illinois University  
CARBONDALE



# At-A-Glance

May 1 – May 3, 2019

## Wednesday, May 1



|                     |   |
|---------------------|---|
| 7:30 am – 4:00 pm   | Registration and Ballot Pickup                                    |
| 7:30 am – 9:30 am   | Project Reach Donations Accepted                                  |
| 8:00 am – 9:30 am   | Coffee  |
| 9:30 am – 10:30 am  | A Sessions  |
| 10:45 am – 11:45 am | B Sessions  |
| 12:00 pm – 1:15 pm  | Conference Luncheon/Retirees' Luncheon/<br>First Timers' Luncheon |
| 1:30 pm – 3:00 pm   | Opening Session: Keynote  |
| 3:15 pm – 4:15 pm   | C Sessions  |
| 3:30 pm – 4:30 pm   | Retirees' Reception   |
| 4:15 pm – 5:15 pm   | Mentorship Reception  |
| 5:15 pm – 6:45 pm   | Project Reach Taste and Toast                                     |
| 7:00 pm             | Dinner on your own  |
| 7:00 pm             | Past Presidents' Dinner   |
| 9:00 pm – 11:00 pm  | Entertainment   |

## Thursday, May 2



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

## Friday, May 3



|                     |                           |
|---------------------|---------------------------|
| 8:00 am – 9:00 am   | Buffet Breakfast          |
| 9:00 am – 10:00 am  | H Sessions                |
| 10:15 am – 11:15 am | I Sessions                |
| 11:30 am – 12:15 pm | End Note Speaker          |
| 12:15 am – 1:30 pm  | Lunch and Closing Session |



**PICU**  
PRIVATE ILLINOIS  
COLLEGES & UNIVERSITIES

PICU is comprised of 45+ Illinois colleges and universities united by a commitment to transfer students and dedicated to providing a smooth transition from community college to their graduating institution.

PICU educates transfer students and community college counselors on the benefits and opportunities available at private schools.

### We support transfer students

PICU grants numerous scholarships up to \$5,000 annually to students transferring to one of our member institutions.



### We bring the college search to students

PICU makes it easy for students to consider numerous private schools by organizing 25+ annual fairs on local community college campuses.



### We keep counselors in the know

PICU provides transfer counselors with the latest updates on member colleges and admission policies so they can help their students make the best transfer decision.

### Member Institutions:

Aurora University • Benedictine University • Blackburn College  
Bradley University • Columbia College Chicago  
Concordia University Chicago • DePaul University  
DeVry University • Dominican University  
East-West University • Elmhurst College • Eureka College  
Greenville University • Illinois College  
Illinois Institute of Technology • Illinois Wesleyan University  
Judson University • Lake Forest College  
Lakeview College of Nursing • Lewis University  
Lincoln College • Loyola University Chicago  
MacMurray College • McKendree University • Methodist College  
Millikin University • Monmouth College  
National Louis University  
National University of Health Sciences • North Central College  
North Park University • Northwestern University  
Olivet Nazarene University • Quincy University  
Resurrection University • Robert Morris University  
Rockford University • Roosevelt University • Rush University  
Saint Xavier University • St. Anthony College of Nursing  
St. John's College of Nursing • Trinity Christian College  
Trinity International University • University of St. Francis  
VanderCook College of Music • Wheaton College

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# 2018 College Changes Everything® Month

Together, ISAC and our partners statewide conducted ...

  
MORE THAN  
**1,200**  
Outreach Events

MORE THAN  
**34,000**  
ATTENDED  


including



More than  
**650**  
FAFSA Workshops

American College Application Campaign



**220**  
High Schools  
& other venues



More than  
**100**  
Financial Aid  
Presentations

More than  
**300**  
College  
Application  
Workshops



**168**  
Illinois cities  
and towns



Helping to make  
college accessible  
and affordable for  
Illinois students



Find out more at  
[www.collegechangeseverything.org/CCEmonth](http://www.collegechangeseverything.org/CCEmonth)

# Schedule

**Wednesday, May 1, 2019**  
**Morning Activities**

7:30 am – 4:00 pm

**Registration & Ballot Pickup** – North Street Entrance

7:30 am – 9:30 am

**Project Reach Donations Area** – North Street Entrance

8:00 am – 9:00 am

**Coffee** – Prefunction ABCD

IACAC Says Thanks!  
**Butler University**  
Exclusive Sponsor  
Wednesday's Coffee

## A Sessions

**9:30 am – 10:30 am (Wed., May 1)**

**Session A-1**  
**Redbird B**

(GWI)

**LEADership for Change: An Interactive Overview on the LEAD Program**

Utilizing Critical Race Theory as the foundation, LEAD was created to provide professional development opportunities specifically for counselors of color interested in enrollment management positions. During this session, participants will learn the steps that were taken to create this program, identify learning outcomes, and understand how each individual can begin to structure their own personalized strategic plan for continued professional growth.

**Presenters**

*Ziggy Blackwell, Assistant Director of Admission, Illinois College*  
*Mayra Lagunas, Senior Assistant Director of Admission, University of Illinois at Urbana-Champaign*  
*Dave Marcial, Director of Recruitment, Golden Apple Scholars of Illinois*

**Session A-2**  
**Redbird F**

(M/UM)

**Why Should I Go to Middle Management Institute This Summer?**

Are you in the three to seven year time frame in your office? Wondering where your career is headed next and if it's time to move up or move out? Join the Middle Management Institute (MMI) committee members and past attendees to hear about how IACAC's Middle Management Institute impacted their careers and how you can attend the 2019 Institute.

**Moderator**

*Nick Sanders, Associate Director, Parkland College*

**Presenters**

*Laura Schutt-Huskey, Assistant Director of Admission, Butler University*  
*Annabelle Vinson, Assistant Director of Admissions, University of Iowa*

**Audience**

Postsecondary-2 year, Postsecondary-4 year

(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.

#### Session A-3 Redbird A

##### Bullet Proof Letters of Recommendation

What if you could write a personal and detailed counselor letter of recommendation using a hybrid of headers, bullet points, and narratives without sacrificing the quality of content? What if you could reduce the amount of time to draft the letter while easily highlighting students' strengths for the admission rep? We will share what we learned about this new style of letter and review and discuss sample letters.

**Presenters** Lianne Musser, College Coordinator, Lyons Twp. High School  
Kathy Major, Director of Counseling, Joliet Catholic High School  
Alex Spirotopoulos, Senior Assistant Director of Admissions, University of Chicago

**Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

#### Session A-4 Theatre

(FT)

##### Tips for IACAC First Timers!

Welcome to your first IACAC Conference! As you begin to discover how college admissions counseling professionals and IACAC are "Making the Difference," 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. The more you put into it...the greater the "Impact"!

**Presenters** Scott Hillman, Assistant Director of Admissions, Central Michigan University  
Kathryn Hankamp, Associate Director of Admissions, St. Norbert College

**Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

#### Session A-5 Redbird G

##### New Resources for Advanced Placement

Counselors play a critical role helping students select rigorous courses that complement student interests. The College Board is making improvements to the way AP works, including offering AP teachers and students access to a robust set of new classroom resources and streamlining the AP Exam registration and ordering system. Come learn about how the new resources will benefit students taking an AP course!

**Moderator** Asa Gordon, College Board

**Presenters** Maureen LaRaviere, Senior Director, The College Board  
Chris Heintz, Associate Director, The College Board  
Stacy Benjamin, Instructional Technology Coach, Bloomington High School  
Marc Helgeson, AP Coordinator, Riverside-Brookfield High School

**Audience** Secondary

### 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.

#### Session A-6 Redbird E

(TS) (GWI)

##### Impactful Pathways

During a round table discussion, representatives from the high school, 2-year institution, and 4-year institution sides will discuss their existing pathway programs. You will hear about the implementation process, recruitment, and advising aspects of these programs. The presenters and audience will discuss ways to take action, advocate, and help students excel in their college pursuits.

**Moderator** Brian Hodges, Assistant Director of Undergraduate Admissions, University of Illinois at Urbana-Champaign

**Presenters** Zoe Kudla-Polay, Transfer Recruitment Coordinator, University of Illinois at Urbana-Champaign  
Brian Schutte, Admissions Counselor, Parkland College  
Shelley Lemons, City Colleges of Chicago  
Aaron Chun, College Counselor, Centennial High School  
Lindsay Eickhorst, Director of Enrollment Services, Heartland Community College  
Nicole White, Admission Counselor, Illinois State University

**Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

## B Sessions

### 10:45 am – 11:45 am (Wed., May 1)

#### Session B-7 Redbird A

##### Innovative Essay Writing Workshops

Counselors from various high schools will share how they work with students through the essay writing process. Counselors will talk about the various types of essays students may encounter, and how to help them through the brainstorming and editing process.

**Moderator** Sara English, Post Secondary Counselor, Adlai E Stevenson High School

**Presenters** Dan Miller, Post Secondary Counselor, Adlai E Stevenson High School  
Amy Belstra, College Counselor, Libertyville High School

**Audience** Secondary

#### Session B-8 Redbird E

##### We're Number 1!

Illinois Community Colleges rank #1 in the country for students going on to earn a Bachelor's degree. Almost 54% of students that start at an Illinois Community College and transfer, earn a bachelor's degree within 6 years. Let us show you why your student should start at a community college and what community colleges have to offer.

**Moderator** Sarah Hartman, Admissions Advisor, Parkland College

**Presenters** Mary Kay Smith, Student Services Advisor, Parkland College  
Jessica Sopa, School Counselor, Senior Counselor, Urbana High School  
Cristin Prince, Coordinator of Recruitment and Social Media, Danville Area Community College

**Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

# Volunteer with a Committee

WWW.IACAC.ORG/VOLUNTEER

**Session B-9**  
**Redbird B**

**Self Advocacy: How to Find Your Voice for YOU**

This session is part one of a three part advocacy series sponsored by the Government Relations Committee and focuses on self-advocacy. We often find ourselves overworked, overwhelmed and just drained—how do we channel the advocacy skills we use for our students and our work into something that fuels, recharges or re-inspires us in the midst of unavoidable chaos?

- Moderator** *Evan Wilson, Dean of Admission and Student Financial Services, Illinois College*
- Presenters** *Michelle Rogers, Program Director for Regional Recruitment, Saint Louis University*  
*Jennifer Sloan, Regional Enrollment Coordinator, Chicago, University of Cincinnati*
- Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

**Session B-10**  
**Redbird F**

**(GWI) (TS) (FT) (M/UM)**

**Common App: One Application, Unlimited Possibilities**

Improving pathways for students requires addressing logistical and systemic barriers to college access and transfer admission. In this session, learn how Common App and Reach Higher are building evidence-based college access campaigns, connecting students to financial planning and scholarship resources, streamlining the application experience, and supporting counselors with comprehensive tools. Additional panelists include both a college and university that utilize the Common App and best practices from the high school side.

- Moderator** *Michael O'Connor, Post-High School Counselor, New Trier Township High School*
- Presenters** *Megan O'Rourke, Assistant Director of Regional Recruitment, Marquette University*  
*Kirk Kluver, Assistant Provost, Director of Admissions, University of Iowa*  
*Meredith Lombardi, Associate Director, Outreach and Education, Common App*
- Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

**Session B-11**  
**Redbird G**

**Aging with Dignity**

Are the issues of aging challenging you or your loved ones? Would you like some tools and tips to help deal with these challenges? This session will present "Five Wishes", a document that starts the conversation about care decisions, medical treatments, and comfort levels associated with aging. We will also be referencing topics from the books "Younger Next Year" by C. Crowley and H. Lodge, and "Being Mortal" by A. Gawande.

- Moderator** *Kathy Holmberg, School Counselor—retired, Glenbard South High School*
- Presenters** *BC Juettner, School Counselor—retired, Schaumburg High School*  
*Sue Sanders, School Counselor—retired, Glenbard West*  
*Rob Engelman, School Counselor—retired, Hinsdale Central High School*
- Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

**Session B-12**  
**Theatre**

**Phones As a Recruitment Tool... and Best Practices**

Generation Z won't always pick up the phone. In this session we will discuss meaningful ways to make a personal connection through texting and calling campaigns. We will also review marketing and communication campaigns and how we can weave phone calls and texting into the big picture to yield more students. This session will evaluate characteristics of Generation Z and the best ways to recruit them according to research. We will share how two varying institution types have implemented Slate to better reach our students and how Lake Forest College has worked with Slate to improve the functionality of the texting tool on their interface. We will share the campaigns we have developed to yield students and discuss how data can improve our efforts going forward. We will discuss nudge theory in regards to marketing and communication campaigns to app completion and will share the results from its implementation. We will facilitate an open discussion to discover varied methods of outreach being employed at institutions.

- Presenters** *Katie Wiles, Coordinator of Summer Registration, University of Illinois at Urbana-Champaign*  
*Jessica Sublette, Admissions Counselor, Lake Forest College*

**Audience** Postsecondary-4 year

**Wednesday, May 1, 2019**  
**Afternoon Activities**

**12:00 pm – 1:15 pm**

**Lunch for Conference Attendees – Redbird D**

**Retirees' Luncheon – Jesse Fell Room C**

**IRCF Luncheon – Jesse Fell Room B**

**First Timers' Luncheon – Redbird C**

**1:30 pm – 3:00 pm**

**Opening Session – Theatre**



**Keynote Speaker**

**Akil Bello**

Akil Bello is an educational access consultant who has spent his career helping families, schools, and institutions understand and address challenges with admissions and admissions testing, particularly focusing on how those challenges impact underserved populations. Akil has worked for The Princeton Review as the Director of Equity and Access and was founding partner and CEO of Bell Curves, a test preparation and educational services company based in NYC. Akil serves on the board of PASSNYC, a not-for-profit, volunteer organization dedicated to broadening educational opportunities for underserved students, and ESPI, a not-for-profit that aims to bring free academic and cultural enrichment to gifted students from low-income backgrounds.





**Session C-13**  
**Theatre**

**Film: The Test and the Art of Thinking**

Parents and students understand the energy and emotions conjured by the SAT, which is not only part of the college admissions process, but also a true rite of passage for teenagers in the United States. Most of us never forget our score, or how we feel about it. This film endeavors to support individuals—especially young people—by examining what the test measures and means, and asking a range of visionaries, admissions professionals, and interested parties to discuss the use and ramifications of the test.

**Session C-14**  
**Redbird G**

(TS)

**The Sooner the Better: Benefits of Early Transfer Planning**

This session will discuss the importance of planning a transfer pathway early during a student's college career as well as provide tips and best practices for doing so, such as encouraging students to research institutions and partnerships, transferable courses, and much more. The presentation will end with specific planning tips for helping transfer students prepare and plan for majors in the STEM field.

**Presenters** Breigha Adeyemo, Transfer Admission Counselor, Illinois Institute of Technology  
 Ryan Howard, Transfer Admissions Counselor, Eastern Illinois University  
 Blake Miller, Graduate Assistant Admissions Counselor, Eastern Illinois University

**Audience** Postsecondary-2 year

**Session C-15**  
**Redbird A**

(FT) (M/UM)

**Impactful Visit Programs: Making a Difference at SIUE**

With a dwindling pool of students, rising costs, and stiff competition, admissions professionals must focus on all aspects of the campus visit program to meet and exceed institutional enrollment goals. They must engage with prospective Gen Z students and create personalized visit experiences. By partnering with VisitDays, Southern Illinois University Edwardsville has figured this out with a revitalized campus visit program centered on improved and automated communication, robust data, and increased show-up rates.

**Presenters** Todd Burrell, Director of Undergraduate Admissions, Southern Illinois University Edwardsville  
 Sujoy Roy, CEO, VisitDays

**Audience** Postsecondary-2 year, Postsecondary-4 year

**Session C-16**  
**Redbird E**

(GWI) (TS)

**(GWI) (TS) Explain Fully: College after Crisis**

How do you help a student who has the right academic credentials, but has a problem on his or her record that requires further explanation? Learn to advise college applicants who have to "check the box" and provide a supplemental essay explaining a disciplinary, medical or criminal crisis.

**Moderator** Hanna Stotland, Admissions Consultant

**Presenters** Hanna Stotland, Admissions Consultant  
 Carlene Klass, Dean of Undergraduate Admission, DePaul University

**Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

**Session C-17**  
**Redbird F**

(FT)

**The Importance of Mentorship**

Mentorship is powerful and incredibly useful in anyone's career. This kind of constructive guidance is unlike any other professional relationship.

This session will provide examples of the benefits of IACAC Mentorship such as networking, development, and ways to get involved. This session will be extremely valuable for First-timers!

In this session, there will be a panel of previous and current Mentors and Mentees. They will give examples of do's and don'ts, how to navigate IACAC/your career and ways to get involved.

**Moderator** Josephine West, Regional Recruitment Manager, The Ohio State University

**Presenters** Lisa Winker, Chicago Regional Admissions Counselor, Indiana State University  
 Sanobar Kanjee, College Counselor, Victoria Soto High School  
 Kelly Dutmers, College Counselor, Saint Viator High School  
 Jessica Avila-Cuevas, Regional Representative, University of Illinois at Urbana-Champaign  
 Jennifer Stroh, College Counselor, Barrington High School  
 Kimberleigh Wiley, College Counselor, Deerfield High School

**Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

**Session C-18**  
**Redbird B**
**FAFSA: Updates, Verification, Mobile App & More**

This session will provide participants key updates regarding the Free Application for Federal Student Aid (FAFSA) and financial aid process. Session topics will include FAFSA updates, information on the financial aid verification process, the new FAFSA mobile app (myStudentAid), and more.

**Moderator** Kalene Heaton, Professional Development Specialist, Illinois Student Assistance Commission

**Presenters** Sara Espinosa, Outreach and Professional Development Manager, Illinois Student Assistance Commission

**Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

**Session C-19**  
**North Street Entrance**
**Illinois State Campus Tour and Counselor Reception**

We invite school counselors to join us for an abbreviated tour of Uptown Normal and the Illinois State University campus from 3:15-4:15 p.m. Then enjoy light refreshments until 5:15 p.m. in the comfort of our brand new Admissions space in the newly renovated Bone Student Center. Get a quick update on what's going on at Illinois State, and connect with friends and colleagues before continuing on with your evening plans.





**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. Two Illinois high schools are selected each year from nominations made by IACAC members.

The Committee is pleased to announce the selections for this year's Project Reach Recipients. Both schools are dedicated to assisting their students in the pursuit of higher education through collaborating with IACAC and the Project Reach Committee.

**School A** is an urban, public school located in central Illinois and is one of the oldest schools in the nation west of the Allegheny Mountains. School A serves just under 1,400 students of which 65.6% are Black, 13% are White, and 12.4% are Hispanic. 100 percent of the students receive free and reduced lunch and 74% come from low income families. School A has created an options program for students to earn a high school diploma via non-traditional means, meaning School A looks at each student individually and finds the best pathway for success which might include things such as cooperative education, blended classes, skill development, etc.

**School B** is a rural, public school located in central Illinois. School B has a high school enrollment of 129 students and 24% qualify for free and reduced lunch. School B serves a severely impoverished community. Many of the students may not have their basic needs met and some need assistance with medical expenses such as physicals and eye exams. School B is surrounded by agricultural farms and many of the school's families commute to employment on a farm or are employed locally. School B strives to create well-rounded citizens through academic and community service initiatives, such as "Community Day" which is held in the spring where all students complete a volunteer project which benefits the community.

## Wednesday, May 1, 2019 Evening Activities

3:30 pm – 4:30 pm

**Retirees' Reception** – Patrick Walsh's Suite

4:15 pm – 5:15 pm

**Mentorship Reception** – Redbird C

5:15 pm – 6:45 pm

**Taste and Toast: Wine, Beer, Mocktails and Snacks** – Redbird D

Take advantage of this great opportunity to come together and socialize with colleagues while we learn about and taste a variety of local craft beers and wines. This year we have added "mocktails" (created by our very own Sylvia Hernandez) and snacks from Beer Nuts and a local cheese purveyor.

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.

7:00 pm

**Dinner on your own or in groups**

7:00 pm

**Past Presidents' Dinner**

9:00 pm – 11:00 pm

**Entertainment** – Redbird D

Find your way to "Redbird Lounge" where you can bend an elbow and cut a rug with some of the coolest cats in town! Please join IACAC's entertainment committee along with a live student band and see the IMPACT that we have on our students. A light snack will be provided.

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



## Join Project Reach for **Dine and Donate!**

On Wednesday, May 1st we invite you to dine at one of our two partner restaurants during the "dinner on your own" time. These 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 one is a short walk away, while the other is a 5 minute drive. \*\*If you visit Buffalo Wild Wings, please pick up a voucher at the Project Reach table Wednesday morning or during the Taste and Toast event. If you visit Medici, please bring your conference lanyard to the restaurant.

### **Buffalo Wild Wings**

603 S. Main St.  
Normal, IL 61761  
309-808-4444  
\*\*bring voucher

### **Medici**

120 W. North St.  
Normal, IL 61761  
309-452-6334  
\*\*bring IACAC lanyard

## Missouri University of Science and Technology

What do Apple, John Deere, NASA and Anheuser-Busch have in common? S&T grad Dajae Williams.

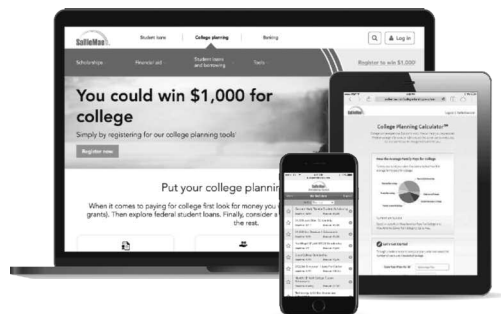
She interned at each company before saying "yes" to a full-time job at NASA.

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## Thursday, May 2, 2019 Morning Activities

7:15 am – 8:15 am

**Project Reach Donations Area** – North Street Entrance

7:15 am – 8:15 am

**Continental Breakfast** – Redbird CD

7:15 am – 4:00 am

**Exhibits Open** – Pre-function BCD

7:30 am – 11:00 am

**Registration** – North Street Entrance  
(Ballot Pickup until 8:15 am)

8:15 am – 9:45 am

**Annual Membership Meeting** – Theatre

IACAC Says Thanks!  
**The University of Iowa**  
Exclusive Sponsor  
Thursday's Breakfast

## D Sessions

**10:00 am – 11:00 am (Thurs., May 2)**

### Session D-20 Redbird A

(TS) (FT) (M/UM) (GWI)

### Stress-Busting: A New Way Your College Can Differentiate Itself That Prospective Students (and Parents!) Will Like and Value

Fresh data from the groundbreaking higher education study, "Stress-Busting," offers new insights on how college admission teams can Make The Difference for prospective students. 84% of college-bound students find a college much more attractive when it addresses and helps alleviate student stress and anxieties. The study, co-sponsored by public and private colleges across the country, uncovered ways in which colleges CAN isolate and respond to the variety of stress/anxieties experienced by prospective students (and parents) during the college selection process. We will share proven techniques and strategies that will best serve the student while achieving your enrollment goals.

**Moderator** Bob Longmire, President, Longmire and Company

**Presenters** Jeff Mavros, Director of Admissions, Illinois State University  
Rick Montgomery, Senior Enrollment Strategist, Longmire and Company

**Audience** Postsecondary-2 year, Postsecondary-4 year

### Session D-21 Theatre

### Getting To Know The Big Ten!

Illinois is a hot spot for the Big Ten because of the diverse and academically strong students attending high schools in the state. Many high school counselors are questioned by students and families about the Big Ten and their application process. Please join us for a panel discussion about each university's application process, scholarship opportunities, and overall campus life.

**Moderator** Amy Thompson, College & Career Counselor, York High School

**Presenters** Mary Ward, Assistant Director-Chicago Area Regional Representative, Purdue University  
Josephine West, Chicagoland Regional Recruitment Manager, The Ohio State University  
Steve Landgraf, Manager of Illinois Recruitment, Michigan State University  
Chantel Harley, Admission Counselor, Penn State University  
Carol Lee Barry, Midwest Regional Recruiter, Rutgers University New Brunswick  
Robert Olivier, Midwest Regional Recruitment Coordinator, University of Maryland

**Audience** Secondary

## D Sessions 10:00 am – 11:00 am (Thurs., May 2) Continued

**Session D-22**  
**Redbird G**  
**(TS) (FT) (M/UM) (GWI)**

**Building A Foundation: Community Colleges**  
Community Colleges offer a unique set of assets and problems. For some students, it may be their last stop, while others might go on to pursue a four-year university. In this session, we will have an open, interactive discussion about what is working at our community colleges and what could use some improvement.

**Moderator** Kristin Smigielski, Dean of Enrollment Management, Parkland College

**Presenters** Rick Eddy, Director of Admissions & Records, Carl Sandburg College  
Mollye Craterfield, Director of Recruitment, Carl Sandburg College  
Aseret Loveland, Assistant Director of Admissions, Records & Transfer Services, Illinois Valley Community College

**Audience** Postsecondary-2 year

**Session D-23**  
**Redbird F**  
**(FT)**

**The Importance of the Campus Visit... for Counselors**  
School counselors have a responsibility to learn as much as we can about college options, and what better way to learn than by visiting campuses in person? Colleges are eager to host counselors to highlight what makes each school unique. IACAC offers several organized tours for high school counselors. Come learn about these professional development opportunities in the "O'Fun" series: Bus O'Fun, Plane O'Fun and yes, even a Bike O'Fun! Why should students and parents have all the fun?

**Moderator** Paul Welsh, School Counselor, Fenton High School

**Presenters** Sarah McDougal, School Counselor, Fenton High School  
Mike Gavic, Director of Undergraduate Admission, Bradley University  
Scott Lilly, School Counselor, Glenbard East High School

**Audience** Secondary

**Session D-24**  
**Redbird B**  
**(M/UM)**

**The Trend of Leaving Illinois for College-2018**  
Where are all of our students going and why? This session again looks to examine the growing trend of Illinois students leaving the state for higher education. We will discuss the continuing trend of Illinois out-migration during the past decade, examine newly updated IPEDS/WICHE migration data for these students and breakdown the regions and institutions that they are attending. We will then have a discussion about our observations of how and why this occurs as well as what the future holds from the perspective of high schools and universities.

**Presenters** Justin Ball, VP Enrollment Management, Bradley University  
Andy Borst, Director of Admissions, University of Illinois Urbana-Champaign  
Anthony Tanner, Guidance Counselor, Champaign Central High School

**Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

## Session D-25 Redbird E

### Advocacy at Work: Speaking Up at Your Institution

This session is part two of a three part advocacy series sponsored by the Government Relations Committee and focuses on advocacy within our institutions. This can be a tricky subject to navigate but, still, incredibly important. There are times we find ourselves needing to voice our opinions with administration, leadership teams, or other parties within our institutions. How do you raise your voice intelligently but appropriately in your workplace at any level?

**Moderator** Joe Freeman, Director of College Counseling, Beacon Academy

**Presenters** Eric Ruiz, Director of Admission, University of St. Francis  
Brian Hodges, Assistant Director of Undergraduate Admissions, University of Illinois  
Julie Kirk, Government Relations Manager, National Association for College Admission Counseling

**Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

## E Sessions 11:15 am – 12:15 pm (Thurs., May 2)

### Session E-26 Redbird A

#### Knowledge Is My Super Power

Marvel at your ethical super power and make an impact getting to know the NACAC Code of Ethics and Professional Practices (CEPP). Prepare to join the IACAC Admission Practices League in our quest for Honesty, Integrity, and Truth in our profession. Our challenge will be interactive as we review case studies and discuss hot topics in our profession. Time for questions will be allotted.

**Moderator** Andy Borst, Director of Admission, University of Illinois

**Presenters** Kevin Coy, Homewood Flossmoor High School  
Jennifer Gross, University of Denver

**Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

### Session E-27 Theatre

#### (GWI) (M/UM)

#### Enrolling Gen Z

Generation Z is here and enrolling! Is your institution prepared to give Gen Z students the experience they're looking for? This presentation, based on the Eduventures Prospective Student and Student Sentiment Surveys, explores the key distinctions between Millennial and Gen Z students and the implications those distinctions have on student expectations. Join us to learn how to serve Gen Z students better in recruitment and enrollment and how you can understand and use student mindsets to shape more engaging communications.

**Presenters** Kristin Mahoney, Regional Director, ACT | NRCCUA  
Jeff Mavros, Director of Admissions, Illinois State University

**Audience** Postsecondary-2 year, Postsecondary-4 year

**Session E-28**  
**Redbird B**

**Insta-Anxiety**

According to national surveys, high school students seem more anxious than ever before. High school counselors have also seen an increase in working with student mental health concerns during the school year. While technology is a wonderful thing, cell phones may be contributing to these concerns more than we realize. Join us as we review research on the topic and explore through group discussion the interesting correlations between cell phones and teenage anxiety within the iGeneration.

**Moderator** Daniel Miller, College Counselor, Adlai E. Stevenson High School

**Presenters** April Ponte, School Counselor, Oswego High School  
Roberto Suarez, School Counselor, Homewood-Flossmoor High School

**Audience** Secondary

**Session E-29**  
**Redbird G**

**(TS) (FT) (M/UM)**

**How Will Your Olympic-sized Swimming Pool Help Me Get a Job?**  
**The Dos and Don'ts of Recruiting Non-traditional Students**

Marketing materials and recruitment strategies are often geared towards the "traditional" student, but are we ignoring the obvious and missing an opportunity to serve another population?

With the non-traditional student population on the rise, we must understand how to target this group more effectively, in order to meet goals and increase enrollment, in the ever-evolving world of higher education.

Join us as we dive into this unique student population, discuss what works and what really doesn't, and share some useful tips and pointers for working to recruit this rapidly growing population.

**Presenters** Nyssa Catton, Peoria Site Coordinator, Lincoln College-ABE  
Rodney "RC" San Jose, Admissions Director, Illinois Central College

**Audience** Postsecondary-2 year, Postsecondary-4 year

**Session E-30**  
**Redbird E**

**(GWI)**

**Recruiting Black Males: Strengths-based Practices**

Oftentimes deficiency-based narratives surrounding the college readiness of Black males negatively influence how these students are prepared and recruited for college. Examining college access and success literature, this session will highlight some of the practices that lead to the under-enrollment of Black males and what we can do to address the problem. Using a strengths-based approach, examples of successful college counseling and recruitment programs will be shared with implications for practice and opportunities for collaboration.

**Moderator** Shelby Wyatt, Counselor and Founder of the Kenwood Academy Brotherhood, Kenwood Academy

**Presenters** Amanda Parada-Villatoro, Director of College Access, DePaul University  
Jim Blissitt, III, College and Career Specialist, Chicago Public Schools

**Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

**Session E-31**  
**Redbird F**

**Making an IMPACT with Your Recommendations**

This session will provide counselors with an inside look on IMPACTful letters of recommendation (LOR). Both the counselor and teacher LORs are a crucial part of the admissions process as they put the student in the context of the school community and academic environment. Presenters will highlight tips and tricks to writing an impressive LOR and provide details for utilizing the trending Organized Narrative format. We hope to help make writing LORs a little less stressful!

**Presenters** Aliza Gilbert, College Counselor, Highland Park High School  
Natalie Rubino, School Counselor, Glenbard West High School  
Alisa Fisher, Senior Associate Director of Admissions, University of Notre Dame  
Heather Chase, Associate Director for Regional Enrollment, Miami University

**Audience** Secondary

**Thursday, May 2, 2019**  
**Afternoon Activities**

12:15 pm – 2:00 pm

2:00 pm – 2:30 pm

**Lunch for Conference Attendees – Redbird CD**

**Dedicated Exhibitor Time – Pre-function BCD**

IACAC Says Thanks!  
**University of Wisconsin-Milwaukee**  
Exclusive Sponsor  
Thursday's Lunch

**F Sessions**

**2:30 pm – 3:30 pm (Thurs., May 2)**

**Session F-32**  
**Theatre**

**(GWI)**

**Bridging the Divide: The Urban-Rural Gap in College Access**

Although rural students graduate from high school at the same rate as their suburban and urban peers and perform at or above those students on national tests, they are often overlooked in strategies for increasing college access and success. This session will open up a discussion about the social, economic, and cultural challenges faced by rural communities, and provide some details on local and national programs meant to prepare and support students from small town and rural schools for college success.

**Presenters** Marjorie Betley, Associate Director of Admissions, University of Chicago  
Madeleine Jacobs, Senior Admissions Counselor, University of Chicago

**Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year



**IACAC Welcomes NACAC Board Director**  
**Chris Reeves**

Chris Reeves has been a public school counselor in Kentucky for twenty-one years, after having taught English for five years. He has served as Treasurer and President of KYACAC, and is currently in the third and final year as a Board Director at NACAC. His wife was a non-traditional student recently

obtaining an associate degree as a Physical Therapy Assistant. He married her nearly seven years ago and got three kids in the process. Two are in college, with three transfers between them, and one is a sophomore in high school with no idea what she wants to do with her life. Chris will retire from Kentucky public schools next year and will continue his career as an IEC, although he will entertain great job offers!



### Session F-33 Redbird E

(GWI)

#### Helping Families Find Financial Fits

High school counselors are quite skilled in helping students find academic fits and fits that correspond to the social and cultural aspects of college life. Many counselors, though, feel ill-equipped to help families find college options that will help them avoid excessive debt (financial fits). In this session, Frank Palmasani, a veteran counselor of 43 years and long time seminar presenter on this topic, will help counselors gain the confidence needed to help families find the right fit colleges in all areas, including financial.

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

**Presenters** Frank Palmasani, College Counselor, Providence Catholic High School

**Audience** Secondary

### Session F-34 Redbird A

(TS)

#### The Hiccups of Nursing Admission

Applying to nursing school can be frustrating. Despite a nursing shortage, nursing programs have become more selective due to the number of applicants far exceeding the number of available spots. Come examine the intricacies of the nursing application process. Find out what extra steps applicants will need to take and how the Admission Committee reviews applications. You'll also receive a prescription for students who might be a better fit for the transfer route.

**Presenters** Julie Nelson, Regional Recruitment Director, Xavier University  
Kerry Meunier, Senior Transfer Counselor, Lewis University  
Jill Sangl, Regional Director of Admission, Texas Christian University

**Audience** Secondary



**IACAC Summer Institute 2019**

University of St. Francis 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 24-26, 2019 at the University of St. Francis, 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](http://www.iacac.org/si).

### Session F-35 Redbird F

#### Life Readiness: Social Emotional Learning

An awareness of the need for Social Emotional Learning has been growing among counselors and educators in recent years. In response, Kaplan has launched a series of live sessions on Social Emotional Learning, which are available through our partnership with Naviance. This session will explore the needs students have for Social Emotional Learning and some of the available ways to provide them that support.

**Presenters** Maureen Drown, High School Counselor, Hinsdale Central High School  
Sam Pritchard, Director of Pre-College Programs, Kaplan Test Prep

**Audience** Secondary

### Session F-36 Redbird G

(GWI) (TS) (M/UM)

#### Working Together for College Success

As college completion rates continue to be a focus for institutions across the country, we often consider whether students' preparation and motivation when entering college can be improved to promote college persistence and completion. We will highlight how colleges, high schools, and other organizations are partnering to promote these behaviors through real-life case studies.

**Moderator** Tony Minestra, College Counselor, Loyola Academy

**Presenters** Evan Wilson, Dean of Admission, Illinois College  
Rob Walton, Partner Success, RaiseMe

**Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

### Session F-37 Redbird B

(TS) (FT) (GWI)

#### Undocumented Student Access in Illinois

Under the current political climate the undocumented immigrant community is experiencing various levels of trauma and limited access to resources for support. Through a national partnership both private and public institutions in Illinois aligned to create a financial support network to successfully matriculate undocumented students. We wish for allies to attend to learn our best practices and available resources for this community.

**Moderator** Dagmara Avela, Outreach Coordinator, ICIRR

**Presenters** Tanya Cabrera, Assistant Vice Provost for Student Inclusion, UIC Office of Diversity  
Isabel Reyes, Associate Director of Admission, Arrupe College  
Luvia Moreno, Director for Diversity and Intercultural Affairs & Director of Undocumented Student Resources, NEIU  
Fanny Alvarez, Project Manage Title V Office, Dominican University

**Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year



## F Sessions

2:30 pm – 3:30 pm (Thurs., May 2) Continued

### Session F-38 North Street Entrance

#### A Breakthrough Campus Visit to Illinois Wesleyan

Join the Admissions Team at Illinois Wesleyan University for a Breakthrough Campus Visit. This session will include a presentation and a tour of the campus. We'll key you in to the experiences your students could have as a member of the Titan family. From playing a sport or performing in the arts, to completing an internship or signature research project with our faculty, our students experience breakthrough moments during their time at IWU!

**\*\*NOTE\*\*** This session will extend into G Session as well.

**Presenters** Greg King, Dean of Admissions; Associate VP for Enrollment Management, Illinois Wesleyan University  
Kasey Evans, Associate Dean of Admission, Illinois Wesleyan University

## G Sessions

3:45 pm – 4:45 pm (Thurs., May 2)

### Session G-39 Redbird A

#### Building a College Counseling Program

Adding specific College Counseling Programming to the resources your district currently offers can be a great asset for your students and communities. This may be something that you've considered, but perhaps you feel like you're fighting an uphill battle, or you may be overwhelmed about where to start. Your district may have had programming that didn't work out in the past, or maybe you're part of a completely new school! We're here to help make this process easier, based on our own experiences building programs that work.

**Moderator** Heather Ecklund, Post-Secondary Counselor, Warren Township High School

**Presenters** Andrea Rusk, College Counselor, Mundelein High School  
Allison Zameck Lieberman, College/Career Counselor, Zion Benton Township High School  
Joseph Freeman, Director of College Counseling, Beacon Academy

**Audience** Secondary

### Session G-40 Theatre

(GWI)

#### Home Run Results When We're On The Same Team

Home run results are attainable when college admission counselors and high school counselors work together to assist students with the college search process. This session includes 7 innings of tips on how to increase your RBI's by functioning well as a team when it comes to high school visits, special programs, difficult conversations, college fairs and much more. Whether you are a rookie or seasoned veteran, come hear about the benefits of being on the same team.

**Moderator** Courtney Klinedinst, Regional Admissions Counselor, Western Illinois University

**Presenters** Tiffany Lugge, Director of Guidance, O'Fallon Township High School  
Jason Corey, School Counselor, Collinsville High School  
Cayla Maurer, Regional Admissions Counselor, Eastern Illinois University  
Jamie Staggs, Senior Regional Admissions Counselor, Western Illinois University

**Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

### Session G-41 Redbird E

(GWI) (FT) (M/UM)

#### IB and The Fourth Industrial Revolution

By 2020, the Fourth Industrial Revolution will have brought us advanced robotics and autonomous transport, artificial intelligence and machine learning, advanced materials, biotechnology and genomics. How are educational leaders preparing for this shift? Are they nurturing the meta-cognitive skills to navigate an evolving economy? The majority of IB students in Illinois come from underserved backgrounds. The IB learner profile encourages schools to nurture traits that uniquely prepare students for life in a rapidly changing society.

**Moderator** Rachele Bernadel, University Relations Administrator, International Baccalaureate Organization

**Presenters** Andrea Kulas, IB Diploma Programme Coordinator, Roberto Clemente Community Academy  
Lucia Lopez, Assistant Director of Mission Initiatives, DePaul University  
Christine Eischen, Director of College Counseling, Lycée Français de Chicago

**Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

### Session G-42 Redbird B

(FT) (M/UM)

#### Intentional You

Higher Education can be one of the most exciting and rewarding fields to work in, but it can also zap the energy right out of us. The expectation to manage large caseloads, hit numbers, run and create programs, respond to all emails and phone calls within 4 seconds and make everybody happy has left us with an epidemic of higher education professionals who are physically and mentally exhausted, with no time for what is truly important. In this session, learn strategies to find better balance, improve your physical and mental health, increase productivity and find your passion again.

**Presenters** Jill Diaz, Assistant Director of Admission, University of Colorado Boulder  
Veronica McLaughlin, Assistant Director of Regional Recruitment, Drake University

**Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

## You're Invited to the Sharing the Dream Conference

Join us for the 5th annual **Sharing the Dream** Conference and learn—first-hand—how you can better advocate for and support undocumented students as they overcome barriers on the path to a college degree and beyond.

The workshop will take place at Northern Illinois University, Dekalb, Illinois on May 15, 2019 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 8, 2019 or when capacity is reached.

**Sharing the Dream**



**#SharingTheDream2019**



# JOIN US!

## 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.



190 Prospect Avenue, Elmhurst, Illinois 60126 • [elmhurst.edu](http://elmhurst.edu)

### COLLEGE COUNSELING 101

July 10–12, 2019  
9:00 a.m.–3:30 p.m.  
Registration: \$400

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](mailto:counseloracademy1@gmail.com)  
(708) 560-4109 | [counseloracademy.org](http://counseloracademy.org)

## G Sessions

3:45 pm – 4:45 pm (Thurs., May 2) Continued

### Session G-43 Redbird G

(GWI)

#### Providing College Access to the Illinois Rural Student

Higher education is becoming more aware of what many consider a “forgotten segment” of America—the rural student. The National Center for Education Statistics shows a disparity of college attainment between urban and rural students, with data showing only 29% of rural college enrollees vs. 48% urban enrollees. Illinois offers a diverse landscape of rural communities. This session seeks to explore who the Illinois rural student is, what challenges and needs do they have, the differences among rural communities, and how can high school counselors collaborate with 2 and 4 year institutions to increase college access for rural students.

**Moderator** Branden Delk, Senior Admissions Counselor, Illinois State University

**Presenters** Sarah Triplett, High School Counselor, Camp Point Central High School  
Lisa Steve, College & Career Counselor, Olympia High School  
Melissa King, School Counselor Lexington High School  
Annette Braden, School Counselor, Norris City-Omaha-Enfield High School

**Audience** Secondary, Postsecondary–2 year, Postsecondary–4 year

### Session G-44 Redbird F

(GWI)

#### Engaging Parents in First-Generation Success

At Waukegan to College (W2C), parental engagement is the cornerstone of what we do. This seminar gives detailed examples of how parents are integrated into the organization’s leadership and operations. A W2C Parent leader will present her role in leading the organization and will share the new Parents Educating Parents program aimed at helping the broader community understand the path to academic success and college.

**Moderator** Jennifer Sparrow, Independent College Counselor, JSS College Counseling

**Presenters** Elyse Danckers, Executive Director, Waukegan to College NFP  
Laura Rios, Program Manager, Waukegan to College NFP  
Maria Gonzalez, Parent Leader, Waukegan to College NFP

**Audience** Secondary



## Thursday, May 2, 2019 Evening Activities

4:45 pm – 5:45 pm

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

5:45 pm – 6:30 pm

**Conference Reception** – Redbird CD

6:30 pm – 8:30 pm

**Dinner** – Redbird CD

8:30 pm – Midnight

**Entertainment** – Redbird AB

The Classic DJ Dance Party is BACK! – but not before an epic karaoke sing off! Be sure to sign up yourself, your duo, or a group with Alex at [asalas8@fau.edu](mailto:asalas8@fau.edu) and compete for prizes and IACAC fame! Light snacks will be provided.



**Friday, May 3, 2019**

## Morning Activities

|                     |   |
|---------------------|---|
| 8:00 am – 9:00 am   | <b>Buffet Breakfast</b> – Redbird CD          |
| 9:00 am – 10:00 am  | <b>H Sessions</b>                             |
| 10:15 am – 11:15 am | <b>I Sessions</b>                             |
| 11:30 am – 12:15 pm | <b>Endnote Speaker</b> – Redbird CD           |
| 12:15 pm – 1:30 pm  | <b>Lunch and Closing Session</b> – Redbird CD |

## H Sessions

**9:00 am – 10:00 am (Fri., May 3)**

### Session H-45 Redbird A

(GWI)

#### ¡Palante!: Latinx Student Transition & Persistence in Higher Education

The lack of progress in college completion for Latinx students is detrimental not only for their social and economic mobility, but for society as a whole. In order to understand factors that influence rates of enrollment and persistence of Latinx college bound students; educators must examine the sociocultural implications in the educational experiences of all students. Utilizing a case study approach and experiential knowledge we will delve into vignettes of students that have encountered barriers and success in accessing and attaining the American college dream.

**Presenters** Evelyn Sanchez, School Counselor, Argo Community High School  
Jennifer Juarez, Assistant Director-LARES, University of Illinois at Chicago

**Audience** Secondary, Postsecondary-4 year

### Session H-46 Redbird B

(GWI)

#### Overcoming Imposter Syndrome

Despite what your inner-critic says, you do belong. You are worthy. You do make an impact. You are probably your best professional self more often than you feel. If, despite your success, accomplishments, and accolades, you still have self-doubt, and a persistent belief that you lack intelligence, skill, or competence, you may be experiencing Imposter Syndrome. Through discussion, reviewing research, and engaging in interactive activities, we will explore how Imposter Syndrome manifests itself in the world of college admissions, and learn effective strategies to overcome it through positive self-reflection. Through discussion, reviewing research, and engaging in interactive activities, we will explore how Imposter Syndrome manifests itself in the world of college admissions, and learn effective strategies to overcome it through positive self-reflection.

**Presenters** Tricia Lothschutz, Regional Enrollment Manager, University of Dayton  
Christian Brown, Assistant Director of Admission-Chicago Region, Augustana College

**Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

### Session H-47 Redbird G

(TS)

#### Transfer 101 for the High School Counselor

Do you work at a high school that sends students to community college? If so, this session will help arm you with information and ways to be an advocate for them. Our panel will discuss: ways to help students navigate community college admissions and registration, reasons for students to continue thinking about the four-year process rather than stopping at their decision to attend to the community college and figuring the rest out later, the alphabet soup of Guaranteed Admission Programs, utilizing resources at both the community college and four-year universities, and provide myth busters about community colleges and the transfer process.

**Moderator** April Ponte, School Counselor, Oswego High School

**Presenters** Allegra Giulietti-Schitt, College and Career Counselor, Niles North High School  
Shawn Wochner, Regional Admission Counselor, Western Illinois University  
Kristin Smigielski, Dean of Enrollment Management, Parkland College  
Samantha Meranda, Assistant Director of Admission, Illinois State University  
Brittany Burton, Transfer Specialist, Joliet Junior College

**Audience** Secondary

### Session H-48 Redbird F

#### Impacting Post-Secondary Preparedness and Success

Curious about how college counselors, school counselors and admission representatives can all work together to positively impact post-secondary outcomes? Attend this session to learn how one school's college counseling and school counseling teams work together to align and guide post-secondary education, planning & decision making in grades 9 through 12. Attendees will leave the session with strategies to effectively partner with their local admissions team and collaboration plans and curricular ideas that can be personalized and effectively implemented at their school. Topics covered will include: post-secondary learning goals for each grade, communication plans, family connection strategies, delegation of duties, school counseling roadmaps, college counseling roadmaps and post-secondary event ideas.

**Moderator** Erinn Murphy, College & Career Counselor, Carbondale Community High School

**Presenters** Franciene Sabens, School Counselor, Carbondale Community High School  
Krista Antrim, School Counselor, Carbondale Community High School  
Cayla Maurer, Regional Admissions Counselor, Eastern Illinois University  
Michelle Rust, Southern Illinois University-Carbondale  
Rachel Brewster, Assistant Director, Southern Illinois University, Carbondale

**Audience** Secondary

### Session H-49 Redbird E

#### Postsecondary & Career Expectations (PaCE) Overview

This presentation provides an in-depth overview of the Illinois Postsecondary and Career Expectations (PaCE) Framework that the Illinois Student Assistance Commission was tasked with developing as a result of the Postsecondary Workforce Readiness (PWR) Act. Topics covered include: PWR legislation, an overview of the IL PaCE framework, the PaCE implementation process, as well as ISAC resources and support options.

**Moderator** Sara Espinosa, Professional Development Specialist, Illinois Student Assistance Commission

**Presenter** Kalene Heaton, Professional Development Specialist, Illinois Student Assistance Commission

**Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

Session I-50  
Redbird E

(M/UM) (GWI)

**How High School Counselors Can Help International Students Transition from Their High School to a United States College**

High school counselors often receive little or no training when it comes to helping their international students with their college search. This session seeks to provide high school counselors with fundamentals of this process. In the first part we will elaborate on the particulars of college admission for international students: timeline, documentation, involving stakeholders (= parents). The second part will focus on immigration questions: high school's responsibility for the international student past graduation, differentiating types of visas commonly referred to as "international", traveling between high school graduation and HIE enrollment. At the end of the session we will examine several case studies.

**Moderator** Lisa Winker, Chicago Regional Admissions Coordinator, Indiana State University

**Presenters** Tatiana Fadeeva, International Admissions Counselor, University of Wisconsin Whitewater  
Jodi Simek, International Students and Scholar Services, PDSO, RO, University of Wisconsin Whitewater

**Audience** Secondary

Session I-51  
Redbird A**The 4th Industrial Revolution**

We have all heard the 4th industrial revolution is upon us. Let's dive into what that means and discuss what career paths will look like in the near future. Most importantly, let's strategize how we can help our students gain the skills needed to be competitive.

**Presenters** Christine Grotzke, Regional Admissions Manager, Michigan Technological University  
Tara Brewer, Regional Admissions Manager, Michigan Technological University

**Audience** Secondary

Session I-52  
Redbird F

(TS)

**Working with Art & Design Students**

This presentation is for anyone working with students interested in applying for study in the field of art and design. Presenters will unpack the differences between art school and liberal art school curricula and application processes with an emphasis on understanding portfolio development. We will discuss various kinds of art portfolios and share examples of past scholarship winning applications. Presenters will also discuss artist statements and how they relate to portfolio development. Attendees will learn the basic information needed to advise art and design school applicants.

**Presenters** Sioban Lombardi, Assistant Director of Transfer Admissions, School of the Art Institute of Chicago  
Kaycee Filson, Assistant Director of Undergraduate Admissions, School of the Art Institute of Chicago  
Chevonne Totten-Garner, Director of Recruitment, University of Illinois at Chicago

**Audience** Secondary, Postsecondary-2 year

Session I-53  
Redbird B**Not Your Average Tour Guide**

Are you looking to add more to your tour guide's experience? This session will examine the way Bradley University Office of Admission and Western Illinois University Office of Undergraduate Admissions and Orientation run their tour guide programs. This session will cover recruitment of tour guides, the opportunities given to them, their responsibilities, the programs they help facilitate for the office, and how to connect with the undergraduate Gen Z population of tour guides.

**Presenters** Hannah Hildreth, Graduate Assistant-Admissions Ambassadors and Social Media, Western Illinois  
Danielle Wycoff, Graduate Assistant-Admissions Ambassadors and Social Media, Western Illinois  
Angie Cooksy, Senior Associate Director & Director of Regional Admission, Bradley University

**Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

Session I-54  
Redbird G

(TS)

**Transfer Roundtable—Let's Talk Transfer!**

Whether you are new to assisting students through the transfer process or have years of experience under your belt, it's always helpful to meet and share ideas with other professionals working with the same student population. This roundtable session will focus on popular transfer topics based on feedback from IACAC Transfer Summit attendees. The majority of time will be spent in discussion on these topics with others working in transfer, whether you're working with assisting students transfer from community college or recruiting them to attend your institution to complete a bachelor's degree.

**Presenters** Cynthia Delgadillo, Assistant Director of Undergraduate Admission, DePaul University  
Samantha Meranda, Assistant Director of Transfer Recruitment, Illinois State University  
Rebecca Popelka, Program Manager, Partnership for College Completion

**Audience** Secondary, Postsecondary-2 year, Postsecondary-4 year

## Endnote

## 11:30 am – 12:15 pm

## Redbird CD

Join us for a moderated panel discussion with members of the Illinois General Assembly. Elected officials from both political parties who work on education issues and represent districts with schools and colleges will discuss the challenges and opportunities facing our schools and institutions throughout Illinois and will engage in candid and open discussion about how to expand opportunities for all Illinois students and families through effective legislative advocacy.

**SAVE THE DATE****April 22–24, 2020****Annual Spring Conference**

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### Illinois Student Assistance Commission

Abel Montoya  
(847) 831-8295  
1755 Lake Cook Road  
Deerfield, IL 60015

**www.isac.org**

The Illinois Student Assistance Commission (ISAC) is a state agency with a mission to help make college accessible and affordable for Illinois students.

### International Baccalaureate Organization

Marie Vivas  
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Kim Wiley, Deerfield High School

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Dan Miller, Adlai E. Stevenson High School  
April Ponte, Oswego High School

#### One Year Term

Kenya Taylor, University of Arizona  
Natalie Rubino, Glenbard West High School

## Upcoming IACAC Events

#### Sharing the Dream

May 15, 2019, Northern Illinois University

#### Young Men's and Women's Conference – Motivate Me

June 1, 2019, Dominican University

#### Executive Board Transition Meeting

May 29, 2019, York Community High School

#### Camp College

July 9–12, 2019, Southern Illinois University  
Carbondale, Southeast Missouri State University,  
McKendree University

#### Summer Institute

July 24–26 2019, University of St Francis

#### Middle Management Institute

June 26–27, 2019, North Central College

#### Bike O'Fun

June 16–19, 2019, Illinois

#### Bus O'Fun

July 23–28, 2019 Ohio, Pennsylvania, West Virginia

#### NACAC Guiding the Way to Inclusion

July 28–31, Ft Lauderdale, Florida

#### Articulation Unplugged

September 9, 2019, Illinois State University

#### NACAC National Conference

September 26–28, Louisville Kentucky

#### Chicago National College Fair

October 4, 2019, McCormick Place-Lakeside Center

#### Annual Conference

April 22–24, 2020, Westin Northwest Chicago,  
Itasca, Illinois

## Committee Chairs

### Admission Practices

Kevin Coy, Homewood-Flossmoor High School  
Jennifer Paar Gross, University of Denver  
Andy Borst, University of Illinois Urbana-Champaign

### Articulation Unplugged

Roberto Suarez, Homewood-Flossmoor High School

### College Awareness and Preparation

Joel Johnson, Western Illinois University  
Diana Mantey, University of Wisconsin-Parkside

### Credentials

Roberto Suarez, Homewood-Flossmoor High School

### District Seminars

April Bauer, Bradley University  
Annette Braden, Norris City-Omaha-Enfield High School  
Brad Kain, Homewood-Flossmoor High School  
Frank DuBois, Lewis University, Retired

### Finance

Stephanie Szczepanski, Saint Louis University

### Government Relations

Joe Freeman, Beacon Academy  
Evan Wilson, Illinois College  
Jennifer Sloan, University of Cincinnati

### High School Counselor Professional Development

Stacey Schlaud, West Leyden High School  
Eliza Freedman, Evanston Township High School  
Sanober Kanjee, Soto High School an Acero School

### Illinois College Fairs

Sylvia Hernandez, Michigan State University  
Eric Ruiz, University of Saint Francis  
Betsy Stevens, University of Pittsburgh

### Inclusion, Access and Success

Zachary George, Strive Scan  
Mayra Lagunas, University of Illinois at Urbana-Champaign  
Luis Narvaez, Chicago Public Schools

### Media Communications

Sarah Daugherty, Bradley University  
Jill Diaz, University of Colorado-Boulder

### Membership

Rachel Georgakis, Fenton High School  
April Lynch, Syracuse University

### Retirees (part of Membership)

Rob Engelman, Hinsdale Central High School, Retired  
Kathy Holmberg, Glenbard South High School, Retired  
Sue Sanders, Glenbard West High School, Retired  
BC Juettner, Schaumburg High School, Retired

### Mentorship

Jessica Avila-Cuevas, University of Illinois at Urbana-Champaign  
Josephine West, The Ohio State University  
Kelly Dutmers, Saint Viator High School

### Middle Management Institute

Nick Sanders, Parkland College  
Laura Schutt, Butler University  
Annabelle Vinson, The University of Iowa

### National College Fair

Mike Melinder, The University of Iowa  
Megan O'Rourke, Marquette University

### Nominating

Roberto Suarez, Homewood-Flossmoor High School

### Professional Connections

Nate Bargar, Carmel Catholic High School  
Annette Braden, Norris City-Omaha-Enfield High School  
Josephine West, The Ohio State University

### Professional Development Grants

Erin Updegraff, DePaul University

### Scholarship

Tara Brewer, Michigan Technological University  
Tony Minestra, Loyola Academy  
Tricia Lothschutz, University of Dayton

### Summer Institute

Melissa Ramirez, Illinois State University  
Luke Kerber, Aurora University

### Summer Tours

Scott Lilly, Glenbard East High School  
Becki Bellito, Vernon Hills High School  
Paul Welsh, Fenton High School

### Transfer Advisory

Rebecca Popelka, Partnership for College Completion  
Samantha Meranda, Illinois State University  
Cynthia Delgadillo, DePaul University

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David Bennett, Legal Prep Academy  
Drew Eder, Victor J. Andrew High School

### Strategic Plan

Laura Docherty, Fenwick High School  
Julie Nelson, Xavier University

### Technology Needs

Mike Ford, Woodlands Academy of the Sacred Heart  
Sarah Goldman, Albion College

## Annual Conference Committee

### 2018-2019 Conference Chair

Amy Thompson, York Community High School

### Conference Event Coordinator

Donna Epton, Schaumburg High School, Retired

### Entertainment

Alex Salas, Florida Atlantic University

### Evaluations & Tellers

Cindy Kasten, Hinsdale Central High School  
Shawn Wochner, Western Illinois University  
Allen Lentino, Northwestern University, Retired

### Exhibitors, Sponsorship, Advertising

Brian Hodges, University of Illinois, Urbana-Champaign  
Veronica McLaughlin, Drake University  
Mike Ford, Woodlands Academy of the Sacred Heart

### First Timers

Scott Hillman, Central Michigan University

### On-Site

Mike Melinder, University of Iowa  
Kara Dollaske, York Community High School  
Aston Karner, Illinois State University

### Oversees Entertainment, Evaluations & Tellers, First Timers, On-site, Program, Registration & Hospitality

Donna Epton, Schaumburg High School, Retired  
Megan O'Rourke, Marquette University  
Courtney Wallace, Augustana College  
Joe Freeman, Beacon Academy

### Oversees Exhibitors, Sponsorship & Advertising, Project Reach and Raffle

Sylvia Hernandez, Michigan State University  
Rachel O'Connell, Augustana College  
Annabelle Vinson, University of Iowa

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Sherry Hall, Publication Specialist  
Erin Hoover, Communications Specialist

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Roberto Suarez, Homewood-Flossmoor High School  
Stephanie Szczepanski, Saint Louis University  
Erin Updegraff, DePaul University  
Linda Haffner, IACAC  
Erin Hoover, IACAC

### Program

Chris Stevens, Lewis University  
Kathryn Hankamp, St. Norbert College  
Gretchen Snape, Chicago Christian High School

### Project Reach

Betsy Stevens, University of Pittsburgh  
Frank DuBois, Homewood-Flossmoor High School & Lewis University, Retired  
Marsha Hubbuch, Riverside-Brookfield High School, Retired, College Consultant

### Raffle

Angie Cooksy, Bradley University  
Brad Kain, Homewood-Flossmoor High School  
Chelsea Woodward, Arizona State University

### Registration & Hospitality

Linda Haffner, IACAC  
Kathy Major, Joliet Catholic Academy  
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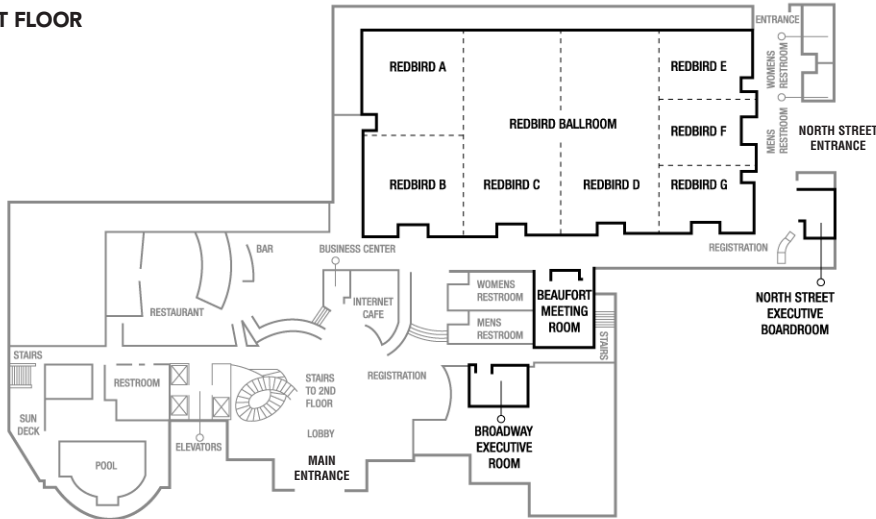
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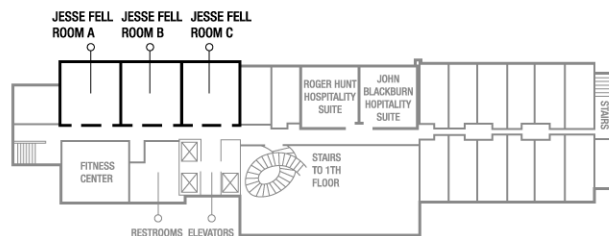


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## 2019 IACAC Conference Evaluation

Thank you for attending the 2019 IACAC Annual Conference in Bloomington Normal this year. We are interested in getting your feedback about the overall conference as well as the individual sessions you attended. Visit [www.iacac.org/conference/evaluations](http://www.iacac.org/conference/evaluations) to complete your evaluation online.

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Warm Regards,  
The 2019 Evaluations Committee

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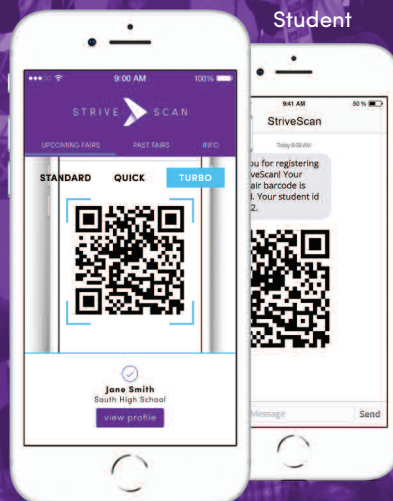
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