

# WELCOME

Welcome to the Annual Conference! Welcome to Springfield!

This Conference is the premier event in a robust portfolio of professional development offered by IACAC. We come together this week to conduct the Association's business, to learn, and to network. Old friendships will be renewed, and new connections will be made.

The Conference theme is simple: UNITY. We are high school counselors—generalists, and college counselors. We are admissions counselors and transfer advisors. We work on our own as independent educational consultants, and we work for community-based organizations and state agencies. Yet despite these differences, we are united in service to our students.

We are professionals from across the Prairie State, so gathering in Springfield celebrates our geographic diversity. By offering more than forty educational sessions, we serve our colleagues in all corners of the great State of Illinois.

This Annual Conference will also have some new features. High school counselors, especially those new to the profession, started off the week with a pre-conference seminar, the College Counseling Institute, hosted by one of our Platinum Sponsors, Illinois College. Another Platinum Sponsor, the University of Illinois Springfield, will welcome counselors for a reception and campus tour on Wednesday evening. Our college partners will network and open new markets with high school counselors during the Counselor College Fair on Thursday. We also welcome local Springfield band, *Cut Flowers*, performing live at the first-ever Project Reach fundraising concert!

As I said last year, IACAC is an independent association of professionals. We are responsible stewards of our finances and maintain many partnerships in our field. Be sure to thank all of our sponsors, and visit the exhibitors. This financial support makes the Conference accessible and affordable to you, the membership.

But the biggest thank you is reserved for the Annual Conference Committee, more than forty volunteers who worked tirelessly these past several months to put on this week's events. Each time I was discouraged or anxious or stressed, I turned around to find a team of volunteers already working to resolve the issue or solve the problem. I am grateful to this group of Association leaders.

So welcome to Springfield! Welcome to the home of Abe Lincoln, who united us long ago. Thank you for coming, and have a great Conference!



*Paul A. Weller*

President-Elect and 2023 Annual Conference Chair  
Fenton Community High School



**April 26-28, 2023**

The Crowne Plaza • Springfield Illinois

# AT-A-GLANCE

April 26 – April 28, 2023

## Wednesday, April 26

9:00 am – 10:00 am	Exhibitor Set up
10:00 am – 4:00 pm	Registration & Project Reach Donations Accepted
10:00 am – 3:30 pm	Exhibits Open
10:00 am – 10:45 am	Dedicated Exhibitor Time & Morning Coffee
10:45 am – 11:45 am	A Sessions
10:45 am – 11:45 am	Retirees Meeting
11:45 am – 12:15 pm	Dedicated Exhibitor Time
12:15 pm – 1:30 pm	Conference Luncheon
	First Timers' Luncheon
	IL College Fair Committee Luncheon
1:45 pm – 3:00 pm	Mainstage Event – Annual Membership Meeting
3:00 pm – 3:30 pm	Dedicated Exhibitor Time
3:30 pm – 4:30 pm	B Sessions
	Retirees' Reception
3:30 pm – 5:30 pm	UIS Campus Tour and Reception
4:30 pm – 5:30 pm	Mentorship + First Timers Social
5:30 pm – 7:00 pm	Project Reach Fundraising Concert
7:00 pm	Dinner on Your Own
7:00 pm	Past Presidents' Dinner
9:00 pm – 11:00 pm	Entertainment: Trivia Night

## Thursday, April 27

8:00 am – 11:00 am	Registration & Project Reach Donations Accepted
8:00 am – 4:30 pm	Raffle & Exhibits Open
8:00 am – 9:00 am	Continental Breakfast
	Dedicated Exhibitor Time
	Counselor College Fair Setup
9:00 am – 10:00 am	Mainstage Event
	John S. Hollemon III, Director of diversity, equity, and inclusion (DEI) for NACAC
10:15 am – 11:00 am	C Session – Counselor College Fair
	Dedicated Exhibitor Time
11:15 am – 12:15 pm	D Sessions
12:15 pm – 2:00 pm	Conference Luncheon
2:00 pm – 2:30 pm	Dedicated Exhibitor Time
	College Fair Breakdown
2:30 pm – 3:30 pm	E Sessions
3:45 pm – 4:45 pm	F Sessions
4:45 pm – 5:45 pm	Inclusion, Access, & Success Social
5:45 pm – 8:30 pm	Reception, Dinner, and Awards
8:30 pm – Midnight	Entertainment: DJ and Dancing

## Friday, April 28

8:00 am – 8:45 am	Coffee and Donuts
8:45 am – 9:45 am	G Sessions
10:00 am – 11:15 am	Mainstage Event
11:15 am – 1:00 pm	Brunch and Closing

# SCHEDULE

## Wednesday, April 26, 2023 Morning Activities

10:00 am – 3:30 pm	Exhibits Open – Outside Plaza E, G, H, & A-D
10:00 am – 10:45 am	Coffee – Convention Registration Lobby
	Dedicated Exhibitor Time – Outside Plaza E, G, H, & A-D
10:45 am – 11:45 am	A Sessions
11:45 am – 12:15 pm	Dedicated Exhibitor Time – Outside Plaza E, G, H, & A-D

### A Sessions

#### A1 – Ruby and Emerald

Presenters

Audience  
Tracks

#### A2 – Capital 1

#### A3 – Plaza I and J

### 10:45 am – 11:45 pm (Wednesday, April 26)

#### A Pro“fresh”ionals Roundtable

For those new to the profession of college admission counseling, navigating the field can be a daunting experience. Although you're fresh to the profession, your unifying impact in this field can start sooner and be less stressful than you might imagine. Presented by the First Timers Committee, this session is geared toward newer professionals with 2 years or less experience, and will offer an understanding of how to find community and purpose within this profession, create a clear vision for navigating your career, and have the opportunity to network (and unite!) with other new pro'fresh'ionals!

Presenters  
Andrea Rusk, College Counselor, Mundelein High School  
Christian Brown, Associate Director of College Counseling, Beacon Academy  
Scott Carlson, Midwest Regional Assistant Director of Admissions, Elon University

Audience  
Secondary, Postsecondary – two year, Postsecondary – four year  
FT

#### Retiree's Roundtable

#### The FAFSA Is Not An Extracurricular Activity

To ensure equity and access to financial aid and postsecondary education, we must create and adopt a system where all students are ensured access to support and assistance with the FAFSA and financial aid application completion. We emphasize the importance of these yet often leave them as something to do afterschool or in spare times that are not an option for all students. Incorporating the FAFSA into the school day is imperative not only for access and equity but to create a college-going culture and increase accountability within school staff.

Presenters  
Sara Espinosa, Manager, Training & Development, Illinois Student Assistance Commission

Audience  
Secondary  
DEIB, FT

**FT**– First Timers **TS**– Transfer Students **DEIB**– Diversity, Equity, Inclusion, and Belonging **R/ST**– Rural/Small Town  
**M/UM**– Middle/Upper Management **Audience** is relevant to everyone unless indicated otherwise.

#### A4 - Plaza A

##### How do we 'fix' transfer processes? Start with improvement. Not solution-itis.

The University of Illinois System is participating in a national project with an aim to increase the number of transfer students who graduate with a baccalaureate degree by 7%. Join us to learn how utilizing Improvement Science has focused our attention on creating small, actionable goals and improvements among transfer processes across the system—all within 45-days!

**Presenters**  
Holly Pflum, Transfer Initiative Coordinator, University of Illinois System  
Moises Orozco Villicana, Director of Recruitment and Outreach, University of Illinois Chicago  
Katie Wiles, Assistant, Director of Transfer Recruitment, University of Illinois Urbana-Champaign  
Rhyann Morris, Admissions and Records Associate, University of Illinois Springfield

**Audience Tracks**  
Postsecondary - two year, Postsecondary - four year  
TS, M/UM

#### A5 - Plaza B

##### Let's Get Digital! Preparing for the Future of College Admission Testing

The digital, adaptive P/SAT debuts next year. Although College Board boasts that the new format will be met with fanfare from students, postsecondary counselors in Illinois have understandable concerns about the transition. To bring clarity, Compass will share its firsthand experience offering a digital, adaptive PSAT to thousands of sophomores in 2022-23. Additionally, the presenters will provide an up-to-date review of the testing policy landscape, admission outcomes, and guidance regarding score submission.

**Presenters**  
Matty Steiner, Senior Director, Compass Education Group  
Eric Anderson, Senior Director, Midwest, Compass Education Group  
Kristen Graf, Post-High School Counselor, New Trier Township High School  
Rebecca Belitto, Postsecondary Counselor, Vernon Hills High School

**Audience**  
Secondary, Postsecondary - two year, Postsecondary - four year

#### A6

##### Plaza D

##### ISAC First Generation Scholars Network

The First Generation Scholars Network from ISAC and the ISACorps launched in spring 2022 with the goal of supporting and connecting first generation college students with other first generation college students as they transition to college. This session highlights events and activities making these student connections and how you can get your students, school, or college involved with the network. Network efforts made available through the Governor's Emergency Education Relief Funds (GEERF II) program.

**Presenters**  
Abel Montoya, Director of Outreach Operations, Illinois Student Assistance Commission  
Kimberly Korando, Assistant Director, College Access & Outreach, Illinois Student Assistance Commission

**Audience Tracks**  
Secondary, Postsecondary - two year, Postsecondary - four year  
DEIB, R/ST

#### A7 - Plaza C

##### Decision Day for All: How to plan and support post-HS decisions for all students

While many students celebrate their College Decision on May 1st, schools are constantly working to explore different ways to celebrate students who are choosing a non-college pathway for after school. It is important for all students to feel empowered, celebrated, and recognized for making this very important, personal choice in their life. This session will explore different methods and strategies for celebrating ALL!"

**Presenters**  
Cody Dailey, College & Career Counselor, Lyons Township High School  
Beth Gulden, School Counselor, Amos Alonzo Stagg High School

**Audience**  
Secondary

#### A8 - Plaza E

##### United States Naval Academy

Please join me to learn more about US Service Academies and the admissions process for service academies. The admissions process for the United States Naval Academy (USNA) and other service academies is more thorough and intimidating than a normal college application. I am here to help break down the process to better understand how our admissions process works and what we offer as a service academy!

**Presenters**  
Michael Dennison, Admissions Counselor, United States Naval Academy  
Randy Sikowski, Downstate Director, Senator Tammy Duckworth's Office

#### Wednesday, April 26, 2023 Afternoon Activities

12:15 pm - 1:30 pm	Conference Luncheon - Diamond & Sapphire First Timers' Luncheon - Emerald & Ruby College Fair Committee Luncheon - Capital II
1:45 pm - 3:00 pm	Mainstage Event - Annual Membership Meeting & Raffle - Plaza G & H
3:00 pm - 3:30 pm	Dedicated Exhibitor Time - Outside Plaza E, G, H, & A-D
3:30 pm - 4:30 pm	B Sessions Retirees' Reception - Capital View
3:30 pm - 5:30 pm	UIS Campus Tour and Reception - Meet at Convention Registration
4:30 pm - 5:30 pm	Mentorship + First Timers Social - Emerald & Ruby

#### B Sessions

#### 3:30 pm - 4:30 pm (Wednesday, April 26)

#### B1 - Plaza B

##### Finding Unity Between Your Personal and Professional Life

It always feels like we need more hours in the day to accomplish our to-do list. Since it's impossible to do that, we have to figure out how to best manage our time. If you are wondering how to be a working parent, guardian, or caregiver plus balance your professional career, come to this session to hear different stories and perspectives of finding that unity. We won't have all the answers but can provide advice and guidance on how to best manage it.

**Presenters**  
Kristin Smigielski, Dean of Enrollment Management, Parkland College  
Kassie Daly, Associate Director Undergraduate Admissions & Director of Transfer Services, Western Illinois University  
Rita Pearson, Senior Assistant Director of Admissions/Transfer Coordinator, Eastern Illinois University

**Audience Tracks**  
Secondary, Postsecondary - two year, Postsecondary - four year  
M/UM



#### Conference Attendees Enjoy Wi-Fi

Free wi-fi is provided thanks to the generous sponsorship of Governors State University.

A flyer is available at registration to provide information on how to access wi-fi.

## B2 - Plaza A

### The FAFSA: Rolling With the Changes

The 2024-25 FAFSA will experience significant changes this fall, due to the FAFSA Simplification Act. This legislation will decrease the number of questions student and families will answer, change how income information is reported, and increase the number of students who are Pell-eligible. Join us to learn how you can prepare students and families for these changes, receive the most up-to-date information from the Department of Education, and find out how ISAC is leading the way to provide resources and support as these changes take effect!

**Presenters** Meghan Chrum, Professional Development Specialist, Illinois Student Assistance Commission  
Thomas Semanic, Professional Development Specialist, Illinois Student Assistance Commission

**Audience** Secondary, Postsecondary - two year, Postsecondary - four year

## B3 - Plaza C

### College Essay Support from Three Different Models

As the number of supplements have grown exponentially over the past several years, how can we continue to guide and support our students through the writing process? Given our various institutional demands and resources, hear what your colleagues are doing for students. Programs and ideas will be presented from a large, public high school, private high school and independent consultant with input from the audience welcomed.

**Presenters** Sandie Gilbert, College Consultant, Ravinia College Consulting  
Erinn Murphy, Postsecondary Counselor, Libertyville High School  
Joe Freeman, Director of College Counseling, Beacon Academy

**Audience** Secondary

**Tracks** FT

## B4 - Plaza D

### Small classes. Personalized attention. College Town. We have Starbucks.

Are we all just saying the same things? Our potential students are saying yes. In a recent Niche survey 9% reported that they were receiving very personalized outreach and 27% of students reported that all colleges look and sound the same. With staff turnover, fewer resources, and a whole new generation looking at colleges, how does your institution stand out in the crowd? This is an interactive session so come prepared to join the conversation!

**Presenters** Angie Cooksy, Assistant Vice President of Enrollment Management, Bradley University  
Sheila Schechinger, Associate Director, Outreach & Recruitment, University of Iowa  
Anne Kremer, Senior Director, Client Success, Carnegie  
Dan Saavadra, President, StriveScan

**Audience** Postsecondary - two year, Postsecondary - four year

**Tracks** M/UM

## Join us for this year's PROJECT REACH fundraiser!

Local band, Cut Flowers, will be donating their time and talent for this year's event. \$10 cover, purchase at registration or at the door! Your donation gets you into the event where there will be a cash bar and awesome live music! See you on Wednesday from 5:30-7:00 pm in the Emerald and Ruby Ballrooms. All proceeds will go to our Project Reach school. *Purchase is required.*

## B5 - Plaza I and J

### The End of Affirmative Action

This session will walk through the key findings from CollegeVine's research into the impact of ending Affirmative Action, covering the key implications for admissions teams from the upcoming Supreme Court decision, techniques that can be used to build a diverse class in a world where race-conscious admissions is banned, and the enduring value of building a diverse incoming class of students.

**Presenters** Jason McNair Faulk, Community Success Manager, CollegeVine  
Derek Brinkley, Assistant Vice President of Undergraduate Admissions, Columbia College Chicago  
Vinay Bhaskara, Co-Founder, CollegeVine

**Audience** Postsecondary - two year, Postsecondary - four year, Secondary - two year, Secondary - four year

**Tracks** DEIB, M/UM

## B6

### Plaza E

### Reimagining Admissions to Expand Access for Underserved Students

Expanding access not only requires lowering complex logistical, financial, and systemic barriers, but a revolutionary shift in the admissions process altogether. Complicated applications and information gaps keep many underserved students from attending college. Greenlight Match expands access by reimagining traditional admissions, enabling students to receive offers of admission and scholarships without completing a formal application. Learn how students, counselors, and colleges can benefit from a more equitable admissions system.

**Presenters** Jonathan April, Managing Director, College Greenlight/EAB  
Amy Thompson, College & Career Counselor, York Community High School  
Joel Johnson, Interim Director of Admission, Knox College  
Oudete Taylor, Managing Director of Postsecondary Program, OneGoal

**Audience** Secondary, Postsecondary - two year, Postsecondary - four year

**Tracks** DEIB, FT



**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. Illinois high schools are selected each year as the beneficiary of the donations. The schools are selected based on nominations from IACAC members by the Project Reach Committee and recognized at the Annual Conference.

The Committee is looking forward to announcing the recipients at this year's conference.

You can support Project Reach by making a monetary donation online via this link: <https://www.iacac.org/conference/project-reach/donate/> or by scanning the QR Code above.

## Wednesday, April 26, 2023 Evening Activities

5:00 pm - 6:30 pm	ISACorp Alumni Reception - Invitation Only
5:30 pm - 7:00 pm	Project Reach Fundraising Concert - Emerald & Ruby
7:00 pm	Dinner on Your Own
	Past Presidents' Dinner - Winter Garden - Invitation Only
9:00 pm - 11:00 pm	Entertainment: Trivia Night - Emerald & Ruby

## Thursday, April 27, 2023 Morning Activities

7:30 am - 11:00 am	Registration & Project Reach Donations - Convention Registration, 1st Floor
7:30 am - 3:30 pm	Raffle - Outside Crowne Ballroom
7:30 am - 4:30 pm	Exhibits Open - Outside Plaza E, G, H, & A-D
8:00 am - 9:00 am	Continental Breakfast - Plaza E & F
	Dedicated Exhibitor Time - Outside Plaza E, G, H, & A-D
	Counselor College Fair Set up - Inside, Around the Crowne Ballroom
9:00 am - 10:00 am	Mainstage Event - John S. Hollemon III, Director of Diversity, Equity, and Inclusion (DEI) for NACAC
10:15 am - 11:00 am	C Session - Counselors' College Fair
	Dedicated Exhibitor Time - Outside Plaza E, G, H, & A-D
11:15 am - 12:15 pm	D Sessions

## Mainstage Event

### Plaza G and H

## 9:00 am - 10:00 am (Thursday, April 27)

### DEI: What is my role in this work as a white professional?

Dr. John Hollemon, NACAC Director of DEI, will moderate a panel of IACAC members. Panelists will address their own personal identities and how each navigates their professional role given that identity. We have asked panelists to be vulnerable and to model their authentic selves for the audience. Panelists will address how important DEI themes such as uncovering implicit bias and white privilege impact the work we do.

*Dr. Hollemon has worked in the field of Higher Education for over a decade. As a passionate educator, he has purposefully diversified his experience by working with students at each level from K-12 through college. He completed his undergraduate degree in Communication Studies, with Minors in Black Studies and Asian Studies from Randolph-Macon College. He also holds a Master's in Executive Leadership from Liberty University, and a doctorate in Healthcare Administration (Health Equity Concentration) from the Virginia University of Lynchburg.*

*Dr. Hollemon previously served as Dean of Inclusive Excellence and Chief Diversity Officer at Hampden-Sydney College. In this role, Mr. Hollemon is unapologetically committed to engaging in community work to increase access and success in higher education for students from minoritized backgrounds. Dr. Hollemon's research interest focuses on critical race theory in Higher Education, teaching culturally relevant pedagogy, and factors affecting the educational experiences and retention of minoritized student populations. Dr. Hollemon currently serves as the Director of Diversity, Equity, and Inclusion for the National Association for College Admission Counseling where he is tasked with identifying, addressing and accessing DEI priorities throughout the association.*



## C Session

### Sapphire, Diamond, & Emerald

## 10:15 am - 11:00 am (Thursday, April 27)

### Counselors' College Fair

The Counselors' College Fair is an opportunity for high school counselors, independent educational consultants, and other interested parties to meet with admission team members in a college fair setting. Get your questions answered, check out new programs, and add new schools to your toolbox for students.

## D Sessions

### D1 - Plaza G and H

Presenters  
Audience  
Tracks

## 11:15 am - 12:15 am (Thursday, April 27)

### DEI: Where do we go from here? Continuing the conversation with Dr. Hollemon

Dr. John Hollemon, NACAC Director of DEI, will continue the important conversation started in the mainstage presentation earlier today. Participants will gain a better understanding of NACAC's and IACAC's DEI goals and what each of us can do to further those goals. Participants will have an opportunity to both learn from Dr. Hollemon and to share our concerns about the work directly with NACAC leadership.

John Hollemon, Director of DEI  
Secondary, Postsecondary - two year, Postsecondary - four year  
DEIB

### D2 - Plaza A

Presenters

### Creating (or renovating) a Post-Secondary Program from Scratch?

Are you tasked with creating or renovating a post-secondary counseling program at your high school? Just like baking, sometimes the recipe calls for building it from scratch. In this session, we'll offer 3 main ingredients to starting or revamping a post-secondary counseling program: 1) Where to start? 2) Internal program delivery 3) External support and connection. Join us for a recipe for a successful post-secondary program!

Genesis Casillas, Post Secondary Counselor, Antioch High School, CHSD 117  
Blythe Masura, College and Career Counselor, Grant Community High School  
Allison Zameck, College Counselor, Zion Benton Twp High School Dist 126

### D3 - Plaza B

Presenters

### Postsecondary Programming in a Post-Pandemic Era

This session will focus on strategies that postsecondary programs can use to better engage with students, schools and community based organizations for the purpose of enhancing student performance in our post-pandemic world. The University of Illinois Urbana - Champaign's Principal's Scholars Program will share some of the approaches that they have used to supplement the work of their partner schools.

Shauntee Randle, Education Coordinator, Principal's Scholars Program  
Teresa Blanden, Associate Director, Principal's Scholars Program  
Pilar Ramon, Director, Principal's Scholars Program

Tracks  
R/ST

## Professional Development Hours

Conference attendees who are interested in earning Professional Development (PD) Hours approved by ISBE should complete an online evaluation form. That form can be found at <https://iac.ac/isbe>. Once you submit the form, your evidence of completion will be emailed to you. 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. You may submit one form for the entire conference.

#### D4 - Plaza C

##### Peer Mentoring For Student Success

Peer mentoring has been an effective strategy for bolstering student success at Mattoon High School and Eastern Illinois University. The BIONIC and Freshman/Transfer Connection programs developed and implemented under the leadership of Dr. Heidi Larson, Professor in the department of Counseling and Higher Education at EIU, have made significant impacts on student success at both the High School and the University level. This session aims to share the details of the program, some of what we have learned over the past 8 years, and what it takes to implement a successful peer mentoring program.

**Presenters** Josh Norman, Associate VP for Enrollment Management, Eastern Illinois University  
Heidi Larson, Professor/Department of Counseling and High Education, Eastern Illinois University

**Tracks** TS

#### D5 - Plaza D

##### From Transactional to Transformational: Improving Family Engagement in the Enrollment Process

The best way to get a student to enroll? Get their family on board! Including parents and other family members helps all decision-makers feel included, understand the value, and stay on task through the enrollment process. Learn how North Central College has embraced a strategic family engagement mindset, a comprehensive family communication plan, and the technology to help them do it, and in turn seen growth in applications and yield.

**Presenters** Laura Kendall Zimmermann, Associate Director of Admission, North Central College  
Ashley Dudich, Director of Recruitment Communication, North Central College  
Joel Pendergrass, Account Manager, CampusESP

#### D6 - Plaza F

##### The Limit Does Not Exist: The Impact of Math Course Sequence

Should I take calculus or statistics? What if the highest math my school offers is pre-calculus? This session will explore the role of secondary math course sequences in admission decisions, as well as implications for first-year retention and college academic performance. We will discuss who gets the opportunity to take calculus in high school, systemic barriers, and explore college outcomes based on different math sequences in high school.

**Presenters** Andy Borst, Director of Undergraduate Admissions, University of Illinois Urbana-Champaign  
Sara English, Post-Secondary Counselor, Adlai E. Stevenson High School

**Audience** Secondary, Postsecondary - four year



### IACAC Welcomes NACAC Representative Megan O'Rourke

Megan O'Rourke is the Associate Dean of Admission and Coordinator of Midwest Recruitment at Providence College. She currently serves on the NACAC Board of Directors as the Affiliate President Council Coordinator. In this role, which is a one-year position, she oversees all 23 affiliate President-Elects, Presidents, and Past Presidents, and coordinates professional development for them. She has been an IACAC member since 2006 and served as IACAC President from 2020-2021.

#### D7 - Capital I

##### Latinx Excellence and Tomorrow's Leaders

In the United States, the Latinx population is rapidly growing, yet, in 2021, the Illinois Board of Higher Education reported that only 3,610 Latinxs were employed in Illinois public universities. Of the total of Latinxs employed in Illinois public universities, 64% of Latinxs held support staff positions and only 6% of Latinx held administrative positions (i.e., academic professionals). The latter employment classification represents the segment of professionals in higher education that would most likely be active members and hold leadership roles in IACAC. Increasing the percentage Latinx administrators is vital to the support of students and the success of secondary and post-secondary institutions. The need to recruit, mentor, and inspire young Latinx talent is more important than ever. This session will consist of two parts: a panel featuring Latinx leaders of secondary, post-secondary, and community-based organizations on their professional journey in education and an interactive session where attendees will be able to meet and connect with each other.

**Presenters** Lizbeth Román, Assistant Director of Admission, Fontbonne University  
Melinda Arce-Gudino, Bilingual Admissions Counselor, Governor State University

#### D8 - Plaza E

##### Build Unity with the Heroes Sitting Right Next to You

Come prepared for roundtable discussions and best practices to engage yourself, your team and colleagues to stay in the admissions profession. Learn from the presenters and from each other! Topics include how to: 1. Keep the fun in the workplace and profession. 2. Promote opportunities for professional development when salary or other perks may not be available. 3. Have meaningful and impactful conversations with your staff and others in the field. 4. Work across generations.

**Presenters** Betsy Stevens, Assistant Director of Regional Recruitment, University of Pittsburgh  
Samantha Meranda, Associate Director of Recruitment, Illinois State University  
Erin Monroe, Assistant Director, Chicago Regional Representative, University of Iowa  
Jessie DePont, Associate Director, DePaul University

**Audience** Postsecondary - two year, Postsecondary - four year

#### Thursday, April 27, 2023 Afternoon Activities

12:15 pm - 2:00 pm	Conference Luncheon, Conclusion of Membership Meeting, and Raffle - Sapphire, Diamond, & Emerald
2:00 pm - 2:30 pm	Dedicated Exhibitor Time - Outside Plaza E, G, H, & A-D College Fair Breakdown - Crowne Ballroom
2:30 pm - 3:30 pm	E Sessions
3:45 pm - 4:45 pm	F Sessions
4:45 pm - 5:45 pm	Inclusion, Access, & Success Social - Ruby Ballroom

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**WWW.IACAC.ORG/VOLUNTEER**

## E Sessions

2:30 pm - 3:30 pm (Thursday, April 27)

### E1 - Plaza G and H

#### A Brisk PaCE

2022 brought new and exciting changes and opportunities in the world of the Postsecondary and Career Expectations (PaCE) Framework which includes Public Act 102-0917, the first annual PaCE Symposium, the new PaCE Implementation support and continuation our PaCE Framework Development workshop that were offered virtually. Heyworth High School will join us to share on best practices with implementation. As schools prepare to adopt a college and career framework as part of Public Act 102-0917 join us to help you be prepared for the adoption and implementation of a framework through 2023.

**Presenters** Ana Moya, Professional Development Specialist, Illinois Student Assistance Commission  
Katie Bruemmer, Heyworth High School

### E2 - Capital 1

#### The President Lincoln Special

This session will allow you to leave the admission world and look at Springfield's own Abraham Lincoln in ways you never have before. Dr. Graham Peck, University of Illinois Springfield's Wepner Distinguished Professor of Lincoln Studies will present on Lincoln's personal life. You will find many connections between your work with students and America's 16th president. This will be a fun and interesting session for all.

**Presenters** Graham Peck, Wepner Distinguished Professor of Lincoln Studies, University of Illinois Springfield  
Sarah Adams, Admission Counselor, University of Illinois Springfield  
**Audience** Secondary, Postsecondary - two year, Postsecondary - four year

### E3 - Plaza E

#### Best Practices and Legislative Changes to Support Undocumented Students

As lack of legislative changes continue to leave undocumented students and their families in limbo, those directly impacted and allies are coming together to change this narrative. Nearly 214,000 first, second and third generation immigrants (26%) have kept Illinois institutions open over the last decade (MPI, October 2020). The Illinois Dream Fund and Undocumented Student Liaisons throughout the state are collaborating and sharing best practices with national partners to change the agenda by creating access to opportunities with or without DACA.

**Presenters** Tanya Cabrera, Chair, Illinois Dream Fund  
Sandy López, Director of the Undocumented Student Resource Center, Academic Diversity, Equity and Inclusion, Northern Illinois University  
**Audience** Secondary, Postsecondary - two year, Postsecondary - four year  
**Tracks** DEIB, TS, FT, M/UM

### E4 - Plaza B

#### Leveraging District Partnerships to Address Equitable College Fair Access

In this session learn how Chicago Public Schools and the City Colleges of Chicago joined forces to offer 3 college fairs to nearly 3,000 students and over 100 college representatives. Join us as we detail the Why, the What, the When, and the How of each of these fairs, the impact on our students, the response from college representatives, and our future plans for these fairs!

**Presenters** Will Barefield, District Director of Enrollment, City Colleges of Chicago  
Gretchen Rhodes, Director of School Counseling, Chicago Public Schools  
Breanne Dale, School Counseling Program Manager, Chicago Public Schools  
**Audience** Secondary, Postsecondary - two year, Postsecondary - four year  
**Tracks** DEIB, FT, M/UM

### E5 - Plaza C

#### Job Hunters: Counselor Edition

Seeking a job as a school counselor? Join us for this session where two current counselors and a supervisor will provide advice/tips and examples of how to embark on a successful job search. What makes a resume stand out? What interview questions should be expected? Join us for this interactive session to help you find your next school counselor position.

**Presenters** Robyn Moreth, Postsecondary Counselor, Maine Township High School South  
Kyleen Coia, Associate Principal for Student & Family Services, Maine Township High School South  
Kimberleigh Magee, Postsecondary Counselor, Deerfield High School  
**Audience** Secondary

### E6 - Plaza D

#### Effectively Finding & Engaging Your Underserved Populations

Which student population could your institution better reach and support through the recruitment cycle? What is holding you back from that outreach? Join us for an interactive discussion on how you can make better use of the data already available to you to engage with the students who are most interested in hearing from you. We'll also share the latest technology to help make that outreach more efficient and effective. This session will cover which prospective student populations have been the most underserved since the pandemic, new and innovative ways you can connect with students and their families, and how you can deliver the right messages on the right channels to speak directly to their specific motivations and preferences.

**Presenters** Kristin Mahoney, Regional Director, Encoura  
Jazmine Ross, Executive Director of Admission & Recruitment Strategy, Roosevelt University  
**Audience** Postsecondary - two year, Postsecondary - four year  
**Tracks** M/UM

### E7 - Plaza A

#### How to Best Use Salesforce for Recruitment and Admissions

How should colleges and universities deploy the Salesforce CRM platform for recruitment and admissions? What are the best practices to adopt and the pitfalls to avoid? Join us to discuss how to ensure a future-proof CRM strategy on Salesforce.

**Presenter** Lawrence Levy, President, Enrollment Rx  
**Audience** Secondary, Postsecondary - two year, Postsecondary - four year  
**Tracks** TS, FT, M/UM

### E8 - Plaza F

#### Applying Mastery: Competency-Based Education and College Admissions

A growing number of high schools across the globe are moving away from traditional models of teaching and learning to one that embraces the whole learner and focuses on mastery/competency of content and skills. Mastery Transcript Consortium is a membership organization that propels these schools and their communities of learners to assess, capture, and communicate these mastered competencies to colleges, employers, and many others.

**Presenters** Eddie Arteaga, Senior Director for Higher Ed Engagement, Mastery Transcript Consortium  
**Audience** Secondary, Postsecondary - four year

## F Sessions

3:35 pm - 4:45 pm (Thursday, April 27)

### F1 - Plaza G and H

#### Gen Zoom and the State of Mind of Post-Pandemic Youth

There's something distinctly different about the students now filling our guidance offices and chat nights. Join us as we introduce Gen Zoom, a generation whose entire world outlook and perspective was shaped by a global pandemic. Michigan Technological University was on the forefront of this shift when we became one of the few residential summer programs to reopen in 2021 and made surprising observations about the future outlook and state of mind of our participants. In this thought-provoking session, we share two years worth of original, qualitative work about the impacts of the COVID-19 era on youth. This is an interactive session and attendees will take away specific strategies for supporting students' changing needs as they prepare for college and beyond.

**Presenters**  
Cassy Tefft de Munoz, Executive Director of Enrollment Initiatives, Michigan Technological University  
Tara Brewer, Regional Admission Manager, Michigan Technological University

**Audience**  
Secondary, Postsecondary - two year, Postsecondary - four year

### F2 - Plaza A

#### Understanding the Implications of Self-Reported Credentials

With the increase in use of self-reported academic records and test scores, the process of applying to college has more moving parts than ever before. Learn why colleges ask students to self-report their grades via a Self-Reported Academic Record, Courses & Grades, and/or an unofficial transcript upload, and gain some tips on how to help applicants manage the myriad of ways in which they are expected to share this additional information. This session will help unite us in understanding the nuances of self-reported credentials and allow us to share best practices for helping students manage it all!

**Presenters**  
Amy Wesley, College Counselor, Benet Academy  
Tom Shorrock, Post High School Counselor, New Trier Township High School  
Charles Murphy, Director of Admissions, University of Florida

**Audience**  
Secondary, Postsecondary - four year

### F3 - Plaza F

#### Lessons From The Lunchcast

For five seasons, The Admissions Directors Lunchcast has elevated conversations about some of the most pressing issues facing our profession. In this session, the two co-hosts will share some of the most interesting, insightful, and thought-provoking discussions from the most recent season of the Lunchcast. You'll hear audio clips, and be invited into the conversation on these current trending issues.

**Presenters**  
Teege Mettelle, Director of Enrollment Success, enroll ml  
Nathan Ament, Vice President of Enrollment Management, Loyola University New Orleans

**Audience**  
Secondary, Postsecondary - two year, Postsecondary - four year



**DON'T FORGET YOUR  
50/50 RAFFLE TICKETS!**

### F4 - Plaza B

#### High School Programs to Support Students and Their Families

School counselors are tasked with utilizing data, but there isn't always time or support to determine how to incorporate data into college counseling programs. This session will share data-driven programs currently being used in schools, specifically to support underrepresented students. Examples will include a program that helps involve parents in the post-secondary process, in a school with a high percentage of first generation college students; and a program that utilizes individual student data to develop and offer Tier 2 and Tier 3 programs to support post-secondary success for Students of Color and students from lower income households.

**Presenters**  
Beth Gilfillan, Assistant Professor of School Counseling, Northeastern Illinois University  
Cody Dailey, College and Career Counselor, Lyons Township High School Secondary

**Audience**

### F5 - Plaza C

#### Self-Care for High School Seniors

Many young adults lack the vital life skill of self-care. Stress can have negative effects ranging from poor sleep patterns to cognitive deficits. High school seniors are at risk for increased stress as they prepare for their future. Self-care is an essential life skill high school seniors must possess to help manage their stress. High school counselors can play a vital role in teaching students about self-care and its benefits.

**Presenters**  
Rena Hale, Clinical Assistant Professor, University of Illinois Chicago, Springfield campus  
Lorna Scoggins, MSN, PMH-BC, Visiting Teaching Associate, University of Illinois Chicago, Springfield Campus

**Audience**  
Secondary

### F6 - Plaza D

#### Optimizing Your College Counseling Practices

For secondary school counselors, college counseling is a year-round responsibility. Each season brings new challenges for counselors - recommendation writing, getting to know a new cohort each year, and guiding students through the college discovery, preparation, and application process. How can counselors leverage different tools to save time, reduce stress, and guide with effectiveness? Join us for a discussion on how to optimize your college counseling practices using student-centric tools like Scoir.

**Presenters**  
Megan Taylor, Regional Manager of High School Partnerships, Scoir  
Jonathan Huizinga, Director of College and Career, Timothy Christian Schools  
Shawn Wochner, College Counselor, Marian Central Catholic High School  
Moderator: Rebecca Belitto, Postsecondary Counselor, Vernon Hills High School

### F7 - Capital 1

#### Black and African Diaspora Special Interest Group (BADSIG)

In the words of Michael Jackson, this session will answer the question of "Who's BAD?" As we explore unity during this year's conference, let's come together to discuss what that looks like for Black and African Diaspora (BAD) individuals in 2023 and beyond within IACAC and our profession.

**Presenters**  
Mariya Chukas, Senior Student Recruitment Specialist, University of Missouri  
Keena Griffin, Assistant Director, University of Illinois Urbana-Champaign  
Joel Johnson, Director of Admission, Knox College

**Audience**  
Secondary, Postsecondary - two year, Postsecondary - four year  
DEIB, FT

**F8 - Plaza E****Recruiting Black Boys A Strengths-based Approach to Practice II**

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.

**Presenters** Jim Blissitt III, Lecturer and Doctoral Researcher, DePaul University  
Shelby Wyatt, Counselor, Chicago Public Schools

**Audience Tracks** Secondary, Postsecondary - two year, Postsecondary - four year  
DEIB, TS

**Thursday, April 27, 2023 Evening Activities**

5:45 pm - 8:30 pm Reception - Crowne Ballroom Pre-function Space  
Dinner, Awards, and Raffle - Sponsored by Illinois College - Sapphire, Diamond, & Emerald

8:30 pm - Midnight Entertainment: DJ and Dancing - Ruby Ballroom

**Friday, April 28, 2023 Morning Activities**

8:00 am - 8:45 am Coffee and Donuts - Outside Plaza E

8:45 am - 9:45 am G Sessions

10:00 am - 11:15 am Mainstage Event - Sapphire, Diamond, & Emerald

11:15 am - 1:00 pm Brunch and Closing - Sapphire, Diamond, & Emerald

**G Sessions****8:45 am - 9:45 am (Friday, April 28)****G1 - Plaza G****LGBTQ+ SIG Meeting**

This meeting is designed for the LGBTQ+ SIG to come together, build community, and get an update on LGBTQ+ issues that are affecting higher education.

**Presenters** Derek Brinkley, Assistant Vice President of Undergraduate Admissions, Columbia College Chicago

**Audience Tracks** Secondary, Postsecondary - two year, Postsecondary - four year  
DEIB

**G2 - Plaza A****Not Just Counselors | Investing in leaders to strengthen equitable access to post-secondary pathways across Illinois**

OneGoal and Duplo CUSD 196 (IL) will discuss how school and district-leaders can address system-level challenges that have prevented students from succeeding in post-secondary degree attainment. During this session, participants will learn strategies to effectively assess their current post-secondary vision and strategy, leverage key analytics to unpack core strengths and areas of growth in relation to a post-secondary vision, and determine the role of district-level post secondary leadership teams in advancing this work.

**Presenters** Catisha Toney, Postsecondary Leadership Coach, OneGoal  
Laura Kirsch, School Counselor, Duplo CUSD 196  
Megan Wright, School Counselor, Duplo CUSD 196

**Audience Tracks** Secondary  
M/UM

**G3 - Plaza B****Unifying Educational Equity: Illinois' Undocumented Students**

Undocumented students face continuous barriers to higher education. In Illinois, there are resources to ease the challenges of being ineligible for federal aid as well as understanding the college-going process, perhaps as a first-generation student. In this session, we will examine how to best support undocumented students, look at the current state of the Deferred Action for Childhood Arrivals (DACA) program, and emphasize how Illinois provides opportunities when it comes to equitable education for undocumented students.

**Presenters** Beth Groves, Professional Development Specialist, Illinois Student Assistance Commission  
Manny Talavera, Professional Development Specialist, Illinois Student Assistance Commission

**Audience** Secondary, Postsecondary - two year, Postsecondary - four year

**G4 - Plaza C****How Coalition Schools are Collaborating to Break Down Admissions Barriers for Under-Resourced Students**

It's been a pivotal year for the Coalition, as we've reimaged and launched a new application experience in partnership with Scoir. The simplified application aims to help students manage more of the college admissions process from one account, from discovering to applying to enrolling. Through this partnership, community-based organizations now have access to collaborate with students, school counselors and parents/guardians, all within the same platform. Learn about how Coalition schools work together not only to advance innovations in the application process, but also to support students along the path to applying, especially those who are historically under-represented in higher education.

**Presenters** Derek Terrell, Director of Member Engagement, Coalition for College  
Evan Wilson, Associate Vice President of Enrollment Management, Illinois College  
Safiya Johnson, Senior Assistant Director, Northwestern University  
Kimberly Zimmerman Director of Recruitment and Outreach, Knox College

**Audience Tracks** Secondary, Postsecondary - four year  
DEIB, R/ST

**G5 - Plaza D****Unity Through Advocacy**

Have you wanted to know how IACAC advocates for you and students? Are you a political veteran, who knows the ins and outs of the political machine, but don't know what IACAC is doing for you? Then this session is for you! The Government Relations Committee is pleased to help give you an Advocacy 101. We will talk about how advocacy works here within IACAC, what to expect when you speak with a legislator, discuss current issues facing higher education, both nationally and in Illinois. So come learn how you can unite with us!

**Presenters** Alejandro Campos, Associate Director of Undergraduate Admissions, University of St. Francis  
Kristina Luster, College and Career Counselor, Mount Carmel

**Audience** Secondary, Postsecondary - two year, Postsecondary - four year

## G6 Plaza E

### Join Us at Middle Management Institute 2023!

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 on? Join the Middle Management Institute (MMI) committee members to hear about how IACAC's Middle Management Institute impacted their careers and how you can attend the 2023 Institute.

Presenters	Jessica King, Assistant Director of Admission, Bradley University Robert Olivieri, Midwest Regional Coordinator, University of Maryland Wendy Downing, Assistant Director of Transfer Admissions, Trinity Christian College
Audience Tracks	Postsecondary - two year, Postsecondary - four year M/UM

## G7 - Plaza F

### Women in Admissions SIG

Meeting for all interested in being part of, and learning more about, the IACAC Women in Admissions Special Interest Group (SIG). Collection and discussion of event ideas for the 23-24 academic year will be part of our time together.

Presenters	Carin Smith, Midwest Regional Admissions Manager, Chicago-based Representative, Beloit College Angie Cooksy, Assistant Vice President for Enrollment Management, Bradley University Stephanie Dugo, Associate Director of Recruitment, Saint Louis University
Audience	Secondary, Postsecondary - two year, Postsecondary - four year

## Closing Session

**10:00 am - 11:15 am (Friday, April 28)**

### Sapphire, Diamond, & Emerald

### Mainstage Townhall: State of the Association

There have been many changes post-COVID that impact IACAC: the relationship between NACAC and its affiliates, structural and governance changes in IACAC, plans to move the Annual Conference around the state, to name a few. Come hear directly from IACAC's elected leaders who play key roles in shaping our relationship with NACAC and guiding our Association into the future. The Q&A format encourages you to ask questions and engage directly with your elected leadership.

## 2023 IACAC Conference Evaluation

Dear Annual Conference Attendee,

Thank you for attending the 2023 IACAC Annual Conference in Springfield this year. We are interested in getting your feedback about the overall conference as well as the individual sessions you attended. You can easily find the evaluation through the QR code below, navigating to [iacac.org/conference/evaluations](https://iacac.org/conference/evaluations) from any internet browser, or through this year's Conference app.

The feedback you provide is extremely valuable for the planning of future conferences. Unite with us by submitting your conference evaluation!

Warm Regards,  
The 2023 Evaluations Committee



## 2023 Conference Sponsors (as of 4/10/2023)

### Platinum Level Sponsors

**University of Illinois at Springfield**  
\$7,500 Donation

UNIVERSITY OF  
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### Gold Level Sponsors

**Strive Scan**  
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**Governors State University**  
Thursday's Dinner - \$2,000  
Internet Connection - \$1,500



**University of Illinois Urbana - Champaign**  
First-time counselor attendees - \$2,500

**Knox College**  
Thursday's Lunch - \$2,500

**Mizzou University of Missouri**  
Wednesday's Lunch - \$2,000



**Michigan State University**  
Mobile App - \$2,000

**Saint Louis University**  
Conference Totebags - \$1,500  
Wednesday's Coffee - \$500



## 2023 Conference Sponsors, continued

### Silver Level Sponsors

**University of Iowa**  
Thursday's Breakfast - \$1,500



**DePaul University**  
Friday's Brunch - \$1,500



**Inspire Success**  
Project Reach Fundraiser - \$1,000



**College Board**  
Large Session Room - \$1,000



**Texas State**  
Co-Sponsor Endnote Session - \$600

### Bronze Level Sponsors

**The Ohio State University**  
Friday's Coffee - \$500



**The University of Illinois System**  
Friday's Donuts - \$500



**Illinois Latino Council on Higher Education**  
\$500 In-kind Donation

### Additional Sponsor

**Common App**  
Local Public School  
Counselor - \$250



IACAC extends a special thanks to all of our 2023 sponsors. On behalf of the members of IACAC, we thank you for your support.

## 2023 Conference Exhibitors (as of 4/20/2023)

IACAC extends a special thanks to our exhibitors and the individuals attending the Annual Conference. On behalf of the members of IACAC, we thank you for your time and support.

### Ardeo Education Solutions

Jared Christensen  
(847) 721-3348  
101 W Kirkwood Ave, Suite 019  
Bloomington, IN 47404  
**www.ardeo.org**  
Ardeo has collaborated with institutions to provide loan repayment assistance programs (LRAPs) as a financial "safety-net" for students. If a student's post-graduation income is modest, LRAPs can help repay loans.

### Blue Cross Blue Shield

Heather Briggs  
(217) 862-5457  
401 E. Capitol Ave Suite 402  
Springfield, IL 62702  
**www.bcbssil.com**  
Health & wellness is one of our core business goals and it drives our community involvement. We're dedicated to helping Illinois be a healthier place to live, work & play.

### CampusESP

Joel Pendergrass  
(608) 487-0954  
30 South 15th Street, 15th Floor  
Philadelphia, PA 19101  
**www.campusesp.com**  
CampusESP provides a modern, all-in-one family engagement platform that helps your institution increase student applications, boost student yield, and predict student likelihood to enroll.

### CollegeVine

Jason McNair-Faulk  
(214) 476-6923  
177 Huntington Avenue, Suite 1703  
Boston, MA 94211  
**www.collegevine.com**  
CollegeVine connects college-bound students with best-fit schools, showcasing their accomplishments and preferences. Hundreds of universities use it to reach diverse audiences, creating a new paradigm of connection and engagement.

### College Bound Selection Service

Rolando Sawyer  
(816) 318-4441  
118 Congress St.  
Belton, MO 64012  
**www.cbssearch.net**  
College Bound Selection Service (CBSS) is the missing piece in your recruitment strategy. Include us in your mix and reach over 30% of the students from your high yield areas.

### Compass Education Group

Eric Anderson  
(847) 495-8585  
1109 W. Wellington Avenue  
Chicago, IL 60657  
**www.compassprep.com**  
Compass is one of the world's leading providers of 1-on-1 and group ACT, SAT, AP/academic tutoring. We also support 100s of schools with admission testing presentations, practice testing, and resources.

### DegreeSight

Gary Sibley  
(843) 300-5972  
10820 Valor Trail  
Fort Worth, TX 76108  
**www.degreesight.com**  
DegreeSight simplifies the transcript review process and degree audits for universities and students, while empowering administrators with data, workflows, and integrations to scale their operations.

### EAB

Jonathon April  
(224) 765-0157  
2445 M St NW  
Washington, DC 20037  
**www.eab.com**  
Lengthy applications, complicated waivers, and supplemental requirements keep many underserved students from attending college. Greenlight Match creates new pathways for first-generation and lower-income students to find their best college fit.

### Encoura

Kristin Mahoney  
(800) 862-7759  
1108 Lavaca St., Suite 110-390  
Austin, TX 78701  
**www.encoura.org**  
Encoura® is an educational technology company serving over 2,000 institutions. Through the Encoura platform, the company combines data science, advanced analytics, & research so institutions can meet their enrollment goals.

## 2023 Conference Exhibitors, continued

### Enroll ml

Brad Statland  
(847) 942-3798  
8773 Woodbridge Drive  
Greendale, WI 53129  
**www.enrollml.com**

Enroll ml's actionable AI and gamification engine measures applicant behaviors, shifting daily "guesswork" to a machine-learning-delivered focus on the applicants and actions that will stretch, shape and hold the class.

### Enrollment Rx

Lawrence Levy  
(219) 256-0742  
5250 Old Orchard Road, Suite 300  
Skokie, IL 60077  
**www.enrollmentrx.com**

Enrollment Rx is a higher education technology company delivering innovative CRM solutions. Built on Salesforce, we help institutions future-proof their technology strategy with enterprise-class functionality and limitless scalability.

### Goodkind

Tarang Singhal  
(437) 983-7433  
1352 Bathurst Street, Unit 201  
Toronto, Ontario M5R 3H7  
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Communicate with Gen Z like it's 2023. Goodkind is the only video-first student recruitment platform.

### Honest Game

Joyce Anderson  
(312) 847-4711  
222 W Merchandise Mart Plz, Suite 1212  
Chicago, IL 60654  
**www.honetgame.com**

Honest Game takes the guesswork out of the complex NCAA and NAIA requirements for college sports, while getting your school departments, students, and families on the same page.

### Illinois School Counselor Association

Vince Walsh-Rock  
(630) 461-7006  
PO Box 734  
Downers Grove, IL 60515  
**www.ilschoolcounselor.org**

The Illinois School Counselor Association is committed to provide leadership, advocacy, and collaborative opportunities for Illinois school counselors.

### Illinois Student Assistance Commission

Sam Nelson  
(847) 831-8346  
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 provide Illinois students with information and assistance to make education beyond high school accessible and affordable

### Inspire Success

Aimee Portteus  
(317) 210-0161  
17437 Carey Rd  
Westfield, IN 46074  
**www.inspiresuccess.org**

Inspire Success: Advancing what works to elevate student success. Inspire Success is an educational non-profit serving schools, business/industry, and communities to ensure that all students empowered for success.

### NextGrad

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676 E. Markea Ave.  
Salt Lake City, UT 84102  
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The #1 way to connect with high school students. Place your college admissions information on our network today!

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OneGoal offers a solution that makes graduation a reality for all students. We collaborate closely with schools and districts, providing a robust curriculum, technology, training & coaching.

### The Princeton Review

Alyssa Martin  
(815) 451-1851  
1455 W Norwood Street  
Chicago, IL 60660  
**www.princetonreview.com/**

For more than 40 years, students and their families have trusted The Princeton Review to help them get into their dream schools.

### SchoolLinks

Jamie Gorski  
(651) 890-9783  
1145 W 5th St 3rd Floor  
Austin, TX 78703  
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Through 80+ interactive experiences from interest discoveries, academic planning, and social-emotional learning. SchoolLinks offers internship matching, career mentorship, industry partner management, and more to help districts support holistic postsecondary readiness.

### School Letters of Recommendation

Chris DiIello  
(508) 769-7002  
700 Commerce Drive  
Oak Brook, IL 60523  
**www.schoollettersofrecommendation.com**

Parchment provides millions of learners and over AI-powered software that assists high school counselors, teachers, and staff in creating more effective college letters of recommendation with 75% less effort, all while keeping the letter writer in control.

### Spark451

Brian Jansen  
(773) 610-3251  
3738 NE Simpson Street  
Portland, OR 97211  
**www.spark451.com**

Spark451® is a full-service strategic marketing and technology firm focused on higher education. We specialize in enrollment marketing, student search, creative services, and digital media.

### StriveScan

Dan Saavedra  
(312) 380-0630  
PO Box 14708  
Chicago, IL 60614  
**www.strivescan.com**

StriveScan is proud to be IACAC's partner for college fair scanning. StriveScan is used by 19 ACACs, 7 ACRAOs, and hundreds of college fairs nationwide and internationally.

### Verto Education

Amy Stevens  
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2590 Welton Street  
Denver, CO 80205  
**www.vertoeducation.org**

Through Verto Education, students begin college by studying abroad, while having the option to gain admission and finish their degree at one of 70+ partner colleges across the US.

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Amy Thompson, York Community High School

#### Professional Development

Joe Freeman, Beacon Academy  
Rejeannnda Robinson, Northwestern University

#### Elevate

Courtney Wallace, Augustana College  
Angie Cooksy, Bradley University

# SAVE THE DATE

April 24-26, 2024

## Annual Spring Conference

Westin Chicago NW • Itasca, IL

## 2022-2023 Executive Board

### The Cabinet

#### President

Brian Hodges, University of Illinois, Urbana-Champaign

#### President-Elect

Paul Welsh, Fenton High School

#### Past President

Tony Minestra, DePaul College Prep

#### Treasurer

Josie Blasdel, McKendree University

#### Treasurer-Elect

Mike Gavic, Bradley University

#### Past Treasurer

Eric Ruiz, University of St. Francis

#### Secretary

Kathryn Hankamp, Saint Louis University

#### Executive Director

Erin Hoover, IACAC

### Delegate Directors

#### Three Year Term

Joe Freeman, Beacon Academy  
Evan Wilson, Illinois College  
Shawn Wochner, Marian Central Catholic High School

#### Two Year Term

Derek Brinkley, Columbia College Chicago  
Becki Bellito, Vernon Hills High School

#### One Year Term

Sharon Williams, University of Chicago Lab School  
Sylvia Hernandez, Michigan State University

### Council Team Directors

#### Two Year Term

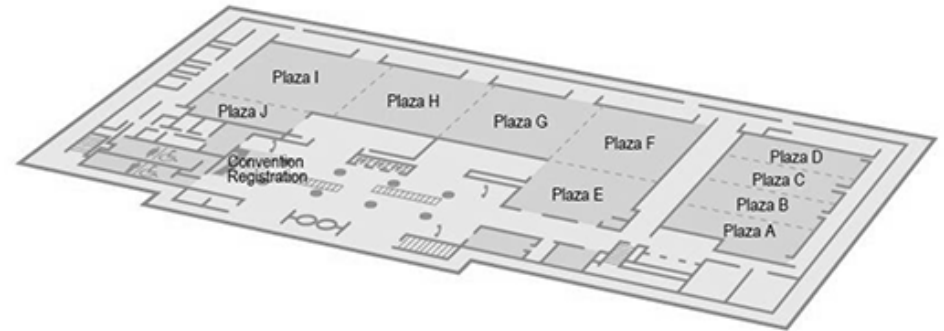
Maddie Corder, Naperville Central High School  
Betsy Stevens, University of Pittsburgh

#### One Year Term

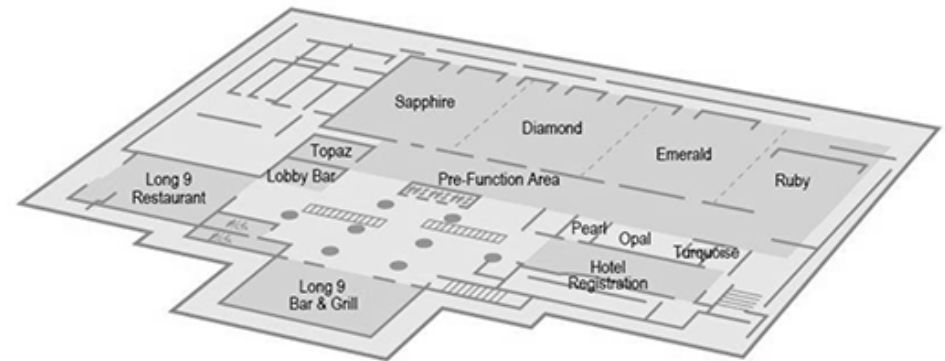
Christian Brown, Beacon Academy  
Kelly Dutmers, Loyola Academy

## The Crowne Plaza Springfield Convention Center

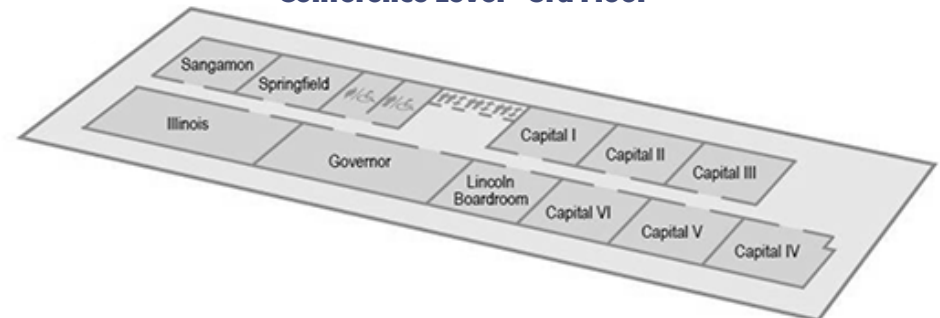
### Plaza Level - 1st Floor



### Ballroom Level - 2nd Floor



### Conference Level - 3rd Floor



## Upcoming IACAC Events - [members.iacac.org/events](https://members.iacac.org/events)



**Sharing the Dream Conference**  
Northern Illinois University  
May 18, 2023



**Middle Management Institute**  
University of St. Francis  
June 14-15, 2023



**Bus O'Fun - Wisconsin and UP**  
June 19-23, 2023

**Bike O'Fun - The Mighty Mississippi River Tour**  
June 26-28, 2023

