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 Welsh
President-Elect and 2023 Annual Conference Chair
Fenton Community High School
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
10:45 am - 11:45 am Dedicated Exhibitor Time - Outside Plaza E, G, H, & A-D
11:45 am - 12:15 pm Dedicated Exhibitor Time - Outside Plaza E, G, H, & A-D

A Sessions 10:45 am - 11:45 pm (Wednesday, April 26)

A1 - Ruby and Emerald 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
Tracks FT

A2 - Capital 1 Retiree’s Roundtable

A3 - Plaza I and J 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
Tracks 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.
**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**
- Postsecondary - two year, Postsecondary - four year

**Tracks**
- TS, M/UM

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**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

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**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

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**Wednesday, April 26, 2023 Afternoon Activities**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
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<tbody>
<tr>
<td>12:15 pm - 1:30 pm</td>
<td>Conference Luncheon - Diamond &amp; Sapphire</td>
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<tr>
<td>1:45 pm - 3:00 pm</td>
<td>Mainstage Event - Annual Membership Meeting &amp; Raffle - Plaza G &amp; H</td>
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<tr>
<td>3:30 pm - 4:30 pm</td>
<td>B Sessions</td>
</tr>
<tr>
<td>3:30 pm - 5:30 pm</td>
<td>UIS Campus Tour and Reception - Meet at Convention Registration</td>
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<tr>
<td>4:30 pm - 5:30 pm</td>
<td>Mentorship + First Timers Social - Emerald &amp; Ruby</td>
</tr>
</tbody>
</table>

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

**Tracks**
- M/UM

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**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.
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.

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.

### 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
- Erin 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

### 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
- Oudette Taylor, Managing Director of Postsecondary Program, OneGoal

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

**Tracks**
- DEIB, FT
**Mainstage Event**

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

### Plaza G and H

**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.*

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**Wednesday, April 26, 2023 Evening Activities**

<table>
<thead>
<tr>
<th>5:00 pm - 6:30 pm</th>
<th>ISACorp Alumni Reception - Invitation Only</th>
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<tbody>
<tr>
<td>5:30 pm - 7:00 pm</td>
<td>Project Reach Fundraising Concert - Emerald &amp; Ruby</td>
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<tr>
<td>7:00 pm</td>
<td>Dinner on Your Own</td>
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<td>Past Presidents’ Dinner - Winter Garden - Invitation Only</td>
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<tr>
<td>9:00 pm - 11:00 pm</td>
<td>Entertainment: Trivia Night - Emerald &amp; Ruby</td>
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**Thursday, April 27, 2023 Morning Activities**

<table>
<thead>
<tr>
<th>7:30 am - 11:00 am</th>
<th>Registration &amp; Project Reach Donations - Convention Registration, 1st Floor</th>
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</thead>
<tbody>
<tr>
<td>7:30 am - 3:30 pm</td>
<td>Raffle - Outside Crowne Ballroom</td>
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<tr>
<td>7:30 am - 4:30 pm</td>
<td>Exhibits Open - Outside Plaza E, G, H, &amp; A-D</td>
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<tr>
<td>8:00 am - 9:00 am</td>
<td>Continental Breakfast - Plaza E &amp; F</td>
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<td>Dedicated Exhibitor Time - Outside Plaza E, G, H, &amp; A-D</td>
</tr>
<tr>
<td>9:00 am - 10:00 am</td>
<td>Mainstage Event - John S. Hollemon III, Director of Diversity, Equity, and Inclusion (DEI) for NACAC</td>
</tr>
<tr>
<td>10:15 am - 11:00 am</td>
<td>C Session - Counselors’ College Fair</td>
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<tr>
<td>11:15 am - 12:15 pm</td>
<td>D Sessions</td>
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**C Session**

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

**Sapphire, Diamond, & Emerald**

**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.

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**D Sessions**

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

**D1 - Plaza G and H**

**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.

**Presenters**

John Hollemon, Director of DEI

**Audience**

Secondary, Postsecondary - two year, Postsecondary - four year

**Tracks**

DEIB

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**D2 - Plaza A**

**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 start 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!

**Presenters**

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

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**D3 - Plaza B**

**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.

**Presenters**

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

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**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 Higher 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 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

Tracks TS

D7 - Capital 1
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 Latinx were employed in Illinois public universities. Of the total of Latinx 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 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 DePond, Associate Director, DePaul University

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

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.

Volunteer for a Committee!
www.iacac.org/volunteer
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

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

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 narrative by creating access to opportunities with or without DACA.

Presenters
Tanya Cabrera, Chair, Illinois Dream Fund
Sandy Lópe, 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

Tracks
M/UM

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
Casey 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 Mettille, 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

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 Giffillian, Assistant Professor of School Counseling, Northeastern Illinois University
Cody Dailey, College and Career Counselor, Lyons Township High School

Audience
Secondary

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
Renae Hale, Clinical Assistant Professor, University of Illinois Chicago, Springfield campus
Lorna Scoggin, 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

Tracks
DEIB, FT

DON’T FORGET YOUR 50/50 RAFFLE TICKETS!
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
Sibby Wyatt, Counselor, Chicago Public Schools

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

G2 - Plaza A  Not Just Counselors | Investing in leaders to strengthen equitable access to post-secondary pathways across Illinois
OneGoal and Dupo 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, Dupo CUSD 196
Megan Wright, School Counselor, Dupo CUSD 196

Audience: Secondary
Tracks: 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 reimagined 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: Secondary, Postsecondary - four year

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
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
Postsecondary - two year, Postsecondary - four year

Tracks
M/UM

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)

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.

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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 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, 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)

Ardeo Education Solutions
Jared Christensen
(847) 495-8349
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.bcbsil.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.

College Vine
Jason McNair-Faulk
(214) 476-6923
177 Huntington Avenue, Suite 1703
Boston, MA 02111
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
Rolanda Sawyer
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118 Congress St.
Belton, MO 64012
www.cbsssearch.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.

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.

Compass Education Group
Eric Anderson
(847) 516-3585
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
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10820 Valor Trail
Fort Worth, TX 76108
www.degresight.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
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(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.
Enroll ml
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(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.

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5250 Old Orchard Road, Suite 300
Skokie, IL 60077
www.enrollmentrx.com
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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.

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(812) 461-8619
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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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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.

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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
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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.

Verto Education
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(815) 355-4287
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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SAVE THE DATE
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Annual Spring Conference
Westin Chicago NW • Itasca, IL

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Upcoming IACAC Events - 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

The Crowne Plaza
Springfield Convention Center

Plaza Level - 1st Floor

Ballroom Level - 2nd Floor

Conference Level - 3rd Floor