

Kick-Off Conversations

Kick-Off Conversations are a great way for all of us, from first-timers to seasoned conference attendees, to gather and discuss topics that are relevant to our work. Discussions will be facilitated by colleagues who have personal or professional experiences that relate to the topic, but these are not presentations. Come prepared to participate in the conversation!

School Counselors

Aloewood

Moderators: Katie Gray, College Counselor, Kennedy Catholic High School; Julie Sitko, College & Career Counselor, Moon Area High School

College Access

Ironwood

Moderators: Ginny Johnson, Pathways to College, LLC; Sandra Vasquez, Assistant Director of Admission, Cabrini University

Multicultural Counselors

Rosewood

Moderators: Michael White, Director of Diversity Recruitment, Slippery Rock University

First Time Conference Attendees

Sagewood

Moderator: Loren Gordon, Director of College Counseling, Pittsburgh Central Catholic High School; Ryan Gillon, Senior Assistant Director of Admission, Villanova University; Brittany Konieczny, Assistant Director of Admission, Usinus College

Women in the Profession

Salon C

Moderators: Becky Bowlby, College Access Counselor, Lower Merion & Harrington High Schools; Pat Tamborello, Counselor, Plymouth Whitemarsh High School; Sarah Smith, Interim Associate Director of Admissions & Special Events, West Chester University of Pennsylvania

Kick-Off Conversations

Transfer Students

Salon F

Moderators: John Solewin, Associate Director of Undergraduate Admission, Cabrini University; Andre Richburg, Executive Director of Enrollment, Northampton County Community College; Megan Schroeder, Assistant Director of Admissions - Transfer Outreach & Recruitment, Neumann University

Regional Recruiters

Salon G

Moderators: Amber Dwork, Assistant Director of Admissions, Colorado Mesa University; Jessica Stephenson, University Development Representative, Grand Canyon University; Brion Morro, Regional Admissions Representative, Assumption College

Professionals with Families

Salon H

Moderators: Krista Evans, Senior Associate Director Director of Admission, Lehigh University; Michael Gaynor, Director of University Admissions Mary Smith, Senior Associate Director of Admission, Gettysburg College

Tour Guides/Student Workers/Event Planning

Salon A

Moderator: Jeremy Miller, Assistant Director of Admissions, Shippensburg University of Pennsylvania; Abbey Morris, Associate Director for Campus Visit Programs, Temple University

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Session A

Monday 8:30–9:45am

A1 • Social Media and the College Counseling Office — Aloewood

Moderator: Gerard M. Brett, Director of College Counseling, La Salle College High School

Presenter(s): Jim Sawyer, Associate Director of College Counseling, La Salle College High School

The session will discuss the use of social media by secondary school and college counselors to supplement email and web communications. Utilizing several different platforms (College Counseling Website - lschs.org/college, Twitter, Facebook, & Instagram LSCHCollege), we will show you how an effective social media presence among your students and parents can help increase visibility of important dates and deadlines, attendance at college visits, awareness of pertinent news articles, etc. We will discuss the pros and cons, social media dashboard management (Hootsuite), gathering content, etc.

Audience: Secondary School Counselors

A2 • Return on Investment of High School Visits — Ironwood

Moderator: Molly Henderson, Director of Admission, Alderson Brauddus University

Presenter(s): David Adams, Assistant Director of Admission, Mid-Atlantic, Widener University; Jeremy Miller, Assistant Dean of Admission, Shippensburg University of Pennsylvania; Elizabeth Frosini, Assistant Director of College Guidance, Wyoming Seminary College Prep School; Stacy Soricelli, School Counselor, Hatboro-Horsham High School

Admission counselors spend an invaluable amount of time and resources on high school visits each year. With narrowing budgets and costs related to rental cars, gasoline, hotels, meals, toll roads, etc. only increasing. Many admission offices and recruiters have begun to question the value of the traditional high school visit. Conversely, school and college counselors grapple with challenges related to scheduling conflicts, academic stressors, and space limitations that might prevent students and/or counselors from effectively managing visits with admission representatives. Some visits are useful and valuable where an admission professional will meet students and/or interact with a school or college counselor. Yet, there are some where the college representative will not see students nor do they have the opportunity to meet with a school or college counselor. This session will explore the experiences of various stakeholders involved in a high school visit to discuss the distinctive positive and negative qualities of a high school visit, their value in the traditional sense and what school and college counselors expect from admission counselors and vice versa. We will also discuss and solicit ideas for new or alternative ways in which to efficiently and cost effectively recruit students.

Audience: College Admission Counselors, Community Colleges, Secondary School Counselors, Deans and Directors, Middle Management

A3 • Are You Making the Best Use of Your Scholarships to Support Your Enrollment? — Rosewood

Moderator: David McFarland, Director of Scholarships, Clarion University

Presenter(s): Barbara Fenton, Associate Director of Financial Aid, West Chester University; Robert Reese, Vice President of Enrollment Management, Cabrini University

As the cost of attendance to college increases and funding from government decreases to institutional and individuals scholarships are an important resource to students and families to make their educational dreams a reality. Is your institution organized to efficiently award your scholarships to students? A panel of scholarship administrators from four institutions (four year public, four year private and community college) will discuss how their institution is organized to handle the task.

Audience: College Admission Counselors, Community Colleges, Middle Management, Deans and Directors

Session A

Monday 8:30–9:45am

A4 • As Counselors, How Do We Talk About Diversity, Access, & Inclusion? — Sagewood

Moderator/Presenter: Marjorie Torchon Ireland, Associate Director of College Counseling, Westtown School

Presenter(s): Becky Bowlby, College Access Counselor, Harriton and Lower Marion High Schools; Suzi Nam, Executive Director of the Lenfest Scholars Foundation; Aaron Jones, Director of College Counseling, St. Joseph's Preparatory School

Diversity, access, and inclusion have been talked about on the college level. This session will address how college counselors, access counselors, and professionals who work with students can have conversations with all students and families regarding diversity, access, and inclusion in college. How do we talk about diversity on the secondary school side? Why is it important for students to continue that dialogue and be empowered to want to understand the importance of the conversation.

Audience: All

A5 • “We Get By With a Little Help From Our Friends” — Zambezi

Moderator/Presenter: Chuck Bachman, Senior Associate Director of Admission, Lafayette College

Presenter(s): Michele Kirsch, Associate Dean for Student Affairs-Schreyer Honors College, The Pennsylvania State University; Angie Barone, Director of Admission Communications, Co-Coordinator of the Dickinson Admission Volunteers Society, Dickinson College

Alumni admission volunteers can greatly extend your student recruitment effort and budget, and you don't have to pay them! Want to start or energize an alumni admission volunteer program? Come learn about two well established programs and the opportunities and challenges of managing alumni volunteers, and learn as well from an institution that recently initiated a program and will share their growing pains and joys.

Audience: College Admission Counselors, Deans and Directors, Middle Management

A6 • Seeing is Believing: Creating Access With Campus Visits — Nile

Moderator/Presenter: Alan Paynter, Associate Director of Admission, Dickinson College

Presenter(s): Brittany Lewis, Senior Assistant Dean of Admission & Coordinator of College Access and Inclusion, Franklin & Marshall College; Jennifer Castro, Associate Director of Admissions/Director of Diversity Recruitment, Lehigh University

Being able to choose the right campus requires seeing, feeling, and experiencing colleges. But for some, this very crucial part in the college search process can be a major barrier. Fly-ins, group tours, and boot camps are just a few ways that we open our institutions to students. In this session, we will be unpacking best practices for providing access by bringing underrepresented students of color, first generation, and high-need students to the world of higher education.

Audience: College Admission Counselors, Deans and Directors, Middle Management

Session A

Monday 8:30–9:45am

A7 • Case Studies: An Interactive Insiders Look at Shaping the Class — Orange

Moderator/Presenter: Mary Smith, Senior Associate Director of Admission, Gettysburg College

Presenter(s): Meg Ryan, Executive Director of Admission and Financial Aid, Allegheny College; Ryan Jannos, Senior Assistant Director, Villanova University

More secondary schools are offering "case study" programs for their students and parents to get an "insider's look" at how highly selective schools make decisions on applications. We would like to offer our own PACAC mini-case study with representatives from three highly selective schools. Attendees will review several files and make decisions based on their mock institution's goals. Discussion will include: holistic application review, competing institutional priorities, and shaping a community. We will also discuss how to organize and implement a great case study program for future use!

Audience: Secondary School Counselors, Community Based Organization, Independent Counselors

A8 • The Value of Added Context in Admission—Salon C

Moderator: Kevin Corr, Director, Higher Ed Services, The College Board

Presenter(s): Amy Brashear Miranda, Director, Higher Ed Services, The College Board; Peter-Greg Sison, Associate Director, Higher Ed Services, The College Board

Learn about the College Board's environmental context dashboard, a new tool that provides data to help admission officers consider an applicant's neighborhood and high school in context to make more informed admission decisions. Hear from College Board experts on how this tool could impact holistic admission.

Audience: All

A9 • Expanding Your Counseling Toolbox: Activities and Resources to Engage Students in the College Process — Salon F

Moderator: Chris La Tempa, Associate Director of College Counseling, Malvern Preparatory School

Presenter(s): Will Yarnell, Professor, Graduate Counseling Program, Villanova University; Corinne Logan, College Admission Counselor, St. Joseph's Preparatory School

In this session, we will highlight interactive lesson plans and activities designed to help students navigate their college search, application, and selection process. We will share activities that have worked well in our counseling classes and department curricula and caution against the types of activities that do not tend to resonate.

Audience: Secondary School Counselors, Community Based Organization, Independent Counselors

Session B

Monday 11:00am – 12:15pm

B1 • Carnegie and Google’s Student Online Behavior Insights — Aloewood

Moderator: Christine Kramer, Regional Director, Carnegie Dartlet

Presenter(s): Mark Cunningham, EVP Client Solutions and Strategy, Carnegie Dartlet

Let’s go straight to the source. Understanding the online behaviors and preferences of students and parents is critical for developing short- and long-term strategies for recruitment and admissions. And as a Google Premier Partner, we know there is no better source than the warehouses of data Google has to offer. Join us as we go way beyond surveys and tap into the most comprehensive sets of behavioral data available to answer the key questions about prospective students’ online behaviors, preferences, and journeys. Topics covered include search, mobile, social, video, your Web site, creative/messaging, and more.

Audience: College Admission Counselors, Community College, Deans and Directors, Middle Management

B2 • Creating a Culture of Customer Service in Higher Education — Ironwood

Moderator: Casey McVay, Assistant Director of Admission, Clarion University

Presenter(s): Suzanne Wasilewski, Admission Representative, Butler County Community College; Erin Pottgen, Associate Director of Graduate and Adult Education, La Roche College; Gabby Matich, Assistant Director of Admission, Chatham University; Lacy Nettleton, Assistant Director of Admission, Clarion University

Today’s prospective student has higher expectations and more information about their options, creating a high demand for great customer service. Frontline higher education professionals must create a culture of high-level service for students. This session provides specific strategies to meet the demand for improved service without sacrificing the rigor of an institution’s policies and procedures. Presenters share tips that have proven to be powerful in the pursuit of customer service and leadership excellence. Topics of discussion include removal of unnecessary barriers, improving responsiveness, efficiency, communication, and conflict management, as well as an overview of the expectations of different demographics.

Audience: College Admission Counselors, Community Colleges, Deans and Directors, Middle Management

B3 • Equipping Low-Income Students with the Mindset, Skills, and Knowledge to Achieve College Access and Success — Sagewood

Moderator/Presenter: Precious Mines, Program Director, College Possible

Presenter(s): Brian DeFoney, Program Manager, College Possible; Katherine Mertens, Coordinator of Counseling Services, Upper Darby School District

College Possible makes college admission and success possible for low-income students through an intensive curriculum of coaching and support. We will share best practices of how we create positive relationships through near-peer coaching and a college-going mindset, as well as how we partner with colleges to ensure student persistence and success when they enroll. Learn some of the common barriers low-income students face and how we can work together to close the degree divide.

Audience: All

Session B

Monday 11:00am – 12:15pm

B4 • Six of One, Half Dozen of Another: The Different Stories Your Data Can Tell—*Zambezi*

Moderator/Presenter: Meg Ryan, Executive Director of Admission and Financial Aid, Allegheny College

Presenter(s): Jennifer Pogue, Senior Assistant Director of Admission, Carnegie Mellon University

The thirst for data is increasing at all levels. Students and parents ask for data to support their decision making. Admissions and college counseling offices seek data to drive their choices. In this session, we will discuss the terminology you need to be a responsible consumer of data, how to use data, and how to avoid common mistakes.

Audience: All

B5 • Hot On the Trail of the Student Decision Journey — *Nile*

Moderator: Geoff Broome, Enrollment Solutions Consultant, Capture Higher Ed

Presenter(s): Ed Wright, Vice President of Enrollment, Lebanon Valley College

Your prospective students are investigating your brand on their own discover pathway leaving a trail of data. 82% of your incoming freshman class will have visited your web site over 50 times looking for information. Utilizing a first-of-its-kind dataset, this session addresses lingering questions about online student behavior and the college selection process. Using individual online behavioral data from multiple institutions, we will discuss how and when students are most engaged with your brand throughout the Student Decision Journey and how to engage them. This case study will focus on the data available from the use of marketing automation and will address long-standing myths about the college selection process and show you how to equip your institution to recruit in the petabyte age.

Audience: Middle Management, Deans and Directors

B6 • Financial Aid and the Admission Counselor-Utilizing PHEAA's Free Resources to Cross-train Your Staff— *Orange*

Moderator/Presenter: Kimberly McCurdy, Higher Education Access Partner, PHEAA

Presenter(s): Tiffanie DeVan, Higher Education Access Partner, PHEAA;

This session will explore the most salient financial aid information for admission counselors to be able to communicate with prospective students and provide free resources for your use.

Audience: All

Session B

Monday 11:00am – 12:15pm

B7 • Making a Difference Around Issues Related to Access and Equality — Salon C

Moderator: Keith Bryner, Director of College Counseling, The Ellis School

Presenter(s): Cynthia Amayo-Santiago, Senior Associate Director, Muhlenburg College; Dr. Andrew Moe, Associate Dean of Admission, Swarthmore College

Programmatic and student facing initiatives around diversity are well documented. In order to better serve students, admission professionals must realize the importance of influencing the operation within their office and mobilizing their campus community around their inclusion initiatives. This presentation will focus on the internal facing side of access work. We hope to share examples of areas where we've attempted to make our admission or counseling process more accessible for all students involved. We will discuss methods for identifying and removing barriers for students from underserved backgrounds. Our session will also provide specific tools for building a network of advocates on our campus that support our efforts to achieve equity and increase opportunity for all.

Audience: College Admission Counselors, Community Colleges, Middle Management, Deans and Directors

B8 • Preparing Students for the Audition — Rosewood

Moderator: Tim Gallen, Director of College Counseling, Solebury School

Presenter(s): Anne Lew, Associate Director of College Guidance, Wyoming Seminary; Mary Smith, Senior Associate Director of Admission, Gettysburg College

Have you had a student tell you that they wanted to go to a conservatory program in music, dance or theatre? Were you not sure how to help them prepare for the audition? How can you help them find the best fit program for them? Hear from a high school dance and theatre instructor and a college admissions conservatory liaison for tips on how to help students prepare for and navigate through the college audition process.

Audience: Secondary School Counselors, Community Based Organization, Independent Counselors

Session C

Monday 2:45–4:00pm

C1 • Disrupt Your Campus Visit Experience — *Salon F*

Moderator/Presenter: Jeff Kallay, Principal, Render Experiences

It's 2018 - is your campus visit still in the 1990's? GenX parents and their GenZ offspring are now touring your campus, but is your campus visit still designed for their Boomer/Millennial predecessors? Come discover how these generations are different and rethink the strategy, content, and delivery of your campus visit experiences to connect with your new audience.

Audience: College Admission Counselors, Middle Management, Deans and Directors

C2 • The High School Visit (Good, Bad, Ugly) — *Aloewood*

Moderator: Ian Harkness, Director of College Counseling, Malvern Preparatory School

Presenter(s): Brittany Konieczny, Assistant Director of Admission, Ursinus College; Susan Sarafinas, Administrative Assistant-High School Visit Coordinator, Malvern Preparatory School; Corey Sanders, Assistant Director of Admission, Furman University; David Antoniewicz, Director of College Counseling, Perkiomen School

Please join us for a lively discussion of the relevance of the high school visit from both sides of the desk. This session will be designed to generate discussion about this important topic with the purpose of helping us all better understand the nuances of what makes a visit great. Some critical questions are likely to include... What are the key components that make a visit great from the high school/college perspective? How has new technology, such as Hobson's Counselor Communities, helped or hurt the scheduling process? Has training for new admission representatives changed over the years? What do school/college counselors expect to learn from visiting college representatives when asking "what's new?"

Audience: All

C3 • Complexities and Challenges of the Application Process: A Candid Conversation — *Ironwood*

Moderator: Stefanie Niles, Vice President for Enrollment Management, Dickinson College

Presenter(s): Elise Rodriguez, Director of College Counseling, The Dalton School; David Burge, Vice President for Enrollment Management, George Mason University

While multiple options have made the process of submitting admission applications easier than ever before, there are still many questions that remain for students and counselors regarding what institutions expect or hope to see on those applications. Join us for a candid conversation on topics such as holistic review, demonstrated interest, the high school profile, compelling college essays, and more.

Audience: All

Session C

Monday 2:45–4:00pm

C4 • A Stake In Our Community: Forming & Utilizing Partnerships to Build a Unique Multi-Year College Access Program — Rosewood

Moderator/Presenter: Tasha Peacock, Assistant Director, Office of Admission, University of Pittsburgh

Presenter(s): Davielle Keiser, Director, College Connection, Philadelphia Futures; Christen Johnson, Director, Sponsor-a-Scholar, Philadelphia Futures; Lauren Wallace, Director of Undergraduate Recruitment, University of Pittsburgh

This session will explore how to establish a multi-year college access program through the route of built relationships with internal and external stakeholders. We will examine how building partnerships can be difficult and rewarding at the same time, describe the effect of community and campus climate on the partnership process, detail what we learned during our first year of the program, and engage in open discussion and dialogue on ways to enhance and improve efforts of this nature. This workshop will benefit people who work in higher education or community organizations that would like to develop a similar college access program and/or for those who already work in college access programming and would like to engage in active discussion on development and best practices. In particular, this workshop is for those interested in incorporating their city into their schools' college access programming pipeline.

Audience: All

C5 • Career Trajectory in College Admission — Sagewood

Moderator: Crystal E. Newby, Assistant Director of Education and Training, National Association for College Admission Counseling

Presenter(s): Melissa A. Bevacque, Director of Undergraduate Admission, George Mason University; Darryl Jones, Senior Associate Director of Admission/Coordinator for Multicultural Admission, Gettysburg College; Dave Tobias, Vice President and Dean of Enrollment Management, Ursinus College; Corry Unis, Vice President for Enrollment and Dean of Admission, King's College

This session will focus on career trajectory within college admission and help up and coming admission professionals grow and find their way in the field. Learn the practical steps you can take to progress in the profession, what challenges you might encounter along the way and how you can utilize research and resources to advance your personal career development. Additionally, attendees will hear about the findings from NACAC's Career Paths for Admission Officers: A Survey Report..

Audience: College Admission Counselors, Community Colleges, Middle Management

C6 • Testing Coordinators Unite — Zambezi

Moderator/Presenter: Nikki Buchanan, College Counselor & AP Coordinator, Salesianum School

Presenter(s): Marissa Bowlby, College and Career Coordinator, Spring-Ford High School; Erin Davidson-Kellogg, Associate Director of College Counseling & Director of Testing, Perkiomen School; Elizabeth Frosini, Associate Director of College Guidance, Wyoming Seminary; Julie Sitko, College And Career Coordinator, Moon Area High School; Katherine Barthelmeh, College and Career Coordinator, Conestoga High School

Does your role as a counselor include coordinating the AP Exams, SAT/ACT Testing, and/or TOEFL for your school? Are you new to the role and looking for help to better understand your responsibilities? Have you been performing these duties for years, but you're looking for new ideas or help? This session is meant to provide a space for current, former, and new Test Coordinators to discuss what this role entails and how we can be most effective in our academic environments.

Audience: Secondary School Counselors

Session C

Monday 2:45–4:00pm

C7 • Finesse Your Fit: Building the Foundation for a Strong CBO Partnership — Nile

Moderator/Presenter: Ellen Ridyard, Associate Director of College Admission, Philadelphia Futures

Presenter(s): Jade Eggleston, Assistant Director of Diversity Recruitment, Lehigh University

This session will provide best practices for strong partnerships, highlighting consistency, relationships, and ways to bridge the access gap between CBO and partner colleges. We will reference the relationship between Philadelphia Futures and Lehigh University, as a strong working model of a college-CBO partnership.

Audience: All

C8 • “What do you do?”: Understanding the Role of the Multicultural Admission Counselor — Orange

Moderator/Presenter: Baron Vanderburg, Assistant Director of Multicultural Admission, Kutztown University of Pennsylvania

Presenter(s): Eric Tarplay, Assistant Director of Admission, California University of Pennsylvania; Michael White, Director of Diversity Recruitment, Slippery Rock University of Pennsylvania; Cerick Austin, Assistant Director of Multicultural Admission, Bloomsburg University of Pennsylvania

Learn about the important role that multicultural admission counselors play in the field. This session will explore the area of multicultural admission using case studies.

Audience: College Admission Counselors, Deans and Directors, Middle Management

C9 • Decoding the PASSHE System: Understanding the Benefits and Challenges of a State University — Salon C

Moderator/Presenter: Rachel Mallory, Associate Director of College Counseling, Mercersburg Academy

Presenter(s): Sarah Smith, Intern Associate Director of Admission and Special Events, West Chester University of Pennsylvania; Jeremy Miller, Assistant Director of Admission, Shippensburg University of Pennsylvania

Pennsylvania State System of Higher Education (PASSHE) schools are the largest provider of higher education in Pennsylvania. As such, they face unique challenges and celebrations in today’s changing economy. This session will engage participants in an educational conversation about the PASSHE schools, the ways in which they differ from other colleges and universities across the Commonwealth, financial considerations as state-funded institutions, and how students grow and thrive in these communities.

Audience: All

Session D

Tuesday 8:45–10:00am

D1 • Enrollment Leaders' Roundtable — Salon F

Moderator/Presenter: Dave Tobias, Vice President and Dean of Enrollment Management, Ursinus College

Presenter(s): Corry Unis, Vice President for Enrollment and Dean of Admission, King's College; Cornell Lesane, Vice President for Enrollment and Dean of Admission, Allegheny College; Robert Springall, Vice President for Enrollment Manager, Muhlenburg College

The first half of this session is designed as an opportunity to hear from four dynamic leaders about the challenges, trends, and technologies that are and will be influencing the field of enrollment management, with a particular lens on Pennsylvania colleges and universities. This is followed in the second half of the session with an open forum conversation about the thoughts, questions, and concerns on your mind: Where are we going as a profession? What's the biggest challenge we face in 5-10 years? What's something cool that I don't even know about yet?

Audience: All

D2 • Personal Finance 101 — Aloewood

Moderator: Erin Latimer, Director, Office of Undergraduate Admission, Carnegie Mellon University

Presenter(s): Keegan Ash, Assistant Director of College Counseling, Perkiomen School

What your Personal Finance class should have taught you and what your students need to know. Simple strategies for paying off debt the correct way and information about a variety of retirement vehicles.

Audience: Community Bound Organizations, Secondary School Counselors, Independent Counselors

D3 • Navigating and Simplifying the Financial Aid Process — Ironwood

Moderator: Karen Miller, Director of Curriculum and Instruction, SCOIR

Presenter(s): Kevin McCloskey, President & Co-Founder, SCOIR

A straightforward approach to help school counselors understand the financial aid process so that they can best educate their students and parents. During this session, we'll explore and simplify the two major sources of financial aid, the Free Application for Federal Student Aid (FAFSA) and CSS Profile, and learn about the cost of attendance, financial need, expected family contribution, student aid reports, and the financial aid award letter. We hope that you'll walk away with the confidence and understanding to better help your students and parents navigate the financial aid process most effectively.

Audience: College Admissions Counselor, Secondary School Counselors, Middle Management, Dean and Directors, Community Colleges

Session D

Tuesday 8:45–10:00am

D4 • Professional Engagement: The Benefits of Getting Involved with PACAC & NACAC—*Rosewood*

Moderator/Presenter: Melissa Bevacqua, Director of Undergraduate Admission, George Mason University

Presenter(s): Crystal Newby, Assistant Director of Education and Training, National Association for College Admission Counseling; David Burge, Vice President for Enrollment Management, George Mason University; Darryl Jones, Senior Associate Director of Admission, Gettysburg College; Ed Wright, Vice President of Enrollment Management, Lebanon Valley College

Giving back to the profession, meeting colleagues from both sides of the desk in Pennsylvania and beyond, and building your personal and professional network are great benefits of getting involved in your state and national association. Learn from colleagues, like the current President of NACAC, and others who have been involved in different state and national associations, what our associations can do for you and the students you serve. You will not want to miss this special session!

Audience: All

D5 • NACAC's New Code of Ethics: What it Means for You — *Sagewood*

Moderator: Misty Whelan, School Counseling Coordinator K-12/Assistant Principal, Conestoga High School

Presenter(s): Stacey Cunitz, Director of College Counseling, PACAC Chair of Admission Practices, Crefield School; Ian Harkness, Director of College Counseling, Malvern Preparatory School; Frank Betkowski, President, Higher Edge, LLC

In this session, we will highlight the changes to the Statement of Principles of Good Practice: NACAC's Code of Ethics and Professional Practices, and examine case studies to deepen our understanding of the ethical issues facing our profession. There will be plenty of discussion and time to talk about the ethical issues in our profession that are most important to the session participants.

Audience: All

D6 • Fixing a Dysfunctional Admissions Office — *Zambezi*

Moderator/Presenter: Shannon Zottola, Assistant Vice President for Enrollment Management/Director of Undergraduate Admission, Cabrini University

Presenter(s): Robert Reese, Vice President for Enrollment Management, Cabrini University

In 2013, Cabrini College (now University) was experiencing declining enrollment. A review of the practices and culture within the admissions office indicated that significant change was needed. By the Fall of 2017, Cabrini experienced a 65% increase in new student enrollment in three years due to the changes that were made by a new leadership team. This session discusses the changes that were made, how data informed decisions, and how best practices were implemented to create success. Practical strategies related to goal setting, cross-campus collaboration, and management of staff will also be discussed.

Audience: Deans and Directors, Middle Management

Session D

Tuesday 8:45–10:00am

D7 • Making Your Impact: Maximizing Your Advocacy Efforts — Nile

Moderator: Dave DeBor, Assistant Director of Admission, Carnegie Mellon University

Presenter(s): Kim McCurdy, Higher Education Access Partner-Allegheny County, PHEAA

Advocacy can be easy (and fun!) Everyone talks about how we should advocate for students, for counselors in schools, for fair funding, for academic rigor, for FAFSA simplification...the list goes on and on. Did you know it can be as easy as replying to an action alert? If you're slightly more daring, you can join Government Relations Committee (GRC) and learn how to advocate on the Hill. For the particularly ambitious, you can engage students on your campus, organize visits to local legislators, or invite legislators to programming at your school. Ways to follow current legislation as well as suggestions for getting your advocacy legs will be discussed.

Audience: All

D8 • Counseling Athletes: A View from Both Sides of the Desk — Orange

Moderator: Ellen O'Neill Deitrich, Director of College Counseling, The Hill School

Presenter(s): Jodi Robinson, Senior Associate Director of Admission, The University of Pennsylvania; Jeff Holloway, Interim Director of Athletics & Head Football Coach, The Hill School; Jim Van Blunk, Senior Associate Director of Admission, Temple University

High school athletes are being recruited earlier and earlier. Rules change, coaches, change - what stays the same? How can high school counseling and athletic offices collaborate and partner with college admissions athletic liaisons and coaches to ensure the best possible process for students? Come hear from veteran counselors on both sides of the desk about how to best navigate NCAA and athletic recruitment.

Audience: All

D9 • Recruiting and Retaining Men of Color in Higher Education: CME Program at Community College of Philadelphia — Salon C

Moderator: Christopher Lewis, Admission Recruiter, Community College of Philadelphia

Presenter(s): Derrick Perkins, Director CME Program, Community College of Philadelphia; Kevin Covington, Support Coach CME Program, Community College of Philadelphia

Overview of the Center for Male Engagement program at Community College of Philadelphia discussing recruitment, engagement, and retention of male students of color in an urban environment.

Audience: All

Session D

Tuesday 8:45–10:00am

D10 • Undocumented and DACA Youth: An Overview of Today’s Complex Landscape — Salon H

Moderator/Presenter: Dr. Andrew Moe, Associate Dean and Director of Access, Swarthmore College
Presenter(s): Myrna Fuchs, College and Career Consultant, College Avenues; Katie Jordan, Senior Assistant Director of Admission, Earlham College

This session will explore the various dimensions of undocumented/DACA youth in the United States. Approximately 65,000 undocumented students graduate from U.S. high schools each year, navigating some of the same academic and social issues as U.S.-born peers. For undocumented youth, however, they must also contend with a complex, decentralized higher education system of uneven and conflicting policies and practices in a myriad of states, localities, and systems. Come meet an undocumented student to hear about the ways the student navigated the college search process, explored financial aid options, and perceives the world around them in this uncertain political environment. Presenters will also cover the current legal framework in Pennsylvania and the U.S. and how DREAMers can go to college.

Audience: All

D11 • Innovative College Access Initiatives in Your Own Backyard — Salon G

Moderator: Catherine Campbell-Perna, Associate Director, Freshman Admission, Drexel University

Presenter(s): Nick Perez, Director, Communications Strategy, Liberty Scholars Program, Drexel University; Ellen Ridyard, Associate Director of College Admission, Philadelphia Futures; Jared Epler, Counselor, Cristo Rey High School; Andrew Dunakin, School Counselor, Northeast High School; Bernetta Millonde, Director, Freshman Admission, Drexel University

Since 2009, Drexel University has been an innovator in creating college-access opportunities for Philadelphia-area students from all backgrounds. Beginning in the 2009 school year, Drexel introduced a full tuition scholarship program to allow 50 low-income high school seniors living in the city of Philadelphia to enroll in the University each year. Additionally, in 2015, Drexel instituted two large-scale events for students in the Philadelphia area, the STEM Conference for Teen Girls and CAPTIVATE 6|7|8, a middle school event. Working together with campus partners, community organizations, and local high schools has allowed the scholarship program and access events to grow as we enroll successful students, alumni and members of the community.

Audience: All

Session E

Tuesday 10:45am–12:00pm

E1 • Travel Planning 101 — Salon H

Moderator/Presenter: Evan Gruver, Senior Admission Counselor, Thiel College

Presenter(s): Kendall Hunter, Admission Counselor, Westminster College; Candice Duckworth, Assistant Director of University Admission, Fairleigh Dickinson University

This session is designed specifically for newer admissions counselors. We will cover a variety of topics related to travel planning including "What high schools should I visit?", "Where should I stay?" and "Can you really stay healthy on the road?"

Audience: College Admission Counselors, Community Colleges

E2 • What Comes Next? How to Implement a Student and Parent Postsecondary Education Readiness Night — Aloewood

Moderator: Julie Cerrito, Assistant Professor and Director of School Counseling Program, The University of Scranton

Presenter(s): LeeAnn Eschbach, Associate Director, The University of Scranton; Diane McFarlane, School Counselor, Wilkes-Barre Area School District; Noel Furman, School Counseling Graduate Student, The University of Scranton; Jerika Cummiskey, School Counseling Graduate Student, The University of Scranton; Jaqueline Bailey, School Counseling Graduate Student, The University of Scranton; Stephanie Mereday, School Counseling Graduate Student, The University of Scranton

This session will include information regarding how to implement a student and parent post-secondary education readiness night at a local high school. Content to be discussed will include the following: How to pick a college major, how to pick a college, completing the Common Application, the college application process, how to visit a college, a crash course in financial aid, a guide to college housing, ACT/SAT registration information, and making responsible financial decisions. Presenters will describe information and resources that will be provided to students and parents in a station format to allow time-efficient access to vital information and resources in navigating the post-secondary education planning process. It is hopeful that this program may become a model for statewide school districts to implement and also allow for greater opportunities for school counselors to foster relationships with college admission counselors.

Audience: Secondary School Counselors, Community Based Organizations

E3 • Three Years or Thirty? — Ironwood

Moderator: Deborah Foell, Assistant Director of Admission, Carnegie Mellon University

Presenter(s): Ann Snyder, School Counselor, Oakland Catholic High School; Misty Whelan, School Counseling Coordinator K-12/Assistant Principal, Conestoga High School; Darryl Jones, Senior Associate Director of Admission, Gettysburg College; Keith Bryner, Jr., Director of College Counseling, The Ellis School

Panelists will discuss why and how they've stayed in the profession, reasons for switching sides of the desk, advice on balancing a family life, opportunities to continue education etc. This session is to provide insight on continuing through the profession and can be helpful for attendees who are new to the field or considering having a career in admission counseling from the college or high school side.

Audience: All

Session E

Tuesday 10:45am–12:00pm

E4 • Answering the SAT or ACT Question in 2018 — Rosewood

Moderator: Dr. Andrew Moe, Associate Dean, Director of Access and Programming, Swarthmore College

Presenter(s): Molly Thompson, Admission Counselor & Transfer Coordinator, Juniata College; Keiran Miller, College Adviser, Pennsylvania College Advising Corps/ Columbia High School; Brandon Smith, College Adviser, Pennsylvania College Advising Corps/ Solanco High School; Tim Smith, College Adviser, Pennsylvania College Advising Corps/ Greencastle-Antrim High School; Sarah Scott, College Adviser, Pennsylvania College Advising Corps/ Huntingdon Area High School

With the introduction of the redesigned SAT in 2016, the spread of school day testing, and the rising number of test-optional colleges, the admissions testing landscape has undergone seismic shifts in recent years. SAT and ACT scores are increasingly being used to determine aid not just for high-achieving students but for all students. At some colleges, more than a quarter of the students are submitting both SAT and ACT scores. The old answers to the common question, SAT or ACT, have changed. This session will reframe the admission testing landscape, examine relevant test-taker and applicant data, and spark a broad, collaborative discussion with the audience on how to best answer the question. Be sure to come with your thoughts and experiences answering the question for your students.

Audience: College Admission Counselors, Secondary School Counselors, Deans and Directors, Middle Management

E5 • Leveraging Data-Driven Insights to Evolve Your Enrollment Operation — Sagewood

Moderator: Carolyn Weeks, Regional Director, NRCCUA

Presenter(s): Barbara Elliott, Director of Enrollment Planning, Pennsylvania College of Art & Design; Chris Tyburski, Enrollment Services Consultant, NRCCUA

Outside influencers continue to change the role of admissions and enrollment management at colleges and universities nationwide. As such, issues like demographic shifts, economic challenges and increased competition are changing the way data-driven enrollment offices evaluate their efforts and build their plans for the future. This session will combine understanding industry-focused research on the maturity model for enrollment management with day-to-day examples of how leading colleges and universities have evolved their roles and teams to address the mounting challenges they continue to face. Additionally, enrollment leaders will lead an in-depth discussion on skills, research, technology, and professional development that allows their team to develop a roadmap for evolution at their institution, and consider how strategies will be defined and operationalized to ensure success.

Audience: Deans and Directors, Middle Management

Session E

Tuesday 10:45am–12:00pm

E6 • Can't We All Just Get Along? — Zambezi

Moderator/Presenter: Becky Bowlby, College Access Counselor, Lower Merion and Harriton High Schools

Presenter(s): Josh Ditsky, Director of College Counseling, Berks Catholic High School; Marissa Bowlby, College and Career Coordinator, Spring-Ford High School; Jeremy Branch, Assistant Director of Enrollment Management, The Pennsylvania State University; Kelly McGlynn, Associate Director of Admission, Saint Joseph's University

Many people know that communication is the key to building good relationships. Admission and counseling professionals communicating well with each other makes for better school visits, better conversations when discussing some tough areas such as discipline, disclosure and denial, in addition to advocating on both sides of the desk. We will share some funny and not so funny stories from the year on those topics as well as discuss strategies and solutions to make communication on both sides stronger.

Audience: All

E7 • Hot Jobs of the Future— Nile

Moderator/Presenter: Angeline Abraham, Academic Specialist, Educational Opportunity Centers, Inc.

Presenter(s): Carolyn Quinn, Executive Director, Educational Opportunity Centers, Inc.

This presentation explores jobs/industries that are in high demand or expected to have large growth. During this session we will take a comprehensive look at different job sectors/industries that include health care, logistics/manufacturing, STEM careers, technology, etc. In discussing the high demand jobs of these specific industries we will focus on trends, training/educational opportunities, salaries, etc. The goal is that this information will equip college secondary school counselors and college admissions counselors with the knowledge needed in career advising/counseling of their students.

Audience: All

E8 • Planning Effective Programming for Secondary School Counselors On and Off Campus – Orange

Moderator: Justin Mohney, Associate Director of Admission, Carnegie Mellon University

Presenter(s): Edsel Batucan, Senior Program Coordinator of College Guidance, The Opportunity Network, Inc.; Nikki Buchanan, College Counselor & AP Coordinator, Salesianum School; Carol Warren, School Counselor, Downingtown High School East; Chris La Tempa, Associate Director of College Counseling, Malvern Preparatory School

Effectively counseling students during their transition to post-secondary education requires strong partnerships between college admission officers and secondary school counselors. Join us for a panel conversation on how colleges can best serve this partnership through the planning of effective counselor programming on and off campus. Topics will include counselor tours, campus visits, counselor breakfasts and strategies to incorporate access as a focus during counselor programming. Panelists will reflect on their experiences and the conversation will be opened up for questions and conversation.

Audience: College Admission Counselors, Community Colleges, Deans and Directors, Middle Management

Session E

Tuesday 10:45am–12:00pm

E9 • Fourth Industrial Revolution and the International Baccalaureate Learner Profile: True Access for Underserved Students — Salon C

Moderator: Rachelle Bernadel, University Relations Administrator, International Baccalaureate

Presenter(s): Carolyn Defant, Associate Director of Admission, Villanova University; Dave Weisbord, Director of College Counseling, Winchester Thurston School

“By 2020, the Fourth Industrial Revolution will have brought us advanced robotics and autonomous transport, artificial intelligence and machine learning, advanced materials, biotechnology and genomics.” According to the World Economic Forum’s report, “The Future of Jobs,” the top 10 skills that will be required for the 2020 workforce are: Complex Problem Solving, Critical Thinking, Creativity, People Management, Coordinating with Others, Emotional Intelligence, Judgement and Decision-Making, Service Orientation, Negotiation, Cognitive Flexibility. The International Baccalaureate (IB) learner profile describes a broad range of human capacities and responsibilities that go beyond academic success. Whether your students are in Dubai, Denver or Dublin, at the International School of Geneva, North Central High School in Indiana or Mahindra UWC in India IB students are uniquely well-prepared for life in the Fourth Industrial Revolution. How can we do more? #IB4ALL

Audience: All

E10 • PA CEW Standards and Relation Building: Keys to Post-Secondary Planning—Salon F

Moderator/Presenter: Jennifer Kirk, High School Counseling Curriculum Leader, Upper St. Clair High School

Presenter(s): Karen Rubican, High School Counselor, Canon-McMillan High School

School counselors will discuss the Pennsylvania Career Education and Work (CEW) Standards and Relationship Building with students as it relates to the post-secondary planning process. The counselors will share Counseling Curriculum and Individual Programming focused on individual career plans and the college selection process. They will also discuss specific ties to the CEW Standards: Career Awareness and Preparation (Section 13.1), Career Acquisition (Getting a Job) (Section 13.2), Career Retention and Advancement (Section 13.3), and Entrepreneurship (Section 13.4). Participants will come away with knowledge of systemic programming of individualized and customized college selection. Resources will be provided and there will be ample time for discussion.

Audience: Secondary School Counselors

E11 • Fostering connections with international students throughout their educational journeys in the United States—Salon G

Moderator: Elizabeth Frosini, Associate Director of College Guidance, Wyoming Seminary

Presenter(s): Jayson Hodge, Associate Director of Admission, University of Connecticut; Danielle Luszczek, Assistant Director of Admission, Lehigh University; Jodi Robinson, Senior Associate Director of Admission, The University of Pennsylvania

This session will focus on tips, tricks, and trends in working with international students at U.S. secondary schools and their transition to college. What are methods to establish meaningful connections with international students studying in the United States? How are counselors and advisors at U.S. secondary schools fostering strong communication and connections with international students and their families? Furthermore, how might meaningful connections made at the secondary level continue through the recruitment process, and do these connections have an impact on the retention of international students at US colleges and universities? Hear from counselors about effective communication platforms and strategies for connecting with international students and parents at both secondary schools and higher education institutions.