

52nd PCACAC Conference
SESSIONS AT A GLANCE

Session Block	Session Date	Session Time	Session Room	Speaker/Presenters/Panelists	Proposed Session Title	Session Description	Target Audience	Target Audience Experience
Opening Session A	23-Apr	4:15 - 5:45 pm	James River Ballroom	Henry Broaddus, VP of Strategic Initiatives & Public Affairs, William and Mary	What are colleges and universities doing to prepare for changes that are in progress and on the horizon, and how can college counseling and admission professionals play an important role in shaping that future?	Drawing on a decade of experience as dean of admission at William & Mary and three years in his current role, Vice President Henry Broaddus will offer an opinionated reflection and prognostication on what has not changed but should, what is at risk of changing but should not, and what he thinks the big questions will be for higher education in the coming decade and beyond.	All	All levels
B1	24-Apr	9:15 - 10:15	Archer	Mary Jane Greene, St. Catherine's School (VA) Clare Trow, St. Catherine's School (VA)	Wading Through the Information Tsunami: Delivering College Counseling Information to Students and Parents with Greater Efficiency	Email, texting, and social media overload have impacted the way we distribute information to our students and parents. We will share a variety of ways we deliver college counseling information through our newly developed Symposium and Forums and other methods of communications.	Secondary School Counselors	All levels
B2	24-Apr	9:15 - 10:15	Burwell A	Rachel Cleaver, George Mason University (VA) Matthew Boyce, George Mason University (VA)	Pulling Back the Curtain on the Holistic Application Review Process	Holistic college application review is a fairly significant mystery to the general public and receives some fairly skeptical reviews within the sphere of public discourse, making assumptions that students are all just numbers to the colleges, particularly large public research institutions. This session spends time to pull back the curtain and reveal in greater depth the manner in which applications are reviewed holistically, hopefully providing high school counselors with some answers to this enigmatic process.	Secondary School Counselors, Independent Counselors, Community Based Organizations	All levels

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B3	24-Apr	9:15-10:15	Burwell B	Monica Scott, Capture Higher Ed, (MD) Geoff Broome, Capture Higher Ed (MD) Bill Allen, Sweet Briar College (VA)	The New Prom Kings and Queens Are Data Scientists - Are You Ready?	The shift in enrollment management team from brand ambassadors and social butterflies to data scientists is upon us. More and more leaders in Enrollment Management are coming with formal backgrounds in statistics or data science rather than sociology or communications. Trusting your gut won't get it done anymore. Today's enrollment managers need to decipher data to see key trends quickly. Learn how to implement your enrollment strategy with the right balance of both.	Secondary School Counselors, College Admissions Officers	Beginning
B4	24-Apr	9:15 - 10:15	Colston	Erica Matt, University of Delaware (DE) Christina Thomas, University of Delaware (DE)	Redesigning Your Student Team: the Good, the Bad, the Lessons Learned	We had 500 student employees in the Office of Admissions across 16 different student groups. Our biggest problem was finding students to work events and give tours! Learn how we completely redesigned the student workforce to build a more comprehensive and cohesive student employment organization.	College Admissions Officers	All levels
B5	24-Apr	9:15 - 10:15	Tazewell	Dave Fedorchak, Towson University (MD) Mildred Johnson, Virginia Tech (VA) Ashley Woodard, Mary Washington University (VA)	Innovation 101: Leaders Tell All .	Innovation is everywhere, and college admissions is no exception! Hear from a panel of admissions directors about how they keep up with students and push the envelope on access, technology and connectivity.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors	All levels

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B6	24-Apr	9:15-10:15	Wareham	Elizabeth Dugas, University of Alabama (AL) Mandy Williams, West Virginia University (WV) Luis Portillo, Radford University (VA)	Regional Reps: Officers Without Offices!	Whether you are a new or established Regional Admissions Representative, or even if you are just thinking of becoming a Regional, we have tips for you! Three established Regionals, with different approaches to the job, will present strategies for getting hired into Regional positions, tips for getting started, different recommendations for time management on your own schedule, and (most importantly!) our best practices to help you succeed as a Regional in your non-office.	College Admissions Officers	All levels
C1	24-Apr	10:30-11:30	Archer	Penny Deck, Maggie L. Walker Governors School (VA) Rachel Loving, Maggie L. Walker Governors School (VA) Shannon Farrelly, University College of Dublin (IRL) Jason Via, Kings College London (UK)	Across the Pond - Applying to Schools in the UK & Ireland	Students are becoming more aware of international opportunities to attend college abroad. Learn about the UK system and the Irish admissions process compared to the US system and how international schools view the different components of the application. Two college counselors will share their recent experience traveling abroad meeting with admissions representatives and students and learning about the UCAS application. Admission representatives from King's College London and University College Dublin will convey the benefits of earning an undergraduate degree abroad. Each representative will highlight specifics of their university's unique character, course options, and admissions processes.	Secondary School Counselors, Independent Counselors	All levels

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C2	24-Apr	10:30-11:30	Burwell A	Amy Miranda, College Board () Cassandra Allen, College Board () Dan Forster, Washington College (MD)	New SAT Mid-year review: Doing More with Data	More than 41,000 educators logged into the College Board's K12 Online Educator Score Reporting Portal in the first six months after its launch. The Higher Education Score Reporting Portal, which includes the SAT Trends Dashboard, was relaunched in September 2016, and now offers newly created reports to help higher admissions professionals understand SAT score send data from year to year. These data-rich tools can offer detailed, focused information, make daily work easier, and enhance results. In this panel, moderated by the College Board, learn how your colleagues are using these resources to streamline their work and achieve their goals. The session will conclude with exciting information and best practices regarding Official SAT Practice on Khan Academy. Within the first year of College Board's formal launch of the partnership with Khan Academy, 1.7M users logged in to access this free, world-class practice opportunity. College Board will share research results detailing what worked for students who have been using this tool, and how it can work for the students you serve.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	All levels
C3	24-Apr	10:30-11:30	Burwell B	Anthony Ambrogio, Randolph-Macon College (VA) Kelly Farmer, Stevenson University (MD) Eli Clarke, Gonzaga College High School (DC)	The Only Constant is Change: Managing Change for the Office and Students	A year with such massive changes in our profession forces college admission leaders to make significant adjustments to how we work with students and with our fellow colleagues. Hear from both college and high school directors about how they managed change within their offices to maintain effectiveness and morale, as well as how they altered their approaches to working with students throughout the process. Come ready to share your own experiences and suggestions.	Secondary School Counselors, College Admissions Officers	Mid-level, Experienced

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C4	24-Apr	10:30-11:30	Colston	Kristi Eaves-McLennan, Meredith College (NC) Renee Daly, Simpson Scarborough ()	Marketing and Admissions: Forming a Collaborative Relationship that Yields Great Results	To stay competitive, colleges and universities are focusing on branding and marketing far more than in previous years. But at most schools, marketing and admissions fail to work with an increased synergy to boost enrollment. See how Meredith College broke down the barriers and engaged a multidisciplinary team of campus representatives and experts to find the messages that resonated with their audiences, develop a strong brand positioning, and enroll one of the largest classes ever.	Secondary School Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	All levels
C5	24-Apr	10:30-11:30	Tazewell	Christi Campbell, John Champe High School (VA) Maria Porto, John Champe High School (VA) Rachel Wheeler, Atlee High School (MD) Jenna Chenault, Atlee High School (MD)	Technology Tools for the Counselor who works Smarter not Harder	With school counselors carrying a caseload of 300-450 or more in Virginia, plus working towards becoming a recognized ASCA model school, plus advising college bound students, conducting suicide and threat assessments, and more - the day has become shorter and the work longer. How can we as counselors do more with less? Learn how to create a technology toolbox by using Social Media and Hootsuite, Plickers, Goose Chase, Google forms, Microsoft Sway, Nearpod, QR codes, Kahoot, Powtoon, Prezi, and Videoscribe to flip your counseling lessons, reach more, create a data driven program and maintain your sanity.	Secondary School Counselors	All levels
C6	24-Apr	10:30-11:30	Wareham	Konrad Turnbull, Shepherd University (VA) Rosemary Martin, University of Maryland (MD)	From F1 to Undocumented: Understanding Immigration Complexities	Immigration is a complex, rewarding, and sometimes heartbreaking issue that can impact any level of an educational institution. This session looks to offer clarification on various visa types, including undocumented students, detailing best practices, financial aid eligibility, educational opportunities, student's rights, and up-to-date law changes.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors	All levels

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D1	24-Apr	2:00 - 3:00	Archer	Kevin Terry, Rock Ridge High School (VA) Clara Haskell Botstein, Bard College (NY) Tyler Hart, Richard Bland College of William & Mary (VA)	Redeeming the College Dream with Dual Enrollment	We will chronicle the building of a free dual enrollment program. The Bard High School Early College programs(BHSEC) are the most researched and renowned programs in the nation. The typical BHSEC student population consists of 85% to 100% on free lunch. At BHSEC 80% earn Associate?s degrees, 100% graduate, and 100% transfer to college. We also will examine the birth of Virginia?s first free and open access dual enrollment program at Rock Ridge High School with Richard Bland College of William & Mary. Both programs offer college access and remove the financial barriers most underrepresented student struggle to overcome.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	All levels
D2	24-Apr	2:00 - 3:00	Burwell A	Ben Rous, Hampton Roads Academy (VA) Alice Robertson, Chantilly High School (VA)	It Takes a Village to Raise an 'Idiot': How School Communities Can Support the College Search and Application Process	In the literary conceits of William Shakespeare, Herman Melville, Jerzy Kosinsky, and Winston Groom (author of <i>Forrest Gump</i>), the character of the fool—a figure sometimes known as the “village idiot” — functions as a tool to cut through the pretensions of the other characters and get down to the truth of the matter; thus, the “idiot” possesses a unique self-awareness that educates. This session will explore ways through which various members of a public or independent school community (faculty, parents, peers, staff) can develop and increase this self-knowledge among all students, as well as contribute towards efficient and effective writing of letters of recommendation.	Secondary School Counselors	All levels

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D3	24-Apr	2:00 - 3:00	Burwell B	Jake Talmage, St. Paul's School for Boys (MD) Dale Bittinger, University of Maryland Baltimore County (MD)	Admissions Practices and Current Issues in Ethics	Wonder what AP, NACAC and SPGP stand for? The Admissions Practices (AP) Committee will briefly present an introduction to NACAC's Statement of Principles and Good Practices (SPGP). Then, time will be dedicated to an engaging discussion of current cases based on real situations.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	All levels
D4	24-Apr	2:00 - 3:00	Colston	Laura Venos, McLean High School (VA) Justine Okerson, William & Mary (VA)	High School College Visits - Best Practices	Join Laura Venos, Career Center Specialist, McLean High School and Justine Okerson, Associate Dean of Admission, William & Mary, for a fun interactive game followed by a roundtable discussion on best practices for High School College Visits. For both sides of the desk, this session will provide a chance to enhance high school college visits. Discussion will include: scheduling and relationships (pre-visit), content and delivery (during the visit), and keeping in touch (after the visit).	Secondary School Counselors, College Admissions Officers, Community College Counselors	All levels
D5	24-Apr	2:00 - 3:00	Tazewell	Josh Lubben, University of Maryland Baltimore County (MD) Karime Naime, George Washington University (DC)	Managing in the Middle: A Guide to Middle Management Success	Thinking about that next step in admissions? The life of middle of middle manager is filled with a distinctive set of responsibilities that you must be prepare to tackle. From staff and budget management to strategic plan implementations, or working with vendors there are simply not enough hours in a day. So how do they do it? The presenters in this session will share their responsibilities, experiences, and techniques on how they have found the balance between the art and the science of this job.	College Admissions Officers	Beginning, Mid-level

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D6	24-Apr	2:00 - 3:00	Wareham	Iris Rivera, Chantilly High School (VA) James Lockwood, Mountain View High School (VA) Michele Webb, Fairfax County Public Schools (VA) Stacey Thomas, Johnson & Wales University (RI)	Career Exploration - Making it fun and relevant!	This session will explore options for maximizing students' career exploration opportunities while in high school in an effort to minimize stress and anxiety associated with selecting a major/career during their post-secondary education & training years. Join us for this fun and interactive session as we share our experiences in helping students explore their interests, skills, work values, and personality traits and how they relate to their post-secondary exploration options. During the session we will discuss how college admissions representatives and high school counselors can work together to increase students awareness of the many career/major exploration resources. Attendees will have the opportunity to also share their own experiences, resources, and or suggestions. Two learning outcomes: 1. The importance of highlighting to students how post-secondary education relates to their future career goals 2. What resources, programming, and other valuable tools professionals can use to assist students making valuable connections to their future career plans.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	Beginning
E1	24-Apr	3:15 - 4:15	Archer	Christine Jenkins, University of Maryland Baltimore County (MD) Elizabeth Davis, University of Maryland Baltimore County (MD)	Staying Connected and Motivated During Recruitment Travel!	Highly motivated admissions counselors are a great asset to any office, but the many miles on the road that come with recruitment travel can take their toll. This interactive session will discuss how admissions representatives, at any level, can use fun, creative, and exciting methods to stay connected with their colleagues during recruitment travel. These methods help staff to build relationships with their colleagues, maintain energy on the road, and have a successful and fulfilling recruitment season.	College Admissions Officers	All levels

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E2	24-Apr	3:15 - 4:15	Burwell A	Ashley Woodard, Mary Washington University (VA) Valerie Gregory, University of Virginia (VA) Luis Portillo, Radford University (VA) Randy Tripp, William & Mary (VA) Johnice Brown, Longwood University (VA) Monyette Martin, James Madison University (VA)	Diversity Initiatives: Coming together for a common cause	More now than ever the terms access, diversity and inclusion are tossed around and discussed in admissions circles and higher education. But, what is actually being done? What are you doing? This session will address these questions and highlight how talk was put into action recently when a group of admissions officers from several universities in Virginia teamed up. Come hear about new ideas on diversity programs and discover best practices.	Secondary School Counselors, Independent Counselors, Community College Counselors, Community Based Organizations	All levels
E3	24-Apr	3:15 - 4:15	Burwell B	Brian Leipheimer, Collegiate School (VA) Jim Jump, St. Christopher's School (VA)	The Fallacy of Failure	Explore the juxtaposition between educators extolling the value of failure while our output focused culture won't permit it, whether it emerges in high stakes college admissions, performance on standardized tests, or developing students to be socially minded, global citizens. What are the implications, from an administrative and curriculum perspective, when results provide little margin for failure? Look at the implications of risk-taking in the school culture and its effect on the faculty and administration, the psycho-social effects of striving for perfection in and out of the classroom, and the challenges behind providing an educational safety net prior to post-secondary academics.	Secondary School Counselors, College Admissions Officers	All levels

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E4	24-Apr	3:15 - 4:15	Colston	Lindsay Skeens, George Washington University (DC) Lacey Faunce, Northern Virginia Community College (VA) Jaime Oleksik, Carnegie Communications (MA)	Put Yourself in Their Shoes: A Prospective Transfer Student's Journey from Community College to 4-year Institution	The Transfer audience can include prospects from all walks-of-life making it a difficult audience to define. Because of this, determining the Transfer prospect journey from Community College to your institution can feel almost daunting! In this session, we'll put ourselves in their shoes and walk through some of the things you should consider to ensure your institution is accomplishing what is needed to reach, engage, and support these audiences along their winding path. Included in this session will be insights from the Community College, 4-year institution, and Marketing point-of-view, along with actionable to-do's you can take away that cover everything from online to on-the-ground efforts.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors	All levels
E5	24-Apr	3:15 - 4:15	Tazewell	Hannah Wolff, Langley High School (VA) Crys Latham, Washington Latin Public Charter School (DC)	Options for the Open Minded (or Not So Opened Minded) Student	When talking about college fit, we know not every student will thrive in a traditional college setting. We also know that not every family believes in the investment of a college education, so sometimes we need to get a little creative to help them see the light at the end of the tunnel. Here are tips for reaching that hard to reach student, or for getting under-involved parents on board in the college search process.	Secondary School Counselors, Independent Counselors, Community Based Organizations	All levels
E6	24-Apr	3:15 - 4:15	Wareham	Jayne Fonash, Loudoun Academy of Science (VA) Robert Bardwell, Monson High School (MA)	Using Orientation, mentoring and advisory to promote the transition to grade 9	Research shows that the transition to high school is crucial for a student's future success. Hear about successful 9th grade mentoring, advisory and orientation programs and how school counselors were instrumental in creating and implementing these programs. This session will be highly interactive allowing for audience involvement.	Secondary School Counselors	All levels

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Closing Session F	25-Apr	9:00 - 10:15	Burwell A and B	Lou Hirsh, University of Delaware and Chair, NACAC's AP Committee (DE) Jim Jump, St. Christopher's School (VA)	Closing Session: A New SPGP - A preview of the work of NACAC's Steering Committee for Admission Practices.	The SPGP is changing, and we need your feedback. Appointed in 2016, the Steering Committee on Admission Practices is charged with creating a revamped set of professional statements to govern our work with students and each other. The presenters, who are members of this steering committee, will share insights into the progress of the committee and gather key insights from the audience as we continue to refine the document that will be presented to the NACAC Assembly at the Annual Conference in September. Also, and update from PCACAC's Chair of Current Trends and Future Issues Committee TBD.	All	
Preconference 1	22-Apr	2:00 - 3:15	W&M Admissions Office - Session Room	Workshop	The Language of Diversity	Our profession thrives on clear communication, however sometimes our words and intentions get lost in translation. This workshop will explore the terms and ideologies related to identity, social awareness, and equity that we hear in our daily lives—at home, at work, in the news, in social media—but do not always understand. How do ensure that we are speaking the same language?	All	All levels
Preconference 2	22-Apr	3:30 - 5:00	W&M Admissions Office - Session Room	Workshop	Diversity and the Student Search Process	Whether you are a student trying to find the right supportive campus community or the admission officer trying to develop the right multicultural recruitment events, navigating multicultural attitudes and environments can be difficult and confusing. This workshop will focus on helping students identify supportive and inclusive environments, and on effectively promoting inclusivity on college campuses.	All	All levels

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Preconference 3	23-Apr	10:00 - 11:15	W&M Admissions Office - Session Room	Workshop	Being Effective Allies	What does it mean to be a confident, courageous, compassionate ally? This session will explore the ideas of privilege and implicit bias and put forth actionable steps for allies to become more informed about and engaged in supporting students and colleagues from marginalized groups in high schools and colleges.	All	All levels
Preconference 4	23-Apr	TBD	W&M Admissions Office - Session Room	Workshop	Validating Experiences for Students and Families - Case Studies	Our final session will explore case studies in counseling various student populations from both the secondary school and admission perspective. Together, we will investigate our common barriers and how to move beyond them.	All	All levels