



The Anchor

Potomac and Chesapeake Association for College Admission Counseling

NACAC National Conference 2010 St. Louis Highlights

Jeffery Smith, Past President, PCACAC; St. Mary's College of Maryland

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More than 5,100 attendees headed to NACAC's 66th National Conference, held at the America's Center, in St. Louis, Missouri. There was plenty of activity for the approximately 225 PCACAC attendees there. If it was to be part of the NACAC Assembly, which had the pleasure of voting Evelyn White NACAC's new President-Elect, or to watch Jim Jump end his term as NACAC President, the NACAC National Conference is the premier fall networking and

workshop educational conference, bringing together school counselors, college admission counselors, community education advocates, government educational leaders and others who work to help students transition from high school to college and beyond. PCACAC was fortunate to have a large part of this conference; last year we hosted the conference and played a large part in the behind the scenes in logistics, hospitality, local arrangements, etc. This year in St. Louis PCACAC members

were front and center. Jim Jump, St. Christopher's School, ran a very successful NACAC Assembly and General Membership Meeting. More on what took place at those events later. Evelyn White, Thomas Dale High School was elected as NACAC's new President-Elect, and will follow a very select group of PCACAC Past Presidents to serve in the NACAC presidential cycle.

NACAC Board of Directors nominees that were voted on in the NACAC Assembly that will join Evelyn on the Board were: Jeffrey Fuller, University of Houston (TX) Board of Director; R. Philip Kimrey, Samford University (AL) Board of Director; Michael Pelly, Chapman University (CA) Board of Director; Deborah Santiago, Excelencia in Education (DC) Appointed Board of Director; and Debi Hudson, St. Teresa's Academy (MO) Coordinator of the Affiliate Presidents Council. The main voting that took place in Assembly and at the General Membership Meeting was looking at reducing the size of the NACAC Assembly. In St. Louis, we had an Assembly of 266. It was voted in the Assembly and at the General Membership Meeting to reduce the size down to 214



PCACAC Delegates join representatives from around the country to conduct business during the NACAC Assembly.

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The President's Corner

Jayne C. Fonash, President, PCACAC; Academy of Science, Loudoun County Public Schools



At a time when PCACAC faces the challenge of growing the next generation of leaders in our profession, the Executive Board continued a conversation at the September board meeting in St. Louis of our current structure and possible alternatives which will encourage growth in our leadership. As a result of discussion at the retreat, the following changes have been proposed in PCACAC board structure.

In order to more fully utilize the leadership of the group currently known as the Finance Committee, that group will become known as the Executive Committee and will include the President-Elect, President, Past President, Secretary, Treasurer, and the Executive Assistant (ex-officio). The Executive Committee will meet four times per year: January, April (PCACAC Conference), June and September (NACAC Conference). The five members of the Executive Committee will each assume responsibility for leading a group of related committees, encouraging collaboration among those committees, and ensuring ongoing recruitment of committee members in order to build a more robust structure. Five committee chair positions will be designated as delegate positions, to involve those key positions in the work of the Assembly.

Each committee cluster will meet on the Saturday preceding the PCACAC Annual Conference to review and plan for the coming year. Meetings during the course of the year will be scheduled at the discretion of the committee chair. Interim meetings will encourage more conversation at lower levels

and have fewer people at the table at executive board meetings. The reports of the April committee meetings will be reported out at Executive Committee meeting on Sunday. This structure allows for an increase in PCACAC members in the day-to-day work of our organization and provides the experience to build future leaders.

President's Council will include the President, President-Elect, Past President, Secretary,

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Treasurer; Committee Chairs of Finance, Government Relations, Human Relations, Credentials, Professional Development, Technology, Communications, Past President's Council Chair, Current Trends & Future Issues, Admission Practices, and Membership.

PCACAC Delegates will include President, President-Elect, Past President, Chairs of Government Relations, Human Relations, Credentials, Professional Development, and Admission Practices. Six remaining delegates elected by PCACAC membership based on number of delegates assessed by NACAC at the 2010 Assembly in St. Louis. Delegate responsibilities in addition to participation in the annual NACAC assembly will include a minimum of participation in a standing committee.

Meeting structure for the new PCACAC Board:

Executive Committee – NACAC, January, April, June; Chaired by President

President's Council – Meets at NACAC and June with Executive Committee

Full Board August Retreat (Executive Committee, President's Council, remaining delegates and committee chairs) – date to be set to follow the NACAC Leadership Development Institute for the members of the affiliate presidential cycle. This time will provide the leadership of the organization a forum for professional development, planning, and organization for the upcoming year.

In April, each member of the Executive Committee meets with their committee cluster chairs/members on Saturday and then reports out at Executive Committee meeting on Sunday. Committees meet during the year (in person, via Skype, Go-to-Meeting, etc.) as scheduled by committee chairs.

The January 2011 (current) Executive Board Meeting will include a working session to flesh out the details of this proposal, with a final vote scheduled for the April Executive Board meeting in Hunt Valley, Maryland. Between January and March, Credentials Chairperson Jenifer Blair will be working on language necessary for changes to the PCACAC ByLaws to reflect the change in the board structure. ByLaw changes will be published in the Spring 2011 pre-conference issue of *The Anchor*, and will be scheduled for a vote at the PCACAC Annual Business Meeting in Hunt Valley on April 19, 2011.

Continued at right.

The Anchor newsletter is produced quarterly for PCACAC members.

Editor: Joe Manning

We welcome your submissions. Material for the next issue is due Jan. 15 for a March 1 publication. Articles, announcements and high-resolution photos may be sent to manningjp@jmu.edu.

PCACAC

Attn: Mary Layman
College Advisor
The Covenant School
Post Office Box 8308
Charlottesville, VA 22906

NACAC Highlights

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Conference participants socialize and network during NACAC's 66th National Conference.

(200 Assembly members and 14 NACAC Board of Director members). As was mentioned in previous communication in *The Anchor* and through e-blasts, PCACAC's delegation to future NACAC conferences will go from 18 delegates to 14 delegates. The good news from our standpoint is that we have 4 delegates coming to the end of their terms, so no new delegates had to lose that seat in the Assembly. Along with some clarification and slight language change within the Statement of Principles of Good Practice, it was a relatively smooth Assembly and General Membership Meeting. The budget will continue to be a concern for NACAC, as well as PCACAC and individual institutions. There will always be the questions, "What do we need to do?, What can we afford to do?, and What would we like to do?" as an organization. How do we best serve our members and the students that

they serve? How do we best advocate at the state and federal level? How do we offer the best in regards to professional development to our membership? How do we continue to serve those that are underserved? How do we become a better organization?

In his closing remarks before he passed the gavel to the in-coming NACAC President, Jim Jump talked about counseling as a "noble calling." He also said that as we move forward, that NACAC must now think even more globally as we look to help students; not just in this country, but around the world. There is talk about how colleges and universities are looking at using agents to recruit students from around the world to colleges in the states. Will those colleges pay a "per head" bases on those students, which is a policy that is not looked at favorably from a counseling standpoint? How do we view for-profit institutions such as the University of Phoenix that are increasing their market share in traditional and non-traditional students? In a still recovering economy, how can we do more with less, and still meet the goal of President Barack Obama of having the highest percentage of college graduates in the next decade? As member-driven organizations, NACAC and PCACAC can become only as good as the membership that is involved in making it a good organization. But we cannot just be good ... "the enemy of great, is good." Hopefully we are doing more to help ourselves, one another, and ultimately the students that we come in contact with every day. ♪



PCACAC's very own Evelyn White, Thomas Dale High School, addresses the NACAC Membership in St. Louis. We're proud of you Evelyn!

Planning and Practice – President

- Admission Practices (Delegate)
- Current Trends/Future Issues
- Strategic Planning
- Past President's Council
- Membership

Public Advocacy and Governance – Past President

- Government Relations (Delegate)
- By Laws/Credentials (Delegate)
- Nominating
- Human Relations (Delegate)
- Assembly Delegates (Based on the new assembly delegate count this group includes six additional delegates who will be committee chairs or members of other committees.)

Communications and Marketing – Secretary

- Technology
- Communications
- College Fair

Professional Practice and Development – President-Elect, Liaison

- Conference Chair
- Conference Sub-Committees
- Professional Development Chair (Delegate) (sub-committees listed below)
- Summer Institute
- Drive-In Workshops
- Outreach
- Ann Powell Mentoring Program
- Evaluation and Continuing Education Unit Credit
- PCACAC Leadership Development Institute
- Meetings and Events Site Coordinator

Finance and Budget – Treasurer

- Finance and Budget
- Fund Development
- Sponsorships
- Exhibitors

As the members of the board move forward with this proposal I would welcome your feedback and suggestions, as well as your level of interest in serving on the board. Please e-mail any comments or suggestions to jayne.fonash@lcp.org. ♪



Will I see you at the Annual Conference?

How will I know it's you if your PCACAC profile picture looks like this? See how easy it is to update your profile by logging on to the [PCACAC website](http://www.pcacac.org).

How did you spend your summer?

At the 2010 PCACAC Summer Institute

Jeffery Smith, Past President, PCACAC; St. Mary's College of Maryland

The 7th annual PCACAC Summer Institute took place on the campus of St. Mary's College of Maryland. Billed as a more informal workshop than a typical conference setting, approximately 70 school

and college counselors came down to the shores of Southern Maryland, cracked open some blue crabs and added some valuable professional development skills training and key networking contacts. This year's two-day Summer Institute included many counselors who are new to the counseling profession. Geared toward counselors who have up to 5 years of high school or college admission counseling experience, sessions ranged from the ever popular cracker barrel session to being a part of a mock admissions committee, to finding out about social technology/media to public speaking and how to address special populations in the college search process. There were a number of counselors who had more than 5 years experience who also attended and got valuable professional development skills. Sessions on ethics, views and contacts with those on the 'other side of the desk' and networking are draws whether you have 10 days of experience or 10+ years of experience.

Our faculty presenters brought over 200 years of counseling experience to the institute.

Participants commented on the professionalism, knowledge and passion the faculty members had. It was definitely contagious. Jim Jump, Past President of PCACAC and current President of NACAC, and Evelyn White, Past President of PCACAC and Board Member of NACAC closed the PCACAC 2010 Summer Institute with a look at national issues, their travels through the counseling profession and how to get individuals more involved with PCACAC and NACAC.

Rosalia Miller, with the Latino Student Fund, was a first-time attendee at the institute. "It was very informative and very helpful to the work we do. I learned so much, and the workshops I attended gave me information that I can put to use immediately." Others gave evaluations that stated the Institute was a "very positive experience," "more interesting than I imagined," "I now have a better understanding of what my position really means." Many of the newer and first-year counselors may not have known what to expect, but are now glad they attended because they got the tools to help them be a more effective counselor. ♪



Rich Edgar, St. Mary's College of Maryland, continues to share his knowledge with participants of the PCACAC Summer Institute.

The 2010 Summer Institute was fortunate to have a wonderful faculty of volunteers:

Jeff Smith, St. Mary's College of Maryland
Jenifer Blair, Boys' Latin School of Maryland
Rich Edgar, St. Mary's College of Maryland
Jennifer Evans, Broadneck High School
Jayne Fonash, Academy of Science, Loudoun County Public Schools
Bob Herr, Stevenson University
Lou Hirsh, University of Delaware
Jim Jump, St. Christopher's School
Mary Layman, The Covenant School
Susan Rexford, Charles E. Smith Jewish Day School
Shameek Robinson, Next Generation Venture Fund
Ben Toll, St. Mary's College of Maryland
Evelyn White, Thomas Dale High School

Thank you for your commitment to our profession!

In Memoriam

Sallie Scott, former NACAC Secretary, died on December 2. Scott was a former counselor at Northwood High School (MD). In addition to serving as national secretary for NACAC, she was also a founder of Potomac & Chesapeake ACAC.

Her life was celebrated on December 6 at the Leisure World Chapel. Memorial contributions in the name of Sallie Scott may be made to the Franktown United Methodist Church, 7551 Bayside Road, Franktown, VA 23354.

Save the Date!

PCACAC 2011 Summer Institute July 25 & 26 at Roanoke College



Colleges and universities interested in hosting a future event are encouraged to contact Jeff Smith, the 2010 Summer Institute Chair, for more information. It is a great way to showcase your institution and get high school counselors, independent counselors and community educational advocates on your campus. We all agree that a campus visit is the best way to experience campus life. What better way to share your campus!

Recruit
1
for
PCACAC

A CHALLENGE!

Now that you have renewed your PCACAC membership, please consider adding your office colleagues to your membership.

Remember to “Recruit One” new member for our organization this year! Their contributions to our organization could develop into a future leader of PCACAC.

Movers and Shakers

Sarah G. Dvorak is the new Director of Undergraduate Admissions at George Mason University.

Bert Hudnall (retired, Ashley Hall School) has been appointed to the Editorial Board of the NACAC Journal.

Virginia Wesleyan College named **Patty Patten** the Dean of Admission.

Barbara Conner is moving to Middleburg, Va. to serve the Foxcroft School as Director of College Counseling. Although sad to leave West Potomac High School, she's very excited about this new professional challenge!

The George Washington University is excited to welcome **Karen Felton** as Director of Admissions. They are excited to benefit from Karen's varied experience on both sides of the counseling desk.

Submit a Spring Conference Session Proposal

The 46th Annual PCACAC Spring Conference will be held April 17-19, 2011 at the Baltimore Marriott Hunt Valley, MD.

You are invited to submit a session proposal for the Conference. Online submission is NOW OPEN — click on the “Submit Proposal Online” on the homepage of www.pcacac.org.

Submission deadline is Monday, January 10, 2011.

For more information, contact Conference Chair Ali Gauch at agauch@umw.edu. We look forward to seeing you at this year's conference.



Observations from the Admission Practice Committee

a report from NACAC in St. Louis

James “Dal” Holmes, Retired, Washington College and Lou Hirsh, University of Delaware, Co-Chairs Admission Practice Committee

During the NACAC Annual Conference in St. Louis, Lou and I attended the Affiliate Admission Practice Counterparts Meeting. The session was hosted by members of the National Admission Practice Committee where current Chairman Scott Anderson, Common Application passed the gavel to incoming Chairman Tom Weede of Butler University (IN). Carl Ahlgren, Gilman School, is the national committee’s liaison to Potomac and Chesapeake.

Issues of concern to the National AP Committee include:

- Whether a Transfer equivalent of the May 1 Freshman Enrollment Deposit Deadline is needed
- A focus on training professionals in the proper use of Standardized Testing, using multiple resources from within and beyond the testing industry
- Circulation of a discussion brief on International Recruiting practices

There were no changes in the Statement of Principles of Good Practice brought to the NACAC Assembly for action this year. However, there was a renewed emphasis on

the related Monitoring Procedures – shifting responsibility for the imposition of penalties from affiliate committees to the national committee and NACAC Board with the use of a more thorough handling of complaints, using tracking forms to create a proper paper trail for every complaint. The latter is important so that the national committee will be aware of emerging trends and concerns in Admission Practices.

NACAC’s Chief Executive Officer Joyce Smith and the National AP Committee are urging affiliate committees to use the NACAC Leadership Portal for case log management. In addition, National Admission Practice Chairman Tom Weede will be conducting bi-monthly conference calls linking the national and affiliate chairs. **A sampling of issues which generated formal complaints monitored by the national committee between 2006 and 2010 includes:**

- The May 1 Freshman Enrollment Deposit Deadline: e.g., early deposits that are not refundable before May 1
- Requiring earlier scholarship replies
- Post-secondary members manipulating commitments before May 1 through housing or orientation policies

- Candidates who submit multiple deposits
- Colleges requesting deposits in order to retain candidates on a Wait List
- Admission offers based solely upon test scores
- Establishing application deadline earlier than October 15

PCACAC’s Admission Practice

At present your Admission Practice Committee consists of a dozen experienced school counselors and college admission officers. They are drawn from secondary and post-secondary as well as public and private institutions within PCACAC, and include members from each of the states within our region. Questions about possible SPGP violations may be directed to either Admission Practice Co-Chair.

During the previous twenty-four months, the committee has dealt with seven formal complaints against PCACAC members. In four of these cases we concluded that there had been an SPGP violation: in each instance, the challenged admission practice was brought into compliance with the SPGP, either during or at the conclusion of our investigation. One complaint provided an opportunity for an institution to retrain staff. In yet another instance the committee found that parents of a candidate, by misrepresenting facts, had manipulated two post-secondary institutions against each other. At least three other inquiries from post-secondary institutions enabled the PCACAC AP Committee to provide constructive guidance to colleagues considering the implementation of new policies. ↴

Advertise in *The Anchor*

Want to reach the PCACAC membership? Consider purchasing advertising space in a future issue of *The Anchor*. High-resolution, 300 dpi PDF, TIFF or JPEG ads that are in keeping with the PCACAC philosophy can be submitted to Joe Manning, manningjp@jmu.edu.

Full Page	7.5" x 9"	\$200
Half Page	7.5" x 4.5"	\$100
Quarter Page	3.75" x 4.5"	\$75

The Anchor Deadlines

Spring

Submission Deadline: Jan. 15
Online Publication Date: Mar. 1

Summer

Submission Deadline: May 15
Online Publication Date: July 1

Early Fall

Submission Deadline: July 15
Online Publication Date: Sept. 1

Late Fall

Submission Deadline: Oct. 15
Online Publication Date: Dec. 1

The Potomac and Chesapeake ACAC Executive Board would like to welcome Marty O’Connell, Colleges That Change Lives, and Ken Huus, Sweet Briar College, Co-Chairs Government Relations Committee.



Top 3 business school in the U.S. among publics for return on investment by *BusinessWeek* magazine (2009)

21st in *Kiplinger's Personal Finance's* 100 Best Values in Public Colleges (2010)

To come see for yourself, go to:
www.jmu.edu/admissions/visit



Come see why *U.S. News & World Report* has ranked us as the South's top public master's-level university for 17 straight years.

PCACAC Spring Conference 2011 to be held at Baltimore Marriott Hunt Valley Inn

Plans are underway for the 46th Annual Spring Conference to be held at the **Baltimore Marriott Hunt Valley Inn** Sunday, April 17 through Tuesday, April 19, 2011. The Conference Planning Committee is looking forward to welcoming you back to the [Baltimore Marriott Hunt Valley Inn](#), moments away from the Baltimore Inner Harbor, Camden Yards and the Baltimore National Aquarium. The Annual Spring Conference is this association's premiere professional development and networking event of the year. Conference details including the Call for Proposals, Call for Volunteers and Hotel Registration information will be posted on the [PCACAC website](#).

Being part of the effort to plan a conference is a wonderful professional experience; there are lots of opportunities to contribute to this endeavor. We welcome organizations to promote your services and products to our

members through sponsorship and exhibitor opportunities. Member may also exhibit during the Counselor's College Fair, nominate a Marion Flagg Scholarship Recipient, or recognize a colleague as a Counselor of the Year.

The Potomac and Chesapeake ACAC Executive Board would like to thank those individuals and organizations that have helped to sponsor the conference in the past and hope to see their continued support. Those individuals and organizations that have not previously served as conference sponsors we hope that you'll consider the opportunity to reach conference attendees through sponsorship. In the coming weeks we look to have some major announcements in regards to the conference. Please visit the PCACAC website for updates and other important information.

See you in Hunt Valley!

