

PCACAC's 2016 Annual Conference Session Lineup

Session Block	Session Date	Session Time	Session Room	Proposed Session Title	Session Description	Target Audience	Target Audience Experience
Opening Session A	Sunday, April 17	4:30-5:45pm	Caribbean Room	<i>That was Then and This is Now</i>	This interactive session will explore the past and current climates of college admissions, each panelists road to pursuing a secondary education, and the changes we are facing in the next year, including Prior-Prior Year (PPY), the new Coalition Application, and the new SAT. The audience will enjoy stimulating conversation with a panel of seasoned professionals!	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	All levels
B1	Monday, April 18	9:15-10:15am	Barbados	<i>Delaware?: Recruiting in New Markets</i>	In a changing educational landscape, it is important to expand into new markets. Using data, we strategically expanded recruitment into 8 new markets. Come learn about our plan and the challenges and tactics that led to our success.	College Admissions Officers	All levels
B2	Monday, April 18	9:15-10:15am	Palmetto 2	<i>What do you mean I'm undocumented? Helping Navigate the College Application Process for Students without Documentation in the U.S.</i>	This session will highlight the journey of an undocumented student in his attempt to complete the first step of his dream to graduate from a college in the United States. Join us as we share his experiences navigating and living the day to day obstacles associated with the college search and application process. Learn about the hurdles he comes to face, the disappointments, and his victories. During the session we will discuss how both college admissions and high school counselors can work together in their efforts to better assist and serve undocumented students as well as DACA eligible students. Attendees will have the opportunity to also share their own experiences, resources, and or suggestions.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	All levels
B3	Monday, April 18	9:15-10:15am	Palmetto 3	<i>Learn, Explore, Grow, Focus, Apply: The Common Application and the Path to College Enrollment</i>	The Common Application has long been a leader in the college application transaction--that point in time where students complete and submit an application. Now, with a user base of over 1 million students and recommenders, the association is building on its four-decade legacy by collaborating with educators, researchers, foundations, and like-minded organizations to expand educational opportunities for all students. Join Common App staff and member colleges for an update on the application system and a discussion of access initiatives that range from virtual advising to FAFSA completion to counselor professional development.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	All levels
B4	Monday, April 18	9:15-10:15am	Palmetto 4	<i>College Counseling Classes and Seminars: From 30,000 Feet to Ground Level</i>	Often, guidance/college counselors get the opportunity to speak with classes and small groups about the college process. The traditional approach to these sessions tends towards the nuts and bolts of the college search process (testing, search engines, essay writing, application "boot camps") and NACAC's "Step By Step" curriculum which provides a solid framework for these discussions. At the same time, the landscape of college admissions is changing rapidly and many students have little understanding of the ethics, economics, or purpose of higher education. This session explores two different curricular approaches to a college counseling that compliment traditional lessons with topically based discussions on admissions marketing, collegiate business models, the history of college admissions (public and private), education as a public good vs. education as a private good, the role of colleges in a democracy, and the future of education.	Secondary School Counselors, Independent Counselors, Community College Counselors, Community Based Organizations	All levels

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B5	Monday, April 18	9:15-10:15am	Palmetto 5	<i>So What's Ethical? Current (and Thorny) Case Studies in Admissions Ethics</i>	Each profession has its code of ethics, and ours is NACAC's Statement of Principles of Good Practice (SPGP). This session is built around ethical conundrums that are currently of concern to many in our profession. Some are Addressed by the SPGP. Others are not, but perhaps should be. We'll give you fascinating (and thorny) case studies. You be the judge!	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	All levels
C1	Monday, April 18	10:30-11:30am	Barbados	<i>Team work makes the Dream work! Joining Hands to Navigate the Complexities of Transfer Recruiting and Admission</i>	This session is intended to facilitate dialogue among admissions professionals serving in 2-year and 4-year institutions, high schools, and CBOs, in order to encourage collaboration that's geared towards easing the transfer admissions process. Session will highlight the essential role of Registrars and Student Services divisions in transfer recruiting and admissions. Topics will include: Community College Dynamics; understanding the Student Services Center and Registrar's Office; Strategic Enrollment Management (SEM); Outreach Initiatives; and key challenges and recommendations.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	All levels
C2	Monday, April 18	10:30-11:30am	Cayman	<i>The Relationship Dynamic: Buidling Bonds that Lead to Enrollment</i>	Building relationships is a complex, nuanced and powerful part of student recruitment. Colleges will learn what they can do to influence relationship-building with their prospective students in all aspects of their recruitment efforts, from social media to personal contact. They will learn how to involve all influencers, in the development of rich relationships with prospective students. This session will provide you with actionable data you can use to better understand how to build strong bonds with your prospective students that will lead to enrollment. The data and insight presented will benefit you as a public, private or community college, regardless of your size.	Independent Counselors, College Admissions Officers, Community College Counselors	All levels
C3	Monday, April 18	10:30-11:30am	Dominica	<i>Storytelling and Admissions</i>	Humans are natural storytellers and we understand our world through stories. Why should the admissions process be any different? Hear examples and learn strategies for storytelling in your admissions presentation, marketing materials, or your students' college essays. This session will focus on how to use storytelling throughout the college admission process, to include topics such as: why storytelling is so compelling and persuasive; how to structure a high school visit presentation like a story; how to do the same with an information session; how to include current student stories in your communications; and how storytelling is effective in the college essay.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	All levels
C4	Monday, April 18	10:30-11:30am	Eleuthera	<i>Five Ways to Improve the College Admission Process, the Student Perspective</i>	This panel session will feature students exclusively. Five members of class of 2016 and one student moderator will reflect on the college search and application process they have just concluded. Each senior will share elements of the process that they embraced and enjoyed, along with those parts that were a burden and awkward. Each panelist will offer one suggestion for improving the college application process.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	All levels

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C5	Monday, April 18	10:30-11:30am	Palmetto 2	<i>"We just heard the same thing from the last college rep!"</i>	Come and hear from colleagues on both sides of the desk about the good, bad and ugly of college presentation to high school students during recruitment season. Learn how to train new and seasoned college admission counselors to share stories about your college that will keep students mesmerized and have school counselors repeating them to others. Learn how school counselors can make admissions colleagues feel truly welcome, and build relationships, while ethically advocating for students.	Secondary School Counselors, College Admissions Officers	All levels
C6	Monday, April 18	10:30-11:30am	Palmetto 3	<i>Alphabetizing the Alphabet Soup: Recruiting and Retaining LGBTQ+ Students</i>	While the exact size of the LGBTQ+ student population is unknown, many universities are underprepared to support this population because they lack the services and basic knowledge of their specific needs. While some schools have implemented changes to campus policies and practices to support the students, others have not. This session will discuss the needs of the LGBTQ+ students and how campuses can offer more inclusive environments during the admissions process and beyond.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	All levels
C7	Monday, April 18	10:30-11:30am	Palmetto 4	<i>Work Experience, Skills and Money for College? Tell me more about AmeriCorps!</i>	In the AmeriCorps national service program, participants serve communities while exploring new interests and developing marketable skills. AmeriCorps benefits, which are not need-based, include a stipend and an Education Award to pay for college or repay student loans. The session will discuss eligibility, the application process, and the kinds of projects participants do in AmeriCorps NCCC, a residential team-based program for ages 18-24, and working with organizations such as City Year and other nonprofits.	Secondary School Counselors, Independent Counselors, Community College Counselors, Community Based Organizations	All levels
C8	Monday, April 18	10:30-11:30am	Palmetto 5	<i>Going International: A Look at Overseas Options</i>	US high school students looking to complete their undergraduate degree abroad is a growing trend in college admissions, and highly ranked institutions paired with competitive tuition are enticing many to consider an overseas education. This session, led by representatives from University of Glasgow in Scotland, University College Dublin in Ireland, and The American University of Rome, will provide an overview of the international options available to students, examine some key differences between curriculum overseas and in the US, and offer tips on advising students applying to international institutions. By highlighting the advantages of studying overseas and addressing some common concerns of students, parents, and counselling staff, this session aims to assist counselors in identifying whether an overseas education might be a good fit for their students.	Secondary School Counselors, Independent Counselors	All levels
D1	Monday, April 18	2:00-3:00pm	Barbados	<i>Round Table - Violence in School Settings</i>	Local, national and international news reports are filled with stories of violence. Violence, it appears is all around us; permeating every fiber of every institution in every country. While many argue that violence is more prevalent than in years past, violence is not new; but the level and intensity of violence within schools are new. Calling upon research and experiences, this roundtable is designed to allow for a free exchange of ideas on how educators can contribute to our understanding of and possible solutions to violence within educational settings.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	All levels

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D2	Monday, April 18	2:00-3:00pm	Cayman	<i>Suburban Legends</i>	The college admissions process includes a number of beliefs and assumptions that might be labelled as "Suburban Legends." Like urban legends, they sound plausible, but are they true? Come hear a panel of experienced professional discuss their favorite Suburban Legends and be ready to contribute your own.	Secondary School Counselors, Independent Counselors, College Admissions Officers	All levels
D3	Monday, April 18	2:00-3:00pm	Dominica	<i>We Are Coming To You – The Virginia Publics Coming Together on Diversity Initiatives</i>	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 show how talk was put into action this past year when a group of admissions officers from several universities teamed up. Come hear about new ideas on diversity programs and discovered best practices.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community Based Organizations	All levels
D4	Monday, April 18	2:00-3:00pm	Eleuthera	<i>The Redesigned SAT Suite of Assessments: Understanding Scores and Reporting</i>	The redesigned SAT Suite of Assessments is finally here! The redesigned PSAT/NMSQT was administered in October and the redesigned SAT has finally made its debut. Come learn how you can make sense of the information it provides you and your students/prospective students. Topics covered will include understanding new scores and what they mean, using concordance to compare previous scores to redesigned test scores, getting the most out of the new reporting portal, creating personalized practice through Khan Academy and understanding the impact of the SAT Suite for higher education recruitment and admissions.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	All levels
D5	Monday, April 18	2:00-3:00pm	Palmetto 1	<i>Uber, Lyft or CAB: How to Hail a Counselor Advisory Board</i>	"Is that the same thing as a fly-in?" Learn how Counselor Advisory Boards are value-added propositions to both sides of the desk. CABs offer school counselors an in-depth view of the institution and assist counselors in introducing the institution to students for whom it may be a good fit. Colleges gain insight from trusted high school colleagues about efficacy of programs, campus initiatives, marketing messages and receive direct feedback about the students/parents that they hope to attract. Admissions colleagues will hear how to articulate the purpose for a CAB, determine the budget, select counselors, schedule visit dates/programs and coordinate with other campus offices.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	All levels
D6	Monday, April 18	2:00-3:00pm	Palmetto 2	<i>Toolkit for all Counselors: Recruiting and Retaining Millenials and Generation Z</i>	This session discusses the college fit from four points of view: those of admissions officers, parents, students and college counselors. All four "players" must understand their own offerings and needs and carefully fit them to each other. Admissions officers, the front line of recruitment, can implement specific processes to attract and evaluate students beyond marketing materials and on-line applications. The panel addresses possible programs to retain the sensitive and somewhat coddled current generation. Strong, targeted recruitment and admission lead to retention.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	All levels

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D7	Monday, April 18	2:00-3:00pm	Palmetto 3	<i>College and Career Readiness Mentoring (CCRM) Program for Homeless High School Students</i>	The CCRM team will discuss how they acquired the funds to run the program through the MD Homeless Grant. Share success stories and learn how mentors are recruited, trained, and assigned to identified high school students (9-12) in temporary housing and receive an overview of how Naviance (a tool for college/career readiness) activities are created for mentors to use with their students.	Secondary School Counselors, Independent Counselors, Community College Counselors, Community Based Organizations	All levels
D8	Monday, April 18	2:00-3:00pm	Palmetto 4	<i>Creating a College-Going Culture in Public High Schools</i>	Whether you've been in the profession for 2 months or 20 years, every counselor can benefit from some new and fresh ideas to create a college-going culture in their building! With tight budgets and even less time, come learn about how two high schools in Hanover County have implemented some fun and exciting ways to promote a college-going atmosphere in their buildings.	Secondary School Counselors	All levels
D9	Monday, April 18	2:00-3:00pm	Palmetto 5	<i>Working With the Other Side of the Desk: MARCA to the Rescue!</i>	Students assume that college admissions representatives are trying to find ways to deny them instead of ways to accept them. Team up with MARCA (Mid-Atlantic Regional Counselor Association) and learn about student programs implemented by high schools with the help of MARCA college admissions representatives. Discover ways they have made the college admissions process more personalized, less intimidating and more empowering for students.	Secondary School Counselors, Community Based Organizations	All levels
E1	Monday, April 18	3:15-4:15pm	Barbados	<i>Secrets from the Social Chair</i>	Have you always wondered why some offices have all the fun? Team morale starts with YOU! According to sociologist Alexander Leighton, "morale is the capacity of a group of people to pull together persistently and consistently in pursuit of a common purpose." This session will explore various techniques and approaches to achieve the perfect balance of team-building exercises with staff development to increase staff morale that is applicable to diverse work environments.	Secondary School Counselors, College Admissions Officers, Community College Counselors	Beginning, Mid-level, Experienced
E2	Monday, April 18	3:15-4:15pm	Cayman	<i>Design Thinking the College Search Process</i>	What does a needle-free vaccine, creating a tastier Pringle, and improving airport-security checkpoints have in common? They are all the result of a process called design thinking. This theory uses subjective and objective criteria to craft an outcome beneficial to the user. In a nutshell, design thinking describes the college search process perfectly. This interactive session will explain design thinking in greater detail and provide an understandable roadmap for college advisors and students to use this concept as a foundation for their college quest.	Secondary School Counselors, Independent Counselors, Community Based Organizations	All levels
E3	Monday, April 18	3:15-4:15pm	Dominica	<i>Game Changer: The New Way to Connect with Gen Z</i>	Learn how engaging students in creating a positive, digital identity and embracing this holistic supplement not only enables students to stand out during the application process and throughout the student life-cycle (including internships and employment), but also bolsters college efforts in recruitment, selection, and matriculation in a time-efficient manner. With an exciting introduction to ZeeMee's latest features, you will leave this presentation with new tools to engage and connect with Gen Z like never before.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	All levels

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E4	Monday, April 18	3:15-4:15pm	Eleuthera	<i>Affordability and Outcomes: The Coalition Application</i>	A coalition of highly respected American public and private colleges and universities has begun the design and organization of an online platform that hopes to recast the nature of applying to college in the 21st century. As a group, all colleges and universities in this coalition are committed to strong outcomes and high graduation rates, and, perhaps most importantly, broadening access to students of all backgrounds by making their institutions affordable for as many families as possible. This presentation will outline the progress the Coalition has made in the past year of development, and highlight the benefits of this new application platform.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	
E5	Monday, April 18	3:15-4:15pm	Palmetto 2	<i>Help Me! I'm First Gen...</i>	Roughly 30% of college bound seniors are first-generation. School counselors and admissions officers will need to work more collaboratively to ensure students and their families receive the resources necessary to navigate this process. Once enrolled, we must retain them, make sure they have satisfying academic and social experiences and prepare them for the workforce. This session will delve into the needs of first-generation students and how that differs from what students needed years ago.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	All levels
E6	Monday, April 18	3:15-4:15pm	Palmetto 3	<i>Swing and a Miss: Analyzing the Impacts of Preferential Treatment During the College Admissions Process for NCAA Student-Athletes</i>	Student-athletes across all divisions of the National Collegiate Athletic Association (NCAA) are often academically unprepared for the rigors of college. To benefit their athletic programs, many higher education institutions provide student-athletes with preferential treatment during the college admissions process. This session will look at the eligibility requirements of the NCAA, how admission offices make admission decisions for their incoming student-athletes, and how these decisions can impact both the institution and the student.	Secondary School Counselors, College Admissions Officers	All levels
E7	Monday, April 18	3:15-4:15pm	Palmetto 4	<i>"So, what do you want to be when you grow up?"</i>	Mid-management professionals are often asked the question, and often ask themselves, "what is your next move?" Those of us who have stayed in the field long enough understand that there is no direct path to take. If you are thinking about your next step and want to talk to four individuals who have made all kinds of different career moves, join us for this session. We will provide our backgrounds, why we took the steps we did, and help you think about some of the questions you might wish to ask yourself in order to help you decide what you really do want to be when you grow up (spoiler alert: we are still thinking about that ourselves!).	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	Mid-level, All levels
E8	Monday, April 18	3:15-4:15pm	Palmetto 5	<i>Building a Free College Program</i>	We will chronicle the journey and building of a college partnership that led to an open access, free college credit program for our high school students. In creating a college going culture we will share how we have built our program, the struggle to keep it going and the promise of getting our most underrepresented students college credit before leaving high school. Working with Richard Bland College we have changed the free college credit landscape.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community Based Organizations	All levels

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Closing Session F	Tuesday, April 19	9:00-10:15am	Palmetto Ballroom	<i>Current Trends and Future Issues: The Solutions Edition</i>	A multitude of topics are impacting higher education and many affect the realm of college admissions and advising. Some issues have been around for decades while some are recent developments. While this session will address current trends and future issues, the focus will be on possible solutions to these problems.	Secondary School Counselors, Independent Counselors, College Admissions Officers, Community College Counselors, Community Based Organizations	All levels