



PCACAC 52ND CONFERENCE

SUGGESTED SESSION TOPICS

The following topics were suggested by previous PCACAC conference attendees as new session ideas or they represent sessions previously attended and recommended for future conferences:

- ❖ *What every new admissions counselor should know –helpful tips for travel planning, recruiting strategies, time/priority management, dealing with difficult conversations, etc.*
- ❖ *What first-time high school counselors need to know about college admission*
- ❖ *Trends in college majors, academic and/or career plan counseling*
- ❖ *Financial Aid 101/Financial Aid 201 – focus on what counselors (both sides of the desk) need to know to help families understand different aid offers, cost vs. value of a college education*
- ❖ *Creative college financing solutions*
- ❖ *The role of financial aid in enrollment management, admissions, and admission decisions*
- ❖ *Middle management in college admissions*
- ❖ *Taking the next step forward in your career*
- ❖ *How to advance yourself in a small department*
- ❖ *How to develop professionally and stay connected when working remotely*
- ❖ *How to overcome high workloads and understaffed offices*
- ❖ *Working with international students attending U.S. schools in the admissions process*
- ❖ *How colleges read international applications*
- ❖ *Principal/headmaster panel on their view of college counseling*
- ❖ *Facilitated conversation between secondary school counselors and college admissions counselors on the challenges of high school visits – scheduling, breaking down preconceived opinions*
- ❖ *Initiatives and ideas for public school counselors with large caseloads, how to get colleagues on board with college counseling, how to reach students, tips for getting under-involved parents interested/engaged*
- ❖ *Personalizing the college admissions process*
- ❖ *Student workers in the admissions office*
- ❖ *Working with faculty and breaking down campus barriers in planning campus visit programs*
- ❖ *Issues facing independent counselors*
- ❖ *College Counselors' Toolkit – including specific programs/events/handouts that counselors could use*
- ❖ *College counseling programming ideas/models for underclassmen, how to run a junior college day or mock admissions committee program for students*
- ❖ *Inside highly competitive college admissions*
- ❖ *Tips from admissions counselors on how to help a student make their application 'shine'*
- ❖ *Gender and the admissions process*
- ❖ *Working with transfer students/Making your institution more transfer-friendly*
- ❖ *Value of community college/outcomes, trends in community colleges*
- ❖ *Information geared to community college-based counselors*
- ❖ *Government relations update on national and regional legislation that will affect our profession*
- ❖ *Challenges facing small colleges*

SUGGESTED SESSION TOPICS

- ❖ *MOOCs, online education, and how they are changing the conversation about higher education. How do admission offices evaluate online coursework taken at their own institution or another?*
- ❖ *Working with low-income and/or first-generation students*
- ❖ *Supports colleges have in place for low-income and/or first-generation students with outcome data*
- ❖ *Trends in public high school curricula – vocational programs, online classes*
- ❖ *How can public school counselors build useful partnerships with colleges*
- ❖ *How to gain more community and parental involvement and principal support (esp. public schools)*
- ❖ *Creating a K-16 College Going Culture*
- ❖ *Social/Emotional Health and the College Admissions Process*
- ❖ *How does adolescent development and learning relate to the college admissions process*
- ❖ *Navigating testing accommodations*
- ❖ *Counseling students with learning differences*
- ❖ *How admissions offices handle group visits*
- ❖ *Advice for high school students on maximizing a college visit*
- ❖ *Presentation skills and unique ways to give information sessions*
- ❖ *Working with prospective student athletes from the college side*
- ❖ *Understanding NCAA eligibility*
- ❖ *School counselor and admission counselor roundtable*
- ❖ *Recruiting in new markets*
- ❖ *Using social media for recruitment; social media in admissions*
- ❖ *Enrollment management reporting and modeling*
- ❖ *Working with a CRM*
- ❖ *Data reporting, “number crunching”, using reporting tools, Access, Excel*
- ❖ *A look at Naviance for the college admissions officer*
- ❖ *Effective staff retreats and team building*
- ❖ *How admissions can deal with a PR crisis on-campus*
- ❖ *Counseling undocumented students/DREAM Act*
- ❖ *College counseling courses for juniors*
- ❖ *How to engage high schools that have few resources*
- ❖ *How to partner with community based organizations*