



Conference Highlights

Dover Downs Hotel & Casino

Dover, DE ~ April 2018

Welcome to our 53rd Annual Conference!

Dear Colleague,

The Conference Planning Committee truly looks forward to welcoming you to PCACAC's 53rd Annual Conference at the Dover Downs Hotel & Casino in Dover, Delaware!

We couldn't present this year's conference to you without our sponsors and exhibitors. A special "Thanks!" to those partnering with us! Click on their logos from www.pcacac.org/conferences to learn more.

What you won't want to miss:

- Pre-conference Middle Management Institute at Delaware State University
- Exhibitors: Hall of experts, Exhibitor Breakfasts and – NEW this year – Exhibitor Anchor Talks
- 43 diverse breakout sessions
- Special Interest Group sessions
- First Timers, Middle Management, Senior Leadership, and CBO sessions
- Conference Kick-off with Keynote speaker and NACAC President, David Burge
- 7-10-minute Anchor Talks (same format as "Ted Talks")
- Counselor's College Fair & Tailgate Party
- The Social with DJ Bobby Hash
- An engaging Closing Session and Brunch
- Post-conference college tours
- Download our mobile app on your Android or Apple device (about 2 weeks prior)

Take a look at the Conference-at-a-Glance on the last two pages for event dates and times.

If this is your first time at one of our conferences, please join us on Sunday, April 15 for a special First Timers Session. Next, mingle with professionals and explore the Exhibit Hall, join colleagues for the Conference Kick-off, and wrap up your day with cocktails and delicious food at the President's Reception and Dinner.

Stay in tune with conference happenings, book your hotel room, and view presentations by visiting our site regularly at www.pcacac.org/conferences.

If you'd like to support our 53rd Annual Conference and future PCACAC programs, you can give any amount by texting **PCACAC53 to 50155** or by visiting www.pcacac.org/sponsoring-and-advertising.

See you in Dover!

A handwritten signature in blue ink that reads 'Rosemary Martin'.

Rosemary Martin
Conference Chair

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Get Your Registration Materials

Pick up your registration materials at the built-in registration desk in the Pre-function area (on the way to the Ballroom) on **Sunday, April 15 from 12-4pm** and **Monday, April 16 from 7:30-11:30am**. [Sign up here](#) if you're interested in volunteering at the registration desk.

FREE Workshop at Wesley College: *Demystifying the Transfer Admissions Process – An Inside Look*

Join admission experts at Wesley College on Saturday, April 14 from 1-3pm for conversation about the two-year to four-year college transition, how to best prepare for applying to and succeeding at four-year colleges and universities, and to discuss strategies for student achievement, how to conduct a meaningful and thoughtful college search, and how applicants are evaluated and admitted. For more details, contact Inclusion, Access and Success Chair, Chris Miller, cmiller@glenelg.org.

Middle Management Institute at Delaware State University

On Sunday, April 15 from 8:30am-2pm, PCACAC presents its Middle Management Institute (MMI). Through a schedule of small group conversations and networking receptions, MMI participants will share best practices and expertise while focusing on professional goals specific to the world of admissions. The curriculum is based on [NACAC's Admissions Middle Management Institute \(AMMI\)](#) and is designed for professionals with 4+ years in the field who aspire to or who have been recently promoted to middle management.

Join us for lively panel discussions and sessions that offer something for everyone...

Special Interest Group (SIG) Meetings

Special Interest Groups (SIGs) nurture the growing diversity in our association by providing "micro" communities within which members can network and add value to their membership experience. Join us on Sunday, April 15 from 2-3pm for discussion among members with similar interests in Hispanic and Latinx, LGBTQ, African American, first generation, and independent counselor communities.

First Timers (*Getting Connected*), Middle Management, and Senior Leadership Sessions

Traditionally, those new to PCACAC look forward to our First Timers session – now called *Getting Connected*. This year, we're pleased to expand our offerings to sessions designed for all levels of leadership within the admissions community. We look forward to seeing you at one of these sessions on Sunday, April 15 from 4-5pm. **Sponsored by SCOIR.**

Exhibitor Sessions

Swing by the breakfast buffet, grab a quick plate of food and join exhibitors for professional presentations while you eat. Two sessions – one for the college side and one for the high school side – are scheduled on Monday, April 16 from 8-9 am. You can also join exhibitors for engaging Anchor Talks from 2-3pm during D Sessions.

Conference Kick-off with Keynote Speaker David Burge, NACAC President

We're kicking off the conference with an exciting guest speaker! Join us on Sunday, April 15 from 5:15-6pm for a special message from NACAC President, David Burge.

Join us to also welcome...

Elise Rodriguez

Director, NACAC Board

Monday, April 16, 11:45am-1:45pm

Membership Mtg. & Awards Luncheon

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Break-Out Sessions

Designed for Postsecondary and Community Based Organizations

- *15+ Life Hacks to Help Manage the Crazyness known as 'College Admissions'*
- *Hello, My Name Is*
- *Look Before You Leap: Moving to the High School Side*
- *Navi-what? A Guide to Hobson's Naviance for Admission Representatives*
- *Not Everyone Gets a Trophy: Building Your Team in a Millennial World*

Designed for Secondary Schools and Community Based Organizations

- *Admission Practices*
- *Admissions and Testing: Too Fast, Too Slow, or Just Right?*
- *'College' in Ireland or the UK? How to Support Student Interest in International Degrees*
- *Comparing application platforms and the use of digital media*
- *Financial Aid 101: A College Education IS Affordable*
- *Fit has a Face: Frank Bruni, Lloyd Thacker, Our Students, and Their Journeys*
- *Overreach vs. No, really. Reach: Strategies of Containment and Encouragement*
- *The Student Athlete: Navigating NCAA Eligibility, Recruiting and Academic Index*
- *The View from the Top: How School Administrators See College Counseling*

Of Interest to Both Sides of the Desk

- *Are You Common App Ready?*
- *Are you there God? It's me Admissions.*
- *A Solution for a Flawed System: The SCOIR College Network*
- *Building Bridges: Creating partnerships to building stronger relationships to increasing enrollment for all students in higher learning institutions*
- *Collaboration and Cooperation in Serving Transfer Students*
- *College Counseling for Juniors: Finding Your Way to College*
- *Committee Based Evaluation...Benefits for Student, the Counselor and the College*
- *Current Trends & Future Issues -- The Year in Review*
- *Engaging the Village: Families as Key Role Players in the College Process*
- *Government Relations Update on National and Regional Legislation regarding College Counseling and Access*
- *PCACAC Equity Collaborative: Diversity, Equity, and Opportunity in Education*
- *ROI (Return on Investment)...What does it mean to you?*
- *Re-thinking Recommendations*
- *Transforming the Lives of First Generation Students: Strategies for the College Access Professional*
- *Winning the Game of Musical Chairs: Maintaining and Building Reputations and Relationships Across the Desk*
- *Working with Students of Color While White*

Download our Mobile App

The conference mobile app gives you the power to set YOUR conference schedule and access valuable information on sponsors, exhibitors, presenters, evaluations, plus you can easily network with friends and colleagues during the conference. **Sponsored by element451/SPARK451.**

Let us know if you plan to use the mobile app or still want a printed copy of the program when you register.

Get to Know the Exhibitors

Spend quality time in the Exhibit Hall on Sunday, April 15 beginning at 2pm and all-day Monday, April 16 from 7:30-5:30pm. Our exhibitors are eager to share valuable information about their products and services! If you're not attending one of the Exhibitor's Breakfasts, grab your buffet-style breakfast in the Ballroom Square on Monday from 8-9 am while you cruise the exhibits. **Sponsored by George Mason University.**

Calling all local counselors (and those short on time)!

Can't stay for the entire conference? Register for ONE DAY ONLY – Monday, April 16 – and join us from 7:30am to 6pm. This special day includes meals, sessions, exhibits, and the Counselors College Fair & Tailgate Party! Dinner and Social tickets for that evening may be purchased for an additional fee while registering for the conference. **Sponsoring this year's Local Counselor scholarships: Binghamton University, Colleges that Change Lives, Salesianum School, SCOIR, Tidewater Independent Schools, University of Mary Washington, Washington and Lee University, and Wilmington Friends School.**

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Marion Flagg Scholars

The Marion Flagg Scholarship is awarded annually to a group of exceptional educational professionals who are not currently members of PCACAC and who have not previously attended a PCACAC conference. This scholarship specifically targets counselors who work with historically underserved students, minority students or students from disadvantaged backgrounds. This year, PCACAC awarded 10 scholarships, thanks to our sponsors: **SCOIR and Colleges That Change Lives (CTCL)**.

Meet the President

Join us for a celebratory reception, as attendees come together to enjoy the University of Delaware's Step Team, great company, and delicious hors d'oeuvres at the **President's Reception** on Sunday, April 15 from 6:00 – 7:00 pm. Continue the evening's celebration at the **President's Dinner**, with Delaware State's Jazz Band, a delicious plated meal, live entertainment and an awards ceremony you won't want to miss! **The President's Reception is sponsored by Terry C. Lady.**

Past Presidents Breakfast

The **Past Presidents Breakfast** on Monday, April 16 from 8-9am, honors the contributions made to the Association and the field of college admissions by PCACAC's past presidents. *This event is for past presidents only.* **Sponsored by Delaware Association of Independent Schools.**

Membership Meeting & Awards Luncheon

Meet with us on April 16 for a hot, plated meal, special recognition of colleagues, and an update from NACAC Board of Directors member, Elise Rodriguez during the lunch-time awards ceremony. Together we'll honor PCACAC Board members and discover who our next leaders will be. Everyone is encouraged to attend. Lunch begins at 11:45am.

Networking galore!

The **Counselors' College Fair** on Monday, April 16 from 4:45-6pm, provides multiple networking opportunities designed to connect high school counselors and college admission professionals. Wear your school or alma mater colors, bring your business cards, and join us for food, drinks, games, and tons of fun! **Sponsored by Wesley College.**



To exhibit at the college fair, only one representative from your college needs to register via the conference [Registration Form](#).

The Social with DJ Bobby Hash

Grab your wristband and meet us at the Fire and Ice Bar starting at 9pm on Monday, April 16. The Social is a special affair that allows you to unwind to music, dancing, drinks – with complimentary drink tickets and a cash bar – and a chocolate fountain! And, of course, it wouldn't be a PCACAC Social without karaoke and this year's DJ, Bobby Hash. **Sponsored by the University of Delaware.**

Closing Session & Brunch

This interactive session, to be held on Tuesday, April 17 from 10:30am to noon, will have an all-star panel of PCACAC and NACAC thought leaders to close out this year's conference. In a format similar to the popular show, Celebrity Game Night, they will discuss what they learned at this year's conference and where to go from there. Our 350-425 attendees will enjoy wrapping up the conference with engaging conversation and a delicious buffet brunch. **Sponsored by Marymount University.**

College Drop-In Tours

Several schools will be offering special tours just for PCACAC counselors on Sunday, April 15 and Tuesday, April 17. **Please coordinate your visit with the following contacts at participating Delaware schools:**

| | |
|-----------------------|--|
| Sun, Apr 15 at 2pm | Delaware State University: PZStokes@desu.edu , (302) 857-6351 |
| Tue, Apr 17 at 1:30pm | Wesley College: Chris Jester, Christopher.Jester@wesley.edu , (302) 736-2468 |
| Tue, Apr 17 at 1:30pm | Delaware State University: PZStokes@desu.edu , (302) 857-6351 |
| Tue, Apr 17 at 2:30pm | University of Delaware: REGISTER HERE or contact Jackie Tatnall, tatnallj@udel.edu , (302) 831-2316 |

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Certificate of Attendance

PCACAC is happy to provide verification of your attendance. Let us know when you register if you would like a printed Certificate of Attendance, signed by PCACAC President, Robyn A. Lady, to be included in your registration packet.

Reaching out a helping hand...

For the seventh year, the **Project Reach** program will provide school supplies and college counseling items for a high school in the [PCACAC region](#) that is in need. And as a special gift, PCACAC will also offer one complimentary conference registration for a counselor from the selected school. **But we can't do it without you!** That's why we're asking you to bring new school supplies and new or gently used college counseling materials to the conference as a donation. Just load up a few items and drop them off at the registration desk and we'll take care of the rest!

- **Appropriate school supplies** include (but are not limited to): backpacks, book bags, pencil cases, pens, pencils, copy paper, construction paper, notepads, spiral notebooks, planners, markers, highlighters, folders, calendars, gift cards to Office Max, Office Depot, Target, etc.
- **Appropriate college counseling materials** include (but are not limited to): college guide books (as your office prepares to order new versions), college posters and pennants, and test prep workbooks.

We're here for you!

Help us serve the needs of our members, support the admissions community and encourage professional growth by donating to the conference or our general fund. **There are a few ways to partner with us:**

- Text **PCACAC** to **50155** (general fund)
- Sign up for [Amazon Smile](#)
- Text **PCACAC53** to **50155** (conference)
- Complete our [Sponsorship Form](#)

Get your PCACAC Gear!

We'd love to see you sporting the PCACAC logo at our conference and year-round! Visit our [Lands' End](#) page to order your PCACAC gear and keep an eye out for special discounts posted to our [53rd Annual Conference page on Facebook](#) and at www.pcacac.org.

2018 Summer Institute

Join us **July 9-10** for our 15th Annual Summer Institute at the University of Richmond (Richmond, VA), with college tours on July 11. SI is an interactive, intensive 1 ½ day workshop for both new and seasoned admission officers, secondary school counselors, independent school college counselors, and independent counselors. Participants gain insight into current issues in the college counseling, admission and financial aid, share information, make new friends, and network among a diverse group of colleagues. Sponsored by the PCACAC Professional Development Committee, the PCACAC Summer Institute is designed to involve colleagues in a comprehensive examination of the college counseling and search processes. Experienced and new professionals alike recommend the Summer Institute for exceptional professional development. Visit www.pcacac.org/summer-institute regularly for updates.

Plan for 2019 Now!

Mark your calendar for **Thursday-Saturday, May 2-4, 2019** to attend our **54th Annual Conference** at [College Park Marriott Hotel & Conference Center](#) in College Park, MD. Visit www.pcacac.org/conferences regularly for updates.

Volunteers – We need YOU!

PCACAC's mission is *"To support and advance college admission professionals as they guide their institutions, students, and families in an ethical manner."* As a volunteer organization, PCACAC relies on its members to accomplish this goal! There are many ways to become part of the PCACAC team. For instance, you can join a committee, run for an office, speak at a Drive-In Workshop, or present at the Annual Conference or Summer Institute. Visit www.pcacac.org to explore available volunteer opportunities.



Conference At-a-Glance

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Welcome to our 53rd Annual Conference!

Pre-conference: Saturday, April 14

| | |
|----------------|--|
| 1:00 – 3:00 pm | FREE Workshop: <i>Demystifying the Transfer Admissions Process – An Inside Look Wesley College, Wells Auditorium (Slaybaugh Hall), 120 N. State St., Dover</i> |
| 5:00 – 6:30 pm | Executive Committee Meeting – <i>New Castle Board Room</i> |
| 7:00 – 9:00 pm | President’s Council Dinner – <i>Kent</i> |

Sunday, April 15

| | | | |
|-------------------|--|---|--|
| 8:30 am – noon | President’s Council Meeting – <i>Kent</i> | | |
| 9:00 am – 2:00 pm | Middle Management Institute – <i>Delaware State University</i> | | |
| 12:00 – 2:00 pm | Exhibitor Setup – <i>Ballroom Square</i> | | |
| 12:00 – 4:00 pm | REGISTRATION – <i>Pre-function Area (just before the Ballrooms)</i> <i>Drop off your Project Reach donations here.</i> | | |
| 2:00 pm | COLLEGE TOUR – Please coordinate your visit with the following contact: <i>Delaware State University: Pia Stokes, PZStokes@desu.edu, (302) 857-6351</i> | | |
| 2:00 – 3:00 pm | SIG Meetings <i>Silver Lake, Chesapeake, Delaware, Diamond 2</i> | Committee Meetings <i>Ballroom C</i> | |
| 2:00 – 4:15 pm | EXHIBITS OPEN – <i>Ballroom Square</i> | | |
| 4:00 – 5:00 pm | A SESSIONS <i>Silver Lake</i> | Senior Leadership <i>Delaware</i> | First Time? <i>Getting Connected</i> <i>Diamond 3</i> |
| 5:15 – 6:00 pm | Conference Kick-off & Keynote Speaker: David Burge, NACAC President <i>Ballroom C</i> | | |
| 6:00 – 7:00 pm | President’s Reception with Univ. of Delaware’s Step Team – <i>Ballroom AB</i> | | |
| 7:00 – 9:00 pm | President’s Dinner & Awards with Delaware State’s Jazz Band – <i>Ballroom C</i> | | |

Monday, April 16

Welcome One-Day* attendees!

| | | | |
|-------------------|---|---|---|
| 7:30 am – 5:30 pm | EXHIBITS OPEN – <i>Ballroom Square</i> | | |
| 7:30 – 11:30 am | REGISTRATION* – <i>Pre-function Area (Drop off your Project Reach donations.)</i> | | |
| 8:00 – 9:00 am | BREAKFASTS <i>Kent</i> | Exhibitor Breakfast for the College Side <i>Ballroom B</i> | Exhibitor Breakfast for the High School Side <i>Ballroom C</i> |
| | | Breakfast Buffet for All <i>Ballroom Square</i> | |

*One-day registration includes participation in events & sessions scheduled from 8:00 am – 6:00 pm on Monday, April 16. | Page 1 of 2

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Monday, April 16

| | | |
|--------------------|---|---|
| 9:00 – 10:15 am | B SESSIONS | Silver Lake, Chesapeake, Delaware, Diamond 1, 2 & 3, Ballroom A |
| 10:30 – 11:45 am | C SESSIONS | Silver Lake, Chesapeake, Delaware, Kent, Diamond 1, 2 & 3, Ballroom A |
| 11:45 am – 1:45 pm | MEMBERSHIP MEETING & AWARDS LUNCHEON – Ballroom BC | |
| 2:00 – 3:00 pm | D SESSIONS | Anchor Talks Chesapeake, Diamond 1, 2 and 3 |
| 3:15 – 4:30 pm | E SESSIONS | Silver Lake, Chesapeake, Delaware, Kent, Diamond 1, 2 & 3 |
| 4:45 – 6:00 pm | COUNSELORS COLLEGE FAIR & TAILGATE PARTY Wear your school or alma mater colors, bring your business cards, and join us for food, drinks and networking! Ballroom BC | |
| 6:30 – 8:30 pm | Dinner on Your Own Group sign-ups available at Hospitality Table in Ballroom Square | |
| 9:00 pm – 1:00 am | The Social with DJ Bobby Hash Fire and Ice (center of casino) | |

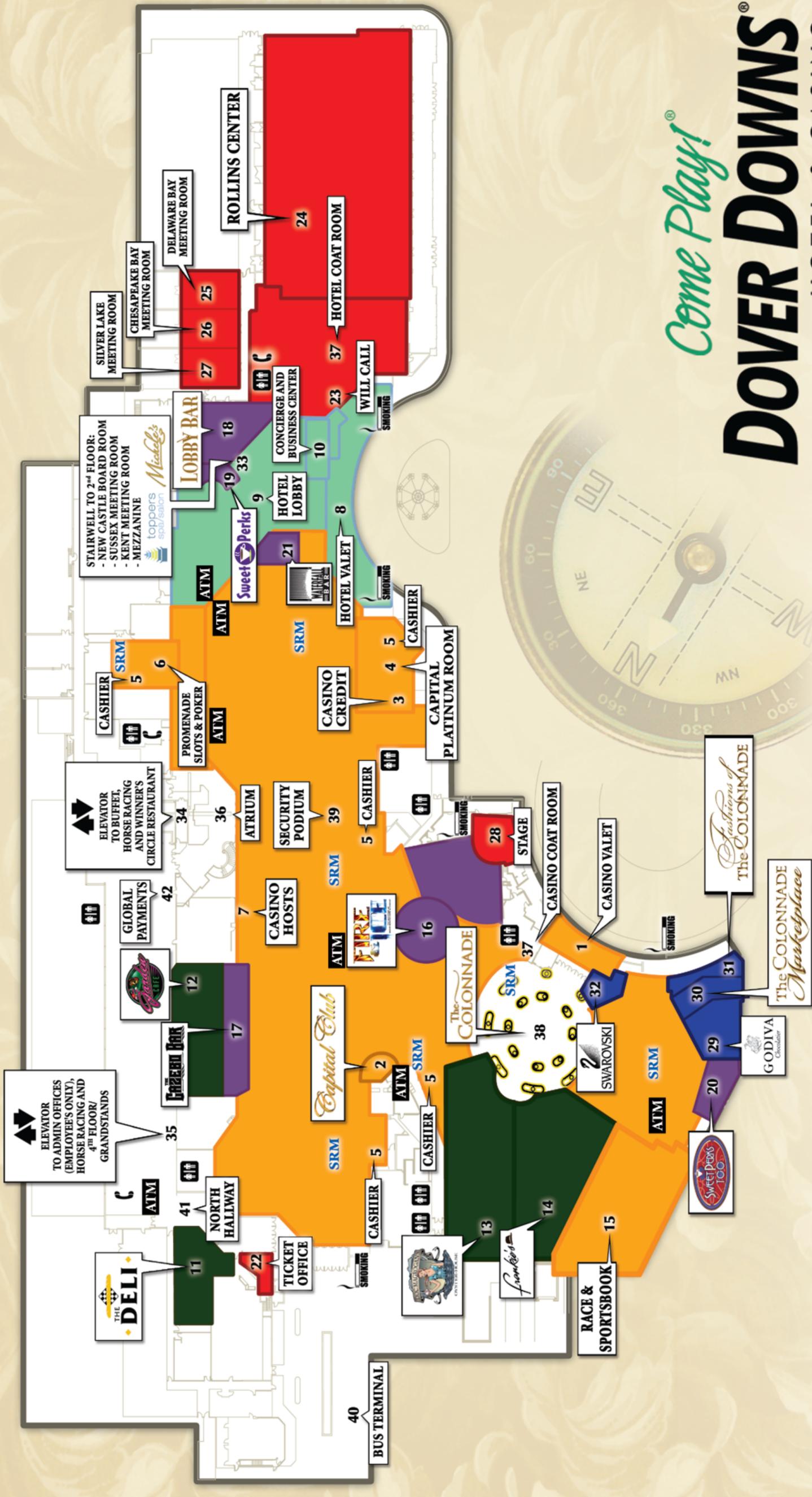
Tuesday, April 17

| | | |
|-----------------|--|---|
| 8:30 – 9:00 am | Beverage Station | |
| 9:00 – 10:15 am | F SESSIONS | Silver Lake, Chesapeake, Delaware, Kent, Diamond 1, 2 & 3, Ballroom A |
| 10:30 am – noon | Closing Session & Brunch – Ballroom C | |
| COLLEGE TOURS | Please coordinate your visits with the following contacts: | |
| 1:30 pm | Wesley College: Chris Jester, Christopher.Jester@wesley.edu , (302) 736-2468 | |
| 1:30 pm | Delaware State University: Pia Stokes, PZStokes@desu.edu , (302) 857-6351 | |
| 2:30 pm | University of Delaware: REGISTER HERE or contact Jackie Tatnall, tatnallj@udel.edu , (302) 831-2316 | |

Come Play!

DOVER DOWNS®

HOTEL & CASINO



- CASINO**
 - 1. Casino Valet
 - 2. Capital Club*
 - 3. Casino Credit
 - 4. Capital Platinum* Room
 - 5. Cashier
 - 6. Promenade Slots & Poker
 - 7. Casino Hosts
 - 15. Race & Sportsbook
- HOTEL**
 - 8. Hotel Valet
 - 9. Hotel Lobby
 - 10. Concierge and Business Center
- RESTAURANTS**
 - 11. The Deli
 - 12. The Garden Cafe
 - 13. Doc Magrogan's Oyster House
 - 14. Frankie's Italian Restaurant
- BARS/COFFEE**
 - 16. Fire & Ice at Dover Downs Hotel & Casino
 - 17. Gazebo Bar*
 - 18. The Lobby Bar
 - 19. Sweet Perks*
 - 20. Sweet Perks Too
 - 21. Waterfall Bar
- MEETING/EVENT AREAS**
 - 22. Ticket Office
 - 23. Will Call
 - 24. Rollins Center*
 - 25. Delaware Bay Meeting Room
 - 26. Chesapeake Bay Meeting Room
 - 27. Silver Lake Meeting Room
 - 28. Stage
- RETAIL**
 - 29. Godiva Chocolatier
 - 30. The Colonnade Marketplace
 - 31. Fashions of The Colonnade
 - 32. Swarovski
- ELEVATORS & STAIRWELL**
 - 33. Stairwell to 2nd floor:
 - Toppers Spa/Salon
 - Michele's
 - New Castle Board Room
 - Sussex Meeting Room
 - Kent Meeting Room
 - Mezzanine
 - 34. Elevators to Buffet, Horse Racing and Winner's Circle* Restaurant Elevator to Administrative Offices (Employee's Only), Horse Racing and 4th Floor/Grandstands
 - 35. Elevator to Admin Offices (Employee's Only), Horse Racing and Winner's Circle Restaurant
- MISCELLANEOUS**
 - 36. Atrium
 - 37. Coat Room
 - 38. The Colonnade
 - 39. Security Podium
 - 40. Bus Terminal
 - 41. North Hallway
 - 42. Global Payments

- Restrooms
- Phones
- Elevators
- Smoking Areas
- SRM Self Redemption Machine
- ATM Automatic Teller Machine

Delaware Lottery
All games are video lottery games controlled by the Delaware Lottery. You must be 21 to play. Gambling problems? Call the Delaware Council on Gambling Problems at 888-858-8888