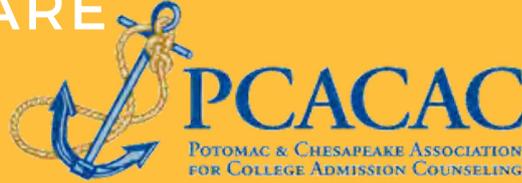


# 53rd Annual Conference

DOVER, DELAWARE

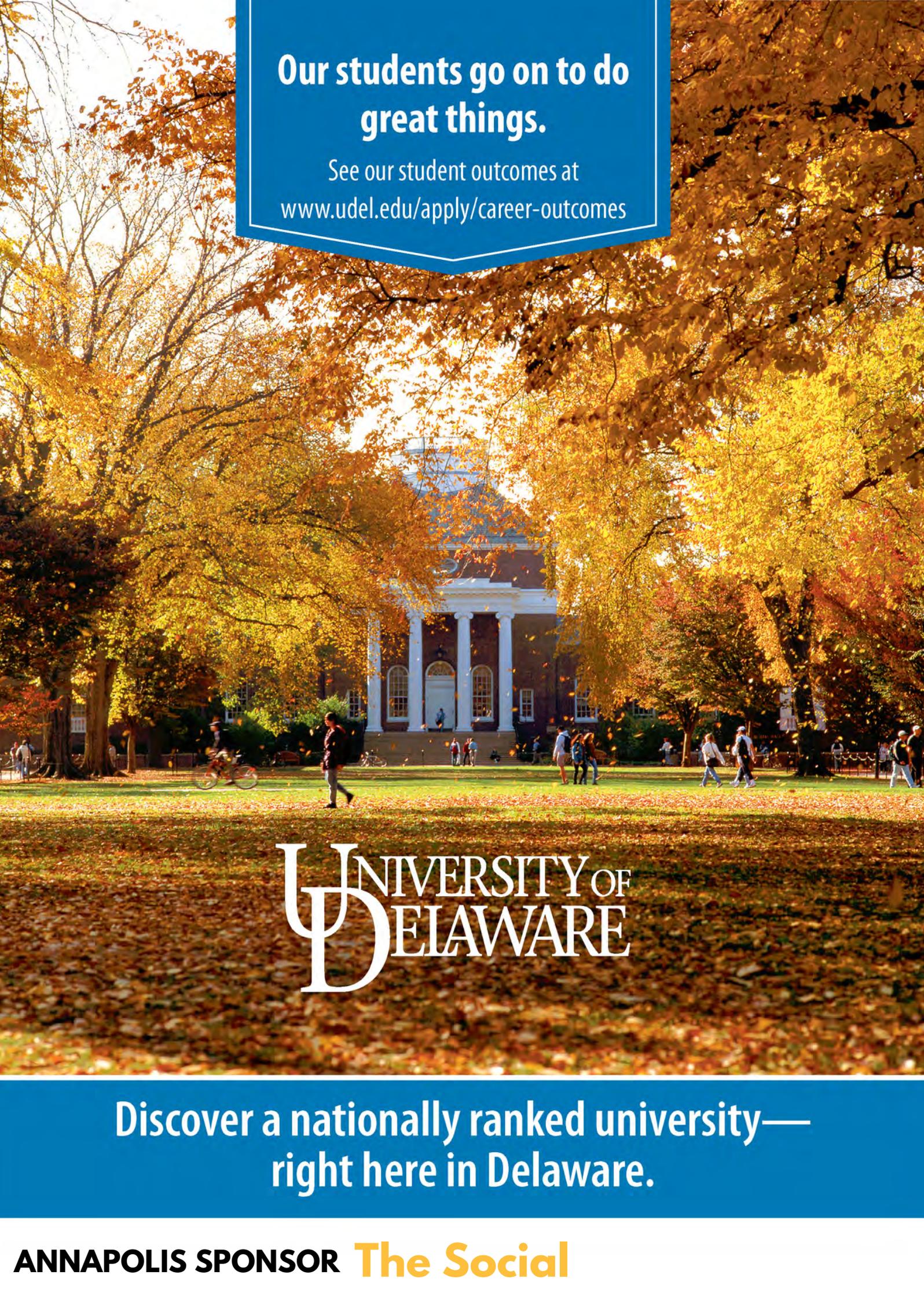


# 2018



## April 15-17

Dover Downs Hotel & Casino | 1131 North DuPont Avenue

A photograph of the University of Delaware campus in autumn. The scene is dominated by large trees with vibrant yellow and orange leaves. In the center, a large, classical-style building with a portico and columns is visible. The ground is covered in fallen leaves, and several people are walking or cycling on the lawn. A blue banner is overlaid at the top of the image.

**Our students go on to do  
great things.**

See our student outcomes at  
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## Closing Session & Brunch



*George Mason Extends a special welcome to all counselors at the 53<sup>rd</sup> Annual Conference!*

[admissions.gmu.edu](http://admissions.gmu.edu)

## Monday Breakfast Buffet



# W&L

Lexington, Virginia, est. 1749

Washington and Lee University is pleased to sponsor PCACAC's 53rd Annual Conference, helping to bring admission and counseling professionals together as we work to support students and their families.

WASHINGTON AND LEE  
UNIVERSITY

admissions@wlu.edu | www.wlu.edu

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## Local Counselor & Conference



# Wesley

COLLEGE  
Great Things Await



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## Counselors College Fair

# Delaware Association of Independent Schools Counselors Group

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ACADEMY



Past Presidents Breakfast

In honor of Carolyn Doyle

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Potomac and Chesapeake  
Association for College Admission  
Counseling Presents

# Demystifying the Transfer Admission Process: An Inside Look



**Wesley**  
COLLEGE  
Great Things Await

**APRIL 14, 2018 | 1-3 PM**

Wesley College

Wells Auditorium (Slaybaugh Hall)

120 N. State Street | Dover, DE

[www.pcacac.org/wesley-workshop](http://www.pcacac.org/wesley-workshop)



**Robyn A. Lady**  
Director of Student Services  
Chantilly High School (VA)

### *From the president*

---

On behalf of the President's Council of the Potomac and Chesapeake Association for College Admission Counseling, I welcome you to Dover Downs and our 53rd Annual Conference. This year, PCACAC Conference Chair Rosemary Martin and President-elect Jake Talmage have curated session offerings representative of the talent and diversity among our members while also introducing some new ideas and changes to the schedule. Under their leadership, the entire Conference Planning Committee (CPC) has come together to create an amazing conference. One major change is the placement of the annual membership meeting, which will take place on Monday during lunch. We hope this change will help everyone learn more about PCACAC, hear from leaders, celebrate successes, and energize members to look for ways to get more involved. Please thank our CPC volunteers and our outstanding Executive Assistant Rhonda Douthit when you see them. I know you will leave Dover energized and equipped with new ideas to help improve your daily practice.

The mission of PCACAC is to support and advance college admission professionals as they guide their institutions, students, and families in an ethical manner. Every day, you make a difference in the life of a student. As mentors, you see more talent and ability within others than they recognize in themselves. You care deeply about your students and colleagues, look after their interests, and believe in their potential. The seeds you plant in this field grow in myriad ways, creating a canvas of wild flowers in full bloom.

Today, I celebrate you and thank you for spending a few days with us. Whether it is your first time here, your 53rd, or somewhere in between, I wish you a wonderful conference filled with teaching and learning along with an ample dose of fun and fellowship. Thank you for being here. It is an honor to serve you.



**Jake Talmage**  
Director of College Counseling  
St. Paul's School for Boys (MD)

### *From the president-elect*

---

On behalf of the Conference Planning Committee and PCACAC leadership team, I am happy to welcome you to Dover for our 53rd Annual Conference. Because our conference is only as strong as what you put into it, I hope you make the most of the program, whether attending sessions, networking with exhibitors, or playing games in the casino with friends, new and old.

Each year, the annual conference gives us all a chance to step back from our hectic lives to reflect on our profession. As we all know, the college admissions process can feel like a Roulette game to students and their families. However, guiding and advising students through this challenging time of growth is no game, and our profession is changing in many ways. To further your professional development, the Sessions Committee worked hard to bring together a diverse group of educational opportunities led by an incredible group of professionals. On behalf of that committee, I hope you enjoy the conference.

Finally, a big thank you to everyone who made this conference awesome from those planning behind the scenes to those presenting sessions the next couple of days. I hope you get to meet these hard-working people while in Dover. Thank them--and, THANK YOU--for joining us. Have a great conference!



**Rosemary Martin**  
Director of College Counseling  
St. John's College High School (DC)

### *From the conference chair*

---

Welcome to PCACAC's 53rd Annual Conference in Dover, Delaware! Each year, I have the pleasure of seeing a group of dedicated PCACAC colleagues come together and imagine, create, and execute a conference that their peers will never forget. I am forever grateful for the members of the Conference Planning Committee and all of their time and effort. It is truly no easy feat to add more to your plate; we all know that in the profession of college counseling or college admission there is not much time to be spared.

This year marks another big year of changes for our profession and for the conference. You will notice there have been many schedule changes, additions to our agenda, and some new and exciting opportunities. I am very grateful for the amount of support from not only our partners, but also from our PCACAC membership and their proposals to present. You will see that this conference is filled with positive energy surrounding some exciting topics that will hopefully generate some great conversations among colleagues.

Enjoy the time you have with colleagues, both new and old, make new connections, and gain knowledge that can positively impact your career. I hope you are also able to carve out some time and get to know the great state of Delaware and the opportunities its institutions have to offer. Dover Downs is conveniently located with access to a number of higher education institutions, with Delaware State University and Wesley College just across the street! Also, don't forget to take the short drive over to University of Delaware. We hope you will take advantage of every opportunity the conference has to offer!



**Elise Rodriguez**  
 Director of College Counseling  
 The Dalton School (NY)

## *From the NACAC board*

I am honored to represent NACAC at Potomac and Chesapeake ACAC's 53rd annual conference. This will be my first opportunity to attend PCACAC, and as a newly-elected board member, I look forward to connecting with and learning a great deal from all of you.

During this time of the year, our senior class is looking ahead, imagining their lives next year as college students. I am so grateful for all of the work you do helping students make honest, informed, considered decisions about this transition. Attending PCACAC reminds me how lucky I am to have such wonderful, progressive colleagues who are working to help our young people find their next homes, and who will push them to be their best selves. I always leave these conferences feeling reenergized and recommitted to this work.

One of my goals as a new NACAC board member is to bridge the gap between our affiliates and NACAC leadership. I want to learn affiliate priorities and work to effectively translate these priorities into robust national programming that is useful and relevant to the work you do throughout the year. I am so excited about these next few days, where I can immerse myself in challenging, enlightening conversations and conference sessions.

Whether we are old friends or new colleagues, please say hello if you see me; I am eager to hear your thoughts about NACAC and its role in our profession. I truly appreciate the opportunity to partner with all of you and learn about the good work happening in PCACAC secondary schools, colleges, and universities. A special thank you to the PCACAC Leadership and Planning Committee. I look forward to spending the next few days with all of you!



**David Burge**  
 VP for Enrollment Management  
 George Mason University (VA)

## *From the keynote speaker*

Even though I am a relatively new member to the Potomac & Chesapeake Association for College Admission Counseling, I've already caught the enthusiasm surrounding the annual conference. During my time in NACAC, both as a member at large and during my tenure on the Board of Directors, I've had the good fortune of attending several different state/regional conferences. But my experience last year at the PCACAC conference in Virginia, my first-ever, rates as one of my all-time favorites. It is a pleasure to be back among friends for this year's conference in Dover.

During the last three years since coming to George Mason University, I've spent time with the leadership of PCACAC at national events and have developed tremendous respect for those you select for affiliate offices. Starting back at the national conference in San Diego, I cornered a confused Mike Oligmueller to ask him to write me a letter of support for my candidacy for NACAC president. Despite not knowing me at all, he took a thoughtful approach to learning a little bit about me, inquiring with some of my former colleagues back in Arizona, and writing a stunning letter of support. I can only imagine that his counselor letters of recommendation are nothing short of magic.

More recently, I had the opportunity to visit Capitol Hill with Robyn Lady and Anthony Ambrogi as part of NACAC Advocacy Day. They both spoke so elegantly about the challenges facing students and school counselors—providing practical examples of how their elected officials could improve the lives of their constituents. They are smart, dedicated, and represent all of you very well.

And, while I'm not supposed to have favorites, Jayne Fonash has been one of my favorite new friends that I've made while serving on the NACAC Board of Directors. Last year, only her second year of Board service, she chaired the Performance Committee during a period of fiscal uncertainty and oversaw bold moves that further solidified the financial position of the national organization.

And I know that I've only scratched the surface here in PCACAC so I am looking forward to leaving Delaware with a host of new friends and new ideas that I can help implement in the service of students. These moments of intersection at our conference provide me with the inspiration I need to carry on during the challenging times and the tactical knowledge I need to turn hair-brained ideas into complex realities. We set aside our friendly institutional rivalries for a few days to enjoy each other as professionals, yielding to the greater good of improving ourselves and providing value to our local communities.

Thank you in advance for what I'm sure will be a wonderful few days together.



# Conference At-a-Glance

Dover Downs Hotel & Casino

Dover, DE ~ April 2018

Welcome to our 53<sup>rd</sup> 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	<b>President’s Council Dinner – Kent</b>

## Sunday, April 15

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

## Monday, April 16

Welcome One-Day\* attendees!

7:30am – 5:30pm	<b>EXHIBITS OPEN</b> <i>Ballroom Square</i>		
7:30 – 11:30am	<b>REGISTRATION*</b> – <i>Pre-function Area (Drop off your Project Reach donations.)</i>		
8:00 – 9:00am	<div style="display: flex; align-items: center;"> <div style="font-size: 2em; margin-right: 5px;">B</div> <div> <p>Past President’s Breakfast</p> <p><i>Kent</i></p> </div> </div>	<div style="display: flex; align-items: center;"> <div style="font-size: 2em; margin-right: 5px;">E</div> <div> <p>Exhibitor Breakfast for the High School Side</p> <p><i>Ballroom C (buffet outside of the Ballroom)</i></p> </div> </div>	
		<div style="display: flex; align-items: center;"> <div style="font-size: 2em; margin-right: 5px;">F</div> <div> <p>Breakfast Buffet for All</p> <p><i>Ballroom Square</i></p> </div> </div>	

\*One-day registration includes participation in events & sessions scheduled from 7:30 am – 6:00 pm on Monday, April 16.

# Conference-at-a-Glance

Dover Downs Hotel & Casino, Dover, DE ~ April 2018



## Monday, April 16

9:00 – 10:15am	<b>B</b> SESSIONS	Silver Lake, Chesapeake, Delaware, Diamond 1, 2 & 3, Ballroom A
10:30 – 11:45am	<b>C</b> SESSIONS	Silver Lake, Chesapeake, Delaware, Kent, Diamond 1, 2 & 3, Ballroom A
11:45am – 1:45pm	MEMBERSHIP MEETING & AWARDS LUNCHEON – Ballroom BC	
2:00 – 3:00pm	<b>D</b> SESSIONS	Anchor Talks Chesapeake, Diamond 1, 2 and 3
3:15 – 4:30pm	<b>E</b> SESSIONS	Silver Lake, Chesapeake, Delaware, Kent, Diamond 1, 2 & 3
4:45 – 6:00pm	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 – 8:30pm	DINNER ON YOUR OWN <b>Visit PCACAC's Hospitality Table or the hotel Front Desk for local attractions.</b>	
9:00pm – 1:00am	The Social with DJ Bobby Hash Fire and Ice (center of casino)	

## Tuesday, April 17

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



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**Mobile App**

Our mobile app is available for both Android and Apple devices. Download Guidebook, then search for PCACAC53.

2018 election  
**Vote**

As a valued member, we encourage you to share your voice! Vote by **10am on April 16**: [www.pcacac.org/2018-election](http://www.pcacac.org/2018-election)



pick up your  
**Certificate of Attendance**

at the registration table or email us after the conference at [info@pcacac.org](mailto:info@pcacac.org).

stop by the  
**Hospitality Table**

and pick up swag, treats, and info about local area attractions.

Joining us on Monday, April 16

# Local Counselor Sponsors

Knowing that the cost to attend events poses a hurdle for many, PCACAC reached out for support and the response was overwhelming. These organizations partnered with us to bring a number of local counselors to the conference on April 16.



State University of New York



Tidewater Independents



where great minds get to work



Monday, April 16 at 4:45pm

# Counselors College Fair

Join us for a tailgate-style fair, with over 50 colleges, a nacho bar, cornhole, and free drinks! Sponsored by Wesley College.



Discover a **BROTHERHOOD** older than America itself.



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A men's college in Virginia founded in 1776, Hampden-Sydney placed 10th on *The Wall Street Journal's* 2017 list of top schools for career preparation.  
[www.hsc.edu](http://www.hsc.edu)

# Beverage Station



See you there!

## Pre-conference

# Saturday, April 14

1:00-3:00pm

### **FREE Workshop: Demystifying the Transfer Admissions Process - An Inside Look**

Wesley College, Wells Auditorium (Slaybaugh Hall)  
120 North State Street | Dover, DE

*Coordinator: Chris Miller, Glenelg Country School (MD)  
Christopher Jester, Wesley College (DE)  
Bryan Nance, Ohio State University (OH)  
Kristina Nance, Bridges Baltimore (MD)  
Karina Reid, University of Maryland, College Park (MD)*

5:00pm

### **Executive Committee Meeting**

New Castle Board Room (Closed Meeting)

7:00pm

### **President's Council Dinner**

Kent Room

## Conference

# Sunday, April 15

8:30am-noon

### **President's Council Meeting**

Kent Room (Closed Meeting)

8:30am-2:00pm

### **Middle Management Institute**

Delaware State University  
Martin Luther King Student Center, Parlors B & C  
Office of Admissions  
1200 North DuPont Highway | Dover, DE

8:30am

### **Registration**

9:00am

### **Opening Session**

9:30am

### **Session 1**

*Job to Career: Hiring, Training, Accountability*

10:40am

### **Session 2**

*Building Future Leaders*

11:45am

### **LUNCH**

12:15pm

### **Session 3**

*What's next for my career? Move up and move on?*

1:15pm

### **Wrap Up**

*Planning the Next Steps*

# Sunday, April 15

12:00-2:00pm

## Exhibitor Setup

Ballroom Square

12:00-4:00pm

## REGISTRATION

Ballroom Square (Pre-function area)

Drop off your Project Reach donations here.

2:00pm

## College Tour at Delaware State University



Coordinate your visit with:

Pia Stokes | PZStokes@desu.edu | (302) 857-6351

2:00-3:00pm

## Special Interest Group (SIG) Meetings

### First Generation

Silver Lake

*Sanjay Mitchell, Thurgood Marshall Academy PCHS (DC)*

### Independent Educational Consultants

Chesapeake

*Missy Moreland, Moreland & Associates (MD)*

### African-American

Delaware

*James B. Massey, University of Maryland, College Park (MD)*

2:00-3:00pm

## Committee Meetings

Ballroom C

2:00-4:15pm

## EXHIBITS OPEN

Ballroom Square

**don't forget to complete your**

*Session & Conference  
Evaluations*

Click on the links at [www.pcacac.org/conferences](http://www.pcacac.org/conferences) OR

1. Download Guidebook on your Android or Apple device
2. Search for PCACAC53
3. Open the menu and select "Evaluations"
4. Choose which evaluation you'd like to complete

# EXHIBITORS

VISIT THE EXHIBIT HALL IN BALLROOM SQUARE

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Capture Higher Ed is the premier resource for student behavioral data in higher education today. Capture's higher-education-specific software incorporates big data and technology to help institutions attract, engage and recruit students. Capture's innovative software products are revolutionizing the recruitment industry by providing new streams of data to enrollment professionals everywhere.

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CollegeCovered.com was created to help provide students and parents with the know-how to plan and pay for college. The site features compelling multimedia editorial content, insider tips and interactive tools to inform the college planning process and empower smart financial decision making. School counselors can access Counselor's Corner for stories and resources specific to their needs. College Covered is powered by Discover Student Loans.

## HOBSONS

[www.hobsons.com/intersect](http://www.hobsons.com/intersect)



## NAVIANCE

[www.naviance.com](http://www.naviance.com)

Hobsons Intersect helps to connect higher education institutions with best fit high school students. Naviance is a comprehensive college and career readiness solution that helps districts and schools align student strengths and interests to postsecondary goals, improving student outcomes and connecting learning to life.

## INTERNATIONAL BACCALAUREATE ORGANIZATION

[www.ibo.org](http://www.ibo.org)



Founded in 1968 the International Baccalaureate (IB) is a non-profit foundation, which offers four high quality and challenging educational programmes for a worldwide community of schools. For close to 50 years, IB programmes have gained a reputation for their rigour and high academic standards, for preparing students for life in a globalized 21st century, and for helping to develop citizens who will create a better, more peaceful world. Currently, more than 1.4 million IB students attend 4,656 schools in 152 countries.

## NATIONAL RESEARCH CENTER FOR COLLEGE & UNIVERSITY ADMISSIONS

[www.encoura.org](http://www.encoura.org)



The National Research Center for College & University Admissions (NRCCUA®) is a membership organization that links colleges and universities to the nation's largest college and career planning program for students seeking post-secondary guidance. In addition, members can receive exclusive access to Encoura™ Data Lab—an educational data science, analytics, and research platform. For 44 years, NRCCUA has been a leading provider of data, technology, and programs servicing public and private colleges and universities to enhance their marketing and recruiting efforts.

## SCOIR

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SCOIR was founded on the belief that students are more than their SATs and GPAs, and they are leading a revolution to transform the college admissions process from a short-term, quantitative transaction to a long-term, qualitative engagement.

## SPARK451 ELEMENT451

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[www.spark451.com/element451](http://www.spark451.com/element451)



Spark451 is a higher-education enrollment strategy, marketing and technology firm that achieves measurable results. We integrate a multitude of communication channels and digital platforms for effective recruitment, advertising, and media. Element451, our admissions marketing technology and CRM platform, empowers the personalization and automation of admissions communications and processes.

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Your story comes alive as you bring pencil to paper in your school's or sorority's custom coloring products: from the year of your founding, to your motto, to your present-day mascot. Show your school pride with every building, special campus location, and honored tradition.

## COMPASS EDUCATION GROUP

[www.compassprep.com](http://www.compassprep.com)



Compass Education Group provides the highest quality one-on-one test prep, in-home in California and online worldwide, for thousands of students annually. We offer a comprehensive and constantly-evolving library of resources for counselors and families, available on our website and in our 80-page Guide to Testing. Our leaders are frequently requested speakers on admission testing at more than 150 schools and professional organizations each year.

## INSTANT INFO, LLC

[instantinfo.net](http://instantinfo.net)



Our patented technology MyFutureMascot, offers the BEST way to collect student information in real-time at college fairs and other events without inquiry cards or scanning devices. Student information is captured using their smartphones and is available in real-time.

## KAPLAN TEST PREP

[www.kaptest.com](http://www.kaptest.com)



For over 75 years Kaplan Test Prep has helped students reach their admission goals through test preparation. Throughout most of the Potomac and Chesapeake areas we offer an array of options for students and schools such as in-person practice tests including an SAT/ACT combination test, one-on-one tutoring, on-site or online classes, and online self-paced programs. The secondary schools we partner with in the Potomac and Chesapeake areas find value in the quality of our curriculum and instructors, the options we have for families of all income levels, and the local service our program managers provide.

## REVOLUTION PREP

[www.revolutionprep.com](http://www.revolutionprep.com)



Revolution Prep has provided tutoring to thousands of students over the past 15 years in all 50 states and in over 40 countries. Research has shown that the greatest impact on learning is the quality and experience of the instructor. Revolution Prep employs only highly qualified, full-time tutors who receive weekly, professional development. Revolution's online platform is preferred by students and optimizes the learning experience through ease of scheduling and access to top-quality tutors anywhere, at any time. Because it fits easily with a student's schedule, the platform ensures consistent use and, therefore, exceptional results.

## THE PRINCETON REVIEW

[www.princetonreview.com](http://www.princetonreview.com)



The Princeton Review is a leading tutoring, test prep and college admission services company. Every year, it helps millions of college- and graduate school-bound students achieve their education and career goals through online and in person courses delivered by a network of more than 4,000 teachers and tutors, online resources, and its more than 150 print and digital books published by Penguin Random House. The Princeton Review is headquartered in New York, NY. For more information, visit [www.princetonreview.com](http://www.princetonreview.com). Follow the company on Twitter @ThePrincetonRev and Instagram @ThePrincetonReview.

# Sunday, April 15

## A SESSIONS

4:00-5:00pm

CARTIER SPONSOR



*On behalf of  
the President...*

5:15pm

6:00pm

7:00pm

### A1 - Getting Connected

Diamond 3

Been in the profession for less than 3 years, or is it your first time at a PCACAC conference? Join us for some fun and to learn more about our organization and how you can become a future leader. **Sponsored by SCOIR.**

*Coordinator: Judy Edwards, Lake Braddock Secondary School (VA)*

*Moderator: Elizabeth Fitzgerald, Stevenson University (MD)*

*Kelly Farmer, Stevenson University (MD)*

*Eli Clarke, Gonzaga College High School (DC)*

*Joel Lang, Padua Academy (DE)*

*Kristina Nance, Bridges Baltimore (MD)*

### A2 - Emerging Leaders Assemble

Silver Lake

Been in the profession for 3+ years? Interested in hearing from seasoned professionals who have found their passion in the college admissions field? Whether you are on the high school or college side, we welcome your attendance for lively discussion related to what it means to be part of the leadership team and the opportunities to mentor those who are new to the field. We will share our experiences within our specific roles and also discuss our involvement with PCACAC and how it has contributed to our professional development.

*Anthony Ambrogi, St. Catherine's School (VA)*

*Rebekah LaPlante, Radford University (VA)*

*Rosemary Martin, St. John's College High School (DC)*

*Luis Portillo, University of Delaware (DC & VA)*

*Lauren Wagner, George Mason University (VA)*

*Hannah Wolff, Langley High School (VA)*

### A3 - The Purpose Driven Career: "Old Folks" Reflect on Their Professional Journey

Delaware

Been in the profession for 10+ years? Interested in hearing from some of our "seasoned" professionals who have weathered the ups and downs of college admission and school counseling? All their journeys have taken different paths, but one thing remained in the forefront, serving students to the best of their ability. Are you a part of the next generation of leaders who will emerge to "weather the storm" in our professions? PCACAC will be an organization to offer support and provide opportunities to guide your decision-making as you continue on your counseling journey.

*Jenifer Blair, SC Governor's School for Science and Mathematics (SC)*

*Jason Faulk, Longwood University (VA)*

*Mildred Johnson, Radford University (VA)*

*Jim Jump, St. Christopher's School (VA)*

*Robyn A. Lady, Chantilly High School (VA)*

*Todd Rinehart, University of Denver (CO)*

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

Ballroom C

### President's Reception with University of Delaware's Step Team

Ballrooms AB

### President's Dinner with Delaware State University's Jazz Band

Ballroom C

Conference

Monday, April 16

Welcome one-day attendees!

A one-day registration includes participation in meals, events & sessions from 7:30am-6:00pm on this day.

7:30am-5:30pm

7:30-11:30am

Breakfasts

8:00-9:00am

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Delaware Association of  
Independent Schools

B SESSIONS

9:00-10:15am

## EXHIBITS OPEN

Ballroom Square

## REGISTRATION

Ballroom Square (Pre-function area)

*Drop off your Project Reach donations here.*

## BREAKFAST BUFFETS

### Exhibitor's Breakfast with Kaplan Test Prep - Secondary/CBO

Ballroom C (separate buffet served here)

Swing by the breakfast buffet, grab a quick plate of food, and join Kaplan's experts for a professional presentation while you eat.

*Sam Pritchard, Kaplan Test Prep  
Lyndon Yearick, Kaplan Test Prep*

### Breakfast Buffet for All

Ballroom Square

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 and eat while you cruise the exhibits. **Sponsored by George Mason University.**

### Past Presidents Breakfast

Kent

This special breakfast 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 Associate of Independent Schools.**

*Stop by the Hospitality Table!*

### B1 - Hello, My Name Is

Postsecondary/CBO

Chesapeake

Are you looking to make new relationships with other offices across campus but aren't sure where to start? Whether you're new to your position, working with colleagues that are new to theirs, or seeking to strengthen existing partnerships, we're here to help. Get ideas on how to forge effective and long-lasting relationships that benefit all parties involved, while continuing to strengthen the bond between your Office of Admissions and your campus partners.

*Danielle Audley, University of Maryland, College Park (MD)  
Nicholas Urban, University of Maryland, College Park (MD)  
Daniel Zawacki, The George Washington University (DC)  
Jennifer Ziegenfus, Towson University (MD)*

# Monday, April 16

## B SESSIONS

9:00-10:15am

### **B2 - Admissions and Testing: Too Fast, Too Slow, or Just Right?**

Secondary/CBO

Silver Lake

Student timelines are changing. Some start their journey to college earlier and earlier, while others wait until the end of the junior year to start planning. What are the best recommendations now that test dates have changed and applications are opening earlier? Should students slow down and wait or get a jump on the process? Join us to discuss these changing timelines and how to help students choose their best path.

*Moderator: Sam Pritchard, Kaplan Test Prep (NC)  
Jennifer Ewing, Cristo Rey Jesuit High School (MD)  
Kelly Hawse, St. Mary's High School (MD)*

### **B3 - Committee Based Evaluation...Benefits for Students, the Counselor and the College**

All

Delaware

Join our representative from Georgia Tech as she shares the CBE journey... why they did it, how they did it, and its impact this year. Participate in a CBE case study for the full impact!

*Moderator: Stephen Maczynski, Georgetown Prep (MD)  
Candace Leake, Bucknell University (PA)  
Sara Riggs, Georgia Tech (GA)  
Kathleen Voss, Georgia Tech (GA)*

### **B4 - Engaging the Village: Families as Key Role Players in College Success**

All

Diamond 1

Research shows that engaging families in the college application process can have a tremendous impact on a student's confidence and efficacy throughout the application process. We will examine how three different public charter schools in Washington, DC, and a Baltimore nonprofit use different family engagement strategies to increase the number of first generation, low income, and students of color going to and through four-year colleges.

*Candace Crawford, E.L. Haynes Public Charter School (DC)  
Debra Hettleman, Building STEPS (MD)  
Sanjay Mitchell, Thurgood Marshall Academy PCHS (DC)  
Leah Pemberton, Building STEPS (MD)*

### **B5 - Fit has a Face: Frank Bruni, Lloyd Thacker, Our Students, and Their Journeys**

Secondary/CBO

Diamond 2

In their work as reformers of the college admissions process, Frank Bruni and Lloyd Thacker compellingly make the case for "fit" versus "name" in the college application process. Hear stories of students who have taken this advice to heart and carved out for themselves a process inspired by fit and a future assured of success!

*Ben Rous, Hampton Roads Academy (VA)  
Jennifer Scott, Norfolk Academy (VA)*

# Monday, April 16

## B SESSIONS

9:00-10:15am

## C SESSIONS

10:30-11:45am

### **B6 - The View from the Top: How School Administrators See College Counseling**

Secondary/CBO

Diamond 3

The college counseling process is a key element of most secondary schools. This session will explore how upper-level administrators from private and public schools interact with, advise, and support the college guidance team at their schools.

*Moderator: Elise Seraydarian, Glenelg Country School (MD)*

*Stacy Cook, Smyrna High School (DE)*

*John Marinacci, Loyola Blakefield (MD)*

*Gregory Ventre, Glenelg Country School (MD)*

### **B7 - 'College' in Ireland or the UK? How to Support Student Interest in International Degrees**

Secondary/CBO

Ballroom A

Do you have students who are independent and open-minded? Students who appreciate diversity and excel academically? They may have the drive and potential to thrive overseas. Discover why Ireland, England, or Scotland may be their best fit. Representatives from the University of St. Andrews and University College Dublin will convey the benefits of earning an undergraduate degree abroad. Details of the application timeline and application tools (Irish, UCAS, and Common Application) used, admission criteria for entry, details about tuition fees, financing options, scholarships, and counselor resources will be shared.

*Shannon Farrelly, University College Dublin (NY)*

*Sterling Yates, University of St. Andrews (IN)*

### **C1 - PCACAC Equity Collaborative: Diversity, Equity, and Opportunity in Education**

All

Chesapeake

Build multicultural literacy and develop effective strategies for serving underrepresented populations in higher education. Learn about multicultural recruitment initiatives, and identify how to be an effective ally to your students and colleagues in the profession. Through personal reflection and group discussion in a trusting and cohesive space, participants will have honest conversations about issues of equity and inclusion in our profession and collaborate on identifying best practices for tackling these issues.

*Fatmata Koroma, University of Pittsburgh (PA)*

*Christopher Miller, Glenelg Country School (MD)*

*Bryan Nance, The Ohio State University (OH)*

### **C2 - Admission Practices**

All

Silver Lake

Each profession has its code of ethics, and ours was revised this past September by NACAC. The new SPGP (Statement of Principles of Good Practice: Code of Ethics and Professional Practices) is designed to provide the ethical guidelines for our profession and protect the interests of both students and institutions by upholding a college admission process free from coercion and discrimination. It is an affirmation of what we stand for. Learn more about the new guidelines as well as discuss some fascinating (and thorny) case studies.

*Dale Bittinger, University of Maryland Baltimore County (MD)*

*Casey Zimmer, Sanford School (DE)*

# Monday, April 16

## C SESSIONS

10:30-11:45am

### C3 - Collaboration and Cooperation in Serving Transfer Students

All

Delaware

Transfer students are often an overlooked population on campus. In recent years, the University of Delaware has established a number of concerted efforts to better assist this traditionally under-served population. By developing close working relationships between staff in Admissions, Registrar's Office, Dean of Students, New Student Orientation, and Dean's offices, new procedures have been developed. One such initiative was the creation and funding of a new position, Transfer Services Coordinator. This position helps bridge the gap for transfer students post admissions and before enrollment. This session will provide an overview of our recent efforts and plans for the future.

*Faye Duffy, University of Delaware (DE)*

*Brian Posthauer, University of Delaware (DE)*

*Carolyn Quinci, University of Delaware (DE)*

### C4 - ROI (Return on Investment)...What does it mean to you?

All

Diamond 1

Using The Princeton Review title, *Colleges That Pay You Back*, as a guide, as well as the perspectives of high school and college counselors, we'll take a deep dive to discuss the topics of college costs and ROI with two high schools and two colleges. Each school will discuss making the most of your college dollars. Some strategies are common to each school, while many are genuinely unique. We'll walk through those strategies and hear from these leaders.

*Moderator: Robert Franek, The Princeton Review (NY)*

*Mildred Johnson, Radford University (VA)*

*Lisa Kaplan, Deep Run High School (VA)*

*Elizabeth Metcalf, Douglas S. Freeman High School (VA)*

*Michael Quinn, Randolph College (VA)*

### C5 - Are you Common App Ready?

All

Diamond 2

The Common Application's mission of access, equity, and integrity hasn't changed but higher education has. With over 1 million applicants and a growing and diverse membership approaching 800 colleges and universities, we're moving forward with new tools, resources, initiatives, and a new transfer application, all designed to serve today's college applicants and the counselors and advisors who support them. We're ready for change, and we want you to be, too. Come join the conversation.

*Camille Green, The Common Application (VA)*

*Mary Carter Scott, ACCESS College Foundation (VA)*

### C6 - Overreach vs. No, really. Reach: Strategies of Containment and Encouragement

Secondary/CBO

Diamond 3

Sometimes, high school students overreach in their college application process. In this session, the panel will address the following: identifying overreach by students and parents, addressing the issue with families, and strategies to deal with the issue.

*Moderator: Mike Carter, St. Stephen's & St. Agnes School (VA)*

*Scott Mayer, St. Christopher's School (VA)*

*Ann Marie Strauss, Garrison Forest School (MD)*

*Libby Weith, St. Stephen's & St. Agnes School (VA)*

# Monday, April 16

## C SESSIONS

10:30-11:45am

11:45am-1:45pm

*Join us!*

## D SESSIONS

2:00-3:00pm

### **C7 - Navi-what? A Guide to Hobson's Naviance for Admission Representatives** Secondary/CBO

Kent

Many school counselors use Hobson's Naviance as a fundamental piece of the college search process beginning as early as freshman year through the end of senior year. In addition to sending documents and processing recommendations, there are a multitude of features that counselors and students use. This session will pull back the curtain on Naviance so as an Admission Counselor you can better understand how school counselors you work with are using this service. We will actively explore the website and show how schools use this tool to help students throughout the search process!

*Liz Lyon, Archmere Academy (DE)*

*Catherine Souza, Archmere Academy (DE)*

### **C8 - A Solution for a Flawed System: The SCOIR College Network**

All

Ballroom A



What if colleges could find students who are interested in their university and connect with them during the search process? What if students were more confident in their college choice, minimizing the gap between acceptance and enrollment, and reducing transfer rates? With the use of a College Network, we believe we can open the lines of communication to find actionable answers to these questions. Join us for an open discussion and see SCOIR in action.

*Gerry McCrory, SCOIR (PA)*

### **Membership Meeting & Awards Luncheon**

Ballrooms BC

Join us for a delicious 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.

### **D1 - Exhibitor Session: Trends in the Marketplace: From Ability to Pay to the Gen Z Mindset**

Postsecondary/CBO

Chesapeake

The research and strategic minds at Spark451 share key insights into some of the most pressing and compelling topics of the current higher education recruitment marketplace. "What can the current economic situation tell us about future enrollment trends?" "What does Generation Z need to hear in order to connect with your institution?" We share our insights, gained through our work with colleges and universities nationwide as well as our own in-house research as an interactive conversation while introducing you to an intelligent admissions platform that helps to address those needs.

*Steve Kerge: Principal-Business Development -- SPARK451*

*Pete Colbert: Senior Business Development Strategist: SPARK451*

**SPARK451**<sup>®</sup>

**E** **element451**  
intelligent admissions

# Monday, April 16

## D SESSIONS

2:00-3:00pm

NEW this year...

*Anchor Talks*

7-10 min presentations

### D2 ANCHOR TALKS

All

The following **GROUP OF SESSIONS** will be held in **Diamond 1**

#### D2 - Who is AIRR-NA? Association of International Regional Representatives - North America

We're a newly formed group of international admissions representatives living in country, and we want to help counselors, students, and families seeking information on international education. Come hear about our resources and upcoming events!

*Shannon Farrelly, University College Dublin (NY)*

#### D2 - International Application Review 101 - Where all the fun starts!

International students bring in roughly \$34 billion each year to the economy. An internationalized campus outstandingly serves domestic students as well as international students. University of Delaware has been at the forefront of bringing in quality and diversified international students from all around the world. In this session, you will learn the strategic planning of International recruitment and how the international admission process works in a medium-sized state university.

*Song Hoffman, University of Delaware (DE)*

#### D2 - Fighting Against Under Matching Students of Color

Many students of color, particularly those who are first generation, tend to underestimate themselves when it comes to college selection. We will share our strategies that have been successful when working with this important population.

*Sekenia Welch, National Collegiate Prep (DC)*

#### D2 - Making MARCA Work for You

The Mid-Atlantic Regional Counselor Association (MARCA) is an organization of regional admissions representatives from universities and colleges whose offices are located within the Mid-Atlantic Territory. During this session, you will learn more about how to utilize MARCA in your college counseling programs to increase student and family engagement in the college application process.

*Jill Shimek, Indiana University (IN)*

*Stacy Richardson, Georgetown Visitation Preparatory School (DC)*

#### D2 - Delawhere? Domestic Expansion Recruitment.

Come learn how the University of Delaware has expanded to new markets in a time of declining demographics. Using a data-driven approach we have expanded our reach while reducing the budget in domestic expansion areas.

*Erica Matt, University of Delaware (DE)*

# Monday, April 16

## D SESSIONS

2:00-3:00pm

### Anchor Talks

7-10 min presentations

## D3 ANCHOR TALKS

All

The following **GROUP OF SESSIONS** will be held in **Diamond 2**

### D3 - There is Power in the Second-Choice College Story - Are We Making Use of It?

Would you be able to tell the difference between a student that attended their first-choice school and one that got into a college they had never heard of? To be honest, probably not. The reality is, students are able to adapt and make the most of any college campus; many even grow to love it! Learn how to capitalize on the second-choice college story to help ease the anxiety of your current senior class.!

*Fatmata Koroma, University of Pittsburgh (PA)*

### D3 - Liberal Arts Can Save The World: Leveraging the Liberal Arts Experience in an Increasingly Competitive Market

Liberal arts colleges are in a unique position to provide access to students who may otherwise be less successful at institutions with different missions. Enrollment offices have to be able to leverage their value proposition at a much higher rate in order to increase enrollment. What follows will be opportunities for students to have a liberal arts experience that will benefit them, their direct sphere of influence, and also the larger world around them.

*Christopher Jester, Wesley College (DE)*

### D3 - Love What You Do: Boosting Office Morale

Long days, late nights, weekend hours, and travel--admissions has a reputation for being a high turnover field. In addition to hearing from an office who has made morale a priority, we'll have a discussion about how to increase enthusiasm at work and prevent burnout.

*Emma Bretschneider, Randolph-Macon College (VA)*

### D3 - Change is Coming...Managing the Change Process in Your Office

In order to maintain a competitive edge, admissions offices must constantly innovate and change. Come learn how the University of Delaware is managing the change process.

*Doug Zander, University of Delaware (DE)*

### D3 - The First Generation College Student

Being a first generation college student encompasses more than you realize. For many of these students, this will be their first time away from their friends and family, first time managing their own finances, and first time dealing with a plethora of other social and emotional challenges. The first generation student is tasked with building the bridge to college as they walk over it. Being an adviser to a first generation college student takes patience and grit.

*Melisa Hypolite, College Bound Foundation (MD)*

# Monday, April 16

## D SESSIONS

2:00-3:00pm

### Anchor Talks

7-10 min presentations

## D4 ANCHOR TALKS

All

The following **GROUP OF SESSIONS** will be held in **Diamond 3**

### D4 - Fire Up your Underclassmen!

Engagement of underclassmen and younger students is becoming more important each year. Through analysis of the 2015 "Building a Better Future" report, we changed our college visit program to be more critically engaging to students and with our collegiate partners.

*Jen Ewing, Cristo Rey Jesuit High School (MD)*

### D4 - Today in Admissions...Using Your CRM to Manage the Office

In the busy admissions environment, it is often difficult to manage staff and projects. We tried multiple different project management platforms. Last summer, we became a Slate school. Through Slate, we were able to create efficient and easy-to-use methods to manage staff and projects!

*Christina Thomas, University of Delaware (DE)*

### D4 - I'm not a tour guide, I'm a Diversity Enrichment Leader

Come learn how we recruited the most diverse class in the history of the University of Delaware using our Diversity Enrichment Leaders and innovative ideas.

*Najla Whitehead, University of Delaware (DE)*

### D4 - Revamping Campus Tours

A session on revamping an institution's campus visit experience for prospective students and their families and on how to adapt visits to meet the changing needs and expectations of applicants.

*Sarah Boswell, Jefferson College of Health Sciences (VA)*

*Taylor Watts, Jefferson College of Health Sciences (VA)*

...but wait,  
there's more!

# Monday, April 16

## E SESSIONS

3:15-4:30pm

### **E1 - The Student Athlete: Navigating NCAA Eligibility, Recruiting, and Academic Index**

Secondary/CBO

Chesapeake

With the shift in eligibility standards by the NCAA, it is vital to understand how to best guide the student-athlete through the college search and athletic recruiting process. Topics to be discussed: Division I and II eligibility standards, recruiting terminology and timelines, and the "Academic Index."

*Stephan Breit, Loyola Blakefield (MD)*  
*JP Sousa, Chantilly High School (VA)*

### **E2 - Government Relations Update on National and Regional Legislation Regarding College Counseling and Access**

All

Silver Lake

Our lobbyist, Mike Rose, will join us for a panel discussion on Government Relations' national and regional legislation that will affect our profession, specifically with regard to college counseling and access. We will include an update on DACA and changes in educational funding.

*Jayne Fonash, Loudoun Academy of Science (VA)*  
*Ginger Miller, Landon School (MD)*  
*Nicholas Orban, University of Maryland, College Park (MD)*  
*Mike Rose, NACAC (VA)*

### **E3 - Transforming the Lives of First Generation Students: Strategies for the College Access Professional**

All

Delaware

This session discusses the role high school counselors, admissions professionals, and NGOs can play in facilitating both a smooth college placement process and college transition for first generation, low-income, and/or undocumented students. Specific, practical, and effective methods for professionals interacting with these populations in each year of high school and/or each stage of the college search process will be discussed. Whether you are providing guidance or recruiting new students, you have the potential to have a positive, transformative impact on the ability of under-resourced students not only to gain admission, but also to be successful once they arrive at college.

*Charlain Bailey, Montgomery Blair High School (MD)*  
*Kristina Nance, Bridges Baltimore (MD)*  
*Amara Silah, Bridges Baltimore (MD)*

# Monday, April 16

## E SESSIONS

3:15-4:30pm

### **E4 - Current Trends & Future Issues: The Year in Review**

All

Diamond 1

Join high school counselors and admissions professionals for a discussion of the trends and issues that marked our year. Self-reported test scores, The Coalition for Access, Affordability and Success, student mental health, activism on campus, implications of the political landscape and campus climate, college affordability and access, and the movement of professionals from the college side to the high school side may be discussed.

*Moderator: Ann Marie Strauss, Garrison Forest School (MD)*

*Dale Bittinger, University of Maryland Baltimore County (MD)*

*Crys Latham, Washington Latin Public Charter School (DC)*

*Calvin Wise, Johns Hopkins University (MD)*

### **E5 - Look Before You Leap: Moving to the High School Side**

Postsecondary/CBO

Diamond 2

Have you thought about making the jump from the college side to the high school side? Seems great, doesn't it? But wait, because there are new challenges on the other side, as well as great new opportunities. Hear from high school counselors who have made the switch, including two who are in their first year, to learn about what to expect, what you'll love, what you won't, and how to position yourself for a successful transition. Come ready to ask questions, even if we're still learning the answers!

*Anthony Ambrogi, St. Catherine's School (VA)*

*Rosemary Martin, St. John's College High School (MD)*

*Alice Robertson, Chantilly High School (VA)*

### **E6 - Winning the Game of Musical Chairs: Maintaining and Building Reputations and Relationships Across the Desk**

All

Diamond 3

Every fall, a new crop of road warriors are unleashed on a travel territory, responsible for being the face of their university and its admission office. They are equipped with statistics, knowledge of programs, talking points, and an eagerness to excite prospective students and families. Their other role is also to sustain and expand previously established relationships between their office and high school counseling staff and perhaps even open up new markets for their university. Admission staff can be a resource for counseling staff, providing critical information about the profession and the institutions they represent. A positive, cooperative relationship can provide mutual benefits and forge life-long professional relationships. However, the inexperience of road warriors can also damage and frustrate relationships if new hires are not properly selected and trained. Sending a new representative to schools every year damages reputations and makes partnerships difficult to maintain. In this session, representatives from all parties, the school counselor (in public and private schools), the new admission officer, and the admission supervisor, will discuss their role in the success of this dynamic. The ultimate goal is to best serve students and increase access.

*Chris Boehm, Archmere Academy (DE)*

*Ellen Detrich, The Hill School (PA)*

*JT Duck, Swarthmore College (PA)*

*Brandon Townsend, Appoquinnimink High (DE)*

# Monday, April 16

## E SESSIONS

3:15-4:30pm

*Night Life...*

4:45-6:00pm

**SOVEREIGN SPONSOR**



6:30-8:30pm

9:00pm-1:00am

**ANNAPOLIS SPONSOR**



### **E7 - Financial Aid 101: A College Education IS Affordable**

Secondary/CBO

Kent

Financial Aid 101 is a highly successful workshop first launched in 2006. In that time, we have worked with over 4,000 counselors across the country (including partnering with Prep for Prep, NJ SEEDS, REACH Prep, The Teak Fellowship, and Breakthrough Collaborative, among others). Designed primarily for counselors who work with high school students, we provide an overview of the principles behind financial aid and an in-depth investigation of the inner-workings of the financial aid process. We use a handbook and corresponding Power Point presentation to cover the content. The workshop is built around a set of questions that we answer, and with each question, we proceed deeper into the financial aid process. Thus, while less experienced counselors benefit from the introduction to the key concepts of financial aid, those with more experience are able to raise issues and questions that lead us to explore the most complex areas of the financial aid system. Having originated as a public-private partnership with the state of North Carolina, the presentation is genuinely neutral in content and is appropriate for counselors who work with students headed to community college as well as those headed to the nation's most highly selective colleges and universities.

*Chad Spencer, Davidson College (NC)*

**don't forget to complete your**

*Session Evaluations*

Click on the links at [www.pcacac.org/conferences](http://www.pcacac.org/conferences) OR

1. Download Guidebook on your Android or Apple device
2. Search for PCACAC53
3. Open the menu and select "Evaluations"
4. Choose which evaluation you'd like to complete

### **Counselors College Fair & Tailgate Party**

Ballrooms BC

This event 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 drink tickets), and join us for food, drinks, cornhole, and tons of fun! **Sponsored by Wesley College.**

### **Dinner on Your Own**

*Visit the Hospitality Table or hotel Front Desk for recommendations.*

### **The Social with DJ Bobby Hash**

Fire & Ice Bar (center of casino)

Grab your casino-style wristband and meet us at the Fire and Ice Bar. The Social is a special affair that allows you to unwind to music, dancing, drinks – with complimentary drink tickets and a cash bar – and chocolate fondue! 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.**

# Tuesday, April 17

8:30-9:00am

*Grab a drink  
before sessions!*

## F SESSIONS

9:00-10:15am

### BEVERAGE STATIONS

Outside of Chesapeake and Diamond Rooms

Sponsored by Hampden-Sydney College and Richmond Area Independent Schools

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### F1 - 15+ Life Hacks to Help Manage the Craziness known as "College Admissions"

Postsecondary/CBO

Chesapeake

The notion of "down time" during an enrollment cycle has become obsolete. With the ever-changing landscape of higher education, the need to be more visible, respond faster, and interact with more students has become the new normal. Working smarter, not harder, saves time, resources, and energy. In this session, you will learn strategies and ideas to increase productivity and engagement, and receive much-needed time to reflect on how awesome it is to be an admissions professional.

*Jason Faulk, Longwood University (VA)*

*Shannon Nusbaum, Longwood University (VA)*

### F2 - Re-thinking Recommendations

All

Silver Lake

Is it time to re-think the counselor recommendation? Recommendations are a staple of the college application process, but how effective are they, and how could they serve students and admissions officers more effectively? Join with colleagues to discuss the philosophical and practical issues in writing recommendation letters.

*Jim Jump, St. Christopher's School (VA)*

*Rosemary Martin, St. John's College High School (DC)*

*Todd Rinehart, University of Denver (CO)*

*Brandon Townsend, Appoquinnimink High (DE)*

### F3 - Not Everyone Gets a Trophy: Building Your Team in a Millennial World

All

Delaware

We're constantly reflecting on changing demographics of prospective students, but what about your employees? Now that the millennials have graduated from college, they're taking over your admissions offices and even entering into management roles. How does this group think? How do they learn? How do you manage them? Learn strategies you can use to develop your younger team, regardless of office structure.

*Dave Fedorchak, Towson University (MD)*

*Mariah Giardino, Rochester Institute of Technology (NY)*

*Jennifer Ziegenfus, Towson University (MD)*

# Tuesday, April 17

## F SESSIONS

9:00-10:15am

### **F4 - Are you there, God? It's me, Admissions.**

All

Diamond 1

This session will examine how religion and other faith-based factors influence the college admissions process. The session will provide insight from both the college admissions and college counseling sides. Information and perspectives from both religiously-based as well as public institutions will be covered in the session. Reflective questions will be shared to the audience in order to foster a productive question and answer portion of the session.

*Eli Clarke, Gonzaga College High School (DC)*

*Dorie Ravick, Charles E. Smith Jewish Day School (MD)*

*Kathleen Voss, Georgia Tech (GA)*

### **F5 - Working with Students of Color While White**

All

Diamond 2

In our current political and social climate, working with underrepresented minorities as a white admissions representative can cause anxiety and misunderstandings. You may be uncomfortable or feel that you do not have the skills to communicate effectively to students of color about the issues they are facing. In this session, we will address becoming more comfortable in these situations, hear advice from admissions representatives of color, and detail action steps you can take to make you a more culturally competent representative.

*Sarah Baskaron, The University of Alabama (AL)*

*Bryan Nance, The Ohio State University (OH)*

### **F6 - Building Bridges: Creating Partnerships to Forge Stronger Relationships to Increase Enrollment for All Students in Higher Learning Institutions**

All

Diamond 3

Learn how different partnerships have been established to develop stronger relationships between high schools and institutions of higher learning. These relationships are important for the success of all students, whether it is in your own backyard, across the river, or on a national level. These bridges are being built through various forms of outreach and programming to make universities more accessible. Hear from both sides of the desk regarding how these partnerships have increased the number of students heading off to more selective colleges and created more inclusive communities on college campuses. We will also discuss our experiences collaborating on these initiatives.

*Crys Latham, The Washington Latin Public Charter School (DC)*

*Sanjay Mitchell, Thurgood Marshall Acad. Public Charter HS (DC)*

*Jennifer Uwanaka, The George Washington University (DC)*

*Kathy Shoffner, James Monroe High School (VA)*

*Rosella Sprow, James Monroe High School (VA)*

*Melissa Yakabouski, University of Mary Washington (VA)*

*Kelsey Bowles, University of Virginia (VA)*

*Lance Dronkers, Mastery Charter Schools (PA)*

*Valerie Gregory, University of Virginia (VA)*

# Tuesday, April 17

## F SESSIONS

9:00-10:15am

10:30am-noon

*Thanks for  
joining us!*

### F7 - Comparing Application Platforms and the Use of Digital Media

Secondary/CBO

Kent

Colleges are experimenting with digital media and the use of new functionality to offer students options for completing applications. The challenge is how to help applicants identify which format or technology will provide the best platform for telling their stories. This session aims to jumpstart a conversation about how identifying technological differences among applications has become part of the process. Come ready to share insights and experiences. We have a few examples of our own!

*Nancy Griesemer, College Explorations, LLC (VA)*

*Michael Nixon, University of Maryland, College Park (MD)*

### F8 - College Counseling For Juniors: Finding Your Way To College

All

Ballroom A

Discover and discuss how to make the junior and early senior year college search and application process go smoothly. Review a sample summer application "workshop/boot camp," college meeting templates for juniors and families, and evening meeting presentations/discussions and how they all work together to provide an engaging and informative college search. We will use apps, Prezi, current college students, college admission counselors, and school counselors to share these best practices. This will be a "share and show" approach, not a panel.

*Laura Burrell Baxter, The Key School (MD)*

*Kathleen Richburg, Annapolis High School (MD)*

*Heidi Waibel, High Point University (NC)*

*Katharine Young, Pomona College (CA)*

### Closing Session & Brunch - PCACAC Celebrity Game Time

All

Ballrooms BC

Winner! Winner! Join 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, these individuals will discuss what they learned at this year's conference and where to go from here.

*Moderator: Jake Talmage, St. Paul's School (MD)*

*Jayne Fonash, Loudoun Academy of Science (VA)*

*Joel Lang, Padua Academy (DE)*

*Rosemary Martin, St. John's College High School (DC)*

*James B. Massey, Jr., University of Maryland, College Park (MD)*

*Elise Rodriguez, The Dalton School (NY)*

*Todd Rinehart, University of Denver (CO)*

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# COLLEGE TOURS

**Sunday, April 15**  
**2:00pm**



Contact Pia Stokes  
PZStokes@desu.edu  
(302) 857-6351

**Tuesday, April 17**  
**1:30pm**



Contact Pia Stokes  
PZStokes@desu.edu  
(302) 857-6351



Contact Chris Jester  
Christopher.Jester@wesley.edu  
(302) 736-2468

**Tuesday, April 17**  
**2:30pm**



Contact Jackie Tatnall  
tatnallj@udel.edu  
(302) 831-2316

You may also register for this tour at [apply.udel.edu/register/PCACACUDTour](https://apply.udel.edu/register/PCACACUDTour)

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## Student Support Grant

PCACAC recognizes that members may not always have the financial resources to implement student programming. To address this need, we help underwrite worthwhile initiatives that directly benefit students in the college admission process. Each year, members apply for a Student Support Grant (SSG) to help supplement funds for their own student projects. This year's grant is awarded to Melisa Hypolite from the CollegeBound Foundation. Congratulations Melisa!

Learn more about the SSG at [www.pcacac.org/student-support-grant](http://www.pcacac.org/student-support-grant).

## FIND THE COLLEGE THAT'S RIGHT FOR YOU

Start your college search for free  
at a NACAC National College Fair.

### THE PATH TO YOUR PERFECT COLLEGE BEGINS WITH COLLEGE FAIRS

Free and open to the public, NACAC fairs connect you to hundreds of colleges and universities in one location. Join us at a **National College Fair** in your area:

#### MONTGOMERY COUNTY

Tuesday, April 10

9:45 a.m. – 12:45 p.m.  
and 6:30 p.m. – 8:30 p.m.

Wednesday, April 11

9:45 a.m. – 12:45 p.m.

Montgomery County Agricultural Center

#### PRINCE GEORGE'S COUNTY

Friday, April 13

9:30 a.m. – 12:30 p.m.

Prince George's Sports & Learning  
Complex Center

#### BALTIMORE

Tuesday, October 30

9 a.m. – 12 p.m.  
and 6:30 p.m. – 8:30 p.m.

Wednesday, October 31

9 a.m. – 11:30 a.m.

Baltimore Convention Center

#### GREATER WASHINGTON, DC

Saturday, November 3

2 p.m. – 5 p.m.

Walter E. Washington Convention Center

#### WASHINGTON, DC

#### PERFORMING AND VISUAL ARTS COLLEGE FAIR

Sunday, November 4

1 p.m. – 3:30 p.m.

Ronald Reagan Building and International Trade Center

REGISTER FREE AT [WWW.NACACFAIRS.ORG/NCF](http://WWW.NACACFAIRS.ORG/NCF)

to receive fair details, avoid lines onsite, and share your contact information with your choice schools.



NACAC National College Fairs are a program of the National Association for College Admission Counseling.



# Conference Planning Committee

## 53<sup>rd</sup> Annual Conference

Our mission is support and advance college admission professionals as they guide their institutions, students, and families in an ethical manner. Through spring 2018, the CPC will be working diligently toward that goal by helping PCACAC prepare for its **53<sup>rd</sup> Annual Conference**. A huge "Thank you!" to the following members who have agreed to volunteer their valuable time (hover over each name to email):

Title	Name	Institution/Organization	ST
President	<b>Robyn Lady</b>	Chantilly High School	VA
President-Elect	<b>Jake Talmage</b>	St. Paul's School for Boys	MD
Professional Development Chair	<b>Rebekah LaPlante</b>	Radford University	VA
Conference Chair	<b>Rosemary Martin</b>	St. John's College High School	DC
PCACAC Executive Assistant	<b>Rhonda Douthit</b>	PCACAC Office, (434) 989-7557	VA
Subcommittee	Name	Institution/Organization	ST
Audio Visual & Photography	<b>Rhonda Douthit</b>	PCACAC Executive Assistant	VA
College Fair	<b>Alice Robertson</b>	Chantilly High School	VA
	<b>Kevin Zimmerman</b>	Roanoke College	VA
College Tours	<b>Taylor Duvall</b>	University of Maryland Baltimore County	MD
Emerging Leaders, Middle Management Institute & Local Outreach Workshop	<b>Rebekah LaPlante</b>	Radford University	VA
	<b>Rosemary Martin</b>	St. John's College High School	DC
Evaluations	<b>Katie Harding</b>	Stevenson University	MD
Exhibits	<b>Vicki Maloney</b>	Ace Personal Educators	VA
	<b>Rachel Wyant</b>	St. Margaret's School	VA
First Timers	<b>Judy Edwards</b>	Lake Braddock Secondary School	VA
	<b>Elizabeth Fitzgerald</b>	Stevenson University	MD
	<b>Josh Lubben</b>	Our Lady of Good Counsel High School	MD
Hospitality	<b>Kellyn Fleming</b>	Randolph-Macon College	VA
	<b>Sue Rexford</b>	Charles E. Smith Jewish Day School	VA
Local Counselors Day Scholarships	<b>Brad Harlan</b>	William & Mary	VA
	<b>Rosemary Martin</b>	St. John's College High School	DC
Mobile App - Guidebook	<b>Katie Harding</b>	Stevenson University	MD
Program	<b>Rhonda Douthit</b>	PCACAC Executive Assistant	VA
	<b>Rosemary Martin</b>	St. John's College High School	DC
Project Reach	<b>Jayne Fonash</b>	Loudoun Academy of Science	VA
Public Relations and Marketing (PRM)	<b>Kellie Stewart</b>	Gonzaga High School	DC
Registration	<b>Nicholas Orban</b>	University of Maryland, College Park	MD
	<b>Julie Mohney</b>	University of Mary Washington	VA
Sessions & Speakers	<b>Jake Talmage</b>	St. Paul's School for Boys	MD
Social/Entertainment	<b>Thomas McKenna</b>	Shenandoah University	VA
	<b>Luis Portillo</b>	University of Delaware	DE
Sponsorship	<b>Amy Koudelka</b>	Virginia Episcopal School	VA
	<b>John Sawyer</b>	Marymount University	VA
	<b>Executive Committee</b>		

# ABOUT PCACAC COMMITTEES

## ABOUT PCACAC

Founded in 1964, the Potomac & Chesapeake Association for College Admission Counseling (PCACAC) is a nonprofit, professional organization for those who work with students in the transition between high school and college. PCACAC exists to maintain high professional standards at both the secondary and college levels and to connect college admission officers, secondary school counselors, independent counselors, financial aid officers, and educational organizations to discuss common professional concerns and to explore ways to empower students. PCACAC is the regional affiliate of the National Association for College Admission Counseling (NACAC) serving Delaware, Maryland, Virginia, West Virginia, and the District of Columbia.

## STANDING COMMITTEES

### Admission Practices

This committee is charged with an annual review of NACAC's SPGP and of the monitoring procedures that are used when a member institution of NACAC makes a formal complaint of an ethics violation against another member.

### College Fair/College Night

This committee coordinates the college fair and college night schedules within the PCACAC area. This committee also serves as a liaison between PCACAC and the NACAC College Fairs in the region.

### Communications

This committee is responsible for external communications to the membership, including web and print information, Facebook, Twitter, e-List, and *The Anchor*.

### Conference Planning

This committee, in conjunction with the President-elect and several subcommittees, plans the annual spring conference.

### Credentials & Bylaws

This committee determines eligibility for membership in PCACAC, investigates membership eligibility questions referred by the Board, and annually reviews and updates the Bylaws.

### Current Trends & Future Issues

This committee annually reviews trends in counseling, college admissions, and enrollment management. The Committee makes recommendations for programs and services that educate and inform members and other members of the public about professional issues and trends.

### Finance & Budget

This committee makes budget estimates, recommends investment and audit policies to the Board and supervises all other PCACAC financial matters.

### Government Relations

In conjunction with NACAC, PCACAC monitors state and federal legislation related to educational issues and promotes the interests of students and counselors through Advocacy Days and contacts at the state and federal levels.

### Inclusion, Access, & Success

This committee develops policy recommendations that expand access to higher education for underrepresented student populations. IAS subcommittees include the Marion Flagg Scholarship Program, the Student Support Grant Program, and the Joining Hands for College Program.

### Membership

The Membership Committee is responsible for the promotion, recruitment, and retention of membership in PCACAC.

### Nominating

The Nominating Committee recommends members for leadership positions within PCACAC and coordinates the nominating and election process.

### Past Presidents

The Past Presidents Committee reviews the Strategic Plan, existing policies and procedures, and makes recommendations to the Board. It is responsible for the selection of the recipient of the John A. Blackburn Award.

### Professional Development

The Professional Development Committee develops programs that contribute to the professional growth and development of the membership, including regional Drive-in Workshops, the Summer Institute, and the Annual Conference.

# PCACAC LEADERSHIP

## EXECUTIVE COMMITTEE

**President:** Robyn Lady, Director of Student Services, Chantilly High School (VA)

**President-elect:** Jake Talmage, Director of College Counseling, St. Paul's School for Boys (MD)

**Past President:** Anthony Ambrogi, Director of College Counseling, St. Catherine's School (VA)

**Secretary:** Heather Jeter, Director of College Counseling, The Steward School (VA)

**Treasurer:** Joel Lang, Director of College Advisement and Guidance, Padua Academy (DE)

**Executive Assistant (Ex Officio):** Rhonda Douthit, info@pcacac.org, 434-989-7557

## DELEGATION

**Chief Delegate:** Anthony Ambrogi, Director of College Counseling, St. Catherine's School (VA)

### Assembly Delegates - College

Dale Bittinger, University of Maryland Baltimore County (MD)

Rebekah LaPlante, Senior Associate Director of Admissions, Radford University (VA)

### Assembly Delegates - High School

Eli Clarke, Director of College Counseling, Gonzaga College High School (DC)

Jennifer Williams, Director of College Counseling, Jemicy School (MD)

Robyn Lady, Director of Student Services, Chantilly High School (VA)

Rosemary Martin, Director of College Counseling, Saint John's College High School (DC)

Scott Mayer, Associate Director of College Counseling, St. Christopher's School (VA)

Chris Miller, Co-Director of College Counseling, Glenelg Country School (MD)

Ginger Miller, Associate Director of College Counseling, Landon School (MD)

Sanjay Mitchell, Director of College and Alumni Programs, Thurgood Marshall Academy PCHS (DC)

Ann Marie Strauss, Director of College Counseling, Garrison Forest School (MD)

Jake Talmage, Director of College Counseling, St. Paul's School for Boys (MD)

## STANDING COMMITTEES

**Admission Practices:** Dale Bittinger, University of Maryland Baltimore County (MD)

**College Fair/College Night:** Sanjay Mitchell, Thurgood Marshall Academy PCHS (DC)

**Communications:** Kellie Stewart, College Counselor, Gonzaga College High School (DC)

**Conference Planning:** Rosemary Martin, Saint John's College High School (DC)

**Credentials and Bylaws:** Scott Mayer, Associate Director of College Counseling, St. Christopher's School (VA)

**Current Trends & Future Issues:** Ann Marie Strauss, Director of College Counseling, Garrison Forest School (MD)

**Finance & Budget:** Joel Lang, Director of College Advisement and Guidance, Padua Academy (DE)

**Government Relations Chair:** Ginger Miller, Assistant Director of Admissions, Washington College (MD)

**Inclusion, Access and Success:** Chris Miller, Co-Director of College Counseling, Glenelg Country School (MD)

**Membership:** Eli Clarke, Director of College Counseling, Gonzaga College High School (DC)

**Nominating:** Anthony Ambrogi, Director of College Counseling, St. Catherine's School (VA)

**Past Presidents:** Mike Carter, Director of College Counseling, St. Stephen's and St. Agnes School (VA)

**Professional Development:** Rebekah LaPlante, Senior Associate Director of Admissions, Radford University (VA)

## SUBCOMMITTEES

**Joining Hands for College:** Gina King, Director of College Counseling, Christo Rey Jesuit High School (MD)

**Marion Flagg Scholarship Program:** Rachel Cleaver, Admissions Counselor, George Mason University (VA)

**Special Interest Groups (SIGs):** James B. Massey, Jr., Senior Associate Director, University of Maryland, College Park (MD)

**Student Support Grant:** Lucy Duke, Assistant Director of College Counseling, McDonogh School (MD)

**Summer Institute:**

Alice Robertson, School Counselor, Chantilly High School (VA)

Kate Perry, Sr. Assistant Dean of Admission, William & Mary (VA)

# BLACKBURN & APPERSON AWARDS

## JOHN A. "JACK BLACKBURN AWARD

The John A. "Jack" Blackburn Award for Ethics in College Admission was established by the Potomac and Chesapeake Association for College Admission Counseling (PCACAC) in 2010 to honor the late Jack Blackburn, long-time Dean of Admission at the University of Virginia. Throughout his career, Jack served as an admirable role model promoting the highest ethical standards, integrity in our profession and equity in access to higher education. This award recognizes a member of our profession who exemplifies the qualities that made Jack Blackburn revered by his peers.

<b>2011</b>	Shirley A. Bloomquist	<b>2015</b>	Mildred Johnson
<b>2012</b>	Louis L. Hirsh	<b>2016</b>	David Kraus
<b>2013</b>	Valerie H. Gregory	<b>2017</b>	Martin Wilder
<b>2014</b>	James W. Jump		



## RICHARD L. APPERSON AWARD

The Richard L. Apperson Award, named in honor of PCACAC's first president, is the association's highest honor presented to a PCACAC member. It is awarded annually to a member whose career embodies the ideals of the association - providing extraordinary service to students, to PCACAC and to the college counseling profession.

<b>1973</b>	Mary Ross Flowers	<b>1988</b>	Joseph Monte	<b>2003</b>	Arlene P. Ingram
<b>1974</b>	Lucille Norman	<b>1989</b>	Pamela Fay-Williams	<b>2004</b>	James W. Jump
<b>1975</b>	Sallie W. Scott	<b>1990</b>	Pamela W. Spence	<b>2005</b>	Ann Story Royall Powell
<b>1976</b>	Ann Splitstone	<b>1991</b>	John A. Blackburn	<b>2006</b>	Virginia Carey
<b>1977</b>	H. Kenneth Shook	<b>1992</b>	Karl L. Wolf	<b>2007</b>	Betty Delk
<b>1978</b>	Charlotte Wilder	<b>1993</b>	Martin A. Wilder, Jr.	<b>2008</b>	Evelyn Boyd-White
<b>1979</b>	Thomas N. Pollard, Jr.	<b>1994</b>	Audrey T. Hill	<b>2009</b>	Joanne Wood
<b>1980</b>	H. Conrad Warlick	<b>1995</b>	Marjorie S. Leoning	<b>2010</b>	Betty Jones
<b>1981</b>	Arria McGinnis	<b>1996</b>	Katherine L. Reilly	<b>2011</b>	Margaret Cothorn
<b>1982</b>	James R. Ten Broeck	<b>1997</b>	Bonnie Fitzpatrick	<b>2012</b>	Paul M. Feakins
<b>1983</b>	John T. Casteen III	<b>1998</b>	James D. Holmes	<b>2013</b>	Lisa M. Hill
<b>1984</b>	Marion Flagg	<b>1999</b>	Norma Smith Taliaferro	<b>2014</b>	Jenifer L. Blair
<b>1985</b>	Jean L. Rayburn	<b>2000</b>	James J. Gorman	<b>2015</b>	Jayne Caflin Fonash
<b>1986</b>	Jud Samon	<b>2001</b>	Joan W. Mudge	<b>2016</b>	Sue Rexford
<b>1987</b>	Edward Smith	<b>2002</b>	Bertrand R. Hudnall	<b>2017</b>	Louis L. Hirsh

# COUNSELOR OF THE YEAR

PCACAC is proud to have a strong membership of very talented people on both sides of the desk. In an endeavor to celebrate some of the best among us, the President's Council is bringing back the "Counselor of the Year" award!

The criteria for consideration includes:

- Areas of expertise
- Impact on constituents in the admission process
- Advocacy for students and colleagues
- Commitment to equity and access for all
- Thoroughness in their daily work
- Innovation in the industry

## MARYLAND

- Joan Strasnick, Wheaton High School
- Aundra Weissert, Washington College

## VIRGINIA

- Robyn Lady, Chantilly High School
- Faye Holliday, Radford University

## WEST VIRGINIA

- Anna Marie Fleming, Morgantown High School
- Michelle Zumpano, Potomac State College of West Virginia University

## DELAWARE

- Larry Fletcher, Salesianum High School
- Christopher Jester, Wesley College

## DISTRICT OF COLUMBIA

- Crys Latham, Washington Latin Public Charter School
- Jenni Pfeiffer, The George Washington University

PAST RECIPIENTS

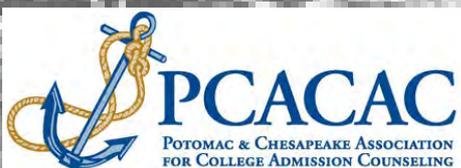
# PRESIDENTS

<b>1966-1967</b>	Richard L. Apperson	<b>1987-1988</b>	Karl L. Wolf	<b>2010-2011</b>	Jayne C. Fonash
<b>1967-1968</b>	Jeanette McDonald	<b>1988-1989</b>	Bertrand R. Hudnall	<b>2011-2012</b>	Alison A. Gauch
<b>1968-1969</b>	Harold Gray	<b>1989-1990</b>	Martin A. Wilder, Jr.	<b>2012-2013</b>	Carolyn T. Doyle
<b>1969-1970</b>	William R. Baldt	<b>1990-1991</b>	Audrey T. Hill	<b>2013-2014</b>	Michael D. Carter
<b>1970-1971</b>	H. Kenneth Shook	<b>1991-1992</b>	James D. Holmes	<b>2014-2015</b>	Kelly Farmer
<b>1971-1972</b>	Dorothy S. Love	<b>1992-1993</b>	Bonnie A. Fitzpatrick	<b>2015-2016</b>	Mike Oligmueller
<b>1972-1973</b>	Ernest H. Ern	<b>1993-1994</b>	Karen Cottrell	<b>2016-2017</b>	Anthony Ambrogi
<b>1973-1974</b>	Willis J. Stetson, Jr.	<b>1994-1995</b>	Larry A. Griffith	<b>2017-2018</b>	Robyn A. Lady
<b>1974-1975</b>	Thomas N. Pollard	<b>1995-1996</b>	Virginia Carey	<b>2018-2019</b>	Jake Talmage
<b>1975-1976</b>	John A. Blackburn	<b>1996-1997</b>	Elizabeth W. Delk	<b>2019-2020</b>	<b>Find out on April 16 at our Membership Meeting &amp; Luncheon!</b>
<b>1976-1977</b>	James R. Ten Broeck	<b>1997-1998</b>	Jenifer L. Blair		
<b>1977-1978</b>	H. Conrad Warlick	<b>1998-1999</b>	Arlene P. Ingram		
<b>1978-1979</b>	Marion R. Flagg	<b>1999-2000</b>	Richard J. Edgar		
<b>1979-1980</b>	Jud Samon	<b>2001-2002</b>	James W. Jump		
<b>1980-1981</b>	Pamela K. Fay	<b>2002-2003</b>	Evelyn Boyd White		
<b>1981-1982</b>	Jennifer G. Hantho	<b>2003-2004</b>	Susan Knight		
<b>1982-1983</b>	James M. Ballengee, Jr.	<b>2004-2005</b>	James W. Jump		
<b>1983-1984</b>	Pamela W. Spence	<b>2005-2006</b>	David Kraus		
<b>1984-1985</b>	Leigh D. Sherrill	<b>2006-2007</b>	Susan Rexford		
<b>1985-1986</b>	Terry Scarborough	<b>2007-2008</b>	Lisa M. Hill		
	James R. Ten Broeck	<b>2008-2009</b>	Paul M. Feakins		
<b>1986-1987</b>	Katherine L. Reilly	<b>2009-2010</b>	Jeffrey E. Smith		



# SUMMER 2018 INSTITUTE

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[www.pcacac.org/summer-institute](http://www.pcacac.org/summer-institute)



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- Directing a Dynamic College Counseling Program
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Sept. 26 – 27 | Salt Lake City

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we need you!

# Volunteer

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!

Visit [www.pcacac.org/volunteer](http://www.pcacac.org/volunteer) to become part of the PCACAC team!

recognizing our

# Marion Flagg Scholars & Sponsors

Named for one of PCACAC's most outstanding members, 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.

## 2018-2019 Scholarships

Katie Graul  
Urban Alliance, MD

Ayannah Jones  
CollegeBound Foundation, MD

Stephanie Landicho  
MERIT Baltimore, MD

Anastasia Marouani  
The Intersection, MD

Erik Olson  
Liberty High School, VA

Meghan Parsons  
Albemarle High School, VA

Samantha Ratchford, Hanover High School, VA

Mary Carter Scott, ACCESS College Foundation, VA

## Marion Flagg Sponsors

The logo for SCAIR, featuring the word "SCAIR" in a bold, blue, sans-serif font.The logo for CTCL.ORG, featuring the letters "CTCL" in a large, red, serif font, with ".ORG" in a smaller, red, sans-serif font to the right. Below it, the tagline "COLLEGES THAT CHANGE LIVES" is written in a smaller, blue, sans-serif font.

Preparing boys for a  
lifetime of success



ST. PAUL'S

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- A wealth of study abroad programs
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Contact Admissions



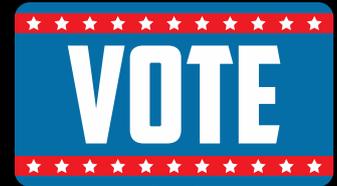
Apply Now



Visit Shenandoah

800-432-2266 | [www.su.edu/admit](http://www.su.edu/admit)

Don't forget to



by 10am on April 15

[www.pcacac.org/nominations](http://www.pcacac.org/nominations)

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[collegeboard.org](http://collegeboard.org)





**CTCL thanks the PCACAC counselors whose tireless work guides students as they search for colleges that are a good fit.**

We hope to see you at our program  
May 21

in Washington, DC. Details online at  
<https://ctcl.org/washington-dc-may-21-2018/>

Colleges That Change Lives is a  
501(c)(3) non-profit dedicated to the  
advancement and support of a student-  
centered college search process.

[www.ctcl.org](http://www.ctcl.org)

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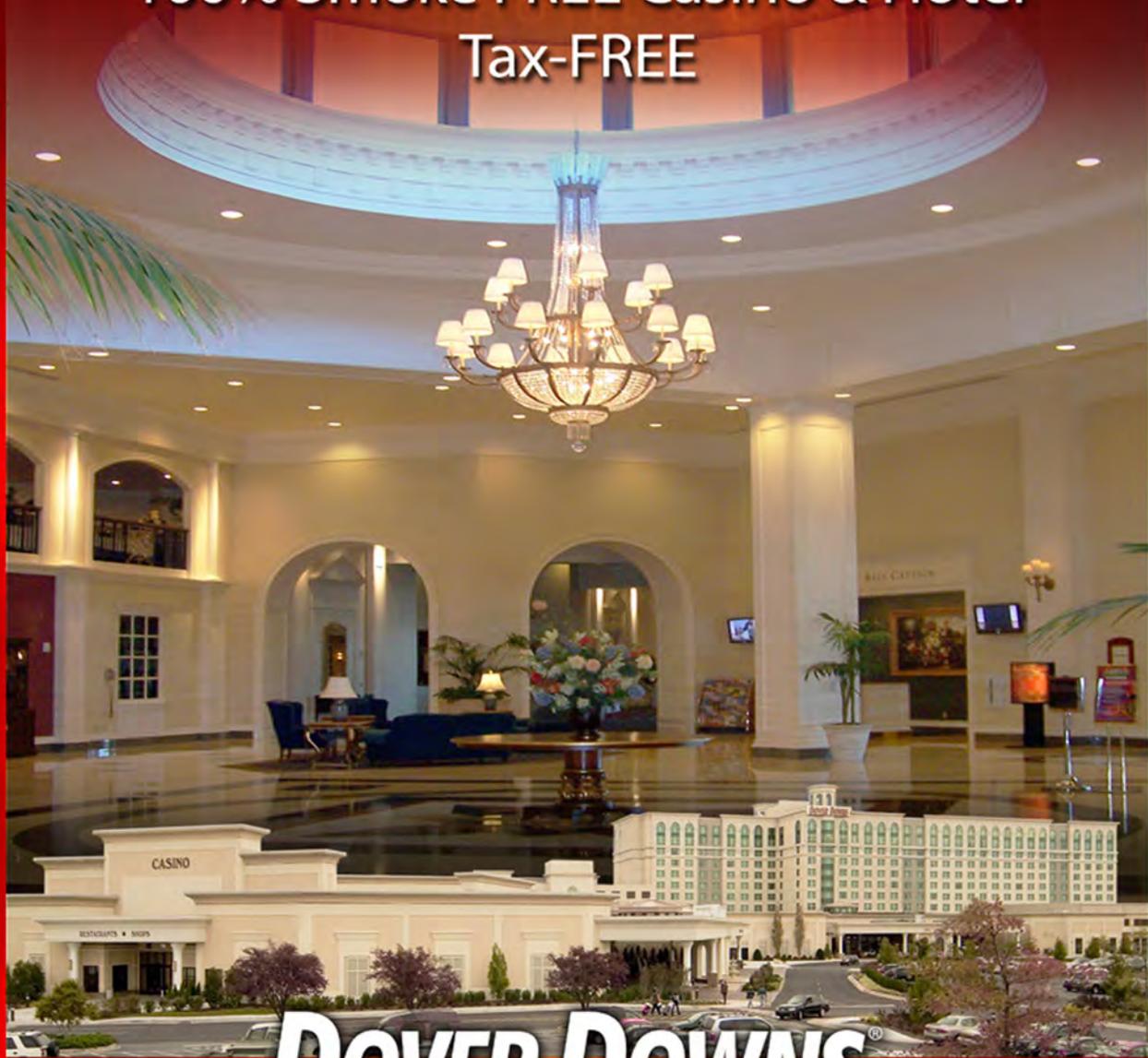
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