



## Suggested Session Topics

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The following themes represent today's hot topics, are sessions previously held, or have been highly recommended by our members. Refer to this list or submit new ideas in the Conference Session Proposal Form at [www.pcacac.org/conferences!](http://www.pcacac.org/conferences)

- *A look at Naviance for the college admissions officer*
- *Advice for high school students on maximizing a college visit*
- *Challenges facing small colleges*
- *College counseling courses for juniors*
- *College counseling programming ideas/models for underclassmen, how to run a junior college day or mock admissions committee program for students*
- *College Counselors' Toolkit – including specific programs/events/handouts that counselors could use*
- *Counseling students with learning differences*
- *Counseling undocumented students/DREAM Act*
- *Creative college financing solutions*
- *Current trends and future issues*
- *Data reporting, “number crunching”, using reporting tools, Access, Excel*
- *Effective staff retreats and team building*
- *Enrollment management reporting and modeling*
- *Equity and Access*
- *Facilitated conversation between secondary school counselors and college admissions counselors on the challenges of high school visits – scheduling, breaking down preconceived opinions*
- *Financial Aid 101/Financial Aid 201 – focus on what counselors (both sides of the desk) need to know to help families understand different aid offers, cost vs. value of a college education*
- *Gender and the admissions process*
- *Government relations update on national and regional legislation that will affect our profession*
- *How admissions can deal with a PR crisis on-campus*
- *How admissions offices handle group visits*
- *How can public school counselors build useful partnerships with colleges?*
- *How colleges read international applications*
- *How does adolescent development and learning relate to the college admissions process?*
- *How to advance yourself in a small department*
- *How to develop professionally and stay connected when working remotely*
- *How to engage high schools that have few resources*
- *How to gain more community and parental involvement and principal support (esp. public schools)*
- *How to overcome high workloads and understaffed offices*
- *How to partner with community based organizations*
- *Information geared to community college-based counselors*



- *Initiatives and ideas for public school counselors with large caseloads, how to get colleagues on board with college counseling, how to reach students, and tips for getting under-involved parents interested/engaged*
- *Inside highly competitive college admissions*
- *Independent and school counselor partnerships*
- *Issues facing independent counselors*
- *Middle management in college admissions*
- *MOOCs, online education, and how they are changing the conversation about higher education. How do admission offices evaluate online coursework taken at their own institution or another?*
- *Navigating testing accommodations*
- *Personalizing the college admissions process*
- *Presentation skills and unique ways to give information sessions*
- *Principal/headmaster panel on their view of college counseling*
- *Recruiting in new markets*
- *School counselor and admission counselor roundtable*
- *Student workers in the admissions office*
- *Supports colleges have in place for low-income and/or first-generation students with outcome data*
- *Taking the next step forward in your career*
- *The role of financial aid in enrollment management, admissions, and admission decisions*
- *Tips from admissions counselors on how to help a student make their application 'shine'*
- *Ted Talks (7-10 minutes)*
- *Trends in college majors, academic and/or career plan counseling*
- *Trends in public high school curricula – vocational programs, online classes*
- *Understanding NCAA eligibility*
- *Using social media for recruitment; social media in admissions*
- *Value of community college/outcomes, trends in community colleges*
- *What every new admissions counselor should know –helpful tips for travel planning, recruiting strategies, time/priority management, dealing with difficult conversations, etc.*
- *What first-time high school counselors need to know about college admission*
- *Working with a CRM*
- *Working with faculty and breaking down campus barriers in planning campus visit programs*
- *Working with international students attending U.S. schools in the admissions process*
- *Working with low-income and/or first-generation students*
- *Working with prospective student athletes from the college side*
- *Working with transfer students/Making your institution more transfer-friendly*

## Questions? We're happy to help!

Visit the conference page at [www.pcacac.org/conferences](http://www.pcacac.org/conferences)

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