

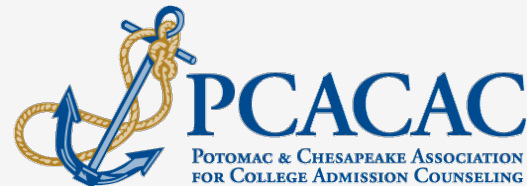
Welcome to
PCACAC's
16th Annual
Summer
Institute



Lean, Green
and Ready for
the Unseen:
Welcome to
Admissions!

Session A1

Monday, July 15



Presenters

Presenters	Contact information
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Learning Objectives

1

- Learn what is expected of you as an admissions rep

2

- Develop relationship-building skills

3

- Gather skills that will make you successful at your position

Be Informed

- PCACAC
- NACAC
- *The Chronicle of Higher Education*
- College Board
- *Inside Higher Ed*
- Reach out to seasoned professionals
- Keeping up with financial aid news

“I did then what I knew how to do. Now that I know better, I do better.”

— [Maya Angelou](#)

Prepare Yourself

- Travel Season
- Review Season
- Yield Efforts
- New Goals and Targets

(Everything in between)

Know Your Audience

- **Prospective Students:**

1. First Generation/Underserved Students
 - Be mindful of terminology/lingo
2. Transfer Students
 - There is a feeling of being “left behind”
3. International Students
4. Cultural competencies

“Make sure you have stopped speaking before your audience has stopped listening.” – Dorothy Sarnoff

Own Your Work

- Data Driven vs. Holistic Read
- Demonstrated Interest
- Intended Major
- Honor Code
- Honest & Ethical Conversations

Relationships

- How do we foster relationships with our school counselor colleagues?
- Tips for establishing a strong rapport
 - School Counselor/Counselor

Celebrate Victories

- Work Hard & Play Hard
- Motivate one another (both sides of the desk)
- Acknowledge and celebrate accomplishments individually and as a team!

Code of Ethics and Professional Practices

- NACAC's guiding document on ethical behavior in college admissions
- Highlights:
 - No disparaging comparisons of secondary or postsecondary institutions
 - Do not ask students to rank or name college preferences
 - Protect student privacy

Questions?

Please...

Complete a session evaluation
via the mobile app before you
leave.

Thank you!