

Suggested Session Topics



The following themes represent today's hot topics, are sessions previously held, or have been highly recommended by our members. Session proposals can be for a full 75-minute session or for a 7-10 minute 'Anchor Talk'. Use an idea from this list or submit something new via the *Session Proposal Form* at www.pcacac.org/conferences!

- Naviance/Common App from both sides of the desk
 - Pros and cons of the Self-Reported Academic Record (SRAR)
 - Advice for high school students on maximizing a college visit
 - Challenges facing small colleges
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- 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'
- 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

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