

Sessions Overview

Potomac and Chesapeake Association for College Admission Counseling's 61st Annual Conference



Sunday, April 12

- Registration and Check-In, 2:00pm-6:00pm
- Exhibit Area Open, 2:00pm-6:00pm
- First Timer's Session, 4:00pm - 5:00pm
- President's Reception, 5:00pm-6:30pm
- Dinner, 6:30pm-8:00pm
- PCACAC - Bingo! sponsored by ZeeMee 9:00pm - 11:00pm

Monday, April 13

- First Timers/Local Counselors Session, 7:30am - 8:00am
- SIG Meet-Ups, 8:00am-8:45am

A Sessions, 9:15am - 10:15am

- Be Confident In Your Choices: How to Enhance Your Recruitment Travel
- One Year In: Assessing the Administration's Impact on College Admissions and Access
- Winning with Gen Alpha: How Gamification Can Engage Digital Natives in College Admissions
- From Kindergarten to Senior Year: Empowering Families to Navigate College Costs
- Mystery College Fair
- Strategic Planning, Explained: High School and College Perspectives

B Sessions, 10:30am - 11:30am

- Baking Better Partnerships: A Recipe for Collaboration Between Community-Based Organizations, High Schools, and Colleges
- From Desk to Dais: Strategic Leadership for Women in Admissions & Counseling
- Scroll, Like, Apply: Using Social Media to Guide Students Through College Prep
- The Truth About Counselor Recommendations
- Using the Application Process as a Guide: Educator and Counselor Strategies for Neurodiverse Student Success
- Short and Sweet? The Era of the Two-Hour SAT & ACT

Membership Lunch & General Session, 11:45am-1:30pm

C Sessions, 2:00pm - 3:00pm

- From Chaos to Calendar: Planning the Year Ahead in College Counseling
- Middle Management, Main Character Energy: How to Lead, Influence, and Change Systems Without the Chief Title
- The Southern Draw(l)
- Plan a College Fair? Strategies to Streamline Your Event
- AI and the Future of College Admissions
- Over the Rainbow: Building Strong Communities and Creating Safe Spaces

D Sessions, 3:15pm - 4:15pm

- Long-Distance Recruitment: Because You Can't Ghost an Entire Region
- Recruiting the Modern Family: Designing an Engagement Plan With Purpose
- Beyond the Inbox: Rethinking College Counseling Communications (Because we all know students only read the subject line!)
- College Admissions & Marketing Potpourri: Town Hall-Conversation- Hot Topics and Challenges Facing Our Industry in 2026
- The Long View: Interpreting (& Responding to) Changes in International Student Engagement
- Empowering the Forgotten Middle: Executive Function in College Admissions

Counselor College Fair, 5:00pm - 6:00pm

Illuminate Your Path: Exploration and Dinner in Downtown Cambridge

PCACAC Jazz Club: 7:30pm - 10:00pm

Tuesday, April 14

E Sessions, 9:00am - 10:00am

- Building a Foundation: Developing Student Workers in Admissions and Recruitment
- Locked In: Combatting Senioritis and Keeping 12th Graders Engaged through Meaningful Capstone Experiences.
- Real Dilemmas, Real Solutions: Today's Ethical Admission Practices
- Building a Life in Enrollment: Career Lessons from Enrollment Leaders
- Work Smarter, Not Harder: AI Tools for College Admissions
- Little Mary/Little Johnny might NOT grow up to be the next Caitlin Clark/LeBron James

Closing Session, 10:15am -11:00am