SIG Leadership Directory

SPECIAL INTEREST GROUPS (SIG) COMMITTEE

Potomac & Chesapeake Association for College Admissions Counseling (PCACAC)

Last Update: September 2025

SIG Leadership Directory

Below is the active list of current SIG Committee Leadership and individual SIG Co-Chairs. Vacancies will be updated when filled. *The Regional Representatives SIG is dormant until further notice.*

SIG Committee Chair



Shawn Ficadenti Senior Assistant Director of Admissions James Madison University ficadesx@jmu.edu

SIG Committee Vice Chair



Melissa Ward
Director of College Counseling
St. Mary's High School
mward@stmarysannapolis.org

Asian American, Native Hawaiian, Pacific Islander (AANHPI) Co-Chairs



Joyce Lee Senior Regional Admissions Counselor University of Utah joyce.lee@utah.edu



Rachel Southern
Associate Director of Regional Admissions
Franklin & Marshall College
rachel.southern@FandM.edu

Black & African American Co-Chairs



Candace Leake
Director of Admissions Outreach and Access
University of Rochester
candace.leake@rochester.edu



Shameek Robinson
Founder
S.T.R.I.V.E. LLC
shameek@bethestrive.com

Community Based Organizations (CBOs) Co-Chairs

Dormant

Community College & Transfer Students Co-Chairs



Melloney Johnson School Counseling Coordinator Matoaca High School Melloney_Johnson@ccpsnet.net



Stephanie Stahler Senior Associate Director of Admissions McDaniel College sstahler@mcdaniel.edu

Disabilities & Neurodiversity Co-Chairs



Ann-Marie Stripling
Enrollment & Outreach Director
Focus Collegiate
annmarie@focuscollegiate.com



Susie Hudgins
College Consultant & Coach
Blooming Brains Coaching
susie@bloomingbrainscoaching.com

First-Generation College Students Co-Chairs



Jahnelle McMillan Senior Program Officer Leadership Enterprise for a Diverse America (LEDA) jahnellemcmillan@ledascholars.org



Ashleigh Tillman, PhD Senior Admissions Manager Maryland George Mason University ataylo37@gmu.edu

Historically Black Colleges and Universities (HBCUs) Co-Chairs



Whitney Ceaser Enrollment Counselor Richard Bland College of William & Mary wceaser@rbc.edu



Amani Manning
Engagement Associate
Common App
amanning@commonapp.org

Independent Educational Consultants (IECs) Co-Chairs



Missy Moreland Founder & President Moreland & Associates Education Consulting, LLC missy@morelandeducational.com



Ricardo Ortegón Founder & President GPS College Guidance ricardo@gpscollegeguidance.org

Latiné Co-Chairs



Kevin Medina
College Counselor
Georgetown Preparatory School
kmedina@gprep.org



Wendy Ayala
Director, Scholars Program
Collegiate Directions, Inc.
wayala@collegiatedirections.org

LGBTQ+ & Ally Co-Chairs



Raquel Sobczak
Admissions Counselor
University of Maryland, College Park
rsobczak@umd.edu



Andi Burke Admissions Counselor St Johns College ann.burke@sjc.edu

Rural/Small Town Co-Chairs



Tim Danos Director of Pre-College Programs University of Delaware tdanos@udel.edu

SIG leadership search in progress.