



SIG Leadership Directory

SPECIAL INTEREST GROUPS (SIG) COMMITTEE

Potomac & Chesapeake Association for College Admissions Counseling (PCACAC)

Last Update: January 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

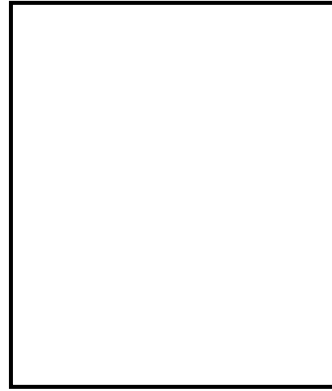
SIG Committee Vice Chair

SIG Leadership search in progress.

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

SIG Leadership search in progress.



Charlain Bailey
Managing Director
Going To College, LLC
charlain@going-to-college.com

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

First-Generation College Students Co-Chairs

SIG Leadership search in progress.

Historically Black Colleges and Universities (HBCUs) Co-Chairs

SIG Leadership search in progress.

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

Latinx 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



Caleb Shankle
Assistant Director of Admissions
St Mary's College of Maryland
ceshankle@smcm.edu



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

Rural/Small Town Co-Chairs

SIG Leadership search in progress.