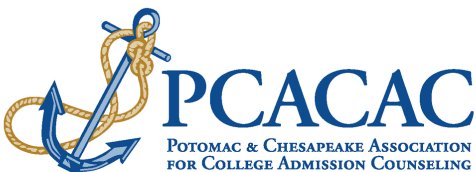




SUMMER 2018 INSTITUTE



JULY 9-10
discover
network
learn
grow

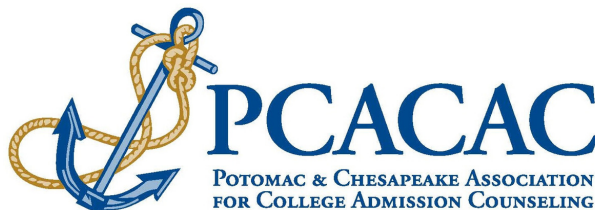


www.pcacac.org/summer-institute

MEET THE PCACAC TEAM



JAKE TALMAGE
PRESIDENT
St. Paul's School (MD)



REBEKAH LAPLANTE
PROFESSIONAL DEVELOPMENT CHAIR
Radford University (VA)



ALICE ROBERTSON
SUMMER INSTITUTE CHAIR
Chantilly High School (VA)



KATE PERRY
SUMMER INSTITUTE CHAIR
William & Mary (VA)



ROSEMARY MARTIN
COLLEGE TOURS CHAIR
St. John's College High School (VA)

*Thanks for
coming!*

MEET THE RICHMOND TEAM



RONALD CRUTCHER
PRESIDENT & KEYNOTE



STEPHANIE DUPAUL
VICE PRESIDENT FOR ENROLLMENT
MANAGEMENT & KEYNOTE



GIL VILLANUEVA
ASSOCIATE VICE PRESIDENT
AND DEAN OF ADMISSION



RACHEL RISTOW
SENIOR ASSISTANT DIRECTOR
OF ADMISSION



NADINE SAINT
SENIOR ASSISTANT DIRECTOR
OF ADMISSION



Welcome!

THE PROGRAM

DAY 0

SUNDAY, JULY 8

EARLY ARRIVALS

4 - 8
P M

ROOM CHECK-IN (REGISTER MONDAY MORNING)
PARK OFF OF UR DRIVE NEAR APARTMENTS
GATEWAY APARTMENTS
1ST FLOOR LOUNGE, BUILDING 157

DAY 1

MONDAY, JULY 9

9 A M

ROOM CHECK-IN & REGISTRATION
PARK OFF OF UR DRIVE NEAR APARTMENTS
ROOM - GATEWAY APARTMENTS,
1ST FLOOR LOUNGE, BUILDING 157
REGISTER - HEALY LOBBY, QUEALLY CENTER
Check into your room and proceed to registration.
Light breakfast served in registration area.

11 A M

GENERAL SESSION 1 - ALL
BREED PAVILIONS, QUEALLY CENTER
What's Your 'WHY'?

In 2009, Simon Sinek popularized the concept of WHY, which explains that individuals' careers and organizations function on three levels: what we do, how we do it, and why we do it. This session aims to get you thinking about your own WHY in hopes of not only maximizing your work with students, but also finding clarity and confidence in that very work.

Anthony Ambrogio, St. Catherine's School (VA)
Jason Faulk, Longwood University (VA)
Robyn A. Lady, Chantilly High School (VA)
Joel Lang, Padua Academy (DE)
Rebekah LaPlante, Radford University (VA)
Jake Talmage, St. Paul's School for Boys (MD)

12:15
P M

WELCOME & LUNCHEON
BREED PAVILIONS, QUEALLY CENTER
Refer to the handout for table assignments.

*Come one, come
all to today's
General Session!*

DAY 1

MONDAY, JULY 9

A SESSIONS 1:30-2:45 PM

A1 - POSTSECONDARY

ROOM 346, TYLER HAYNES COMMONS

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

Never a dull moment! Between recruitment travel, public speaking, reading and selection, financial aid, etc., A LOT is expected of any new admissions professional. This session will go over "select essentials" to be at your best. Seasoned admissions colleagues will share "What I Wish Knew When I Was You" and guide participants to find their unique strengths, increase professional and cultural competencies, build exceptional relationships, and partner with your peers and supervisors. Few professions allow you to touch lives and find fun and fulfillment at the same time.

Bruce Chamberlin, Georgetown University (DC)
Jeannine Lalonde, University of Virginia (VA)
Nick Orban, University of Maryland, College Park (MD)

A2 - SECONDARY/CBO

ROOM 305, TYLER HAYNES COMMONS

Five Things You Should Know: High School Side

No matter your level of experience in the business, the size of your caseload, or the type of school at which you work, there are some core essentials that all high school counselors should know. Panelists will offer the their "Top 5" things they feel all school counselors should understand thoroughly and be able to explain easily to their students and parents.

Anthony Ambrogi, St. Catherine's School (VA)
Charlain Bailey, Montgomery Blair High School (MD)
Casey Zimmer, Sanford School (DE)

A3 - ALL

ROOM 321, TYLER HAYNES COMMONS

Stuck in the Middle with You (Clowns to the left of me! Jokers to the right!)

Actually, our panel has determined that the middle is a very nice place to be and has many advantages. Whether you are early in your career aspiring to take the next steps to leadership or already "in the middle" trying to balance it all, (while also motivating and inspiring others) – this session is for you! Our plan is for you to walk away with tips and tools to support where you are in the profession and to help you know you are not alone in the middle management juggling act.

Rebekah LaPlante, Radford University (VA)
Jake Talmage, St. Paul's School for Boys (MD)
Lauren Wagner, George Mason University (VA)

*Complete session
evaluations from
the mobile app or*

pcacac.org/summer-institute

DAY 1

MONDAY, JULY 9

B SESSIONS

3:00-4:15 PM

*Complete session
evaluations from
the mobile app or*

pcacac.org/summer-institute

2:45

NETWORKING BREAK *Enjoy!*

PM

ROOM 329, TYLER HAYNES COMMONS

Hosted by the University of Richmond

B1 - ALL

ROOM 321, TYLER HAYNES COMMONS

Building Blocks to Successful Professional Relationships

Relationships in our profession are pivotal to a successful career. The focus of our discussion will be developing and cultivating professional relationships among colleges, high schools, students, parents, community-based organizations, and independent counselors.

Joel Lang, Padua Academy (DE)
Mildred Johnson, Radford University (VA)
Trevor Walker, CollegeBound Foundation (MD)

B2 - ALL

ROOM 346, TYLER HAYNES COMMONS

Fun and Games: How to Best Guide Your Student-Athletes

Take a dive into the world of intercollegiate sports! Learn how best to advise our students in terms of a timeline, the recruitment process, being eligible to compete, and other facets of balancing academic and athletic demands.

Butch Hamilton, St. Marys Ryken High School (MD)
Rosemary Martin, St. John's College High School (DC)
Kevin Zimmerman, Roanoke College (VA)

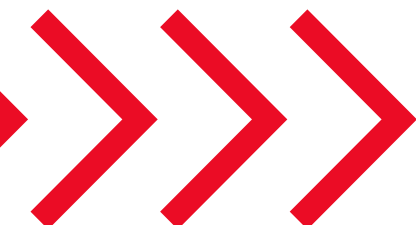
B3 - SECONDARY/CBO

ROOM 305, TYLER HAYNES COMMONS

Attacking the College Essay

The college essay reveals something important about an applicant. It provides admissions officers a sense of who the student is and what they bring to the table besides grades and test scores. In this session, we will be discussing the role of the college essay including factors such as "showing versus telling," coming up with a "hook," writing a narrative versus using a standard essay format, and making it personal. Sample essays will be shared and discussion encouraged.

Penny Deck, St. Gertrude High School (VA)
Bruce Chamberlin, Georgetown University (DC)
Robyn A. Lady, Chantilly High School (VA)



DAY 1

MONDAY, JULY 9

B SESSIONS

3:00-4:15 PM

B4 - POSTSECONDARY

ROOM 348, TYLER HAYNES COMMONS

The Art and Science of Territory Management

Managing a geographically-assigned territory is a core job function in most offices. While you've probably been told what your territory includes, you are likely wondering: So, what do I do? Managing your territory is both an art and a science, requiring understanding of the science of data analysis, as well as the art of travel, communication, and relationship building.

Nick Orban, University of Maryland, College Park (MD)
Lauren Wagner, George Mason University (VA)
Christopher Wild, Goucher College (MD)

4:30 CAMPUS TOURS

PM FINCHEM GALLERY, QUEALLY CENTER

5:30 COCKTAILS & CONTINUING THE PM CONVERSATION

BREED COURTYARD, QUEALLY CENTER

Hosted by the University of Richmond

*Join us for engaging
conversation, cocktails,
and hors d'oeuvres!*



WRAPPING UP DAY 1

MONDAY, JULY 9

Please welcome the
University's President,
Dr. Ronald A. Crutcher,
and Vice President for
Enrollment Management,
Stephanie Dupaul,
Keynote Speakers
at tonight's

DINNER & FIRESIDE CHAT 7:30 PM

BREED PAVILIONS
QUEALLY CENTER



Dr. Ronald A. Crutcher, a national leader in higher education, a distinguished classical musician, and an accomplished administrator, became the 10th President of the University of Richmond on July 1, 2015. Throughout his career, Dr. Crutcher has actively promoted access, affordability, and inclusive excellence. As President of Richmond, he leads a highly selective private university that is one of the few institutions in the country that is both need-blind in admission decisions for domestic undergraduate students and committed to meeting the full demonstrated need of all admitted students.

Dr. Crutcher is founding co-chair of Liberal Education and America's Promise (LEAP), the Association of American Colleges & Universities' national campaign to demonstrate the value of liberal education. He writes and speaks widely on the value of liberal education and the democratic purposes and civic mission of higher education. Under his leadership, the University has joined 30 of the nation's most respected colleges and universities as charter members of the American Talent Initiative, whose goal is to increase socioeconomic diversity in higher education.

A former member of the Cincinnati Symphony Orchestra and several other symphonies, he currently performs in the U.S. and Europe as a member of The Klemperer Trio. He serves on the board of the Richmond Symphony and has served on the boards of the Boston Symphony Orchestra and Berklee College of Music.

Dr. Crutcher began studying cello at the age of 14 and made his Carnegie Hall debut in March 1985. He was the first cellist to receive the doctor of musical arts degree from Yale University, where he also earned his master's degree. During his graduate study, he received a Fulbright Fellowship, a Ford Foundation Doctoral Fellowship, and a Woodrow Wilson Fellowship. A Phi Beta Kappa graduate of Miami University, he has received honorary degrees from Wheaton College, Colgate University, and Muhlenberg College.

*Hosted by the
University of Richmond*

DAY 2

TUESDAY, JULY 10

C SESSIONS

9:00-10:15 AM

8 A M BREAKFAST

HEILMAN DINING CENTER

Opens at 7am for early risers!

C1 - POSTSECONDARY

ROOM 321, TYLER HAYNES COMMONS

Reading Season is Coming: File Review

I have to read how many files? What does "holistic review" really mean? What are the institutional factors that impact enrollment goals? Many questions surround the mystery of application review and the different processes institutions follow. We will share best practices on presenting a candidate in context, collegiality in a committee, and understanding and balancing institutional goals.

The session will introduce attendees to the process and practice of application review. After the presentation, participants will split into small groups to make decisions on four mock applicants, followed by a discussion of the committee review process.

Penny Deck, St. Gertrude High School (VA)
Rachel Ristow, University of Richmond (VA)
Nadine Saint, University of Richmond (VA)

C2 - SECONDARY/CBO

ROOM 346, TYLER HAYNES COMMONS

Valued Insights: The Role of Recommendations

Teacher and school counselor recommendations have provided much-needed context for student applications over the years. How do you construct a system to deliver LORs to colleges that benefits everyone? What elements should these assessments include? Might the timing be right for this time-honored aspect of applying to college to be reshaped?

Butch Hamilton, St. Marys Ryken High School (MD)
Robyn A. Lady, Chantilly High School (VA)
Joel Lang, Padua Academy (DE)

*Complete session
evaluations from
the mobile app or*

pcacac.org/summer-institute



DAY 2

TUESDAY, JULY 10

C SESSIONS

9:00-10:15 AM

C3 - ALL

ROOM 348, TYLER HAYNES COMMONS

Making a Good First Impression

You may have heard the adage: "You only get one chance to make a good first impression." Whether it's your first year or not, build your awareness of the factors that make an impact on your career in the short- and long-term and understand the "dos" and "don'ts" that will put you on the path to success.

Mildred Johnson, Radford University (VA)

Kate Perry, William & Mary (VA)

Alice Robertson, Chantilly High School (VA)

C4 - ALL

ROOM 305, TYLER HAYNES COMMONS

Check Outside the Box: Understanding How Best to Support Subpopulations throughout the Application Process

"Underrepresented" is widely used but often misunderstood. In this session, grasp a solid understanding of "underrepresented" while learning how to work with subpopulations to: discover right fit while in high school; provide tailored support during the application and enrollment funnel; and employ best practices and resources from both the high school and post-secondary sides to help students get to and through college.

Jason Faulk, Longwood University (VA)

Melisa Hypolite, CollegeBound Foundation (MD)

Rosemary Martin, St. John's College High School (DC)

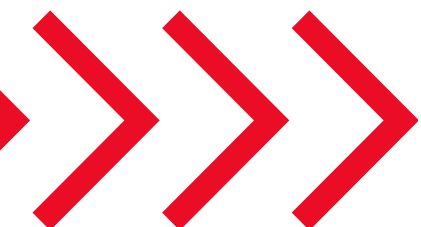
10:15

NETWORKING BREAK *Enjoy!*

AM

ROOM 329, TYLER HAYNES COMMONS

Hosted by the University of Richmond



DAY 2

TUESDAY, JULY 10

D SESSIONS

10:30-11:45 AM

D1 - ALL

ROOM 348, TYLER HAYNES COMMONS

Affording The Next Steps

Navigating the complex world of college affordability is increasingly one of the most important and influential processes of the aspiring college student. This session will introduce newcomers to the college counseling profession to the basic financial aid landscape, touch on essential terminology, discuss important trends and issues, and offer relevant case studies to provide practical application opportunities.

Charlain Bailey, Montgomery Blair High School (MD)
Casey Zimmer, Sanford School (DE)
Abbie Handford, University of Richmond (VA)

D2 - POSTSECONDARY

ROOM 346, TYLER HAYNES COMMONS

Snapgrams, Blogging, and More: Effective Use of Social Media in Admissions

Social media has become ubiquitous in our daily lives. Whether posting and scrolling on Facebook and Twitter, designing the perfect photo for Instagram, seeing yourself in dog-ears on Snapchat, or checking out vlogs and blogs for new recipes or travel tips--social media has fundamentally changed the way we communicate and consume information. While you may be well-versed in how to use social media in your daily life, effectively using social media for student recruitment is an entirely different experience. Come to learn more about strategies and techniques for effectively using social media and a discussion of what the future might hold.

Jeannine Lalonde, University of Virginia (VA)
Christopher Wild, Goucher College (MD)

D3 - ALL

ROOM 305, TYLER HAYNES COMMONS

The Campus Visit Experience: Views from the High School and College Side

Looking at college visits from both sides of the desk, the panel will be discussing how students and colleges can make the most out of a campus visit. Topics include planning the college visit, what to do while on campus, do's and don'ts, the parents' role and special tips for athletes.

Penny Deck, St. Gertrude High School (VA)
Lauren Wagner, George Mason University (VA)
Kevin Zimmerman, Roanoke College (VA)

*Complete session
evaluations from
the mobile app or*

pcacac.org/summer-institute

DAY 2

TUESDAY, JULY 10

D SESSIONS
10:30-11:45 AM

*Wrapping it up
the right way!*

D4 - ALL

ROOM 321, TYLER HAYNES COMMONS

Your Career: Is it a Ladder or a Tree?

For professionals in college admission careers, the “career ladder” is more like a tree as there are multiple entry paths (roots) and a wide array of branches moving forward. We will discuss the common branches, including growing on the college side, high school side, or switching sides. We will also explore the ways to feed and water the tree, including networking, PCACAC/NACAC involvement, and staying knowledgeable about professional trends.

Anthony Ambrogi, St. Catherine's School (VA)
Jason Faulk, Longwood University (VA)
Jake Talmage, St. Paul's School for Boys (MD)

12 P M GENERAL SESSION 2 & LUNCHEON

BREED PAVILIONS, QUEALLY CENTER

Knowing What We Know Now: Identifying Trends and Solving Problems

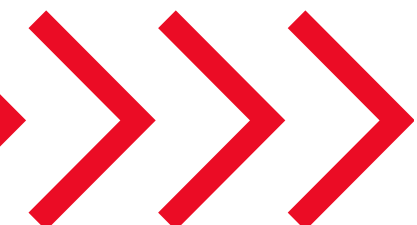
After a dozen sessions, numerous small group discussions, and untold casual networking opportunities, we've been able to address the many stories impacting our profession. This session strives to refine the focus on the pressing issues and emerging challenges in the future.

Bruce Chamberlin, Georgetown University (DC)
Jason Faulk, Longwood University (VA)
Butch Hamilton, St. Marys Ryken High School (MD)
Mildred Johnson, Radford University (VA)
Rosemary Martin, St. John's College High School (DC)
Jake Talmage, St. Paul's School for Boys (MD)

1:45 ROOM CHECK-OUT

P M GATEWAY APARTMENTS

1ST FLOOR LOUNGE, BUILDING 157



DAY 2

TUESDAY, JULY 10

COLLEGE TOUR & DINNER

- 3:00 P M** **DEPART FOR RANDOLPH-MACON COLLEGE**
PARK IN THE OLD CHAPEL LOT NEAR ADMISSIONS
204 E. PATRICK ST. | ASHLAND, VA
- 3:30 P M** **CHECK-IN, INFORMATION SESSION & TOUR**
- 5:30 P M** **DINNER ON CAMPUS**
Hosted by Randolph-Macon College
- 7 P M** **RETURN TO UNIVERSITY OF RICHMOND**
and get ready for corn hole!

DAY 3

WEDNESDAY, JULY 11

COLLEGE TOURS & LUNCH

- 7 A M** **LIGHT BREAKFAST & ROOM CHECK-OUT**
GATEWAY APARTMENTS LOUNGE
- 8 A M** **DEPART FOR VIRGINIA COMMONWEALTH UNIVERSITY**
WELCOME CENTER - GROUND FLOOR OF THE
PARKING DECK AT 111 WEST BROAD STREET
RICHMOND, VA
- 8:30 A M** **INFORMATION SESSION & TOUR**
- 10:15 A M** **DEPART FOR UNIVERSITY OF MARY WASHINGTON**
PARK IN THE MAIN PARKING GARAGE ON LEVEL #4
AND MEET AT THE ADMISSIONS OFFICE
1301 COLLEGE AVE. | FREDERICKSBURG, VA
- 11:30 A M** **LUNCH, INFORMATION SESSION & TOUR**
Hosted by University of Mary Washington
- 2 P M** **THANK YOU & HAVE A SAFE TRIP HOME!**

THINGS YOU'LL NEED TO KNOW

- **Finding your way around:** The University of Richmond is renaming some streets and building numbers but will post directional signs to guide you throughout campus.
- **Parking:** Please park in the lot closest to the Gateway Apartments. Signs will be posted and a parking pass will be issued during room check-in or at registration.
- **Registration:** Once you've dropped off your luggage, head to Healy Lobby in the Queally Center to register.

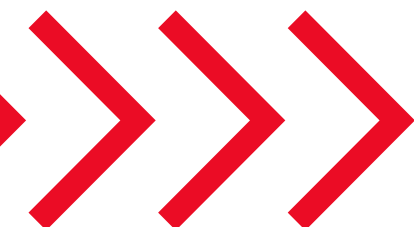
Arriving on Sunday? Please register Monday morning.

- **Lodging and linens:** Head to the Gateway Apartments and pick up your room key in the first floor Lounge, Building 157.

Clothes hangers are not provided.

Bed and bath linens are included: fitted/flat sheets, pillow, pillow case, blanket, mattress pad, 1 bath towel, 1 washcloth, 1 bath mat. If you are staying more than 2 nights you'll receive 2 bath towels and 2 washcloths.

- **Dining:** Heilman Dining Hall Hours are from 7am-7pm. Your room key will give you access to meals, but **PLEASE only eat there for breakfast on Tuesday morning**, July 10, unless arranged in advance. The convenience store in Heilman is open from 8am-8pm.
- **Internet:** Internet access is available by connecting to the "VisitUR" network (no user ID or password required). Faculty will be set up with guest accounts for use on computers in session rooms.
- **Gym:** The Weinstein Center for Recreation and Wellness will be open for use from 6am-10pm. Cost is \$10 per visit and a release is required before using the facilities.



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Make the most of your NACAC 2018 National Conference experience. Receive in-depth, hands-on training in an intimate environment. Programming includes:

- Admission Middle Management Institute
- Chief Enrollment Officers' Forum
- Directing a Dynamic College Counseling Program
- Fundamentals of Recruiting and Counseling International Students
- Transitioning to Private Practice College Consulting

Sept. 26 – 27 | Salt Lake City

nacacconference.org/PreconferenceWorkshops

NACAC

National Association for
College Admission Counseling



Project Reach

The CollegeBound Foundation will receive Project Reach school supplies donated by members at PCACAC's 53rd Annual Conference.



THE PATH TO YOUR PERFECT COLLEGE BEGINS WITH COLLEGE FAIRS

Free and open to the public, NACAC fairs connect you to

BALTIMORE

Tuesday, October 30

9 a.m. – 12 p.m.

and 6:30 p.m. – 8:30 p.m.

Wednesday, October 31

9 a.m. – 11:30 a.m.

Baltimore Convention Center

GREATER WASHINGTON, DC

Saturday, November 3

2 p.m. – 5 p.m.

Walter E. Washington Convention Center

WASHINGTON, DC

PERFORMING AND VISUAL ARTS COLLEGE FAIR

Sunday, November 4

1 p.m. – 3:30 p.m.

Ronald Reagan Building and International Trade Center

REGISTER FREE AT WWW.NACACFAIRS.ORG/NCF

to receive fair details, avoid lines onsite, and share your contact information with your choice schools.



NACAC National College Fairs
are a program of the
National Association for College
Admission Counseling.



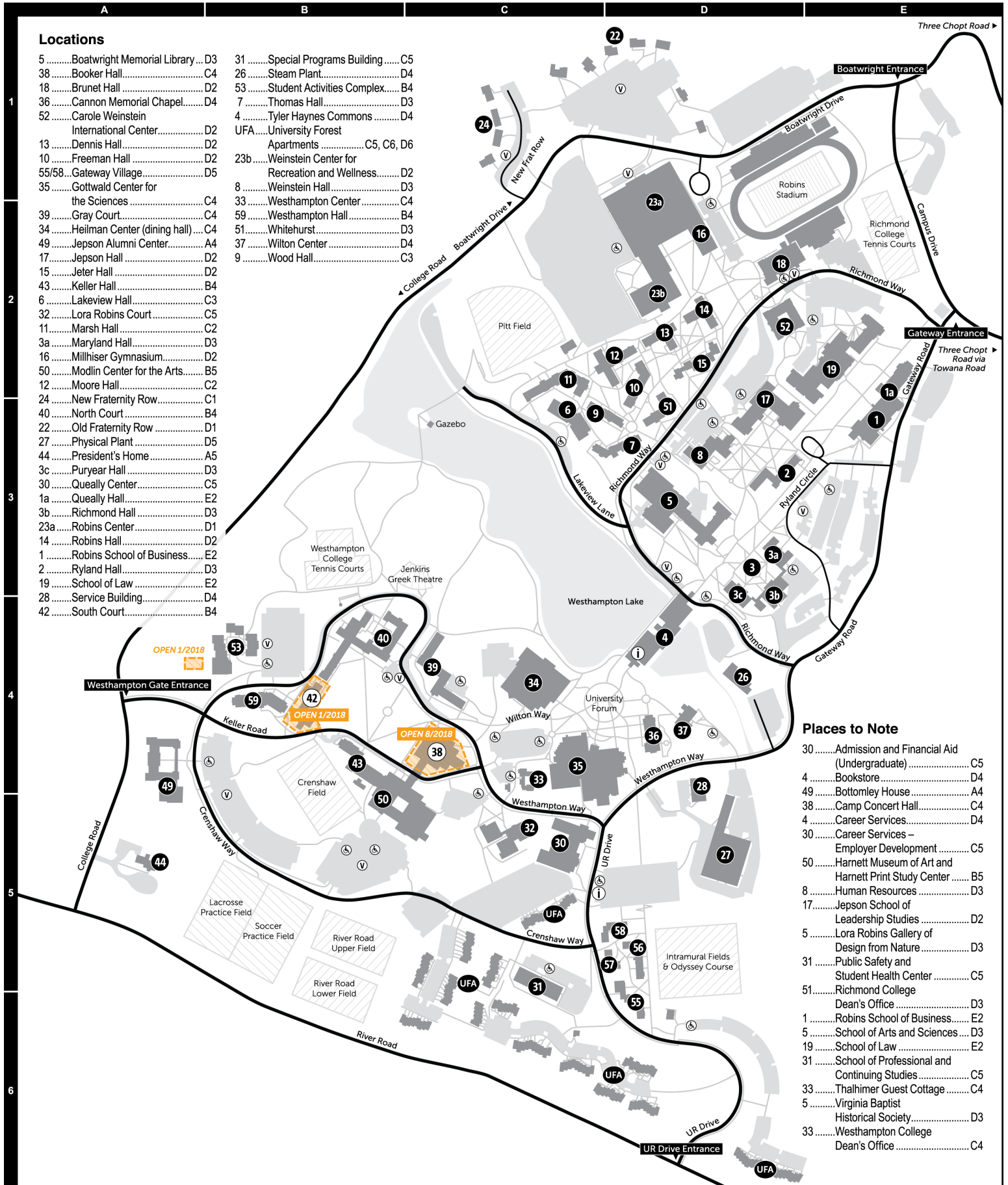
Campus Map



- Accessible Parking
- Visitor Parking
- Building Numbers
- Under Construction
- Campus Information
- Roads
- Walkways
- Construction Zone

Locations

5 Boatwright Memorial Library D3	31 Special Programs Building C5
38 Booker Hall C4	26 Steam Plant D4
18 Brunet Hall D2	53 Student Activities Complex B4
36 Cannon Memorial Chapel D4	7 Thomas Hall D3
52 Carole Weinstein International Center D2	4 Tyler Haynes Commons D4
13 Dennis Hall D2	UFA University Forest Apartments C5, C6, D6
10 Freeman Hall D2	23b Weinstein Center for Recreation and Wellness D2
55/58 Gateway Village D5	8 Weinstein Hall D3
35 Gottwald Center for the Sciences C4	33 Westhampton Center C4
39 Gray Court C4	59 Westhampton Hall B4
34 Heilman Center (dining hall) C4	51 Whitehurst D3
49 Jepson Alumni Center A4	37 Wilton Center D4
17 Jepson Hall D2	9 Wood Hall C3
15 Jeter Hall D2	
43 Keller Hall B4	
6 Lakeview Hall C3	
32 Lora Robins Court C5	
11 Marsh Hall C2	
3a Maryland Hall D3	
16 Millhiser Gymnasium D2	
50 Modlin Center for the Arts B5	
12 Moore Hall C2	
24 New Fraternity Row C1	
40 North Court B4	
22 Old Fraternity Row D1	
27 Physical Plant D5	
44 President's Home A5	
3c Puryear Hall D3	
30 Queally Center C5	
1a Queally Hall E2	
3b Richmond Hall D3	
23a Robins Center D1	
14 Robins Hall D2	
1 Robins School of Business E2	
2 Ryland Hall D3	
19 School of Law E2	
28 Service Building D4	
42 South Court B4	



Places to Note

30 Admission and Financial Aid (Undergraduate) C5
4 Bookstore D4
49 Bottomley House A4
38 Camp Concert Hall C4
4 Career Services D4
30 Career Services – Employer Development C5
50 Harnett Museum of Art and Harnett Print Study Center B5
8 Human Resources D3
17 Jepson School of Leadership Studies D2
5 Lora Robins Gallery of Design from Nature D3
31 Public Safety and Student Health Center C5
51 Richmond College Dean's Office D3
1 Robins School of Business E2
5 School of Arts and Sciences D3
19 School of Law E2
31 School of Professional and Continuing Studies C5
33 Thalheimer Guest Cottage C4
5 Virginia Baptist Historical Society D3
33 Westhampton College Dean's Office C4