

SUMMER INSTITUTE

JULY 15-16

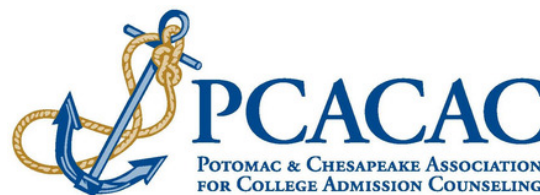
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Shepherd
UNIVERSITY

**discover. network.
learn. grow.**

www.pcacac.org/summer-institute | #SI2019

MEET THE TEAM



JOEL LANG
PRESIDENT

Padua Academy (DE)



ALICE ROBERTSON
PROFESSIONAL DEVELOPMENT CHAIR

Chantilly High School (VA)



KATE PERRY
SUMMER INSTITUTE CHAIR

William & Mary (VA)



KEVIN ZIMMERMAN
COLLEGE TOURS CHAIR

Roanoke College (VA)



RHONDA DOUTHIT
**EXECUTIVE ASSISTANT
& SITE DIRECTOR**

PCACAC



MEET THE TEAM

MARY J.C. HENDRIX
PRESIDENT & KEYNOTE SPEAKER



WILLIAM E. SOMMERS
VICE PRESIDENT FOR ENROLLMENT MGMT



KRISTEN LORENZ
DIRECTOR OF ADMISSIONS



KARL L. WOLF
SECRETARY, SHEPHERD FOUNDATION
PAST PRESIDENT, PCACAC



Welcome!

A decorative orange swoosh graphic located below the "Welcome!" text.



THE PROGRAM

DAY 0

SUNDAY, JULY 14

EARLY ARRIVALS

4-6 PM

ROOM CHECK-IN (REGISTER MONDAY)

Potomac Place Lobby (Residence Hall)
170 W. Campus Drive | Shepherdstown, WV

FREE parking adjacent to Potomac Place

Looking for something to do? Catch a play on campus during the Contemporary American Theater Festival!

Visit catf.org

DAY 1

MONDAY, JULY 15

9 AM

ROOM CHECK-IN & REGISTRATION

Potomac Place Lobby (Residence Hall)
170 W. Campus Drive | Shepherdstown, WV

FREE parking adjacent to Potomac Place

Light breakfast served in registration area.

11 AM

WELCOME & GENERAL SESSION 1 - ALL

Erma Ora Byrd Hall, Auditorium - Room 117

Taking Things from Good to Great

Regardless of your role or time in college admission counseling, this session aims to get us all thinking about how we can stretch ourselves and discover ways to take our practice "from good to great". Hear from PCACAC leaders and one another about how we may have to work harder or smarter, examine our leadership style and skills, and consider how to take those next steps in our work.

Robyn A. Lady, Chantilly High School (VA)
Joel Lang, Padua Academy (DE)
Rebekah LaPlante, Radford University (VA)
Alice Robertson, Chantilly High School (VA)
Jake Talmage, St. Paul's School for Boys (MD)

12:15

AM

LUNCH

Dining Hall

Depart with your mentor group for lunch. Use your meal card to pay for your meal!

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

DAY 1

MONDAY, JULY 15

A SESSIONS 1:30-2:45 PM

A1 - POSTSECONDARY

Erma Ora Byrd Hall, Room 102

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

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

Erma Ora Byrd Hall, Room 103

Five Things You Should Know: Preparing families for college admissions on the 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 and community base college advisers should know. Panelists will offer the their "Top 5" things they feel all high school professional should understand thoroughly and be able to explain easily to their students and parents to support them in mastering the college admission process.

Charlain Bailey, Independent & Retired, Montgomery Blair HS (MD)
Butch Hamilton, St. Marys Ryken High School (MD)
Casey Zimmer, Sanford School (DE)

A3 - ALL

Erma Ora Byrd Hall, Room 106

Underrepresented Groups: Let's get it together!

The goal of this session is identify and expand on opportunities to provide access and motivation to underrepresented groups within the college admission process. We will discuss partnerships between school counselors and college admission representatives and collaborate on additional ways to support these students as they join their campus community.

Rebekah LaPlante, Radford University (VA)
Rosemary Martin, St. John's College High School (DC)
Luis Portillo, University of Delaware (DE)

DAY 1

MONDAY, JULY 15

A SESSIONS

1:30-2:45 PM

A4 - ALL

Erma Ora Byrd Hall, Room 109

Oh the Places You'll Go

As Dr. Seuss wrote, "You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose. And you know what you know. And YOU are the one who decides where to go." Join the conversation of the places that we've been and the places we can still go within college admissions. We'll share stories of where our paths have taken us and what experiences have shaped who we are today and what we do.

Damian Garcia, Glenelg Country School (MD)
Mildred Johnson, Radford University (VA)
Joel Lang, Padua Academy (DE)
John E. "Jake" Talmage, St. Paul's School (MD)

2:45

PM

NETWORKING BREAK

Erma Ora Byrd Hall, Atrium

Hosted by
Shepherd
UNIVERSITY

DAY 1

MONDAY, JULY 15

B SESSIONS

3-4:15 PM

B1 - ALL

Erma Ora Byrd Hall, Room 102

Ethics

Each profession has its code of ethics, and ours is NACAC's Code of Ethics and Professional Practices (CEPP). This document is designed to provide the ethical guidelines for our profession and protect the interests of both students and institutions by upholding a college admission process free from coercion and discrimination. It is an affirmation of what we stand for. Learn more about more about the new guidelines as well as discuss some fascinating (and thorny) case studies.

Luis Portillo, University of Delaware (DE)
John E. "Jake" Talmage, St. Paul's School (MD)
Casey Zimmer, Sanford School (DE)

B2 - ALL

Erma Ora Byrd Hall, Room 103

So you want to be viewed as a professional?

Building relationships across the desk goes far beyond an email or phone call. Your actions, credibility, and demeanor are essential in allowing you to be effective in your job and will create your professional reputation. This session will shine a light on learning how your personality and approach factor into building a rapport and trust with the "other side". The presenters will share their knowledge and even some fun stories about what has worked and what hasn't worked in their careers!

Joel Lang, Padua Academy (DE)
Nick Orban, University of Maryland, College Park (MD)

DAY 1

MONDAY, JULY 15

B SESSIONS

3-4:15 PM

B3 - POSTSECONDARY

Erma Ora Byrd Hall, Room 106

The Visitor Experience - Creating the Best 1st Impression

Looking at the visitor experience, 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, and the parents' role.

Mildred Johnson, Radford University (VA)
Christopher Wild, Goucher College (MD)
Kevin Zimmerman, Roanoke College (VA)

B4 - SECONDARY/CBO

Erma Ora Byrd Hall, Room 109

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?

Damian Garcia, Glenelg Country School (MD)
Butch Hamilton, St. Marys Ryken High School (MD)
Robyn A. Lady, Chantilly High School (VA)

4:30 PM CAMPUS TOURS

Meet in the Atrium at Erma Ora Byrd Hall

5:30-6:30 PM COCKTAILS & CONTINUING THE CONVERSATION

Erma Ora Byrd Hall, Atrium

Sponsored by The Shepherd Foundation
UNIVERSITY



DAY 1

MONDAY, JULY 15

Please welcome the
University's President,
Mary J.C. Hendrix,
Keynote Speaker
at tonight's

DINNER & KEYNOTE SPEAKER

6:45 PM

STUDENT CENTER,
STORER BALLROOM
(TOP FLOOR)



Shepherd UNIVERSITY



MARY J.C. HENDRIX PRESIDENT

Dr. Mary J.C. Hendrix is Shepherd University's 16th president and is the first graduate to lead the school in its history. Hendrix graduated from Shepherd in 1974. She went on to earn a doctorate and become a leading scientist in cancer research, with a focus on identifying genes that contribute to cancer metastasis with a goal of discovering new therapeutic strategies. Hendrix holds seven patents in the field.

Before coming to Shepherd, Hendrix was president and chief scientific officer of the Stanley Manne Children's Research Institute at Ann & Robert H. Lurie Children's Hospital of Chicago and Northwestern University's Feinberg School of Medicine (2004-2016). Prior to that, she held various positions at the University of Iowa (1996-2004), Saint Louis University Health Sciences Center (1994-1996), the University of Arizona (1980-1993), and the University of California, San Francisco (1981-1985).

From 1985-1994, Hendrix served as a commissioner on the Arizona Biomedical Research Commission (formerly the Arizona Disease Control Research Commission), an arm of the Arizona Department of Health Services that provides grants for research and education in the state.

Hendrix has written more than 250 publications on biomedical research and is the recipient of numerous awards, including a MERIT Award from the National Cancer Institute, the 2004 Australian Society for Medical Research Lecturer and Medal Recipient for research and advocacy, the 2006 Henry Gray Award by the American Association of Anatomists that recognizes unique and meritorious contributions to the field of anatomical science, the 2008 and 2012 Princess Takamatsu Cancer Research Lecturer Award in Japan, the 2012 Princess Takamatsu Memorial Lectureship from the American Association for Cancer Research, the 2014 Vision and Impact Award from the Regional American Committee for the Weizmann Institute of Science, a University of Iowa Award for Excellence and Achievement Among Women, and the Distinguished Woman Faculty Award from Northwestern's Feinberg School of Medicine.

Hendrix earned her Ph.D. from George Washington University in anatomy/cell biology and her B.S. from Shepherd in pre-med/biology. From 1977-1980, she was a National Institutes of Health Postdoctoral Research Fellow at Harvard Medical School in the department of anatomy and cell biology. In 1996, Shepherd presented her with the Doctor of Science honorary degree.

Hendrix has been involved with the Shepherd University Foundation, establishing two named memorial and honorary endowments, the Capt. Charles N.G. and Jessie S. Hendrix Memorial Scholarship, and the Jessie and Mary J. Hendrix Scholarship. Hendrix's mother, longtime Shepherd employee Jessie Hendrix, created the Hendrix Tennis Scholarship.

WRAPPING UP DAY 1

MONDAY, JULY 15

8-9:30
PM

SOCIAL

Bowling & dessert!

Student Center

Bowling Alley (Basement Level)

Bring your socks! Shoes provided.

Ends promptly at 9:30 pm.

DAY 2

TUESDAY, JULY 16

C SESSIONS

9-10:15 AM

8 A M

BREAKFAST

Open from 7-9am

Dining Hall

Use your meal card to pay for your meal!

C1 - ALL

Erma Ora Byrd Hall, Room 102

Financial Aid Essentials

Navigating the complex world of Financial Aid can be a daunting task for rising seniors and their families as well the college students managing the process on their own. 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.

Danielle Duvall, Shepherd University (WV)

Charlain Bailey, Independent & Retired, Montgomery Blair HS (MD)

Casey Zimmer, Sanford School (DE)

C2 - SECONDARY/CBO

Erma Ora Byrd Hall, Room 103

Beyond Grammar and Spell Check: The College Essay as the Student's Voice

The college essay reveals something important about an applicant. It provides admission 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.

Bruce Chamberlin, Georgetown University (DC)

Robyn A. Lady, Chantilly High School (VA)

Joel Lang, Padua Academy (DE)

*Complete session
evaluations from the
Socio mobile app or
pcacac.org/summer-institute*



DAY 2

TUESDAY, JULY 16

C SESSIONS

9-10:15 AM

C3 - POSTSECONDARY

Erma Ora Byrd Hall, Room 106

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: how am I going to do this? 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. We'll teach you some lifehacks to manage all sides of territory management to make you a successful territory manager.

Nick Orban, University of Maryland, College Park (MD)

Luis Portillo, University of Delaware (DE)

Christopher Wild, Goucher College (MD)

C4 - POSTSECONDARY

Erma Ora Byrd Hall, Room 109

How to be the Most Important Person in Your Office (Social Media Professionals in Admission)

Social media professionals can reach thousands of prospective students, parents, and counselors each day. We have unique opportunities to interact with our constituents that our colleagues don't, but we also have responsibilities that others don't have (and often don't understand). Come learn about how social media fits into admission work whether your office is managing a social presence in-house or through a central communications office.

Jeannine Lalonde, University of Virginia (VA)

Kevin Zimmerman, Roanoke College (VA)

10:15
AM

NETWORKING BREAK *Enjoy!*

Erma Ora Byrd Hall, Atrium

Hosted by **Shepherd**
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DAY 2

TUESDAY, JULY 16

D SESSIONS

10:30-11:45 AM

*Complete session
evaluations from the
Socio mobile app or*

pcacac.org/summer-institute



D1 - ALL

Erma Ora Byrd Hall, Room 102

Data Driven Recruitment

Discover how to use various data to drive and maintain your annual recruitment and marketing strategies.

Kristen Lorenz, Shepherd University (WV)
Bill Sommers, Shepherd University (WV)

D2 - ALL

Erma Ora Byrd Hall, Room 103

Get In The Game: Best Practices for Guiding Student Athletes

Take a look into the world of intercollegiate athletics, recruitment practices, and advising athletic recruits. From recruitment timelines, eligibility requirements, to supporting athletes, the session leaders will take deep dive into the different facets of balancing both athletic and academic demands.

Rosemary Martin, St. John's College High School (DC)
Kevin Zimmerman, Roanoke College (VA)

D3 - POSTSECONDARY

Erma Ora Byrd Hall, Room 106

How Do You Read an Application?

Your first year reading applications can be a little intimidating when there are “stacks” of files to review and a lot of things to consider. So what is a “holistic” review and how do you make a decision. 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 three mock applicants, followed by a discussion of the committee review process.

Damian Garcia, Glenelg Country School (MD)
Robyn A. Lady, Chantilly High School (VA)
Jeannine Lalonde, University of Virginia (VA)
Christopher Wild, Goucher College (MD)

DAY 2

TUESDAY, JULY 16

D SESSIONS

10:30-11:45 AM

D4 - ALL

Erma Ora Byrd Hall, Room 109

Role Call: Counselor, Advisor, Supervisor, Mentor, Friend - Working with Students as Admission Professionals

Navigating the student-educator relationship can be challenging to say the least. Whether you are a recent graduate working at your alma mater or a new school counselor working with your first batch of seniors, understanding how to simultaneously mentor and challenge students is essential. This session will explore the student-professional dynamic and discuss best practices for working with students on both sides of the desk.

Charlain Bailey, Independent & Retired, Montgomery Blair HS (MD)
Rebekah LaPlante, Radford University (VA)
Kate Perry, William & Mary (VA)

11:45

AM

LUNCH

Dining Hall

Use your meal card to pay for your meal!
No assigned seating.

1:30

PM

GENERAL SESSION 2 - ALL

Erma Ora Byrd Hall, Auditorium - Room 117

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)
Butch Hamilton, St. Marys Ryken High School (MD)
Mildred Johnson, Radford University (VA)
Robyn A. Lady, Chantilly High School (VA)
Rosemary Martin, St. John's College High School (DC)
Casey Zimmer, Sanford School (DE)

3 PM

ROOM CHECK-OUT

Potomac Place Lobby

Make the most out of your visit to Shepherdstown! See what's happening at the Shepherd University Theater, catf.org

*Join us for our 55th
Annual Conference*
HOTEL MADISON

Harrisonburg, VA

April 19-21, 2020



DAY 2

TUESDAY, JULY 16

COLLEGE TOUR & DINNER



- 4 P M** **DEPART FOR SHENANDOAH UNIVERSITY**
Wilkins Bldg., 1460 University Drive
Winchester, VA 22601 | 540-665-4581
- 5 P M** **MINGLE & LIGHT REFRESHMENTS**
- 5 : 1 5** **GREETINGS & WELCOME**
P M Vice President Scott Spriggs
- 5 : 2 0** **PROGRAM**
P M "Shenandoah Today"
- 5 : 4 5** **CAMPUS TOUR**
P M With Ambassadors
- 6 : 3 0** **DINNER & DRINKS**
P M With Faculty & Current Students
- 7 : 1 5** **PERFORMING ARTS PRESENTATION**
P M Ohrstrom-Bryant Theatre
- 7 : 4 5** **CLOSING**
P M Sarah's Glen
- 8 : 3 0** **RETURN TO SHEPHERD UNIVERSITY**
P M *Time for corn hole in the courtyard
near the Potomac Place!*

DAY 3

WEDNESDAY, JULY 17

COLLEGE TOUR



7:45 AM **LIGHT BREAKFAST & ROOM CHECK-OUT**
The Potomac Place Lobby

8:15 AM **DEPART FOR MT. ST. MARY'S UNIVERSITY**
Admissions Office
16300 Old Emmitsburg Rd | Emmitsburg, MD
301-447-6122

9:30 AM **ADMISSIONS DISCUSSION**
Smith Board Room

10 AM **CAMPUS TOUR**
From Smith Board Room
End at Patriot Hall

COLLEGE TOUR



11 AM **DEPART FOR HOOD COLLEGE**
Admissions Office
401 Rosemont Ave. | Frederick, MD 21701
301-663-3131

11:45 AM **WELCOME**

11:50 AM **ADMISSION PRESENTATION**

12:20 PM **LUNCH**

1 PM **CAMPUS TOUR**

2:45 PM **DEPART FOR HOME**



THINGS YOU'LL WANT TO KNOW

- **DRESS CODE:** Dress code is "dressy casual." Nice shorts and jeans are appropriate, as well as polo shirts, khakis, casual blouses and summer dresses. Be sure to wear comfortable shoes for Monday's campus tour. We recommend you wear something a little dressier for dinner Monday night and **bring your socks** for the Social (bowling and dessert) after dinner.
- **CAMPUS MAP:** The Shepherd University campus map is posted on the back page of this program and a loose map included in your registration packet.
- **PARKING:** Please park in the lot closest to the Potomac Place Apartments. Signs will be posted and parking is free. **No pass is needed.**
- **REGISTRATION, LODGING & LINENS:** Once you've parked, head to the Potomac Place Lobby to register and check in to your room. Arriving on Sunday? Please register Monday morning.

Bed and bath linens are included and will be waiting for you in your room (bath towel, hand towel, washcloth, pillow, pillow case, blanket, and 2 sheets). **At the end of your stay, please collect all used linens and place them on the bed in your room and turn in your key in the Potomac Place lobby where you registered.**

- **DINING:** **You will need your meal card for all Dining Hall meals.** Crave Starbucks in the mornings? The Student Center Bistro just happens to serve it from 8am-2pm each day!
- **INTERNET:** Shepherd offers guest Wi-Fi network which will allow you access to the internet during your visit. Use **SU-Guest** (limit 24 hours), password **Shepherd**. This service is available within all academic and common buildings across campus. Visit www.shepherd.edu/itservices/guestwifi for more information.

Faculty ONLY: Faculty will be set up with guest accounts for use on computers in session rooms. For help with audio/visual setup, instructions and a phone number are posted by each PC session rooms.

- **CONFERENCE SERVICES:** Access important numbers and information for Shepherd guests at www.shepherd.edu/conferences/info.
- **GYM:** The Wellness Center will be open for use from 6am-9pm. **Cost is \$15 per visit.** While using the facility, guests are expected to adhere to all facility policies. Visit www.shepherdwellness.com/our-facility for more information.
- **SESSION EVALUATIONS:** Don't forget to complete session evaluations from the Socio mobile app or at pcacac.org/summer-institute.
- **ENTERTAINMENT:** Make the most out of your visit to Shepherdstown! See what's happening at the Shepherd University Theater, www.shepherd.edu/theater.
- **HIKING:** Take in the scenery while you're visiting Shepherdstown! The trail path to the C&O Canal hike is just across the bridge from the University. Learn more at www.nps.gov/pohe/planyourvisit/co-hike-13.htm.
- **ALL ABOUT SHEPHERDSTOWN:** Learn more about Shepherdstown history, dining, entertainment, etc. at www.shepherdstown.info.



Shepherd UNIVERSITY **YOU BELONG HERE**

Located only 90 minutes from Washington, D.C. and Baltimore, **Shepherd University** is a public liberal arts college with a personal touch. From undergraduate and graduate programs to high school dual enrollment, Shepherd's excellent faculty offer a high-quality, affordable education in more than 80 academic majors and concentrations.



Learn more about Shepherd at www.shepherd.edu or call 304-876-5212.

