



Pre-Conference Sessions

Monday, April 17, 2023 | 9:00a – 12:00p

How to Write Better Recommendation Letters in Less Time: An Interactive Workshop

Ethan Sawyer, *College Essay Guy* | Erin Kim, *Granada Hills Charter High School* | Ayesha King, *Villanova Preparatory School* | Tom Campbell, *College Essay Guy*

Location: 206A

Audience: Secondary School Counselors

Great rec letters can take a really long time. But they don't have to. Ethan Sawyer (College Essay Guy) has been working with a small group of high school counselors to develop a process that uses Google forms to gather more quality information from students faster. The goal: help you write letters in less time using a bullet point format that college admission readers not only love, but in some cases prefer. Handouts provided.

Ready to Rise: Professional Development Essentials for Future Admissions Leaders

Brittany Baker-Brousseau, *University of Utah* | Alex Nuñez, *W.A. Franke Honors College, University of Arizona*

Location: 206B

Audience: Post-Secondary/Admissions Professionals

There are a large number of admissions counselors who are well-seasoned but not yet at the management level. They are talented, engaged, and dedicated to college admissions. This pre-conference is an interactive workshop meant for those who have a few years of experience under their belt and are eager to put in the work to advance as professionals. We will explore the skills and accomplishments admissions directors are looking for, learn from those who have made the journey from admissions counselor to associate director and higher, and develop our knowledge of our own professional strengths and goals.

Establishing a Successful, Ethical, Student-Centered IEC Practice

Steven Mercer, *Mercer Educational Consulting* | Cyndy McDonald, *McDonald & Associates* | Stacy Kadesh, *Stacy Kadesh and Associates*

Location: 206C

Audience: Independent Educational Consultants

This pre-conference workshop will provide newer Independent Educational Consultants with tools that can be implemented immediately to grow a thriving, student-centered practice in four critical areas: how to reach new clients; how to manage clients and workflow; how to engage with colleges, and how to serve your students with best practices.

Financial Aid 101 | Sponsored by Sallie Mae

Thalassa Naylor, *Sallie Mae* | Anafe Robinson, *LA Pierce College* | Luanne Canestro, *Canada College* | Molly Walsh, *Digipen Institute of Technology* | Ryan West, *Chemeketa Community College* | Raymond Yee, *Sallie Mae*

Location: 206D

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

Join this information packed session to get an overview of all things financial aid. We will cover the history of financial aid, the cost of college, how need is determined, the application process, types of aid, scholarships, and loans and gap funding. We will also provide the latest updates on FAFSA simplification, the new need analysis formula, and where things are with federal student loan programs. You will hear from a team of financial aid experts representing Sallie Mae, and from the training teams of CASFAA (California Association of Student Financial Aid Administrators) and WASFAA (Western Association of Student Financial Aid Administrators).

Educational Session 1

Monday, April 17, 2023 | 2:45p – 3:45p

Highly Selective Admission 101: Embracing a new adventure at highly selective schools

Grace Chapin James, *Washington University in St. Louis* | Ashley Pallie, *California Institute of Technology* | Madison Hollenbeck, *Whitman College*

Location: 102AB

Audience: Secondary School Counselors, Community Based Organizations

"This is our top student in years... how do I help them?" Hear from three admission directors from highly selective schools about the basics, timelines, aid opportunities, and strategies of the highly selective admission process to help you and your once-every-few-years students feel empowered to navigate the landscape at national private universities when you may only encounter a student in your school community

considering this process every few years. This session is specifically geared toward school counselors and CBO partners who do not frequently work with a student population applying to highly selective colleges.

Help Me Help You

Casey Barneson, *Beverly Hills High School* | Joanne Lewis, *Palos Verdes High School* | Linh Snyder, *Malibu High School*

Location: 201AB

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants

College rankings help recruit students, but counselors are often left in the dust scrambling behind a myriad of smoke and mirrors sifting through what's real and what's actually best for our students. How can we clear the smoke and open the conversation to better serve our students by matching them to institutions that actually make sense? Not to mention staying sane as a counselor trying to keep track of all the information. We're on a mission to place our students and place them well, so that they not only get in, but have the capacity to up a college's retention rate by STAYING in. Join three public high school college counselors for a meaningful discussion on transparency in the college admission process.

Community College Perspective: Exploring implementation and utilization of a CRM

Melanie Casciato, *Columbia Basin College* | Marc Gehlsen, *Edmonds College*

Location: 202AB

Audience: Post-Secondary/Admissions Professionals

Data and technology are essential tools in the student recruitment and engagement lifecycle. This presentation will look through the community college lens at how open access institutions that have historically been serving their direct community can benefit from investing in a CRM system. With the changing landscape in higher education, community colleges are seeking to be more data driven and using system to communicate, track data, and create engagement with prospective students. We will look at how two Washington colleges found the right tool to engage with prospective students and measure our enrollment progress even through the pandemic.

Strategic Enrollment Planning Imperative, Entering the Second Decade

Eric Groves, PhD, *Ruffalo Noel Levitz* | Dr. Scott Shoemaker, *Point Loma Nazarene University*

Location: 205

Audience: Post-Secondary/Admissions Professionals, Transfer Admissions Professionals

On many campuses, the strength of their Strategic Enrollment Planning process, predicts their ability to grow and fully live into their mission. This session will describe

the Strategic Enrollment Planning imperative and will walk through an example from an institution entering their second decade after setting up a SEP process.

The Joint Adventures of Motherhood & Admissions

Allie Kvidera, *Willamette University* | Anna Aegerter, *University of Redlands* | Maria Furtado, *The Bay School of San Francisco* | Lisa Przekop, *University of California Santa Barbara*

Location: 206A

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Transfer Admissions Professionals, Community Based Organizations

Join us for a structured panel focused on motherhood and the admissions/college counseling profession. Hear from mothers who have embraced the adventure, trekked “easy” trails, traversed highly-dangerous cliffs, and found the joy and humor along the way.

We hope participants walk away knowing there are many pathways in this profession that can include being a parent. All are welcome - new mothers, not-so-new mothers, want-to-be-mothers, partners, supervisors and colleagues of mothers, and all other allies.

Higher Ed / Lower Cost! Adventure Out-of-State

Gary K Bednorz, *College Click* | Betsie Rugg-Stassen, *Northern Arizona University* | Brandon Gonzales, *University of Utah* | Linda M Dannemiller, *University of Nevada, Reno* | Kelly Pjesky, *Oregon State University* | Dianne Hurtado, *Northern Arizona University*

Location: 206B

Audience: Secondary School Counselors, Independent Educational Consultants, Community Based Organizations

WUE (pronounced “woo-wee”) is a regional tuition-reciprocity agreement that enables students from US Western states to enroll at participating two- and four-year public institutions at reduced tuition. The WUE program offered at 150+ institutions have some similarities among all and many variations causing confusion and misunderstandings. Panelists from WUE institutions will explain the commonalities and address the nuances. Counselors will be equipped to assist students look at out-of-state schools that offer WUE and ultimately lower cost! All panelists are staff with WUE institutions.

Collaboration to Bolster Latinx Student Matriculation and Persistence

Margarita Landeros, *California State University Dominguez Hills* | Nitzya Cuevas-Macias, *Downtown College Prep* | Erika Perez, *University of California Los Angeles*

Location: 206C

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

With U.S. demographics approaching 20% of Latinx individuals and the urgency for institutions becoming Hispanic Serving Institutions (HSIs), Latinx student enrollment, and persistence in higher education has become increasingly important. Come learn and discuss ways in which high schools, community colleges, and universities may collaborate to address Latinx student matriculation and persistence.

Coming to America: Working with International Students Stateside

Doreen Thode, *Seattle University* | Adam Wu, *University of La Verne*

Location: 206D

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants

According to Inside Higher Ed, over 65,000 international students are studying in U.S. high schools. How do we best support these students through the university application process? Hear from admission officers on tips and best practices when counseling these students on their university search.

Embrace the Adventure: Empowering your LD Students in the Transition to College

Dr. Jill Corbin, *The Good Doctor: Prescribing Bright Futures* | William Gledhill, *Beacon College*

Location: 207

Audience: Secondary School Counselors, Independent Educational Consultants, Community Based Organizations

The college research and admissions process can be daunting for all high school students, especially those with learning differences. These students are expected to exercise a higher level of executive functioning and self-advocacy than the typical student, even though these abilities may pose a greater struggle.

We will highlight post-secondary options – including colleges and specialized programs – that provide sufficient academic support for students. Resources to educate your students and families will be provided!

The Future of Race-Conscious Admissions: Update on and Responses to UNC/Harvard

Jay Rosner, *The Princeton Review Foundation* | Marie Bigham, *ACCEPT* | Ralph Figueroa, *Albuquerque Academy*

Location: Theater

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Community Based Organizations

This will be an update on the SFFA vs. UNC and Harvard Supreme Court case, with panelists who were involved in various ways. What will be the impact of this decision on admission practices? What kind of preparation for the decision (or responses to the

decision, if it has been made) have admissions offices been considering and/or doing? Join us for a robust discussion.

SIG: Emerging Admission Professionals

Location: 201C

Audience: Special Interest Group

The Emerging Admission Professionals Special Interest Group's mission is to educate and build community within the future leaders of NACAC and its affiliates. Through collaboration and programming we will inform members of national higher education issues, news, and trends while providing a network from around the country to utilize for information sharing and discussion. The purpose of the group is to provide dedicated, emerging admission and secondary school counselors with a way to gain knowledge to not only enhance their ability to serve the students they work with but to also lead us towards a better future.

SIG: Private School Counselors

Location: 202C

Audience: Special Interest Group

The mission of the Private School Counselors Special Interest Group is to support the work and aspirations of college counseling professionals working with private school students and families.

Educational Session 2

Monday, April 17, 2023 | 4:00p – 5:00p

Sharing is Caring: Transparency and Privacy with Slate.org

Joe Johnson, *Lawrence University* | Dr. Jill Corbin, *The Good Doctor: Prescribing Bright Futures* | Britten Nelson, *University Prep*

Location: 102AB

Audience Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Community Based Organizations

Gone are the days of mailing lists of applicants to school counselors after every cycle. In its place? Slate.org: a free platform designed to strengthen communication between undergraduate admissions offices, school counselors, CBOs, IECs, and students during the college search and application process. Join this session to learn and discuss best practices for data sharing in the admissions process, with an eye toward how colleges and universities can balance both transparency and student privacy.

Let's Get Digital! Preparing for the New P/SAT

Matt Steiner, *Compass Education Group*, | Candy Navarro EdD, *Alliance College-Ready Public Schools* | Cyrus Nassersaeid, *Eastside Catholic High School*

Location: 201AB

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Community Based Organizations

The digital, adaptive P/SAT debuts next year. Although College Board boasts that the new format will be met with fanfare from students and colleges, counselors have understandable concerns about the transition.

To bring clarity and assuage nerves, Compass will share its firsthand experience administering a digital PSAT to thousands of sophomores last fall. Additionally, the presenters will provide an up-to-date review of the testing policy landscape, admission outcomes, and guidance regarding score submission.

Guiding Students Through the Constellations of Majors and Careers

Adrienne Loveland, *University of Wyoming* | Diane Campbell, *Liberty Common High School* | Ed Devine, *Xavier University*

Location: 202AB

Audience: Secondary School Counselor, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

For many high school students, choosing a major can be an extremely stressful decision. We hear terms like impact majors, separate admission, and major waitlist, but what does that really mean? Why are certain majors harder than others and what if students change their mind?

This session will provide insight on high school resources that are available to expose students to majors and careers as well as what happens once they are in college and are still unsure.

Centering Diversity, Equity, and Inclusion in Admissions, Enrollment Management, and Campus-Wide

Blake Trujillo, *University of Colorado Boulder* | Dr. Jennifer Ziegenfus, *University of Colorado Boulder*

Location: 205

Audience: Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

Diversity, equity, and inclusion (DEI) should be at the forefront of decision-making within Admissions. Yet, we often experience competing priorities as similar topics emerge at the enrollment management and institutional levels. The University of Colorado Boulder will share strategies they have used to elevate voices at all levels with attention to shared purpose, understanding, and historical perspectives. In addition to sharing past

and future goals, this session encourages attendees to share their own success with campus DEI initiatives. This session will include updated information from the previous RMACAC conference in 2022!

Finding Support: Navigating Disability Services at Medium & Large Universities

Chloe Wirtner, *University of Arizona* | Mariesa Negosanti, *DePaul University* | Chris O'Sullivan, *University of Iowa*

Location: 206A

Audience: Secondary School Counselors, Independent Educational Consultants

'Finding Support' will provide information geared towards Secondary School Counselors and Independent consultants. We aim to provide clarity on what students can expect from a disability services office, especially at a medium or large institution. Topics include what accommodations are legally required by the ADA, extra services that may or may not be offered at institutions, and how to connect with these offices once on campus.

5 Proven Strategies to Increase 4-Yr Acceptances for FGC/Low Income Seniors

Lisa Przekop, *University of California Santa Barbara* | Dr. Cynthia Colon, *Dr. Cynthia Colon, Inc.*

Location: 206B

Audience: Secondary School Counselors, Community Based Organizations

Ensuring FGC and low-income students submit a compelling application can be tricky. Our students either overestimate the weight of their accolades, and/or they underestimate the value of their own story. How can counselors and teachers work together to ensure our FGC/low-income students prepare for and submit a clear, concise, and compelling application? In this session, you'll hear candid tips, strategies, and approaches from high school college counselors and college admission officers.

Understanding the Arts College Application Process, Useful Tips and Navigation Strategies

Janet Recchia, *Syracuse University* | Dennis Yan, *Columbia College Chicago* | Anna-Marie Fahmy, *Muhlenberg College*

Location 206C

Audience: Secondary School Counselors, Independent Educational Consultants, Community Based Organizations

The process of applying to arts colleges is varied and complex. Come learn some useful tips to help guide your students through the process of navigating auditions, portfolios and more!

This session will provide students the tools necessary to research colleges in the areas of visual arts, music, dance, theatre, filmmaking/cinematography, animation, and digital media. Topics covered will include understanding the various degree options, how to prepare for portfolio reviews and auditions, differentiated admissions processes for arts students, and learning how to approach the college search to fit your individual needs.

If I Were Your Counselor: Unpacking the Transfer Student Identity

Christina Sandoval-Paquette, *University of California San Diego* | Violet Stewart, *University of California San Diego*

Location: 206D

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals

TRANSFER, is more than a verb, it's an identity. In this session we will cover what it means to be a transfer student and hear from transfer students as they unpack their experience and identity as they answer the question of "If I were your counselor." This session will have both prerecorded testimony and a live panel with transfer students and transfer student professionals.

Finding Your Place: First-Generation Students Tapping into Community Cultural Wealth

Karla Gutierrez-Hernandez, *Willamette University* | Cassy Esparza, *University of Portland* | Matt Ybarra, *Santa Fe Preparatory School*

Location: 207

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Community Based Organizations

First-generation students participate in higher education in substantial numbers and simultaneously experience gaps through the college planning process. Using Dr. Yosso's Community Cultural Wealth model, we will further expand on how first-generation students' cultural capital significantly influences their college aspirations. Learn tips on collaboration efforts between school counselors and admissions professionals to uplift and empower students' talents and experiences reflected through college applications and the college experience.

Examining Race-Neutral Strategies: Preparing for a SCOTUS Decision

Crystal Newby, *College Board* | Bryan Whish, *College Board* | Ashley Pallie, *California Institute of Technology* | Olufemi Ogundele, *University of California, Berkeley* | Britt Baker-Brousseau, *University of Utah*

Location: Theater

Audience: Post-Secondary/Admissions Professionals, Transfer Admissions Professionals

In fall 2022, the U.S. Supreme Court heard oral arguments in two cases about the consideration of race in admissions: SFFA v. UNC v. Harvard. These blockbuster cases may have significant impact on how institutions use race in their admissions practices. A panel of experts share how their institutions – two in a state where consideration of race has already been prohibited– have navigated challenges and utilized race-neutral strategies to meet their enrollment and institutional goals.

SIG: Independent Educational Consultants

Location: 202C

Audience: Special Interest Group

The Independent Educational Consultants SIG allows all educational consultants not affiliated with schools or colleges to come together to share common issues, including ethical practices, support for students in the college admission process, and emerging issues of concern for our group as well as the greater NACAC audience. The Independent Educational Consultants SIG brings members together to find a forum for mutual support and networking.

SIG: Regional Admission Counselors

Location: 201CD

Audience: Special Interest Group

The mission of the Regional Admission Counselors Special Interest Group is to support and champion the vast and growing number of admissions representatives (and their supporters) who serve their institutions as regionally based members of the admission team. The Regional Admission Counselors SIG provides an additional forum for the work of the National Association of Regional Admission Counselors (NARAC) and its 25 regional affiliate groups.

SIG: VPs, Deans, & Directors

Location: Davenport Grand Meeting Room 3

Audience: Special Interest Group

Educational Session 3

Tuesday, April 18, 2023 | 9:45a – 10:45a

Modeling Best Practices in College Admissions

Erica Johnson, *Westminster College* | Erin Miller, *The Northwest School* | Yancie Davis, *Bentley School* | Jennifer Pham, *Washington Student Achievement Council* | Adrienne Loveland, *University of Wyoming*

Location: 102AB

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

Join the Admissions Practices chairs of PNACAC, RMACAC, and WACAC to discuss NACAC's Guide to Ethical Practice in College Admissions (GEPCA). Attendees will learn how to promote, advocate, and model the spirit of the Guide to Ethical Practice. This session focuses on understanding GEPCA, how to advocate for ethical practices, and how to tackle dilemmas that arise in our profession. Members of NACAC's National AP Committee will share resources and updates related to the Guide to Ethical Practice and the role of the national committee.

Not Your Model Minority

Alyson Tom, *Castilleja School* | Sylvie Shiosaki, *University of Washington, Seattle* | Sung Ahn, *Ohio University* | Sneha Kohirkar, *Bellarmino College Preparatory* | Patrick Gabriel Lorenzo, *St. Ignatius College Prep*

Location: 201AB

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

The model minority myth perpetuates the idea that Asian Americans are rule-following academic overachievers. Through natural brilliance or by-the-bootstraps immigrant values, they're achievers of the American Dream. So how is this myth harmful? It treats Asian Americans as a monolithic group, ignores individual circumstances, and implies they don't experience racism or need support. This session will explore the myth, include discussion from Asian American colleagues, offer disaggregated data, and provide suggestions for working with students.

Context Matters in Holistic Admissions at Public Institutions

Karly Brockett, *University of California Los Angeles* | Sebastian Brown, *University of Oregon* | Yvonne Chiu, *University of Washington, Seattle* | Cuca Acosta, *University of California Santa Barbara*

Location: 202AB

Audience: Secondary School Counselors, Independent Educational Consultants, Community Based Organizations

What does it mean to review a student holistically? Come and learn from public institutions who have adopted holistic admission review and how the process looks like

at their campus. Panelists will break down the factors reviewed, tips on how to best guide your students, and share insight on why context matters.

Embracing College-Going Milestones Post-Pandemic

Cathy McMeekan, *Gonzaga Preparatory School* | Kim Mickey, *Washington State University Spokane* | Heidi Youseph, *Freeman High School* | Pat Shelley, *University High School*

Location: 205

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Community Based Organizations

The pandemic disrupted college-going cultural milestones at many schools. Gone were in-person events like high schools' admissions visits and college fairs. These events are making a comeback, but most current students and new high school counselors have no working knowledge of these events. How do we regrow the importance of college-going milestones in schools? Come to learn and share perceived challenges and barriers to promoting events, student engagement, and coordination of in-school events.

Get in the Game - A Case for Strengthening the Relationship between Admissions & Athletics at Division III Institutions

Elena Wilson, *Trinity University* | Rhemi Abrams-Fuller, *Occidental College* | Juliet Olsen, *Chapman University*

Location: 206A

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

The landscape of athletic recruitment is changing; demographic shifts, mental health challenges, and new trends in college admissions & recruitment result in a greater need for collaboration between admissions & athletics professionals. While athletic liaisons are often the lynchpin binding these two departments together, true collaboration is only possible with broader buy-in from all involved. Join athletic liaisons from three DIII institutions for a frank discussion on the value and challenges of recruiting athletes, and the ways in which we can harness shared efforts to maximize efficiency and outcomes.

List Building Resource Extravaganza

Joyee Lin, *Thinque Prep LLC* | Evelyn Jerome-Alexander, *Magellan College Counseling* | Kris Surovjak, *Whitman College*

Location: 206B

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Community Based Organizations

This session aims to provide school counselors, IECs, and CBOs the resources to help them build solid college lists for their students. The panel will discuss tools and techniques any student-facing adults can use to help students develop a solid college list.

Continuous Improvement for Equity: A College Access Case Study

Ann Helfman, *New Tech Network* | Elisa Castillo, *New Tech Network* | Cindy Bogdan, *New Tech Network*

Location: 206C

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

Learn about continuous improvement, a methodology used in many fields to solve problems, and how it can be applied to close equity gaps in college access for students furthest from opportunity. Discover how one high school used a continuous improvement approach to increase their FAFSA completion rates by 27% in one year and consider how you might test and study changes to close equity gaps in your college counseling or admissions processes.

Using Data and Behavioral Intelligence to Make Every Interaction Count

Chris Harris, *Capture Higher Ed* | Bob Sercu | Trent Bolger, *Carroll College*

Location: 206D

Audience: Post-Secondary/Admissions Professionals, Transfer Admissions Professionals

In today's enrollment environment, it can be an adventure to say the least. More prospective students are secret shopping on your website every day. Best case, you identify them when they make an inquiry or apply, but you miss out on weeks engaging them early, guiding their enrollment journey, and influencing their actions. In this session, learn how you can leverage your data and behavioral intelligence to inform your digital and personal enrollment strategies.

Culture Eats Strategy for Breakfast: The Adventure of Onboarding and Retaining a Happy Team

Erin Jensen, *Washington State University Vancouver* | Jeannie Huskisson, *Whitworth University* | Jason Yi, *Washington State University Vancouver*

Location: 207

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

Your team feels overworked and underpaid. You have big ideas but struggle to implement them because you're always short-staffed or training someone new. You try to preserve a healthy work-life balance for others by sharing in the work but end up running yourself into the ground. Sound familiar? If you lead or help manage a team, join us for a lively discussion about work culture—and leave with techniques for cultivating a happy, successful department.

The Digital SAT® What Counselors Need to Know

Rob Franek, *The Princeton Review*

Location: Theater

Audience: Secondary School Counselors, Independent Educational Consultants, Community Based Organizations

The creation of The Digital SAT is a TECTONIC shift to college entrance and scholarship awards. Making the stakes for mastering the specifics about the new test deeply important for counselors. The Princeton Review's Editor-in-Chief, Rob Franek, will ensure that you depart with an encyclopedic knowledge of the Digital SAT in its component parts. He'll serve up all the granular changes to – platform, content, timing, scoring, and how colleges will treat those new scores.

SIG: Black and African Diaspora

Location: 201C

Audience: Special Interest Group

The Black and African Diaspora Special Interest Group will support and advance the work of counseling and enrollment professionals as they help the students and the community realize their full potential, with particular emphasis on African American's transition to postsecondary education. The Black and African Diaspora SIG is committed to promoting highly professional, hands-on community work that fosters ethical and social responsibility.

SIG: Latino/Hispanic

Location: 202C

Audience: Special Interest Group

The Latino/Hispanic Special Interest Group represents the perspectives and concerns of those professionals who are responsible for the counseling, guidance, education, recruitment, and transition (from high school to college) of Latino/Hispanic students. It is also responsible for the dissemination, discussion, and representation of any and all related topics, issues and trends relevant to Latino/Hispanic college admission counseling. It achieves this through meetings, workshops, and all available technological means.

SIG: IMUA Hawaii

Location: 102CD

Audience: Special Interest Group

Educational Session 4

Tuesday, April 18, 2023 | 11:00a – 12:00p

University of Regionals: What Regional Counselors Want High School Counselors and University Colleagues/Leadership to Know

Kylie Rigdon, *University of Tennessee* | Katie Cannon, *University of Oregon* | Jon Mires, *Hastings College* | Adrienne Loveland, *University of Wyoming*

Location: 102AB

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Transfer Admissions Professionals

Being a regional admissions representative is more than sweatpants and working from the couch. Learn from four seasoned regional reps about what we want our on-campus colleagues to know about the adventure of being a regional and how regional reps can offer a different perspective to and aid high school counselors about the college search and admissions process.

Equity in the Match: How to identify best practices for the college search and lessen undermatching

Noor Haddad, *The Bishop's School* | Diane Campbell, *Liberty Common High School* | Jake Jerzy, *New York University* | Yamilet Medina-Lopez, *Stanford University*

Location: 201AB

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

In this session, school counselors and admission professionals will discuss how to have conversations with students that both uplift them and provide them a realistic view of what appropriate matches might be, keeping their familial, socioeconomic, learning needs, and cultural implications in mind. We will talk about how to apply these tools into information sessions, school visits, family meetings, and through individual support.

How To Optimize Your College Counseling Practices Using Scoir and Other Tools

Britten Nelson, *University Prep* | Kelly Weber, *Scoir*

Location: 202AB

Audience: Secondary School Counselors, Independent Educational Consultants

For secondary school counselors and IECs, college counseling is a year-round responsibility. Each season brings new challenges for counselors - recommendation writing, getting to know a new cohort each year, and guiding students through the college discovery process. How can counselors use Scoir and other free tools to make their counseling work easier? Join us for a discussion on how to use surveys, notes, calendar and communication tools to improve efficiency throughout the calendar year.

Debunking the Myth of the Starving Artist: Creative College and Career Pathways

Laura Young, *University of California Los Angeles School of the Arts and Architecture* | Lara Sandora, *TIDE Academy*

Location: 205

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

Visual and performing artists are a unique population in the college admission landscape. In this session, we will cover the range of programs and schools that deliver arts degrees and how to find the best fit, strategies to approach the portfolio, audition, and writing the artist statement, and how artists make a living after they graduate (spoiler alert: they do!), all from a DEI framework.

The Road Not (Yet) Taken: Making a Professional Pivot

Anna-Marie Fahmy, *Muhlenberg College* | Maureen Ruiz-Sundstrom, *Claremont McKenna College* | Michelle Naito-Lo, *The Bush School* | Dieu Ho, *Breakthrough Santa Fe*

Location: 206A

Audience: Post-Secondary/Admissions Professionals

How do people switch to the “other side” of the desk? Are regional admission officers really just “road warriors”? What does it take to do CBO work? What even is admission operations? Just two years ago, we were asking ourselves these questions as we considered moving away from a “traditional” admissions role. Join us as we share how we navigated our recent professional pivots, and things you should know if you are considering a change.

Beyond the Classroom - Experiential Learning in Canada

Lydia Palmer, *University of Toronto* | Chiara Mason, *University of Toronto*

Location: 206B

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals

Experiential learning is a large part of the Canadian education system, with multiple opportunities for students to apply hands-on learning throughout their post-secondary education. This session will explore the various levels and benefits available, focusing on co-operative programs, paid internships, research opportunity programs, entrepreneurship programs and startups, as well as learning abroad opportunities. With student specific examples, this session will showcase how students can enhance their learning through practical skill initiatives.

Transborder/Transfronterizo Students and the Challenges They Face

Alex Nuñez, *W.A. Franke Honors College, University of Arizona* | Yvonne Perales, *Deming High School* | Joli Zumwalt, *Deming High School*

Location: 206C

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

Transborder/binational students have experiences on both sides of the frontera. They face obstacles each day that create stressors and challenges just to obtain their education. This roundtable discussion will address the barriers they face crossing borders, and how counselors and admissions professionals can support students with unique transnational backgrounds. This session will include a short student film from Deming High School that documents experiences of students who cross the border each day to attend school.

Native identity. Complexities you need to know beyond the application checkbox.

Heather Wofford, *Oregon State University* | Danielle Yepa Gunderson, *Sandia Preparatory School*

Location: 206D

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

Native identity is complex. No other race is required to prove blood quantum or have it tracked. What does it mean to be a tribal enrolled citizen? How does that impact a student's identity and access to higher education? How does the language we use in our application and recruitment materials play a role in the colonization of Native identity? We welcome you to join this session to engage in conversations about these crucial questions.

Student Veterans: A holistic approach to support student success in higher education

Eric Mejia, *University of Southern California* | Matthew Lorscheider, *University of Southern California - Rossier School of Education*

Location: 207

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Transfer Admissions Professionals

As academia begins to take significant steps to understand the student veteran experience, the intent is to improve the relationship between the student veteran and higher education institutions. The goal of an institution should be to facilitate resources to assist in coping and adapting to the college environment, which may be disorienting for this group. Finally, we will discuss a collaborative and unified approach to bridge an institution's support system to optimize student veterans' success.

100+ Resources for High School College Counselors (Yes, Really)

Ethan Sawyer, *College Essay Guy*

Location: Theater

Audience: Secondary School Counselors, Independent Educational Consultants, Community Based Organizations

In this session, Ethan Sawyer (College Essay Guy) will guide you on an interactive tour through a wide range of over 100 resources geared specifically to high school counselors. We'll cover, among other things: tips for leading dynamic essay workshops, essential counseling resources for a new office, 50+ resources for LGBTQ+ students, and the best darn financial aid guide you've ever seen. We want this to be a highlight of your SuperACAC experience.

SIG: Asian American & Pacific Islander (AAP)

Location: 201C

Audience: Special Interest Group

The Asian American & Pacific Islander (AAPI) Special Interest Group (SIG) empowers AAPI professionals and counselors who advocate on behalf of AAPI students to be active change makers at the national, regional, and local levels. We promote student-centered counseling practices that recognize and celebrate the plurality of AAPI identities. We are champions of ethical standards that support AAPI students through the transition to and completion of their postsecondary education, to achieve greater access and equity in higher education for all AAPI identities.

SIG: Faith-Based Schools

Location: 202C

Audience: Special Interest Group

Educational Session 5

Tuesday, April 18, 2023 | 2:30p – 3:30p

Data is NOT a Four-Letter Word. Use it, Show Impact, and Excel

Dr. Esther Hugo, *San Jose State College of Education* | Catalina Cifuentes, *Riverside County Office of Education*

Location: 102AB

Audience: Secondary School Counselors, Community Based Organizations

Become more comfortable with data in this session that shows how to review your school's college readiness indicators. This session offers research-based strategies to help measure the impact of your hard work as a counselor. Learn also how to construct a data-driven goal relative to college readiness and discover the steps in creating a collaborative action plan for improvement and change.

Why Can't We Be Friends? IEC & Admissions Collaboration

David Mills, *Lafayette College* | Jenny Umhofer, *Colledge* | Corinne Schell, *Marist College* | Dori Middlebrook, *Dori Middlebrook Educational Consulting*

Location: 102CD

Audience: Post-Secondary/Admissions Professionals, Independent Educational Consultants

Join us as our presenters share innovative and insightful solutions on how college admission offices and IECs can effectively collaborate, learning from each other and gaining new perspectives, to better support students in their college admissions journey. Instead of operating in our own silos, together we can creatively develop opportunities to engage with students, help them explore best fit options, and better prepare them for success.

The Bill is Due: How to Pay the Balance

Raymond Yee, *Sallie Mae* | Thalassa Naylor, *Sallie Mae*

Location: 201AB

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals

When the bill is due, there is often a balance remaining after scholarships and grants have been applied. How families pay the balance is not a "one size fits all" decision. This session will take a look at all the various options - from tapping into personal resources, to tuition payment plans, to evaluating various available parent and student loans and borrowing "smartly", and even how to continue to look for scholarships

throughout the year. This session will help counselors guide students to making the best choices for their situation, and looking at all possibilities, when it comes to covering college costs.

Supporting Athletes in Transition

Jennifer Mejares Pham, *Learning With Jen/Emerson Royce Academy* | Dave Morris, *College Athletic Advisor*

Location: 202AB

Audience: Secondary School Counselors, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

A non-traditional school expert, athletic coach, NCAA compliance & Title IX Officer advising about the hot topics and answering the random questions from homeschooling compliance, gender identification of athletes, and the "new" athlete's landscape.

Title IX Over Time: Keeping Up with the Changes

Hanna Stotland, *Hanna Stotland Admissions Consultant* | Patricia Hamill

Location: 205

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

What's really going on behind the headlines about sexual assault on campus? An educational consultant and an attorney will talk about their real-life experiences working on campus sexual assault cases under constantly shifting regulations. We will talk about the evolution of Title IX, the federal law banning sex discrimination, and the changes in enforcement under Obama, Trump, and Biden. We examine the (thin) literature available on interventions that work and call for more research.

A Shared Goal: Supporting student wellbeing through the college application and decision-making process

Jeremy Lowe, *American University* | Grace Chapin James, *Washington University in St. Louis* | Britten Nelson, *University Prep* | Jeremiah Rakowski, *St. Lucy's Priory High School*

Location: 206A

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Community Based Organizations

The college process should be a time of joy and self-discovery for students, however, for most, it has become a stressful period that takes away from the latter half of high school. This discussion will focus on where and how professionals on both sides of the desk can support students and their wellbeing as they navigate the college landscape.

Building a College-Going Culture: A Toolkit

Lara Sandora, *TIDE Academy* | Adrienne Enriquez, *Oregon GEAR UP - Oregon State University* | Laura Duran, *Los Altos High School* | Joe Johnson, *Lawrence University*

Location: 206B

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Community Based Organizations

Join colleagues from high school, college, and CBO settings to share and learn ways to bring a college-going culture to more teens. We will share tips, tricks, and tools that we have used in the past—and would love for participants to bring their best ideas as well.

It Takes a Village: How to Support FGLI/Undocumented Communities Beyond the Basics

Nadia Rosales, *University of Utah* | Meghan Grandolfo, *University of Utah*

Location: 206C

Audience: Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

Underrepresented communities face more than logistical barriers to engaging with higher education. Myths about higher education; historical discrimination and contemporary disillusionment with the education system; little social capital to leverage when the process fails; what can we do to reframe education for first-generation, low-income, and undocumented families?

This session will provide an overview of the University of Utah's past, present, and future programs to engage and maintain FGLI and undocumented families' interest and enrollment.

College Success Foundation: College Services Expansion

Kelsey McLeod, *College Success Foundation* | Zachary McKinlay, *College Success Foundation*

Location: 206D

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Community Based Organizations

The College Success Foundation has been a College Access Nonprofit in Washington State for the past 20+ years serving underrepresented high school students. This year, CSF has expanded to colleges and universities across Washington State. We serve over 1,000 college students. Learn more about our metrics, goals, and partnership opportunities at this session!

Institutional Priorities: Fact from Fiction

Steven Mercer, *Mercer Educational Consulting* | Falone Serna, *California Lutheran University* | Jess Savage, *Fort Lewis College* | Adam Miller, *Whitman College*

Location: 207

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

Colleges frequently consider institutional priorities in the decision-making process. These priorities change year to year and from institution to institution. And yet, high school, independent, and CBO counselors often hear about but do not fully understand the appropriate role of institutional priorities, especially when advising students and families. A panel of experienced enrollment managers will pull back the curtain on institutional priorities and their essential role in admission decisions.

What We Know Now: Best Practices for Admission Offices

Megan Olivor, *Santa Margarita Catholic High School* | Eva Hester, *Santa Margarita Catholic High School* | Amber Patterson, *Texas Christian University*

Location: Theater

Audience: Post-Secondary/Admissions Professionals

Working in admissions can make you frustrated when you get the same question over and over again that you can locate in 5 seconds on the website. We get it. We've been there. And while that frustration is valid, once you switch to the other side of the desk you start to understand why students are so confused and overwhelmed a little bit more. You see how hard it is to navigate some websites, which emails cause panic and confusion, and which practices are far from student-centered. Join us to hear practical changes your office can make now to be more student-centered and that will allow high school counselors and prospective students to navigate concerns easier!

SIG: Learning Differences

Location: 201C

Audience: Special Interest Group

The Learning Differences SIG's mission is to facilitate conversations and collaboration among secondary and post-secondary professionals who are committed to the success of students with learning differences.

SIG: Rural and Small Town

Location: 202C

Audience: Special Interest Group

The Rural and Small Town SIG mission is to bring rural and small town admissions and college counseling professionals, as well as those committed to rural and small town education, together to increase college access and success, promote college-going culture in rural areas, and support counselors and students at rural and small town schools. The purpose of the group is to bring together professionals who support rural education and share knowledge of rural assets, challenges, and issues with one another. All professionals committed to rural and small town student admission, matriculation, and success are welcome to join.

Educational Session 6

Tuesday, April 18, 2023 | 3:45p – 4:45p

Evidence and Equity: Advancing Opportunity Through Data and Partnerships

Meredith Lombardi, *Common App*

Location: 102AB

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

Common App has committed to closing our applicant pool equity gap by 2030. Powered by a comprehensive data warehouse, we are partnering with colleges, school districts, researchers, and mission-aligned organizations to achieve this bold vision. Learn how you can join these efforts to help students on their postsecondary journey.

Help Your Students Go Global: How to introduce international ed into your college counseling offices

Amanda Lunberg, *University of Roehampton London* | Chelsea Weaver, *University College Dublin* | Emma Schwartz, *University of York*

Location: 102CD

Audience: Secondary School Counselors, Independent Educational Consultants, Transfer Admissions Professionals

Experienced regional representatives from Dublin, York and London aim to make international options as simple and common as the US schools. In this session we'll discuss ways to find international institutions, understanding the application process, breaking down the costs and funding.

Major or campus, the nuances of selective majors

Cuca Acosta, *University of California Santa Barbara* | Annie Huerta, *University of California Los Angeles* | Max Traylor, *University of California, Riverside* | Veronica Zendejas, *University of California Riverside* | Huma Madinawala, *University of California, Irvine*

Location: 201AB

Audience: Secondary School Counselors, Independent Educational Consultants, Community Based Organizations

What does it mean to be 'admitted into' a major? Join a panel of University of California admissions representatives for an overview of what it means to have a selective or impacted major in freshman admissions. We'll talk about what faculty review looks like and how supplemental applications and auditions play a role in selection. Finally, we'll talk about applying undeclared, to an alternate major, and when and how they could be considered in University of California admissions (and the waitlist review).

Embracing Multipotentiality: Supporting Undecided Students in Their Adventure

Yvonne Chiu, *University of Washington, Seattle* | Delta Lee, *Rainier Scholars* | Becca Larson, *Windward School*

Location: 202AB

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Community Based Organizations

Pre-med, computer science, engineering—increasingly, students feel pressure to apply into specific, highly competitive programs while approximately 80% of students change their major along the way. How can we support students to feel comfortable and excited to enter more exploratory pathways as they begin their college career? In this session, we will identify specific tools and messaging for both high school and admissions counselors to reframe undecided and undeclared pathways.

Building a Professional Network and Engaging in Professional Organizations

Michelle Rasich, *Rowland Hall* | Erica Johnson, *Westminster College* | John Marfield, *University of Utah*

Location: 205

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

Does the idea of introducing yourself to strangers make your heart race? Once you do, are you at a loss for words? You've thought about getting involved with professional organizations, but you don't think that you have the time or anything to offer. You are mistaken and underestimating yourself! Please join us for tips and strategies to create

meaningful professional connections and engagement opportunities, and to learn why it's personally and professionally valuable.

We Did It and So Can You: Advice from Unlikely Leaders

Claire Nold-Glaser, *College Planning Help* | Damien Bracey, *Valley Vista High School* | Lauren Cook, *Jewish Community High School Of The Bay*

Location: 206A

Audience: Secondary School Counselors, Post-Secondary/Admissions Professional,, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

How did a public school counselor, IEC, and solo college counselor end up affiliate presidents? Hear from three former affiliate leaders about how we “embraced the adventure” of extreme volunteering. How did we get these roles? How did we maintain our full-time jobs and our sanity? We will thrill you with stories of sleepless nights, learning to love bylaws, and immensely rewarding experiences gained through our terms. Bring your questions and leave inspired to lead!

If a Picture is Worth 1,000 words, a Map is Worth 1,000 Pictures: Using Mapping for Data-Driven Decision Making

Sebastian Brown, *University of Oregon* | Joe Johnson, *Lawrence University* | Alexander Hall, *University of Washington, Seattle*

Location: 206B

Audience: Post-Secondary/Admissions Professionals

From prioritizing which schools to visit, to building market development strategies, to determining predictors of yield and retention—and every data-informed decision in between—spatial data science and analytics has the power to change the way institutions think about recruitment and operations. Join this session to learn more about how data-driven map tools and location analytics can take your recruiting game to the next level, using ArcGIS, Slate, and Google Maps.

How to Increase Enrollment for Non-Traditional/Adult Learners

Aaliyah Garcia, *College of Southern Idaho* | Kailey Harrison, *College of Southern Idaho* | Maritza Vega, *College of Southern Idaho*

Location: 206C

Audience: Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

Data! Data is what will help you build your foundation on what the needs are for students. No matter what your budget is you can find ways to connect with the community. In this session we will go into detail on how to read data and how to connect with future students that are trying to balance life, work, and taking that leap on starting or finishing their educational goals.

Student Mental Wellbeing and the Admissions Journey

Ben Neely, *Revolution Prep* | Celso Cardenas, *Harvard Westlake School* | Mark Rasic, *Polytechnic School* | Eli Shavalian, *Milken Community School* | Jennifer Lee, *The Buckley School*

Location: 206D

Audience: Secondary School Counselors, Independent Educational Consultants, Community Based Organizations

Even as we draw further away from the start of the COVID pandemic, counselors everywhere are working with student populations that are dealing with increasingly serious mental health challenges. In this session, we'll explore best practices for counselors to provide adequate supports and considerations for all students, while being mindful of which lines shouldn't be crossed. We'll also review the latest data on how student mental wellbeing is affecting their academic and admissions journeys.

Rural College Access programs and Partnerships with Native-Serving Schools

Matt Ybarra, *Santa Fe Prep / ROCA NM* | Guila Curley, *Newcomb High School* | Peggy Jenkins, *Palouse Pathways, Inc.* | Josh Nellesen, *Lapwai Middle/High School*

Location: 207

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Community Based Organizations

Rural Opportunities for College Access (ROCA NM) and Palouse Pathways are finding unique ways to engage with rural public schools in New Mexico and Idaho, some of which serve majority Native populations. Hear from these college access programs about their initiatives and support for rural and first-generation students, and see how school professionals from Native-serving high schools in Newcomb (NM) and Lapwai (ID) are utilizing and partnering with CBOs to initiate and develop a college-going culture.

Changes in Financial Aid are Coming!

Katy Murphy, *Bellarmino College Preparatory* | Chris George, *St. Olaf College*

Location: Theater

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

In 2020, Congress changed the process and structure of financial aid. While the changes are still in process, most are due between now and 2024. Join us to learn what we know now, and how college enrollment managers might be making adjustments. Also learn how high school counselors can work with families now and in the next few years to understand the changes and their effect on individual student financial aid packages.

SIG: LGBTQ+

Location: 102C

Audience: Special Interest Group

The LGBTQ+ SIG provides opportunities for members to discuss issues of college admission that affect LGBTQ+ students and others. The group also tries to decide how to respond to various events that affect our students and colleagues who are dealing with issues, for example, of coming out and bullying.

SIG: Public School Counselors

Location: 202C

Audience: Special Interest Group

The emphasis of the Public School Counselor SIG is to develop a “voice” for the public school counselor in NACAC affairs and policies. Although we represent the largest numbers of people involved in helping students through the college admission process, we have the smallest representation in NACAC due to many factors, but especially the cost of conference attendance and the inability to get time away from campus to attend. This SIG hopes bring public school counselors together to voice their common concerns and frustrations about the college process and hopefully find solutions through professional sharing of ideas and solutions.

Educational Session 7

Wednesday, April 19, 2023 | 8:30a – 9:30a

Building an adventurous career in Admissions

Kim Medina, *Colorado Mesa University* | Whitney Bonner, *Colorado Mesa University* |

Erika Pepmeyer, *University of Northern Colorado* | Jess Savage, *Fort Lewis College*

Location: 102AB

Audience: Post-Secondary/Admissions Professionals

Hear from current Admissions professionals who have all left admissions or left higher ed altogether only to find themselves back in Admissions. How do they manage the demands of their careers? How did they find and maintain mentors who supported their work? What kind of advice would they give to those who are at a crossroads for their next adventure?

Centennial Sponsored Session - MAIA Learning

Satish Mirle, *MAIA Learning* | Catalina Cifuentes, *Riverside County Office of Education*

Location: 102CD

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

Maia Learning provides career and college planning, portfolios, and college application management to thousands of students nationwide. They have partnered with the State of California to design their official 6th-12th grade college and career planning platform CaliforniaColleges.edu . From institutional verified application submission to UC, CSU, and Community Colleges to tracking of FAFSA applications. Participants of this session will learn how CA is leading the way to a data driven student focused online platform.

Embracing a Career-Going Culture

Jennifer Satalino, *The College Place Oregon (ECMC)* | Monique Jimenez, *The College Place California (ECMC)* | Chevy Lowe, *The College Place Colorado (ECMC)*

Location: 201AB

Audience: Secondary School Counselors, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

For decades, we've worked towards college access & success. But what if there's more to it? How one national college access program incorporated Career and Technical Education into their "college" counseling, and how you can do it too.

Creating Inclusive Environments for Transgender Students

Brad Ward, *Saratoga High School* | Alyson Tom, *Castilleja School* | Eric Delehoy, *Delehoy College Counseling* | Derek DuBose, *University of Denver*

Location: 202AB

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Community Based Organizations

We will present best practices for working with transgender, nonbinary, gender-nonconforming students during high school, when they are applying to college, and after they've arrived. Advice will include guiding students completing applications and essays, writing rec letters, identifying trans-friendly colleges, including gender-neutral housing, and scholarships. We will also cover administrative challenges and opportunities at high schools and colleges and provide context of the current national landscape of adversity faced by students, as well as successes.

StriveScan 201 - Streamlining Your College Fair Data

Dan Saavedra, *StriveScan* | Mariesa Negosanti, *DePaul University*

Location: 205

Audience: Post-Secondary/Admissions Professionals

WACAC, PNACAC, and RMACAC, plus hundreds of other college fairs nationwide utilize StriveScan for student barcode scanning. Learn how to streamline your StriveScan data operations and team management. Learn how to integrate StriveScan with your CRM, optimize staff account permissions, securely incorporate alumni reps, and process different data formats.

We'll also show you how DePaul University integrated their StriveScan account with Slate, allowing them to directly import data from fairs seamlessly.

Diversity on Your Campus: Let's Talk About It

Quincey Malauulu Otuafi, *Westminster College* | Toni Riley, *Alaska Pacific University* | Genesis Meaderds, *Eastern Oregon University*

Location: 206A

Audience: Post-Secondary/Admissions Professionals

Every campus has its unique (and not so unique) set of frequently asked questions around diversity, equity, inclusion, and access. How can you prepare to answer these questions knowing that every student has different needs and intentions? How can you take a generic question like, "How diverse is your campus?" and respond with more than statistics? In this session, we will cover some strategies to effectively answer the 'hard' questions around diversity, equity, inclusion, and access from students and their families/support networks.

The Health Benefits of CBE: How to implement committee-based evaluation in your admissions office - and why you'll never look back!

Hollie Elliott, *Lewis & Clark College* | Eric Staab, *Lewis & Clark College* | Courtney Salazar, *Colorado College* | Matt Bonser, *Colorado College*

Location: 206B

Audience: Post-Secondary/Admissions Professionals

Has your admissions office considered moving to committee-based evaluation? You may have heard that CBE (or paired file review) improves efficiency and collaboration. It also reduces bias in the reading process and helps with training new staff. On top of that, it improves work-life balance. Tempted? Join representatives from two colleges with multiple years of experience using CBE as we discuss why and how we implemented CBE and what we've learned along the way.

Strategic Engagement & Capacity-Building with (not for) Community-Based Organizations

Chris Feliciano, *University of California San Diego*

Location: 206C

Audience: Post-Secondary/Admissions Professionals, Community Based Organizations

Strategic engagement and capacity-building initiatives will be discussed for admissions professionals to consider when working with community-based organizations (primarily those centering college access work for first-generation, low-income students from historically marginalized populations). Speaker will leverage past experience as a CBO professional and current experience as an admissions officer continuing to engage with students and leaders of CBOs. Insights from interviews with current CBO leaders will be highlighted to lead strategy-focused discussions during the session.

UK University Pathways - Options for Every Type of Student

William Abraham, *Goldsmiths, University of London* | Jim Sargent, *EF Academy* | Jay Shamlin, *University of Glasgow*

Location: 206D

Audience: Secondary School Counselors, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

From entry requirements to foundation degrees, the education system in the UK can seem complicated when advising the best pathway for your students. With presenters sharing university and high school counselor perspectives, this session will explain degree options, pathways, and entry requirements and present case studies and student profiles to equip you with the tools you need to advise your students on study in the United Kingdom.

Friction, Overwhelm and Overlook: rural counselor perspectives on college admission

Peggy Jenkins, *Palouse Pathways, Inc.* | Betsy Gross, *Asotin High School* | Soo Lee Bruce-Smith, *Lewis-Clark State College*

Location: 207

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals

Admissions professionals may wonder why they see few completed applications from rural school students. At this session you'll hear from counselors on the rural frontlines, trying to balance college planning with all their many other responsibilities. Find out the things that make rural counselors' lives hard, and hear about ways to make things easier from a local college that is responsive to their needs.

SIG: Public Charter Schools

Location: 201C

Audience: Special Interest Group

The Public Charter Schools Special Interest Group is dedicated to building collaborations and sharing best practices among NACAC members who work in and support public charter schools and charter school networks. We seek to build a community of practitioners and advocate for professional development and policies that

assist all students promoting college readiness, access and success to completion from application to graduation.

SIG: Tribal Relations

Location: 202C

Audience: Special Interest Group

SIG: Jewish Schools and Jewish Students

Location: Theatre

Audience: Special Interest Group

The mission of the Jewish Schools and Jewish Students SIG is to form a network of members who are concerned about the issues of Jewish students as they relate to the college prep, application, and admission processes, as well as their experience on college campuses. We have 'merged' with CAJUE-Counselor Advocacy for the Jewish University Experience for the purpose of information sharing, networking, and advocacy. CAJUE meets regularly in regions throughout the country, gathers resources and shares information helpful to all constituents. We also serve as a sounding board and concrete resource for each other and often advocate for issues concerning Jewish students.

Educational Session 8

Wednesday, April 19, 2023 | 9:45a – 10:45a

Mobilize! Make an Impact through Educational Policy!

Stephanie Brazinsky, *Denver South High School* | Eric Delehoy, *Delehoy College Counseling* | Angelica Lopez-Rodriguez, *Denver Scholarship Foundation/Bruce Randolph High School*

Location: 102AB

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

Did you enter this profession to change trajectories and make a real difference in students' lives? If you did, this is the session for you. Come find out why advocacy is crucial to ensuring access to higher education to our students and how to get involved and make a difference. In this session you will learn about the NACAC legislative priorities, and how to effectively communicate with legislators about policy that supports student access.

Slate Captain Roundtable Discussion

Amy Borjas, *Whitworth University* | Jeannie Huskisson, *Whitworth University*

Location: 201AB

Audience: Post-Secondary/Admissions Professionals

Are you a Slate captain or super user? Join us for a moderated discussion about our work in Slate, best practices for keeping up with growth in Slate functionality, and lessons/successes in our Slate experience that others can learn from.

How to Talk to Gen Z and their Families about the Cost of College

Karly Aparicio, *Columbia Gorge Community College* | James Miller, *Seattle University*

Location: 202AB

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Independent Educational Consultants, Community Based Organizations

The landscape surrounding our families' understanding of college costs, value, and financial aid has shifted dramatically. Gen X and Millennial parents, who are still paying off their student loans, are looking at the cost of college in a new way and their Gen Z students may be more pragmatic about the cost. Come learn about today's financial aid landscape, Gen Z's approach to value and how we, as professionals, better support students as they make their biggest financial decision in their life.

Oh the Places You'll Go (And Can't Go)!: Balancing Budget, Territory Management, and Institutional Goals on the Road

Molly Ingram, *The University of Arizona* | Chris O'Sullivan, *University of Iowa* | Anna-Marie Fahmy, *Muhlenberg College* | Mariesa Negosanti, *DePaul University*

Location: 205

Audience: Secondary School Counselors, Post-Secondary/Admissions Professionals, Transfer Admissions Professionals

In our post-pandemic world, admission counselors are eager to connect with students in person! With so many competing interests, admission counselors must build their recruitment schedules strategically. How does one determine which schools to visit, how many, and when? How can high school counselors and other partners create meaningful visit opportunities for students? Learn from four experienced regional admission professionals on how to maximize territory management while keeping departmental budgets and institutional goals in mind.

Admissions is Hard: Survival Guide for New Admissions Counselors

Jeankie Aczon, *Pacific Lutheran University* | Lauren Rosales, *Northern Arizona University* | Carson Poertner, *University of Idaho*

Location: 206A

Audience: Post-Secondary/Admissions Professionals

Navigating a new career can be overwhelming, let alone a career where you're perceived as the expert for an entire institution. *Admissions is Hard: Survival Guide for New Admissions Counselors* encompasses a wide variety of topics that are essential to master for anyone in admissions, regardless of experience level. Join us as we ask seasoned professionals to discuss the tools they have mastered to establish work-life balance, prioritize their mental health, AND be successful.

Where have all the vaqueros gone? The search for Latino Males in Higher Ed

Luis Caloca, *College of Western Idaho* | Lorenzo Gamboa, *Santa Clara University* | Omar Zazueta, *Claremont McKenna College* | Luis Renteria, *University of Oregon*
Location: 206B

Audience: Secondary School Counselor, Post-Secondary/Admissions Professionals, Transfer Admissions Professionals, Community Based Organizations

Saenz and Ponjuan published *The Vanishing Latino Male in Higher Education* in 2008. Though a growing percentage of Latino males are pursuing higher education, they still lag significantly behind their peers of other races and Latinas. According to the most recent National Center for Education Statistics numbers, in 2020, Latinos pursued college at the lowest rate of all disaggregated groups, a gap of twelve percentage points behind their Latina peers. Nationwide there is a growing trend to pursue Hispanic Serving Institution (HSI) status yet Latino males are being left behind. In this session, attendees will learn more about the reasons behind the vanishing act of Latinos in higher education from Latino male administrators. More importantly, attendees will learn strategies from research and the field that have been successful in recruiting and retaining Latino males. The session will culminate with a brainstorming session and Q & A.

Colleges and Independent Consultants: Effective Communication for Student Success

Mark Sklarow, *IECA-Independent Educational Consultants Association* | Jeana Kawamura, *Kawamura College Advisement, LLC* | Anne Holmdahl, *Common Sense College Counseling* | Nate Mannerter, *Gonzaga University* | Michael Ouert, *Montana State University*

Location: 206C

Audience: Post-Secondary/Admissions Professionals, Independent Educational Consultants

The number of independent educational consultants is not only growing at a dramatic pace, but the field is changing—and quickly! This session will focus on how colleges and universities can be successful in their outreach efforts to IECs and how independent educational consultants can most effectively interact with college admission reps in order to advise students toward successful outcomes.

The Path to College for Neurodiverse Students

Sharon Farrell, *Landmark College* | Laura Pretl, *Novato High School*

Location: 206D

Audience: Secondary School Counselors, Independent Educational Consultants, Transfer Admissions Professionals

This presentation is designed to demystify the college search process for students who learn differently. We'll address the wide range of accommodations, supports and programs that exist in post-secondary education today, how to assess the right level of academic support for individual students, the legal landscape and documentation requirements, and whether a traditional four-year college is the best next step for a particular student. Together, as co-presenters, we will address the topic as it relates to the college search and the college counselling process as it facilitates neurodiverse students.

Australia and New Zealand: The Better Adventure

Julia Jerving, *University of Melbourne* | Ashley Monaghan, *The University of Auckland* | Shelby Feldman, *Macquarie University*

Location: 207

Audience: Secondary School Counselors, Independent Educational Consultants, Transfer Admissions Professionals, Community Based Organizations

Beyond exotic animals and stunning landscapes, Australia and New Zealand are home to world-class universities. Known to students for their affordability, shorter duration, transparent admissions and quality of life, a journey to Oceania offers a better adventure. Learn about entry requirements, admission processes, finances, and term dates. Gain a deeper understanding of the rich academic and social experiences that Aussie and Kiwi unis offer, all to help you identify the best fit for your students.

SIG: Community-Based Organizations

Location: 201C

Audience: Special Interest Group

The Community-Based Organizations Special Interest Group is a forum for the discussion of, and advocacy for, issues that impact community-based organizations and the students with whom we work.

SIG: Women in Admission

Location: 202C

Audience: Special Interest Group

The Women in Admission SIG's mission is to empower and support all female-identifying professionals involved in the college admissions process through connection, professional development, and research.