



Pennsylvania Association for College Admission Counseling

Final Sessions List as of 5/24/22

SPECIAL INTEREST GROUP (SIG) MEETINGS

SUNDAY, JUNE 19, 2022, 5:30-6:15 PM

Diversity, Equity & Inclusion– Magnolia AB

Secondary School Counselors– Empire CD

LGBTQIA+ – Wild Rose B

Millennial Admissions Deans & Directors– Magnolia D

SESSION A

MONDAY 8:30AM – 9:45AM

A1: Supporting College Access Through Student Fly-Ins– Empire A

Presenter(s): Jennifer Castro, Senior Associate Director & Director of Diversity Recruitment, Lehigh University; Amanda Young, Admission Counselor & Urban Recruiter, Ursinus College; Danielle Schlough, Assistant Director, Lehigh University; Kailen Richmond, Admissions Counselor, Lehigh University; Erica Woods, Associate Director of Admission, Villanova University

How can we better support prospective students from marginalized and underrepresented communities through their college search? Student fly-ins help create a sense of community with members of the current student body, and foster connections with departments that will ultimately contribute to student success. Student fly-ins help to demystify the college experience, especially surrounding topics of diversity, equity, and inclusion which can improve yield and contribute to a campus which mirrors the world around us.

A2: Listening to the Student Voice: How to Meaningfully Engage Today's Students– Wild Rose A

Presenter(s): Carolyn Weeks, Regional Director, Encoura; Jason Stevens, Director of Digital Strategy, Encoura

Students' voices are loud and clear today. Growing concerns like financial responsibility and social inclusion can be readily heard from students everywhere. As students' motivations have evolved over the

course of the pandemic, colleges and universities have been challenged to change with them. Now, it is even more critical to identify opportunities within your enrollment funnel to meaningfully engage students in a way that speaks directly to their motivations and preferences. In today's session, we'll share the latest research and marketing solutions that can help you deliver the right message to the right student at the right time—and just as importantly, on the right channel —ensuring you bring your best-fit students from admitted to enrolled. In this session, you will learn: What students are saying today—two years into a pandemic—utilizing Eduventures® Research and Student Mindsets™ that speak directly to students' motivations. The latest insights on Gen-Z's digital media usage and how you can use the most popular apps and social networks to lift overall engagement and improve your ROI. Enhancements to the Encoura platform that allow you to view past student trends, current performance, and the ability to analyze future enrollment decisions.

A3: An Inside Look Into the IEC Curriculum: From Intake to Transition-to-College— Magnolia D

Presenter(s): Laurie Kopp Weingarten, Co-Founder & President, One-Stop College Counseling; Joanne LaSpina, CEP, President, My College Helper; Carole Kraemer, Founder, Kraemer College Planning; Shari Chappell, Founder, Chappell College Consulting

High School Counselors: We invite you to attend this panel where three long-time IECs explain how we supplement the valuable work you do. We'll discuss our curriculum which includes: career assessment, college list development, standardized testing options, essay brainstorming and guidance, college interview preparation, summer planning, and financial fit. We will also explain the approach we take when working with families. By the end of the session, you will be familiar with what an experienced, reputable IEC does, and how our work should make your job easier. We look forward to a productive dialogue with the audience. All conference attendees are welcome to join this session.

A4: Beginners Luck - Tips & Tricks for Your Journey in Admissions— Empire CD

Presenter(s): Emily McGurl, Admission Counselor, Harrisburg University of Science and Technology; Amy Rowcliffe, High School & Community Outreach Coordinator, Central Penn College; Lily Nardozzi, Admissions Counselor, Elizabethtown College

Our panel will be sharing tips and tricks for personnel who are new to college admissions. We have been in your shoes (Nike MAGS, of course!) and can share ideas and strategies as you start your journey. Admissions is such an exciting place to be and working with students as they determine their next steps can be very rewarding. But... if you are new that can also be very overwhelming and intimidating. There will be an opportunity to ask questions of the panel and learn more about how you can become involved in PACAC.

A5: Where Have the Transfer Students Gone?— Wild Rose B

Presenter(s): J. Scott Myers, Associate Director of Admission, Lebanon Valley College; Chanel Young, Assistant Director of Transfer Admissions, Chestnut Hill College; Roberto Marti, Coordinator of Transfer Services, Harrisburg Area Community College

Transfer enrollment has declined sharply nationwide. Learn how you and your community college partners can rejuvenate transfer enrollment at your institutions.

A6: Intro to Professional Ethics– Crystal A

Presenter(s): Tim Gallen, Director of College Counseling, Solebury School; Bryn Campbell, Director of Undergraduate Admissions, Cabrini University; Jennifer Cipollone, Director of School Counseling Program and Affiliate Professor of Counseling Psychology, Eastern University and College & Career Access Counselor, Marple Newtown High School, Frank Betkowski, President of Higher Edge LLC

The National Association for College Admission Counseling has long maintained a code of ethics, which has been revised many times over the decades. Learn about the current version, the Guide to Ethical Practice in College Admission, and how it affects the work of counselors in supporting students in their transition to postsecondary education, including a discussion of various ethical dilemmas . This interactive session is geared toward new counselors or those who want a refresher on Admission Practices.

A7: Regional Admission Counseling– Empire B

Presenter(s): Candice Duckworth, Regional Associate Director of Admission, University of Vermont; Kaila Groben, Senior Assistant Director, Towson University; David Adams, Assistant Director of Admission, Mid-Atlantic, Widener University; Samantha Murray, Regional Representative, University of South Carolina

Calling all Regionals! This session will discuss the benefits and challenges of regional admission counseling, possible career paths, ways to get involved, best practices for today's remote/hybrid environment and more. It's a great opportunity to chat with other regional reps to compare & contrast our office structures & benefits. Are you a school counselor who wants to learn more about how to best utilize your regionally based admissions rep, join us! We'll introduce the Mid-Atlantic Regional Counselor Association as well. This session will also serve as a special interest group meeting (SIG) for the PACAC Conference.

A8: Mental Health and Student Engagement in Marginalized Communities– Magnolia AB

Presenter(s): Valerie McGaha, Associate Professor of Counseling and Counseling Psychology, Oklahoma State University

The purpose of this session is to examine perceived racial discrimination and marginalization for adolescent populations. Adapting Virginia Satir's techniques to adolescents in marginalized communities and adolescents who experience racial discrimination may provide effective change solutions for school administrators, teachers, and youth. Satir applications such as the Iceberg Model, Mandala, and 5 Freedoms provide valuable resources for youth behaviors, coping strategies, emotional recognition and regulation, automatic thoughts, academic expectations, yearnings, and transformative changes. Academic

environments who implement these healthy strategies enable the focus of youth congruence and healthy communication that may promote resilience and academic achievement for minority youth.

SESSION B

MONDAY 11:15AM – 12:30PM

B1: Engaging Stakeholders in College Access for First-Gen Students– Wild Rose B

Presenter(s): Ellen Ridyard, Director of the Sponsor-a-Scholar Program, Philadelphia Futures; Kaeden Thompson, Director of College Admissions, Philadelphia Futures; Lance Dronkers, Director of College Partnerships, Mastery Schools; Shannon Miranda, Director of College Counseling, KIPP Philadelphia Public Schools; Brittany Lewis, Director, College Connection Campus Initiatives, Philadelphia Futures; Tatiana Olmedo, Bilingual School Counselor, School District of Philadelphia; Chris Horne, Director of College Counseling and Alumni Support, Girard College High School

Too often, college advising practitioners function as a one-person army when helping underrepresented students access higher education pathways. By engaging with parents, guardians, teachers, administrators, and other stakeholders, however, our efforts to help students can be multiplied. In this session, you will hear examples of how to engage these allies in the process and will participate in small groups to share ideas with peers. Our panelists represent CBOs, public schools, charter schools, and private schools. The session will begin with examples from the panelists and will then become discussion-based, breaking audience members into smaller groups to exchange ideas and ask questions. Participants will leave the session with concrete, actionable ideas for how to create a more robust support system for students.

B2: Standing out in a Crowded Field: How Students Can Distinguish Themselves in the Age of Test-Optional Trends– Magnolia AB

Presenter(s): Matthew Jaskol, Program Director, Pioneer Academics; Ellen Duran Young, Associate Director of Admission, Carnegie Mellon University

Two years after colleges embraced test-optional admissions, Common App suggests applications are up 22% and admissions rates are down. Entering 2022, college admissions have never been so competitive. Many students have found it difficult to adjust to the test optional trend that was designed to alleviate some of their pressure. Some top students doubt how truly optional “test-optional” really is, and it has become increasingly common for these students to be sold on the idea of paying academic tutors, trying to get published, or rack up other accolades. Has this worked to truly distinguish college applicants? Pioneer Academics will share insights from a survey of their 2021 high school alumni about their activity choices and their experiences navigating this new era of competitiveness. Pioneer Academics and an admission officer will co-present on what truly makes students distinctive among the pack.

B3: Slate: An Open Discussion– Empire CD

Presenter(s): Katie Jordan, Slate Consultant, enrollmentFUEL; Krista Evans, Director of Admissions, Kutztown University; Dr. Katy Charles, Director of Admissions, Millersville University

A moderated discussion on Slate builds and best practices.

B4: Advocacy in Admission: Grow your Skills!– Magnolia D

Presenter(s): Stacey Cunitz, Director of College Counseling, The Crefeld School; Baron Vanderburg, Assistant Director of Admissions/Multicultural Recruiter, Kutztown University of Pennsylvania; Dave DeBor, Associate Director of Admissions Operations, George Washington University

Whether advocating for an individual student, a new policy in our office, or for better student to counselor ratios and more funding in public school, we have all experienced a need to advocate. But sometimes advocating can push us out of our comfort zone and into unfamiliar territory. How can we use our power (and yes, we all have power) to make sure that our offices are following admissions best practices as outlined in the Guide to Ethical Practice in College Admission? How can we challenge institutions to better serve our students? How can we inspire/persuade our local politicians to fight for legislation that keeps education funding at appropriate levels, supports undocumented students, increases Pell Grants, and promotes common sense student protections, for example? Come find out from colleagues with experience and grow your skills!

B5: Admissions and Introverts: Can the Two Co-Exist? A Continued Conversation...– Empire A

Presenter(s): Jeremy Branch, Senior Assistant Director of Enrollment Management, Penn State University-Brandywine; Michelle O'Donnell, Director of College Counseling, Lancaster Country Day School

As Jeremy Branch launched “The Beebo University Podcast” in March 2020, his first topic was one that he and Michelle O'Donnell often discuss: being an introvert in a high-energy, extroverted world of college admission. How do you navigate a room full of big personalities or a multi-day professional development program? How do you even begin networking? Why does it seem like everyone else knows each other? How do you handle always having to be “on” when your energy level is getting low? And, as a new professional, how do you find your network? This session will continue the conversation from the March 2020 podcast episode as we continue to explore and reflect on being an introvert in this field.

B6: The Other Other Side of the Desk: College is Not a One-Way Street– Wild Rose A

Presenter(s): Elyse R. McGovern, M.Ed., Director of Admission & Placement, Lehigh Carbon Community College; Dr. Amber Moore, Coordinator of Admissions and Recruitment; Montgomery County Community College; Erin Mehta, M.S. Ed., Academic Administrator-Office of Student Records, University of Pittsburgh

Last year over 236,000 students enrolled in community college across the state of Pennsylvania and even more exciting, these students saved over \$20,000 by doing so. This session will explore the other side of the desk which goes from high school to community college to four year institutions, and every pathway in between. From the community college perspective, we will discuss the benefits and cost-savings, especially for students who aren't academically prepared for four year institutions. From the 4-year perspective, we will talk about the different pathways to a four year degree whereby articulation agreement or the unspoken agreements and partnerships we've made along the way. This presentation will also cover how four year institutions assess and evaluate credits, starting the conversations about developing articulation agreements at your own institutions and destigmatizing community college.

B7: Affording the Balances Including FAFSA and What Changes Are Ahead– Empire B

Presenter(s): Linda Pacewicz, Account Executive East Region, PHEAA PAForward Student Loans; Daniel Wray, Account Executive West Region, PEAA PAForward Student Loans

Costs are often the obstacle, or fear, of committing to an institution. This session will start with a FAFSA review and what changes are being forecasted that may affect aid eligibility and then provide knowledge of what sources and actions can help families plan for affording their education. Both great resources when recruiting students and helping families with cost discussions.

B8: Data-Informed Territory Management– Crystal A

Presenter(s): David Burge, Vice President of Enrollment Management, George Mason University

Built from the NACAC Online Certificate of the same name, this session focuses on the use of data analysis to achieve recruitment objectives. Topics include best practices in interpreting recruitment data and enrollment funnel metrics, utilizing outside sources of data to reveal market insights, leveraging data storytelling best practices, and unlocking good decision-making throughout the recruitment cycle by establishing Key Performance Indicators (KPIs.) For attendees, these basic data analysis tactics are ones that can be applied to several different functions as they advance through their admissions career.

B9: The Road to HSI: Where and How to Recruit Out-of-State Hispanic Students in 2022– Magnolia C

Presenter(s): Vinay Bhaskara, Founder, CollegeVine

Hispanic students are the fastest-growing college-bound demographic. After analyzing the data collected from the millions of students using CollegeVine, we will walk through the state of Hispanic college mobility in 2022 and explore the top out-of-state markets. We'll also take you into their college mindset, sharing what matters most to these mobile students in their college selection process. CollegeVine is the largest ecosystem of college-bound high school students navigating the admissions process. For college counselors, access our network to connect with top candidates, build relationships, and crush your enrollment goals. High school counselors send their students to CollegeVine to receive expert guidance, build their school lists, and calculate their admissions chances.

SESSION C

MONDAY 3:00PM – 4:15PM

C1: Let Me Speak: Supporting Colleagues of Color– Crystal A

Presenter(s): Catherine Reigner, Director of College Counseling, Archmere Academy; Jeremy Branch, Senior Assistant Director of Enrollment Management, Penn State University-Brandywine; Alicia Oglesby, High School Counselor, Lower Moreland High School; DJ Meniffee, Vice President for Enrollment, Susquehanna University; Jennifer Castro, Senior Associate Director & Director of Diversity Recruitment, Lehigh University; Suzi Nam, Co-Director of College Counseling, The Baldwin School

Join us as we listen to a diverse group of admission and counseling professionals as they share their experiences in their offices and at their institutions. This is a wonderful opportunity to truly let these professionals of color speak and share what their colleagues and institutions have done well to support them and what they can do better. Please come with open ears and a willingness to consider how we can all better support our colleagues who are Black, Indigenous and People of Color.

C2: Scoir's New Product Integration Explained– Wild Rose B

Presenter(s): Gerry McCrory, CEO & Founder, Scoir; Lauren Incudine, Regional Director, College Partnerships, Scoir; Kristin Cortese, Regional Manager High School Partnerships, Scoir

Coming July 2022, Scoir, Slate and the Coalition for College will release a new product integration that will enable students to apply to current or future Coalition member colleges. This session will focus on what it means for your counseling process or institution, show you the benefits beyond the application process (e.g., enhanced messaging capabilities), point to resources that will help support you through implementation, and explore what it means to become more student centric in the admission process.

C3: The Global Refugee Crisis and Higher Education: a Case Study of Afghan Refugee Resettlement in the US– Magnolia D

Presenter(s): Bisma Y. Sheikh, Senior Development Associate, International Baccalaureate Organization; Megan Flores, Executive Director, Immigrant & Refugee Outreach Center; Chang Lui, Assistant Director of International Admission, Temple University; Katherine Boone, International Admission Counselor, Temple University

In August 2021, communities across America began to welcome thousands of refugees from Afghanistan. Though this influx has been a new experience for many of us, global communities take in large numbers of refugees from around the world each year. While refugee experiences vary, in the admissions process for these students there are a few common threads. Documentation, financial status, and English language proficiency may be immediate barriers in the college admissions process, not to mention cultural differences and approaches to dealing with trauma. How can we as admissions counseling professionals best assist these students in their journey to higher education? What kinds of structures can

we foster on campus to ensure their success and well being on campus? Who are our partners in the community?

C4: Back to Normal-ish: COVID's Lasting Impact on the Admissions Process– Empire CD

Presenter(s): Karen Mason, Director of College Counseling, Germantown Academy; Jodi Robinson, Senior Associate Director, University of Pennsylvania; Becky Bowlby, College Access Counselor, Lower Merion High School; Molly Boegle, Director of Admissions Programs and Services

Join high school and college admission counselors for a deep dive into the lasting impact of COVID on college admissions. Grading adjustments and grade inflation combined with test optional policies pose challenges for admission counselors evaluating applications and for students/families as they navigate the process; limited school activities and social interaction seems to have arrested the maturation process and leadership skill development of both high school and college students; limited campus visits snarled decision-making; student anxiety is at an all-time high and application numbers dramatically surge at some colleges and plummet at others. How will we navigate this new world? Let's tackle these issues together.

C5: How to Start a Social Media Presence for your College Counseling Office– Wild Rose A

Presenter(s): James Sawyer, Associate Director of College Counseling, La Salle College High School

Many college counseling offices either feel they do not have the time to devote to a social media presence or are only utilizing the bare minimum of opportunities this field presents for our students. This session will discuss the merits of establishing social media accounts for your office, which sites to utilize, and how to easily manage them without taking up an enormous amount of your time. You will learn how to supplement the web and email communications many of us already use. We will also show you how an effective social media presence, on platforms such as Instagram, Twitter, and Facebook, among your students and parents can help increase the visibility of important dates and deadlines, attendance at college rep visits, awareness of pertinent news articles, etc. We will discuss pros and cons, social media dashboard management (Hootsuite), gathering content, etc. Social media is also a great tool for alumni engagement. We will share how to engage with alumni using social media and how to feature alumni who are doing exciting things, while also highlighting the opportunities available at the college that student attends or attended.

C6: Deans & Directors Round Table– Magnolia AB

Presenter(s): Hillen Grason Jr., Director of Recruitment, Franklin & Marshall College; Krista Evans, Director of Admissions, Kutztown University; Rob Springall, Assistant Vice President for Undergraduate Education & Executive Director of Undergraduate Admissions, Penn State University-University Park; Julie Sitko, College Counselor, Moon Area High School; Michelle O'Donnell, Director of College Counseling, Lancaster Country Day School

This roundtable discussion will be an open forum for college and university enrollment leaders along with college and high school counseling directors to address the challenges in the world of college admission and higher education. Conversation topics will depend on the moderator of the group but may include the following; navigating a full cycle in a pandemic, fall plans, changing demographics, the future of testing in a test-optional/ test-free environment, technology, and virtual opportunities, and access & affordability.

C7: Do Parents Know Best? Admission Professionals Share their Children's College Search Experiences— Empire A

Presenter(s): Ellen O'Neill Deitrich, Director of College Counseling, The Hill School; Chris Boehm, Director of College Counseling, Archmere Academy; Josh Ditsky, Director of College & Career Counseling, Berks Catholic

We've dedicated our careers to helping families navigate the college search, application, and selection process. When the shoe is on your own foot as a parent and admission professional, it's a unique experience. Four secondary and higher education professionals share how their children's processes helped them be better practitioners and perhaps adapt the advice they give. And it's not all balloons and ice cream! They'll also discuss how they were enlightened about what the other side of the desk deals with and some recommendations for these peers.

C8: College Athletics' Rocky Road - Where Are We Headed— Magnolia C

Presenter(s): Richard P Freccia, School Counselor Retired- Allentown (NJ) High School, Independent College Counselor

This workshop will feature a presentation combined with full audience participation and discussion on issues and concerns facing Athletic Directors/Administrators, Coaches and Student-Athletes competing in Intercollegiate Athletic at all levels of the NCAA. Changes at the highest competitive levels of College Athletics have also filtered down from Division I to Division II and Division III. These include Name, Image and Likeness (NIL), Graduate Transfers, Undergraduate Transfers without sitting out a year, the diminished power and control of the NCAA as a governing body, a reduced emphasis on the importance of academics and progress towards a meaningful degree, roster management by coaches, the unchecked power of coaches, mental toll on student-athletes, and their road ahead into the future. What will be the impact on current student-athletes at the secondary school level hoping to fulfill their dream of playing and competing at the Intercollegiate Level?

SPECIAL INTEREST GROUP (SIG) MEETINGS

Monday, June 20, 2022 4:30 – 5:15 PM

Diversity, Equity, and Inclusion— Magnolia AB
Public Secondary School Counselors— Empire B
Community Based Organizations— Magnolia C
Independent Educational Consultants— Wild Rose A
Learning Differences— Empire A

Tuesday, June 21, 2022 8:00 – 8:30 AM

Rural & Small Towns– Magnolia C
Women in Admissions– Magnolia AB
Transfer/Community Colleges– Wild Rose B
Performing Arts– Wild Rose A

SESSION D

TUESDAY 8:45AM – 10:00AM

D1: How to Advocate for Low-Income Students through the College Admission Process– Empire A

Presenter(s): Allison Hoffman, Assistant Director of Admission, Abele Scholars Recruitment, Ursinus College; Heidi Bonner, Director of College Advising, Boy’s Latin Charter School of Philadelphia

A presentation on how to advocate for low-income students through the college process through a school counselor perspective and an admissions counselor perspective. Heidi will speak about how hard it is for low-income students to afford college in general and the steps she takes to support this population. Allison will talk about how admissions staff can advocate for these students through outreach, the application process, the financial aid process, as well as through identifying scholarships and additional institutional aid.

D2: Reflecting On Year Two of Early Decision Test-Optional Admissions– Empire B

Presenter(s): Bill Tetz, VP of Strategic Partnerships, Revolution Prep

In this session, our panel will present the latest data and observations from early college admissions in the second year of seismic changes to admissions testing policies. We’ll reflect as a group on how admissions continues to evolve and what we can expect from regular admission decisions.

D3: The College Essay: How Much Help is Too Much Help?– Wild Rose B

Presenter(s): Cigus Vanni, Cigus The College Fairy LLC, Project 440; Michael Gaynor, Executive Director of Undergraduate Admission, Villanova University; Suzi Nam, Co-Director of College Counseling, The Baldwin School for Girls; Laura Brennan, IEC, College Composed; Dana Gowder, Enrollment Services Manager, University of Pittsburgh

Assisting students with college search, selection and application involves considerable reflection on what role(s) helpers should take and what limits should be drawn. This session will explore the latter question regarding college essays. How much help is indeed too much help? When does “coaching” for the

development of an essay usurp student control and authenticity? Are those who read essays able to discern which compositions belong more to an outside helper than to a student? We hope to have a lively discussion on how and where to draw these limits with the help of an engaged audience.

D4: What We Learned From Both Sides of the Desk; The Dos and Don'ts– Empire CD

Presenter(s): Niki Mendrinis, Director of School & College Counseling, Bishop Eustace Prep High School; Barry Duerr, Associate Director of Admissions, University of Pittsburgh; Reina Guerrero, College Counselor, Columbia Grammar and Prep School; Stacey Hewitt, School and College Counselor, Downingtown High School; Liz Eshleman, Director of College Counseling, Devon Preparatory School

This session will focus on various topics as it pertains to the world of college counseling from the college admissions and high school college counseling side. Attendees will hear different perspectives from colleagues who have worked in both college admissions and high school college counseling where each speaker will share their experience, observations, and recommendations. This session is designed for anyone in college admissions and high school college counseling (new and seasoned). Topics to be presented and discussed include: Parent interactions and expectations, relationships and first impressions matter (training/developing admission roadrunners and the importance of building relationships), emails, emails...and more emails- how impactful do you really think they are?, Keeping it real- having candid and transparent conversations with counselors (on both sides; college/high school).

D5: Test Optional Programs: A 15-Year Case Study at George Mason University, How This Applies to Your Institution and the Future– Wild Rose A

Presenter(s): Melissa Bevacqua, Director of Undergraduate Admissions, George Mason University; Pat Money, Senior Associate Director of Admission, George Mason University; David Burge, Vice President of Enrollment Management, George Mason University

The COVID-19 global pandemic is the disruptor of the century that has upended our way of life including how institutions use standardized test scores in the admission process. Institutions now more than ever before have chosen to adopt test optional policies; some on a temporary basis, while others more permanently. What can an institution that incorporated test optional policies 15 years ago share to help you discern your next steps for a test optional program at your institution? Presenters from George Mason University will share test optional data, strategies, success stories, what we wish might have gone differently, and the future from the lens of access and inclusion.

D6: Financial Aid Programs for Unique Student Groups– Magnolia AB Presenter(s): Kim McCurdy, Bureau Director for Postsecondary and Higher Education, PA Department of Education; Tiffanie DeVan, Higher Education Access Partner, PHEAA; Lynette Kuhn, Division Chief for Postsecondary Access and Equity, PA Department of Education

This session will review special programs that are administered by PA Department of Education (PDE) and PA Higher Education Assistance Agency (PHEAA) including Ready to Succeed Scholarship (RTSS), Partnerships for Access To Higher Education (PATH), Chafee Education and Training Grant Program,

Fostering Independence Tuition Waiver Program, Blind/Deaf Beneficiary Grant, Bond Hill, PA Targeted Industry Program (PA TIP), National Guard Educational Assistance Grant (EAP) and National Guard Military Family Education Program (MFEP), and PA State Work Study. Representatives from PDE and PHEAA will provide updates and answer questions.

D7: Less Stress and More Truth in College Admission– Magnolia D

Presenter(s): Misty Whelan, College Access Counselor, Harriton High School; Steve Becker, Researcher & Website Creator; Brennan Barnard, Dean of College Counseling and Outreach, The Derryfield School and US Performance Academy

*Less High School Stress (<https://lesshighschoolstress.com/>) is a new website developed by a veteran high school counselor and was featured in *The Washington Post* in April of 2021. *The Truth in College Admission* is a book written and co-authored in 2019 by both a College Admission Dean and a Dean of College Counseling at a private day school that “challenges the common narrative” of selective college admission. Come hear from two of these experts and a College Access Counselor about truth and data as the driving forces to reduce stress and anxiety in the college admission process.*

D8: Leveraging Resources and Supports to Improve School Climate– Crystal A

Presenter(s): Danyelee Dove, Director of School Counseling & Diversity Equity & Inclusion, Archmere Academy; Dana Martin, College Advisor, Mastery Charter School Lenfest Campus; Beth Lynch, College Counselor, Plymouth Whitemarsh High School

As high school counselors, working to prepare students to enter college is essential to level the playing field for equal access that will promote academic success. Join us as we share resources and best practices that will create opportunities for students and staff alike. We will provide information about how counselors in three different educational settings have worked to impact school climate through policy change, leveraging budgets/grants to improve student access to college resources.

SESSION E

TUESDAY 10:45AM – 12:00PM

E1: Beyond Accommodations - Preparing Students Who Learn Differently (and Their Families) for College Success– Empire B

Presenter(s): Hallie Ciarlone, Director of College Counseling, Delaware Valley Friends School; Alex Morris-Wood, Dean of Admissions, Transition Programs & Strategic Outreach, Beacon College

Students who learn differently are just as smart as their peers, however, they attend four-year colleges at half the rate. How can these students better prepare for a successful college transition? This presentation examines the challenges faced by students who learn differently as they transition to college, with particular emphasis on the additional problem-solving and advocacy skills needed and how counselors

can support their families as they go through this process. Topics will include a model for healthy adjustment, helping students recognize their authentic awareness to boost independent executive functioning skills, and thinking about success beyond academic accommodations. We will include steps for parents, counselors, and students to implement along their transition.

E2: How America Completes College– Magnolia C

Presenter(s): Keri Neidig, Director, Assistant Region Head East, Sallie Mae; Justin Rummel, Assistant Vice President for Student Financial Services, Susquehanna University

Four out of ten U.S. undergraduates never finish college. Join us for a discussion of findings from a new research study by Sallie Mae and Ipsos on the factors that impact a student's journey to college graduation. We'll explore high school and college support systems, education motivations and perceptions, and more to identify barriers and opportunities to support students and families as they work toward achieving a college degree.

E3: Admitted vs. Enrolled: How Separating These Audience Might be the Key to Yield Success– Magnolia AB
Presenter(s): Rebecca Haupt Aldredge, Senior Assistant Director, Bucknell University; Joshua Wilkinson, Associate Director of Admissions for Communications, Bucknell University

Why do we call it "Admitted Students Day" if so many of them are already enrolled? This simple question is what prompted our team to approach spring yield events in a new way. In Spring 2020 we set out to separate the admitted and enrolled student audiences for the first time ever and design programs that cater to the unique needs of each group...but as with all things 2020, the concept was thwarted by a global pandemic. Now in Spring 2022 Bucknell is back at it again to put this theory to the test. Join this session to hear about what worked, what didn't, and a workflow that will help you design new and innovating programming with your target audience in mind.

E4: Utilizing Mentoring to Support Immigrant and Refugee Students' College Application Process– Empire A

Presenter(s): Michelle Ferguson, High School and Post-Secondary Lead Instructor, HIAS Pennsylvania; Valeri Harteg, Education Program Manager, HIAS Pennsylvania

In this session, participants will learn about how a small group and one on one mentoring model can support the college application process. Specifically, mentoring is utilized at HIAS Pennsylvania to ensure that their immigrant, first generation, multilingual youth can receive individualized support as they learn about and begin to navigate the higher education system in the United States. Participants will learn about the experiences of immigrant and refugee students, and the differentiation necessary to provide access for those students who are non-US citizens, students whose first language is not English, and students whose parents did not attend higher education in the United States. The HIAS PA model will be offered as a potential example that other CBOs, high schools, and colleges can look to.

E5: Self-Reporting Transcripts– Empire CD

Presenter(s): Maura Diehl, Associate Director of College Counseling, LaSalle College High School; Lauren Hoyt, Senior Associate Director of College Counseling, The Hill School; Jeremy Branch, Senior Assistant Director of Admissions, Penn State University-Brandywine; Kristin Cortese, Regional Account Executive, SCOIR; Paul Johnson, President, Scarlet Computing Solutions

The session will be a brainstorming session to tackle the issue of streamlining the self-reporting of transcripts for students. We have noticed a dramatic increase in the ways that students are asked to self-report their grades: SRAR, SSAR, Common App, College Specific forms, Coalition App, transcript upload, etc. In some cases, students are self-reporting their grades five or six different ways. Each method has different terminology, and all methods require inputting information from all four years of high school. This adds stress and time to the application process for students, parents, and counselors. The hope is that after getting an understanding of the methods and goals of everyone involved, we can have a productive discussion on how to move forward to streamline the process for students. Ultimately, we want to ensure that colleges receive the data they need and that the process is clearcut for students/parents/counselors. The more streamlined the process, the more accurate the data will be for colleges to review.

E6: Enhancing Your Recruitment Practices Through Alumni Involvement– Wild Rose B

Presenter(s): Julia Ross, Assistant Director for Alumni Admissions, Temple University; Catherine Campbell-Perna, Associate Director of Undergraduate Admissions, Drexel University; Bryan DeFoney, Director of TRIO - College Access Program, Philadelphia Education Fund

This session will share best practices and strategies for incorporating alumni in the recruitment process through both on-campus and virtual opportunities. We will review what other institutions have found to be successful and leave time for an interactive discussion and idea sharing among attendees.

E7: Building an effective Recruitment & Retention Plan using Slate Queries and Reports– Crystal A

Presenter(s): Dr. Megan Luft, Executive Director of Admission, Shippensburg University; Joshua Frankenfield, Associate Director of Enrollment Systems & Communications, Shippensburg University

The Enrollment Management team at Shippensburg University developed a comprehensive Recruitment & Retention (R&R) Plan and utilized Slate CRM (Technolutions) to look at historical data, trends, and survey results to anticipate needs in specific recruitment demographics and geographic locations. The team developed a new array of reports in Slate to track a full funnel (inquiry to confirm) and compare cumulative totals as well as point in time year over year comparisons across a variety of data points to create, measure, and achieve their goals. The audience will walk away with a better understanding of how to develop a comprehensive recruitment and retention plan and how to utilize Slate or their CRM in developing reports and queries to support their needs.

E8: Upside Down and Inside Out: Turning On-Campus Events into Virtual Experiences– Magnolia D

Presenter(s): Sue Newquist, Associate Director of Campus Visitation and Events, Lafayette College; Grace Marchena, Associate Director of Enrollment Communications, Lafayette College; Rachel Gointa, Senior Associate Director of Marketing and Communications, Temple University Undergraduate Admissions

Join our investigation into how to move beyond the pandemic and strike the right balance between on-campus events and virtual offerings. Learn which events to convert to virtual, when to go back to the drawing board and how to communicate effectively and make the most out of the virtual platform. We'll share tips on how to get students and families to sign up, when to use interactive tools and how to optimize your engagement with the appropriate event at every turn of the recruitment cycle.

E9: Redefining Success: A collaborative conversation around how to measure postsecondary success—
Wild Rose A

Presenter(s): Dr. Mike Dunn, Dean of College & Career Counseling, Eagle Rock School & Professional Development Center; Chris Horne, Director of College Counseling & Alumni Support, Girard College High School

Eagle Rock School and Girard College are full-scholarship, residential, independent schools. Both institutions serve students seeking a school experience that supports their academic and personal growth both in high school and beyond. Within this mission, and our unique student bodies, we have the unique opportunity to redefine what success and learning after graduation means and how to measure it. In this workshop, participate in a facilitated, collaborative discussion around success and how it might be measured. Work within both large and small groups to generate ideas, push traditional metrics, and help redefine how Eagle Rock, Girard, and the workshop participants might capture the idea of success after graduation.