

**58th Annual Conference**

**Educational Sessions**

**Monday, June 28- Session A**

**10:00 AM- 11:00 AM**

**A1: How to Read a Bill: Putting Your Advocacy into Practice**

Presenter(s): Dave DeBor, Associate Director of Graduate Admissions Operations, The George Washington University; Erin Kennedy, Admission Counselor, LaRoche University; Amber Moore, Assistant Director of Admission, Delaware County Community College

*Do you have a burning desire to make a difference but aren't sure where to start? Join us as seasoned members of the Government Relations Committee lead you through a workshop on how to read a piece of legislation. Through this session, you will be able to understand a bill's purpose, the affected population, and how best to craft your advocacy message to either bolster support or voice opposition.*

**A2: Counseling Students with Learning Differences Amidst a Pandemic**

Presenter(s): Jason Robert Hoffman, Director of College Guidance, Woodlynde School; Hallie Ciarlone, Director of College Counseling, Delaware Valley Friends School

*This session will focus on adapting traditional college counseling strategies for students with learning differences in relationship to the current pandemic. The session will focus on a variety of topics relevant to students with learning differences including effective methods of distance counseling, strategies for engaging students virtually, changing accommodations and supports on college campuses, adapting the college search process during a pandemic, etc. The presentation will incorporate interactive audience participation, including the use of a Kahoot and the Mentimeter.*

**A3: The Transformational Power of the IB: Reaching and Supporting Low-Income and Underserved Students to College and Beyond \*DEI Focus\***

Presenter(s): Marie Vivas, Senior Development Manager, International Baccalaureate Organization; Keo Oura Kounlavong-Sabath, Director of College Counseling, Harrisburg Academy; Acklynn Byamugisha, Harrisburg Academy ‘16/PACAC Scholarship Winner, Providence College ‘20, University of Miami: Dual Degree Graduate Student

*Professionals on both sides of the desk are working closely with students and families who are participating in the IB Diploma Programme. Globally, over 400 schools per year apply to offer one or more IB Programs. Why IB? The International Baccalaureate prepares students for higher education in a globalized society. The organization continues to touch the lives of diverse groups of students. Learn how the IB not only provides academic depth, rigor but also nurtures the traits that will make students successful in college and beyond.*

**A4: Working Together to Promote Equity and Access in Post-Secondary Transition \*DEI Focus\***

Presenter(s): Jennifer Kirk, High School Counseling Curriculum Leader/PSCA Board Chair, Upper St. Clair High School/PSCA; Emilia Peiffer, High School Counselor/PSCA Executive Director, East Allegheny High School/PSCA; Karen Rubican, High School Counselor/PACAC Chair-Secondary School Counselor Committee, Canon McMillan High School/PACAC

*Building equity and access for all students. Calling on Secondary School Counselors, College Counselors and Independent Counselors. We must come together, advocate and build equitable systems for access to quality post-secondary education for all students. In an effort to be inclusive, understand the dynamic admission landscape and meet the needs of the ever-changing iGen population in an uncertain world, it is critical to foster relationships between counselors. Join us to discuss building community between secondary and post-secondary schools in meeting the needs of students and the professionals supporting them in the transition from high school to post-secondary.*

**A5: Re-envisioning the College Tour...and the Virtual Visit**

Presenter(s): Frank Betkowski, President, Higher Edge LLC; Ellen Deitrich, Director of College Counseling, The Hill School; Ian Harkness, Director of College Counseling, Malvern Preparatory School; Karen Mason, Director of College Counseling, Germantown Academy

*"Here's our blue light system..." "If there's a club that you are interested in but it doesn't exist here..." "Housing options come in several styles - dorm, suite, apartment..." Ho-hum. Been there, done that. Your tour and info session sound just like every other college's. Why?!  Also, the pandemic has proven that virtual visits are here to stay. Hear from four very seasoned admission professionals on the other side of the desk about what you can do to shake things up and stand out from the crowd.*

**A6: Leading Through the COVID-19 Global Pandemic - A Time of Uncertainty and Rapid Change**

Presenter(s): Melissa Bevacqua, Director of Undergraduate Admission, George Mason University; Dr. Alan Byrd, Dean of Admission, George Mason University

*This past year has been unprecedented, full of uncertainty, and unlike anything we've ever experienced. Change is the only constant, and there is so much stress. Many of us have said, “I just want this to end! We need a plan. I'm scared and tired of the unknown." How do we effectively lead our teams through this time of change and uncertainty? How do we continue to meet aggressive enrollment goals in this climate? This session will explore the idea that change and courageous leadership are the paths forward. You will learn change management techniques and best practices that you can apply that model the path of a change maker. Don’t remain stuck in this challenging time.*

**A7: Seeing Change Over Time in Admissions from the Lenses of Three Experienced Professionals with a Combined 103 Years in Admission!**

Presenter(s): Michael White, Associate Director of Enrollment Management & Admission Technology, Slippery Rock University; Darryl W. Jones, Senior Associate Director of Admission, Coordinator for Multicultural Admission, Intercollegiate Athletics Liaison, Gettysburg College; Shawn Wiley, Director, Enrollment Management, Penn State Mont Alto

*A lot has happened in this country to affect the landscape of college admission and recruitment since the early 80’s! The list of impacts is extensive, from major advancements in computer, phone, and internet technologies to national catastrophes, racial and social unrest, and changes in the political landscape of the United States. It is clear that those impacts (and many others) on the business of college access have been notable.*

*Join us, then, for a very lively roundtable discussion about the personal and professional thirty-year journeys of three Black men in college admission and recruitment. We want to share from our own perspectives about and experiences in college admission and recruitment, highlighting those cultural, social, racial, and technological influences on the college-going community past, present, and future.*

*Our aim is to encourage laughter and enjoyment. However, it is our sincerest desire that all in attendance will come away with something worth building: how you do your job, your personal life, or something else.*

**A8: Radical Self Care: Your Pandemic Survival Guide**

Presenter(s): Becca Haupt, Senior Assistant Director of Admission, Bucknell University,

*At the start of the pandemic, amidst mounting racial injustice and political tension, we found ourselves aliens on a new planet where zoom was the reality and pants were a foreign concept. We assured ourselves this would be temporary but sure enough one year later we are still here...stranded. If your motivation and concentration supplies are running low you are not alone, you are in survival mode. In this session, we will work to name and validate our feelings about this new planet we live on, explore new coping skills and create a radical self care survival plan to implement immediately. tl,dr If you don't remember the last time you put on "real pants" this session is for you.*

**Monday, June 28-Session B**

**2:00 PM – 3:00 PM**

**B1:Adding Value to the Visit Experience- Virtually & In-Person**

Presenter(s): Nicole Shannon, Associate Director of Admission & Strategic Recruitment, Washington & Jefferson College; Dylan Gerald, Associate Director of Admission & Admitted Student Yield, Washington & Jefferson College

*How successful were your admission events this year?  Join our session, Adding Value to the Visit Experience – Virtually & In Person, to learn more about how to successfully execute in person and virtual admission events and personal visits in a global pandemic.*

*Colleges and universities were turned upside down in March when in person admission events were postponed or cancelled until further notice due to the COVID-19 pandemic.  At W&J, we were able to begin offering in person events and personal visits.  But that’s not all.  Each event had a virtual event counterpart, and personal visits were offered virtually, as well.  All in person and virtual visitors were still eligible for the W&J Visit Grant.*

**B2: How to Maintain Academic Equity in a Post-Covid Landscape: A Roundtable Discussion**

Presenter(s): JoAnne Rossi, Dean of Scheduling, Registrar, Wyoming Seminary College Preparatory School; Elizabeth Frosini, Associate Director of College Counseling, Wyoming Seminary College Preparatory School; George Zimmerman, Executive Director of Admissions and Recruitment for West Virginia University; Hillen Grason, Associate Dean of Admission & Coordinator of Operations, Franklin & Marshall College

*Our session will examine the challenges that Covid 19 has played in maintaining equity and fairness in transcript evaluation, college admission decisions, awarding of merit based scholarship and standardized testing issues.*

**B3:Maximizing Relationship-Building in Minimal Time to Best Advocate for Students in Their College Applications**

Presenter(s): Jacqueline Joyce, College & Career Adviser, Franklin & Marshall College/PA College Advising Corps

*In an increasingly test-optional world, admissions counselors have put greater emphasis on application components such as the letter of recommendation and supplemental essays; however, these aspects often illuminate significant resource disparities among applicants. This session addresses opportunities for advisers to bridge these gaps, maximizing their resources and approaches to build authentic relationships with limited access to and face-time with students. We will discuss qualitative interviewing as a vehicle for not only relationship building but also student advocacy in counselor recommendations and deeper self-reflection in essay writing.*

**B4: Out of The Closet and Onto Your Campus: A Discussion About LGBTQ+ Students on Campus \*DEI Focus\***

Presenter(s): Elyse Levandowski, Assistant Director of Admission, Kutztown University; Jennifer Castro, Associate Director, Director of Diversity of Recruitment, Lehigh University;  Issac Leonard, Assistant Director of Admission/Multicultural Recruitment, Clarion University; Timothy Hahn, Assistant Director of Admission, Kutztown University

Student Panel: Jen Ocampo, Lehigh University, QTPOC (Queer & Trans People of Color) Leader; Bobby Frankenfield, Kutztown University; Natalie Thomas, Clarion University, President LGBTQ+ Alliance

*As a follow up to our last two presentations, College Has Not Closets, we are looking to connect School Counselors and Admissions Representatives to current LGBTQ+ students and their admission representative to discuss their process of choosing a college and/or university that was right fit for them. Admissions representatives on the panel will be able to speak to the resources available at their institution, and students will be able to discuss what resources they responded to throughout the search process. This will be a panel, which will include per-determined questions, but also welcome questions through the chat feature from attendees.*

**B5: Promoting Inclusivity & Equity Series, Part I: Personal Reflection \*DEI Focus\***

Presenter(s): Catherine Reigner, Associate Director of College Counseling, Archmere Academy; Joni Klopp, Assistant Director of Admission, Millersville University

*Interested in learning about inclusion and equity? Interested in taking a deeper dive to understand how you can be a better advocate for those from marginalized or underserved populations and communities? Join us for Part 1 of the Promoting Inclusion & Equity series. This is a three-part series that examines the positive influence we can have on the different spheres within our personal and professional lives. Begin your journey with this first session which is designed to be an opportunity to look introspectively at your own beliefs, bias, privilege and more. While each of these sessions can be viewed individually, we believe that each session will build upon the previous one. Come prepared to have tough conversations, unlearn and relearn, and to become comfortable in your discomfort within a supportive and safe environment!*

**B6: Guide to Ethical Practice: An Update from NACAC**

Presenter(s) Stacey Cunitz, Director of College Counseling, The Crefeld School; Jon Tarrant, CEP, Independent Educational Consultant

*Please join Jon Tarrant, Chair of Admissions Practices for PACAC, and Stacey Cunitz, Member of NACAC's Admissions Practices Committee, to hear about the latest from NACAC about ethical practice in admission. There will also be plenty of time to share your ethical concerns. We are eager to hear from you!*

**B7: Borrowing for Education; What You Should Know**

Presenter(s): Linda Pacewicz, Account Executive, PHEAA PA Forward; Daniel Wray, Account Executive, PHEAA PA Forward

*This session will review the basics of financial aid, understanding borrowing and repayment options, how credit affects the outcome and developing strategies for managing education debt to be able to have knowledgeable conversations with families on affording education.*

**B8: College Admissions Decisions Post Pandemic: To Submit Test Scores or Not and Other Ways Admissions Has Been Affected by the Pandemic**

Presenter(s): Ben Neely, Chief Academic Officer, Revolution Prep; Ed Devine, Western Regional Director of Admission, Xavier University

*Be part of the discussion as we explore the immediate impact the pandemic has had on admissions. What have we learned about the part testing has played in decisions? How have sophomores and juniors changed their behavior preparing for college? How are counselors assuring students they are on course, in light of their concerns about testing and activities lists? With admissions decisions complete, what have we learned about the class of 2021 and beyond.*

**Tuesday, June 29- Session C**

**9:00 AM- 10:00 AM**

**C1: Need Aware vs. Need Blind Undergraduate Admission: Ethical Implications**

Presenter(s): Dr. Susan P. Schaming, Director, Graduate Counselor Education Programs, Widener University; Brianna Swartz, Undergraduate Admission Coach, Widener University

*Need aware vs. need blind undergraduate admission: Ethical implications examines the different admission criteria colleges and universities employ. Specifically, whether recruiters and counselors apply financial need or not when granting admission. This might strike an ethical dilemma for the recruiter | counselor, as a student's financial ability to pay tuition may compromise their admission into the college or university. For example, when adhering to admission eligibility criteria, a student may appear academically eligible, yet their financial profile may raise concerns about their ability to pay tuition. This poster presentation deeply analyzes these issues and the ethical implications for admissions counselors.*

**C2: Off the Beaten Path: How to Implement a Feeling First, Facts Second Campus Tour**

Presenter(s): Becca Haupt, Senior Assistant Director, Bucknell University; Ashley Carnuccio, Admissions Counselor, Bucknell University

*We know our prospective students make decisions based on feelings, rather than facts, so why are our tour guides still reciting stale numbers like square footage or enrollment data instead of sharing stories? Before COVID-19, the Bucknell University Office of Admissions and the Office of Communications teamed up for a total tour route overhaul. Come learn how they assessed the existing tour route, aligned messaging with the university’s branding goals, let feelings pave the way, and were left with a reimagined tour that would act as a springboard for new collaborative projects. In this session Bucknell will give you the blueprint to do this yourself at your institution.*

**C3: The Post-COVID Future of Student Recruitment and Educational Equity**

Presenter(s): Geoff Broome, University Partnerships Manager, Unibuddy; Christian Digregorio, Director of International Recruitment, York College of Pennsylvania

*University admissions and international recruitment teams in the U.S. quickly learned to become agile, embrace innovation and think outside the box when it comes to student recruitment in 2020. This was critical even more so for international student recruitment. So what does the future hold for 2021 and international education here in the U.S.? Digital is here to stay and the higher education community has accepted this new reality, virtual events included. But in 2021, many predict that we won’t be forced to rely on digital events forever but blending them with in-person activities may just be the secret sauce that’ll bump your post-COVID recruitment strategy to the next level. Peer-to-peer connections that happen online are the way of the post-COVID future because the issue of accessibility is gaining traction.*

*Join our session to learn about winning strategies many institutions are adopting to stay ahead of the curve.*

**C4: Supporting Our Students: COVID-19 and Student Mental Health**

Presenter(s): Scot Marken, Founder & CEO, EdRedefined; Eli Clarke, Director of College Counseling, Commonwealth Academy

*COVID-19 completely upended college admissions and students’ college experiences. One of the biggest challenges that emerged and continues to grow every day is the devastating effect of COVID on students’ mental health, which has worsened exponentially. This session will explore what we have learned about students’ mental health during the pandemic and how colleges have been trying to respond. Mental health challenges will continue to be prevalent during the next academic year, and the needs and concerns of students’ returning to campus and students applying for 2021-2022 admission will be discussed.*

**C5: Promoting Inclusivity & Equity Series, Part 2: Personal Spheres \*DEI Focus\***

Presenter(s): Candace Leake, Associate Director of Admissions for Access and Outreach, Bucknell University; Sofia Fallas, Admission Counselor, Saint Joseph’s University

*Interested in learning about inclusion and equity? Interested in trying to identify how you can make a positive impact on those within your various spheres of influence, including your family, friends, and colleagues when it comes to inclusion and equity? Continue your journey in Part 2 of the Promoting Inclusion & Equity Series. This session equips you with the knowledge and skills to influence those closest to you, personally and professionally, towards embracing inclusion and equity. Come prepared to engage in tough conversations, unlearn and relearn, and become comfortable in your discomfort within a supportive and safe environment.*

**C6: Leadership Lessons from Women in the Corner Offices**

Presenter(s): Melissa Bevacqua, Director of Undergraduate Admission, George Mason University; Dr. Crystal Newby, Director of Diversity, Equity and Inclusion, NACAC; Dr. Jayne Caflin Fonash, Independent Educational Consultant, Past NACAC President

*Those identifying as women are in the workforce in dramatic numbers yet earning less than men who are their counterparts. There are too few women in positions of leadership. Barriers exist and need to be overcome. Learn from women at different stages in life, share what helped them advance and break the glass ceiling in leadership positions. This session is for women by women and is for brave men looking to empower women on their teams. From graduate school to family, to work/life balance and managing stress, we will cover it all!*

**C7:Deans & Directors Roundtable Discussion**

Presenter(s): DJ Menifee, VP for Enrollment, Susquehanna University; Cathy Davenport, VP for Enrollment & Dean of Admissions, Dickinson College; Rakin "Rock" Hall, VP for Enrollment Management, Arcadia University; Marc Harding, VP for Enrollment, University of Pittsburgh; Karen Mason, Director of College Counseling, Germantown Academy; Julie Sitko, College Counselor, Moon Area High 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 the pandemic, fall plans, changing demographics, the future of testing in a test-optional/test-free environment, technology, and virtual opportunities, and access & affordability.*

**C8: Meet Them Where They Are (Communicating with Gen Z Through the Admissions Funnel)**

Presenter(s): Kayla Hudak, Admission Recruiter, Kutztown University; Jory Wamsley, Assistant Director of Admission, Kutztown University; Hannah Ford, Assistant Director of Undergraduate Admission, Rider University

*This session includes an overview of communication planning and social media through the admissions funnel. We will discuss the differences in targeting students based on the platform being utilized and the type of information being conveyed. Some key highlights of our approaches will be covered such as, relationship-building content, customer service, and utilizing insights to determine success.*

**Tuesday, June 29- Session D**

**10:30 AM – 11:30 AM**

**D1: How the Test-Optional Movement has Changed Advising and How to Move Forward**

Presenter(s): Chris Horne, Postsecondary Advisor, Mastery Charter Schools; Nichole Renee Mitchell, College and Career Counselor, Norristown Area HS; Mike Dunn, Director of College Counseling, AIM Academy; Oneda Horne, Director of College Access, Philadelphia Futures

*For the first time in modern American higher education, students were not required by most colleges to provide standardized test scores in their applications. This session will explore the following questions: How did the test-optional movement change options and outcomes for students? How did this change the practice for those of us who counsel students through the process? What changes will we carry forward? Hosted by folks representing CBOs, IECs, and public, private, and charter secondary schools, this panel will begin with personal testimonies from the panelists, followed by audience discussions in small groups to give participants a chance to exchange ideas. Participants will leave with a greater understanding of practices they can carry forward into the next school year.*

**D2: Student Engagement in Marginalized Communities Using Satir’s Applications**

Presenter(s) Dr. Valerie McGaha, LPC, LADC, LMFT, SAP,

Associate Professor of School of Community Health Sciences, Counseling, and Counseling Psychology, Oklahoma State University

*The purpose of this proposal is to examine perceived racial discrimination and marginalization for adolescent populations. Racism is defined as a set of beliefs and social practices that lead to social oppression (Gaertner & Dovidio, 2000). Individuals who experience racism may psychologically perceive themselves as inferior, unworthy, and unintelligent (Stoermer, Hitotsuyanagi-Hansel, & Froese, 2017). Perceived discrimination of minority populations that impact academic excellence and mental health can include racial biases and stereotypes. Minority youth reported the academic environment as racially segregated with their culture ignored as evidenced by school staff and curriculum (Decuir & Dixson, 2004). Stress as defined as a person-environment experience perceived to limit a person’s inner resources to cope (Lazarus & Folkman, 1984). Youth who experience stressors can have a negative impact on student behaviors, emotions, and cognitions. The result of discrimination and racism may impact high school completion and college enrollment. Satir Transformational Systemic Education can provide valuable resources for powerful learning and engagement.*

*Participants will be able to:*

*1.    Examine various types of perceived racism related to academic decline and dropout risk*

*2.    Examine psychological and physiological factors related to perceived racism, discrimination, and school marginalization for minority youth*

*3.    Examine the effective use of Virginia Satir’s techniques for youth engagement, belonging, and academic persistence.*

**D3: Taking the Leap: Guiding Your Students Towards a Meaningful Gap Year**

Presenter(s): Julia Rogers, Founder, EnRoute Consulting

*According to a recent survey, up to 40% of graduating high school seniors seriously consider taking a gap year before their next educational step. This period of time - also referred to as a “bridge" or "discovery" year, is typically a time of experiential learning, career exploration and personal growth. This trend in the gap year option is poised to grow into 2021 and beyond.*

*School counselors, IECs and educators are in greater need of information about the gap year option than ever before. This interactive session will help attendees understand the potential of the gap year and develop a well-rounded knowledge of this increasingly popular path. The information in this course will empower attendees to provide helpful resources to students interested in a gap year.*

**D4: What Does Fall’s Travel Season Look Like?**

Presenter(s): Zachary George, Senior Director of College and Fair Relations, StriveScan; Isabella Williams, Associate Director of College and Fair Relations, StriveScan; Liz Frosini, Associate Director of College Counseling, Wyoming Seminary College Preparatory School; Kathleen Jordan, Assistant Director of Admission & Transfer Coordinator, Allegheny College

*Vaccines are rolling out and shots are going into arms. We can't wait for things to be back to normal! At the same time, new COVID variants of the virus are popping up and many precautions are here to stay. What does this all mean for recruitment travel, including college fairs and high school visits, this fall? Is virtual here to stay? We’ll share some lessons and tips from hosting over 3,500 virtual presentations over the past year, and strategies to prepare fairs and programs for a still-uncertain fall. Are reviewing some of our thoughts, we’ll invite audience participation: What conversations are you having in your offices? How are you planning? What new considerations should we all be keeping in mind as we navigate what recruitment travel looks like in a post- (or semi-post?) Covid world.*

**D5: Promoting Inclusivity & Equity Series, Part 3: Office & Institution \*DEI Focus\***

Presenter(s): Michael White, Associate Director of Enrollment Management & Admission Technology, Slippery Rock University; Darryl Jones, Senior Associate Director of Admission Coordinator for Multicultural Admission, Intercollegiate Athletics Liaison, Gettysburg College

*Interested in learning about inclusion and equity? Interested in taking a deeper dive to understand how you can be a better advocate for those from marginalized or underserved populations and communities? Join us for Part 3 of the Promoting Inclusion & Equity series. This is a three-part series that examines the positive influence we can have on the different spheres within our personal and professional lives. The third session will help you to address these issues within your office and/or institution. Come prepared to have tough conversations, unlearn and relearn, and to become comfortable in your discomfort within a supportive and safe environment!*

**D6: Supporting Students Experiencing Homelessness and those in the Foster Care System While On Their College Journeys \*DEI Focus\***

Presenter(s): Natashja Rinaldo, BSW, MS, LPC, School Counselor & Homeless Liaison/Foster Care Point of Contact, Center for Student Learning Charter School at Pennsbury; Colleen Landy, MS, Assistant Director of Education for Children and Youth Experiencing Homelessness, School District of Philadelphia; Tori L. Nuccio, M.S., Deputy Director of Financial Aid & Single Point of Contact for Homeless & Foster Youth, West Chester University of Pennsylvania

*The reality of students who face homelessness and/or foster care, present with unique challenges while along their college journeys. How can we identify and assist these students? Hear from a school counselor, district administrator and higher education professional who will equip you in supporting both high school and university students dealing with these tough life situations. In this session, you will learn best practices for college access and success, financial aid guidance, tips on developing a support program on your campus and students’ rights under the McKinney-Vento Homeless Assistance Act. Plus, hear one student’s powerful journey to and through college while also experiencing homelessness.*

**D7: Managing a Multigenerational Workforce in College Admissions**

Presenter(s): Lauren Wright, Director of Undergraduate Recruitment, University of Pittsburgh

*Generational diversity is growing increasingly prevalent in institutions of higher education. Most organizations will soon employ Generation Z, while baby boomers and even some traditionalists, are still within our workforces. In the midst of everything going on in our field, and still to come, we want to be prepared as possible to lead during challenging times. Being able to manage across generations could be the difference between a new set of difficulties and a new set of opportunities, as generational diversity, like any form of diversity, has the potential for the benefits to outweigh the challenges.... but only if approached appropriately, and in a way that leads to conclusion. Participants in this session will, both, be given a set of tools to help them manage within a multigenerational workforce, and the opportunity to apply those skills to case scenarios where conflicts can be turned into opportunities.*

**D8: FAFSA, PHEAA and Financial Aid… Helping Students Navigate the Financial Aid Process**

Tiffanie DeVan, Higher Education Access Partner, PHEAA; Sonya Mann-McFarlane, D.Ed., Higher Education Assistance Agency, PHEAA

*Join a representative from the Pennsylvania Higher Education Assistance Agency (PHEAA) to learn the tools needed to assist students through the financial aid process, including filing the Free Application for Federal Student Aid (FAFSA). In this session, attendees will gain a better understanding of the financial aid, including the types and sources of aid, when and how to apply for aid and what happens after the forms are filed. Attendees will also learn some of the best practices and latest PHEAA updates, including PHEAA resources for supporting students and families through this process.*

**Tuesday, June 29- Session E**

**2:00 PM – 3:00 PM**

**E1: Remote Work, Self-Care and Wellness, Oh My! A Critical Conversation**

Presenter(s): Casey Lang, Regional Recruiter, West Virginia University; Kelly Lowery, Regional Recruiter, West Virginia University; Jacquelyn Gress, Associate Director, West Virginia University

*During the past year, did you feel hit by a tornado or like a house was dropped on you? Did you find yourself saying “If only I had wellness, self-care, balance.” Let’s journey together via the yellow brick Zoom to discuss how we are navigating our ever-changing professions and workplaces. While we may need courage and lack brain power at points, we know we always have heart. We’ll discuss how our team is incorporating self-care goals and review workplace wellness techniques from a supervisor and employee perspective. We’ll even incorporate some Wizard of Oz references along the way. Wear your red slippers and click your heels together; there’s no place like this session!*

**E2: How to Measure the Non-Cognitive Attributes of College Admissions Applicants**

Presenter(s): Joseph Paris, Assistant Professor of Higher Education, Temple University

*This session will explore methods for measuring non-cognitive attributes (personality traits, motivation, developmental characteristics) among undergraduate first-year admission applicants.*

**E3: Shifting Admissions Factors: How Recent Changes Affect How We Counsel Students on Target Schools**

Presenter(s): Andrew McMillen, Associate Director of College Counseling, Sewickley Academy; Miguel Alvarez, Associate Director of Admission, Carnegie Mellon University

Panelists: Jesse McDonald, Associate Director of Admission, Dickinson College; Julie Sitko, College & Career Counselor, Moon Area High School; Darryl T. Wiley, Chief Executive Officer, Fund for Advancement of Minorities Through Education

*Join us for a small presentation and panel discussion about how recent changes to application numbers, competition, testing, and other important factors to admissions offices have changed over the past few years.  Although COVID-19 will be a factor, this session also hopes to explore the trends in changes before the pandemic began, and hopes to help provide new ways for secondary school counselors, CBOs and college counselors to advise their students on their target schools. Now more than ever it will be important for students, parents and counselors to understand the nuances behind admission and look beyond the numbers.*

**E4: From Idea to Implementation: Creating, Engaging, and Promoting a College Counseling Advisory Board**

Presenter(s): Michelle O’Donnell, Co-Director of College Counseling, Lancaster Country Day School; Ellen O’Neill Deitrich, Director of College Counseling, The Hill School; Corrine Logan, Director of College Counseling Services, St. Joseph’s Preparatory School

*Many college admission offices maintain their own advisory board, but what happens when the idea is reversed, and high schools are the ones asking colleges for their insights and ideas? This session will feature three different independent high schools that have created and implemented their own college counseling advisory boards. What was the creation process like, what were the goals, and how did it go? Join college counselors from The Hill School, Lancaster Country Day School, and St. Joseph’s Preparatory School to find out!*

**E5: UK Admissions: Brexit, COVID and Beyond**

Presenter(s): Lauren Hoyt, Senior Associate Director of College Counseling, The Hill School; Rachael Parsons, Regional Manager-Americas, The University of Edinburgh; Thomas Marr, Regional Manager-Americas, University of St Andrews; Alice McCallum, International Student Recruitment Officer (The Americas), University of Oxford

*The United Kingdom remains the most popular overseas destination for US students and selective UK universities saw significant increase in applications this past year. How do US-based students apply to UK Universities? How do degree structures differ across Scotland, England, Wales and Northern Ireland? Looking beyond admissions, what happens after offers are made? During this session we will discuss updates on the UK visa application process, the impact of COVID on admission requirements and student experience, tuition fees, healthcare provision and the right to work. What support is in place to help your students thrive and successfully make the transition to studying across the pond? We will provide an in-depth look at student support and performance once they are at University.*

**E6: Pursuing Diverse and Equitable STEM Outcomes Through Pre-college Programs \*DEI Focus\***

Presenter(s): Justin Mohney, Associate Director of Admission, Carnegie Mellon University; David Boone, Assistant Professor, School of Medicine, Hillman Academy; Alison Slinskey Legg, Ph.D., Co-Director of the Broadening Equity in STEM Center, STEM PUSH Network, University of Pittsburgh; LaTrenda Leonard Sherrill, STE(A)M and Computer Science Working Groups Lead, Remake Learning

*Join members of the University of Pittsburgh’s NSF INCLUDES team (Inclusion across the Nation of Communities of Learners of Underrepresented Discoverers in Engineering and Science), a research team and recipient of a National Science Foundation Alliance Award, the STEM PUSH Network (Pathways for Underrepresented Students to HigherEd); and the Pittsburgh Regional STEM Ecosystem, a Community of Practice supporting STEM-rich learning opportunities in the Pittsburgh region, for a conversation about Pre-College STEM Programs (PCSPs). Topics will include PCSPs use of enrichment and research experiences to open pathways to STEM education and careers for racially minoritized students, pursuing partnerships within your institution or community, recommendations for recruitment through PCSPs, and a look to the future of this work.*

**E7: Trust, Accountability, & Transformation on our Team**

Presenter(s): Nicole Shannon, Associate Director of Admission & Strategic Recruitment, Washington & Jefferson College; Dylan Gerald, Associate Director of Admission & Admitted Student Yield, Washington & Jefferson College

*Is your team enthusiastic about the work that they do?  Join our session, Accountability, Trust, & Transformation on Our Team, to learn how to excite and empower colleagues to do their best work on their own and as a team.  Teamwork truly does make the dream work.  In order to fully manage up, trust and accountability are necessary at every level.  Implementing trust and accountability on our Enrollment Team has transformed the way in which we work together and individually.  Team members at every level are empowered to impact all stages of the funnel by recruiting right fit students to W&J and working on special and independent projects.  When everyone on the team trusts that we are all doing great work for great reasons, success is inevitable.*

**E8: Redesigning for Growth: Innovations and Post-COVID-19 Best Practices in Comm-Flow Strategy**

Presenter(s): Sheridan Brown, Regional Director, Carnegie Dartlet; Eric Page, SVP, Enrollment & Marketing Strategy, Carnegie Dartlet

*Let’s face it: marketing and enrollment leaders often struggle to find common ground. For higher education institutions to thrive in a post-COVID-19 world, the resources, ratios, and tactics between enrollment and marketing must be reconsidered to ensure the best chance of enrollment success. This session will dive deep into effective comm-flow and marketing practice redesign, the shift and focus on yield, marketing and enrollment cycle strategies, measurements, and data-driven techniques that will improve your ROI for this cycle and beyond.*

**E9: The Power of Presence: When You Can’t Be There In Person**

Presenter(s): Heather Mueller, Vice President of Sales, Capture

*For decades, enrollment was based on a cycle of in-person traditions — college fairs in the fall and spring, application open dates in August, admitted student days for yield, etc. The year 2020 changed all that. Enrollment managers worldwide now understand, yes, being present is critical … but that doesn’t necessarily mean being there in person. This session explores the power of presence — being in the right space, using the right tools, tracking the right behavior and conveying the right message at precisely the right moment. More than a discussion of theory, the audience will leave this session with fresh ideas on how university presence can be enhanced and recent examples of how leveraging certain products and tools have achieved important outcomes.*