



IOWA

2023 CONFERENCE

BUILDING BRIDGES

COLLABORATIONS FOR STUDENT SUCCESS

May 21-23, Iowa City, IA

Notes from Our Conference Planning Chair, Susan Dickinson

Welcome to the 2023 Iowa Association for College Admission Counseling's spring conference! I am so excited to welcome you all to the University of Iowa's campus to share knowledge, grow as professionals, and build bridges between our institutions. For almost a year now, the Conference Planning Committee has been hard at work planning an experience that we hope every participant finds both meaningful and fun. We want this to be a great experience for all attendees, so please don't hesitate to reach out to a committee member (you can identify us by the ribbons on our nametags) with any questions or feedback.

Here are a few important notes to keep in mind as you prepare to begin your conference experience.

Your VIP badge

At check-in, all attendees will be given a nametag and a University of Iowa VIP badge. The VIP badge will give you access to discounts at a variety of businesses in downtown Iowa City. You can find a list of these establishments in your check-in materials. Your badge will also allow you to use our Campus Recreation & Wellness Center (CRWC) free of charge.

Navigating the University of Iowa

While conference sessions will all take place in the Iowa Memorial Union, you are more than welcome to explore the University of Iowa's campus while you are here. Campus maps will be available at check-in, and campus is fully integrated with Google Maps for convenient navigation. Our CAMBUS system is free to everyone, so if you want or need to hop on a campus bus, you will not need to pay a fare. If you have questions about navigating campus, feel free to ask a University of Iowa staff member or student; they will be stationed around the IMU throughout the conference to assist with wayfinding.

About the Iowa Memorial Union

All conference sessions will be held in the Iowa Memorial Union (IMU). Registration will take place outside the International Ballroom on the Second Floor. Sessions will take place in the Iowa Theatre (1st floor), the Academics Room (2nd floor), the Homecoming Room (3rd floor), the Multicultural Greek Council Room (3rd floor), the Forty-Seven Things Room (3rd floor), and the Big Ten Theatre (3rd floor). University of Iowa students and staff will be stationed throughout the building to help you find your way.

Restrooms can be found on each floor; gender-inclusive restrooms can be found on the third floor. A lactation room is available on the first floor near the Iowa House Hotel. Please see Susan Dickinson, Conference Planning Chair, with any questions.

Notes About Executive Track Sessions

One session in each time block is designated as the Executive Track. These sessions are sponsored and facilitated by our platinum-level sponsors and are designed for Vice Presidents, Deans, and Directors. Other attendees will be able to participate in these sessions on a space-available basis.

Notes About School Counselor Track Sessions

Sessions in each time block are designated as the School Counselor Track. These sessions are primarily geared towards school counselors and College & Career Transition Counselors, but attendance is open and encouraged for all attendees. The sessions in blocks A & B are limited to 30 total participants; if seats fill up, priority will be given to school counselors and CCTCs.

Participants who complete both Part I and Part II of the QPR Suicide Prevention Training will be certified in QPR for two years. These sessions are sponsored by the Scanlan Center for School Mental Health, which is the state of Iowa's hub for school-based mental health research, training, professional learning, and clinical services. The Scanlan Center works with schools, districts, AEAs, colleges and universities, and other key stakeholders across the state to support the wellbeing of Prek-12 students and educators. We are so thankful to the Scanlan Center staff for their partnership, and we hope that these sessions can benefit all of our members in our work with students.

Special thanks go out to the members of the Conference Planning Committee, who have worked hard over the last year to provide a meaningful opportunity for college admission professionals on both sides of the desk to engage with each other. We hope that you enjoy your conference experience!

Best,
Susan Dickinson
Conference Planning Chair



Schedule at a Glance

Sunday, May 21, 2023

3:00–5:00 pm Check-in and Happy Hour (sponsored by RNL), Graduate Hotel
5:00 pm Past-Presidents Happy Hour, Vue Rooftop
Dinner On Your Own

Monday, May 22nd

8:00–9:15 am Continental Breakfast (International Ballroom)
8:30–9:30 am Conference Registration & Sponsor Tables (International Ballroom)
9:30 am Opening Session (International Ballroom)
Welcome remarks from Drew Shradel, Iowa ACAC President
Platinum sponsor introduction: Ashley Brown, College Board
Platinum sponsor introduction: Adam Connolly, RNL
10:15 am Session Block A
11:30 am Lunch (sponsored by Salesforce) (International Ballroom)
Platinum sponsor introduction: Janet Godwin, ACT
Platinum sponsor introduction: Tom Green, Salesforce
12:00 pm Keynote Speaker (International Ballroom)
1:45–2:45 pm Session Block B
3:00–4:00 pm Session Block C
4:00–4:30 pm Sponsor Exhibitor Tables
4:30–6:00 pm State Meeting (International Ballroom)
8:00–10:00pm Monday Evening Social at Spare Me (sponsored by College Board)

Tuesday, May 23rd

8:00–9:00 am Continental Breakfast & Sponsor Tables (International Ballroom)
9:00–10:00 am Session Block D
10:15–11:15 am Session Block E
11:30 am Closing Session (International Ballroom)

2023 CONFERENCE SCHEDULE

Day 1: Monday May 22

Opening Session 9:30 am

International Ballroom (Second Floor)

Our Iowa ACAC President, Drew Shradel, will kick off our conference with a welcome address and some important announcements about the conference and our raffle & fundraiser for the Freddy Miranda Access Award. We will also hear from two of our platinum sponsors: Ashley Brown from the College Board and Linda Hoopes from RNL.

Session A 10:15 am-11:15 am

Strategic Enrollment Planning = Sustainable Enrollment; How to Harness Your Institution's Resources to Achieve Sustainable Enrollment

Executive Track; Presented by Ruffalo Noel Levitz

Academics Room (second floor)

Adam Connolly - Vice President & Consultant, Enrollment Management, RNL

Wishful thinking is one thing, but what many institutions face these days is quite another. Without a well thought out strategic enrollment plan, educational institutions are at the mercy of variables that can change the trajectory of any college or university for years to come. RNL's Adam Connolly, Vice President will share some of the methodology that guides a strong strategic enrollment plan. He will also share examples of how collaboration across campus divisions make a difference in successful SEP initiatives. Learn how to maximize recruitment, leverage internal resources, and impact student retention during the SEP process.

Question, Persuade, Refer (QPR): Suicide Prevention Training Part I

***LIMIT 30 PARTICIPANTS, priority will be given to school counselors & CCTCs**

School Counselor Track; Presented by the Scanlan Center for School Mental Health

Homecoming Room (third floor)

Sam McVancel, PhD, and Elizabeth Gleason, LMSW

Participants will learn question-persuade-refer (QPR), an evidenced-based practice to help recognize crises including warning signs that someone may be contemplating suicide.

By the end of the session, participants will:

- Recognize signs of suicidality
- Increase self-efficacy for talking about suicide
- Increase knowledge of suicide prevention resources

**Participants who complete both Part I and Part II of the training will be certified in QPR for two years.*

Counselors of Color Roundtable Discussion

Multicultural Greek Council Room (third floor)

Janine Baeza, Associate Director of Freshmen Recruitment, University of Northern Iowa

This session is intended to be a roundtable discussion for high school and college admissions counselors of color to connect and build affinity. Share success stories from the workplace, personal triumphs, and network with other people of color within the world of admissions.

College Attendance Motivations in a Post-Pandemic Environment:

Breaking Down the Insights

Big Ten Theater (third floor)

Eric Page, EVP, Client Success, Carnegie

With the continued impact of a historic pandemic, considerable economic and political unease, and a shift in student demographics, now is the time to better understand why students are attending college. Learn about the many internal and external factors that influence students' choice to go to college based on survey responses from 3,800 students.

Volunteer vs Paid Ambassador Programs & Open Discussion

Forty Seven Things Room (third floor)

Jas Whitinger, Associate Director of Admissions Events & New Student Registration, Mount Mercy University

An open discussion about Ambassadors- Will show some perspective from a volunteer organization and a paid organization. Details to cover: Training, Meetings, Recruiting, Retention, Paid vs Volunteer, etc

Evidence of Grade Inflation Since 2010

Iowa Theater (first floor)

Edgar Sanchez, Ph.D., Lead Research Scientist, ACT

As seniors across the country transition out of high school, applying to college is the next step for many students. Postsecondary institutions have traditionally relied on high school GPA and standardized test scores but the utility of these measures depends upon their reliability and validity. Given the rise in high school grade inflation, the pandemic and test optional expansion, new questions have emerged. What is the extent of grade inflation? For whom is the evidence strongest? What does a high school grade signify? What are the implications of grade inflation for students, parents, and college institutions? We'll discuss research related to these and other important questions.

11:30 am Lunch, Sponsored by Salesforce

International Ballroom (Second Floor)

The buffet line will open at 11:30am. As lunch is being served, we will hear from two of our platinum sponsors: Janet Godwin from ACT and Tom Green from Salesforce.

12:00 pm Keynote Address: Dr. Jared Smith

International Ballroom (Second Floor)

Dr. Jared Smith is the Superintendent of the Waterloo (Iowa) Community School District. With more than 10,000 students and 1,700 employees, Waterloo is among the 10 largest school districts in Iowa. Jared has taught and coached at both the middle school and high school levels. Prior to becoming a superintendent, Jared worked as an assistant principal and principal for ten years. Jared holds a BA in Elementary and Middle Level Education from the University of Northern Iowa, an MS in Educational Leadership from National Louis University, and a PhD in Educational Leadership from Iowa State University. Jared is an award-winning blogger, professional speaker, and author of *Learning Curve: Lessons Learned on Leadership, Education, and Personal Growth*.

"Turning Points: Leveraging Small Moments to Transform Lives"

What are you doing to create a "wow" experience in your organization?

In this interactive session, we will explore how seemingly ordinary moments can have a dramatic impact on our life trajectory. Furthermore, we will discuss practical steps for creating a long-lasting, positive impact on the students we serve and the staff we employ.

Session B 1:45 pm-2:45 pm

What the Evidence Shows About College Preparation-Supports and What You Can Do About It

Executive Track; Presented by ACT

Academics Room (second floor)

Dr. Joyce Schnieders, Research Scientist II, ACT

Lisa King, Director, American College Application Campaign

Jamie Covell, MSW, Community Engagement Consultant, Iowa College Aid

The COVID-19 pandemic has upended the college-going process for high school students since 2020. Students' college preparation experiences during the pandemic provide insights on how to better prepare upcoming classes of college-bound students. Join ACT, its American College Application Campaign (ACAC), and Iowa College Aid to learn about recent research that examines student experiences with college preparation supports and opportunities during the pandemic and why it is important that higher education institutions collaborate with Iowa's Course to College campaign to improve the college planning process for Iowa students. We will also discuss practical strategies you can employ to help your future students be successful in their postsecondary pursuits.

Question, Persuade, Refer (QPR): Suicide Prevention Training Part II

****LIMIT 30 PARTICIPANTS, priority will be given to school counselors & CCTCs**

School Counseling Track: Presented by the Scanlan Center for School Mental Health

Homecoming Room (third floor)

Sam McVancel, PhD, and Elizabeth Gleason, LMSW

Participants will learn Question-Persuade-Refer (QPR), an evidenced-based practice to help recognize crises including warning signs that someone may be contemplating suicide.

By the end of the session, participants will:

- Recognize signs of suicidality
- Increase self-efficacy for talking about suicide
- Increase knowledge of suicide prevention resources

**Participants who complete both Part I and Part II of the training will be certified in QPR for two years.*

Changes to the FAFSA in 2024-25

Iowa Theater (first floor)

Erick Danielson, Vice President of Programs, ICAN

We'll discuss changes to the FAFSA application process and how they will impact the students/families that you serve.

Effectively Finding & Engaging Your Underserved Populations

Big Ten Theater (third floor)

Bethany Moran, Vice President, West, Encoura

Jason Stevens, Vice President, Digital Solutions, Encoura

Which student population could your institution better reach and support through the recruitment cycle? What is holding you back from that outreach? Join us for an interactive discussion on how you can make better use of the data already available to you to engage with the students who are most interested in hearing from you. We'll also share the latest technology to help make that outreach more efficient and effective. This session will cover which prospective student populations have been the most underserved since the pandemic, new and innovative ways you can connect with students and their families, and how you can deliver the right messages on the right channels to speak directly to their specific motivations and preferences.

1 Opening, 2 Openings, 3... The Struggle To Hire and Manage is Just That.

Multicultural Greek Council Room (third floor)

Conner Ellinghuysen, Director of Admissions, Buena Vista University

Drew Shradel, Director of Admissions, Cornell College

Are you scratching your head wondering how you are going to fill an open position? Have you filled a position, but struggle to manage young counselors? Join us for our session dedicated to middle managers trying to navigate higher education during a time of uncertainty filling vacancies and finding solutions for managing young professionals.

Homebrew: Create Your Own Student-Level Data for Recruitment Success

Forty Seven Things Room (third floor)

Michael Hovland, Retired Director of Enrollment Management Data Analytics, University of Iowa

At the top of the recruitment funnel you have the most potential students, but you know the least about them. You have the highest recruitment costs for things like student search, publications, and travel. However, your lack of student level data can lead to waste and inefficiency and hinder your efforts to segment and market effectively to different student populations. You don't have to be limited to the data provided by your search vendors or limited by the data that's stored in your CRM systems. In this session, you'll learn how to create a variety of student level data about student characteristics, level of interest in your institution, and likely enrollment behaviors. You'll also discover how to create this data earlier in the recruitment cycle to lower costs and to recruit in a more targeted and effective way.

"Culture Eats Strategy for Breakfast"

International Ballroom (second floor)

Dr. Jared Smith, Superintendent of Waterloo Community School District

Why do unnecessary politics, drama, and dysfunction continue to persist in most post-secondary institutions? In this follow-up from the keynote, we explore the connection between positive culture and extraordinary results and why little else matters if employees don't like coming to work. Attendees will leave this session armed with practical ideas to transform the vibe in their workplace.

Session C 3:00 pm - 4:00 pm

Chasing Innovation - New Quests in Technology for Recruitment and Marketing

Executive Track: Presented by Salesforce

Academics Room (second floor)

Dr. Tom Green - Director, Strategic Enrollment Management, Salesforce

Whether you are trying to figure out how to get your share of high school graduates in a declining population, how to reach elusive adult learners to start/complete undergraduate degrees, or partnering with your graduate programs to reach their target audiences, you are likely trying to reach your enrollment targets with constrained resources and a never-ending parade of shiny technology options that promise to help you. What trends are impacting your work? What are the important technology innovations that should be on your radar this year?

This session will provide insights from two vantage points. What can those insights tell you about what is likely coming to higher education? We'll hear about the experiences of leading enrollment management over decades and across many shifts in student populations, trends and disruptions. We'll also learn from a technology company that is working to lead innovation in major corporations, government, healthcare and more.

Working with Students in Distress Workshop

School Counseling Track; Presented by the Scanlan Center for School Mental Health

Iowa Theater (first floor)

Barry A. Schreier, Ph.D.

You are in your office, thinking about an interaction with a student that leaves you troubled. Many things are running through your mind. Is this a big deal? Should I call someone about this? Can I help this student myself? Should I even get involved? For many students, personal matters affect academic performance, and so interactions are significant and can be a reason to be involved. But these are complicated issues, in complicated times, and getting involved can feel intimidating, resulting in staff and faculty stress. Students struggle with anxiety, depression, general emotional upset, thoughts of self-harm, physical illnesses, family problems, financial pressures, and others. And have minoritized identities tend to exacerbate these struggles. This can leave students distressed and seeking your help.

Are High School Visits Still Useful? A Roundtable Discussion

Forty Seven Things Room (third floor)

Emerson Sears, Freshman Admissions Counselor, Iowa State University

Jessica Martin, Freshman Admissions Counselor, Iowa State University

A roundtable discussion about whether or not high school visits are still beneficial or what other types of events could be more beneficial to prospective students.

Individual Visits with Slate

Homecoming Room (third floor)

Gabriel Hernandez, Associate Director of Enrollment Operations and Slate Captain

Jas Whiting, Associate Director of Admissions Events & New Student Registration, Mount Mercy University

We will showcase and have an open conversation on how we use our CRM (Slate) to schedule, track, and print out the student's schedule. In the first part of the session, we will show how we built our form to schedule the student's custom visit, our query to print out their schedule, and the report to track and compare. We will then share about our successes and failures in implementing this and about what we plan to do in the future. During the second part of the session, we will keep having conversations and answer questions about our process, and would love to hear about how others are using their CRM, if they have one.

To Infinity and Beyond: A Transfer Review and Roundtable

Multicultural Greek Council Room (third floor)

Matthew Heinze, Assistant Director of Outreach and Recruitment, University of Iowa

Kickback with the Iowa ACAC Transfer Committee as we discuss transfer admission best practices and the ever-evolving transfer credit landscape within the state of Iowa, including dual enrollment, transfer trends, and more! Join us as we celebrate the highs and lows of transfer recruitment and join in the discussion as we look forward to another eventful year in the transfer world! Questions are always welcome!

Building Your Best Class with College Board Search

Big Ten Theater (third floor)

Ashley Brown, Director, Recruitment & Enrollment Success, The College Board

Demographic changes, the lingering effects of Covid-19, economic uncertainty, sophisticated technology, Gen Z values, new legal challenges, and so many other factors are making your job of filling your class and reaching your goals more complicated than ever. College Board Search, with a fifty-year legacy as the leader in connecting you to your future students, is changing alongside you to meet these challenges. Learn about College Board Search Access Plans for the upcoming year and hear stories from enrollment leaders about how they use College Board Search to navigate the complexities of the higher education landscape.

4:30-6:00 pm State Affiliate Meeting

International Ballroom (Second Floor)

Freddy Miranda's Story: Freddy Miranda worked in higher education in Iowa for more than a decade. He impacted the lives of hundreds of students, while working in Admissions for Central College, the University of Northern Iowa, Iowa State University, and Indian Hills Community College. He was on a recruitment trip in Honduras, as the Director of International Affairs for IHCC, when he was killed in an automobile accident on March 8, 2016. Freddy earned a bachelor of arts degree from Clarke College (now Clarke University) and a Master of Arts in Education degree from UNI. As a young developing professional, Freddy possessed many endearing qualities. He had the natural ability to talk to anyone and genuineness to connect with everyone - not on a superficial level, but on a level where each one knew he cared. He had a rare and special charisma that not only made him likable, but made him incredibly effective. During his time in the admissions world, people had the chance to see firsthand Freddy's ability to lead, to create, to develop. It was his personal mission in life to open the doors to higher education for underrepresented students. He was a devoted husband to his wife Janelle and a devoted father to their three children. Iowa ACAC is honored to name our scholarship program after Freddy.

2023 FMAS Scholarship Winners

Yaretzi Aleman from Denison High School will attend BVU or Morningside.

Michael Dunn from Waterloo West High School will attend Iowa State University.

Sophie Brown from Independence High School will attend the University of Iowa.

Kiara Dutler from Ridge View High School will attend Iowa State University.

Yuleni Curiel from Ottumwa High School will attend Indian Hills Community College.

Sara Vela from Columbus Community will attend Buena Vista University.

Lah Meh from Waterloo West High School will attend Hawkeye Community College.

Denise Montealgre from Marshalltown High School will attend Iowa State University.

8:00-10:00 pm Monday Night Social, Sponsored by The College Board

Spare Me Bowl & Arcade (the Chauncey Building, 404 E. College Street)

Come enjoy bowling, skee-ball, arcade games, drinks, food, and excellent company at our Monday evening social! Each attendee will be offered two drink tickets to be used at the bar, and snacks will be available on the second floor of the facility. Thank you to our partners at the College Board for their sponsorship of our social!

9:30-10:15pm During this time a University of Iowa CAMBUS will be available to bring attendees from Spare Me to all three of our hotels (the Hilton Garden Inn, the Graduate, and the Iowa House Hotel). The bus will pick up attendees in front of the Chauncey Building and make a continuous loop between those locations. If you choose to forego the bus and continue your night out in Iowa City, please note that Uber and Lyft both operate in town. Be sure to get home responsibly!

Day 2: Tuesday, May 23

8:00-9:00 am Continental Breakfast & Sponsor Tables

International Ballroom (Second Floor)

Session D 9:00am - 10:00am

The Ever-Changing Landscape of Data Privacy and Its Impact on Enrollment Management

Executive Track Presented by College Board

Academics Room (second floor)

Paul Weeks – Vice President, Recruitment & Enrollment Solutions, College Board

Student data privacy law continues to evolve and limit what can be collected and shared, dramatically impacting time-honored recruitment strategies and tactics. This session will provide an overview of the landscape of state data privacy law in the U.S. and how College Board is adapting as a result.

Systemic Wellness: Creating Systems To Support the Person You Want to Be and the Life You Want To Build

School Counselor Track; Presented by the Scanlan Center for School Mental Health

Big Ten Room (third floor)

Kari Vogelgesang, Ph.D.

In this session, we will learn about the 8 dimensions of wellness as defined by SAMHSA. We will engage in activities to help identify our personal values and talk through how those values can support or hinder daily habits. Finally, we will use this information to start building a personal wellness system.

Participants will:

- Identify the 8 dimensions of wellness.
- Articulate their top 3 aspirational values.
- Communicate how to use aspirational values to support healthy habits.
- Recognize 4 actions steps for building a personal wellness system.

From Intern to Career

Homecoming room (third floor)

Conner Ellinghuysen, Director of Admissions, Buena Vista University

Madison Overby, Admissions Events Intern, Buena Vista University

Have you wondered how to get the most out of your student workers? Maybe you have some stellar student workers who would be great admissions counselors. During this session we will discuss the benefits of student worker programs and provide helpful tips to grow programs while providing professional development programs to students.

Systemic Use of FAFSA Completion Data

Forty Seven Things room (third floor)

Jamie Covell, Community Engagement Consultant, Iowa College Aid

Mike Huguelet, Counseling and Postsecondary Success Coordinator, Des Moines Public Schools

For a majority of students, FAFSA completion is paramount to pursuing postsecondary education. It's also a hefty barrier to accessing postsecondary education. In this session we will discuss the importance of FAFSA completion data and its role in assisting Iowa's high schools assist students that have not filed a FAFSA. We will also discuss using this data at a districtwide level to engage school administrators in understanding the urgency behind supporting FAFSA completion in their high schools. Des Moines Public Schools will showcase their work with analyzing their FAFSA data, how they share this amongst district leaders, and how they're able to ensure their FAFSA completion data is being seen and used by all of their schools to empower them to implement FAFSA interventions.

Building a Successful Career in Admissions: Key Skills, Tips, and Insights

Iowa Theater (first floor)

Emily Hannon, Assistant Director of First-Year Admissions, St. Ambrose University

This session will explore the field of higher education admissions and how you can turn it into a rewarding career. You'll learn about the key skills and qualities that are essential for success in this field, as well as the different career paths and opportunities available. We'll discuss the various roles within admissions, from admissions counselors to directors, and the skills and qualifications needed to excel in each position. You'll gain insights into the challenges and rewards of working in admissions, as well as the impact you can have on the lives of prospective students. Whether you're just starting your career or looking to advance, this session will provide insights and tips for building a successful career in admissions.

School Counselor/CCTC Roundtable

Multicultural Greek Council Room (third floor)

Sheryl Bass, College/Career Transition Counselor, Linn-Mar High School & Kirkwood Community College

Elizabeth Wessels, School Counselor, John F. Kennedy High School, Cedar Rapids CSD

Take some time out of the conference to network and talk with fellow school counselors and CCTCs. We will discuss current issues in our schools, share resources, and network. Topics up for discussion: supporting students in all three domains of school counseling, technology tools, mental health resources, self-care, and other current issues in school counseling. Come with questions or tools to share!

Session E 10:15 am - 11:15 am

Executive Track Roundtable

Executive Track; Presented by ACT, College Board, RNL, and Salesforce

Academics Room (second floor)

Moderated by:

Dr. Brent Gage - Associate Vice President, Enrollment Management, University of Iowa

Kirk Kluver - Assistant Provost, Director of Admissions, University of Iowa

The ever-changing landscape of enrollment management in Iowa and beyond creates challenges and opportunities for us all. As a wrap-up to the Executive Track, we invite enrollment management and admissions leaders to join us for a roundtable discussion moderated by our University of Iowa hosts.

Concurrent Enrollment Roundtable Discussion

School Counselor Track; Presented by the Scanlan Center for School Mental Health

Multicultural Greek Council Room (third floor)

Jon Weih, Director, Kirkwood Regional Center at the University of Iowa

Kristy Black, Dean of Regional and County Centers, Kirkwood Community College

Lisa Folken, Director, Jones County Regional Center, Kirkwood Community College

Tera Pickens, Director, Washington County Regional Center, Kirkwood Community College

Kasey Keeling, Director, Benton County Center, Kirkwood Community College

Mindy Thornton, Director, Linn County Center, Kirkwood Community College

Open discussion on the overview of how concurrent enrollments works through the community colleges in Iowa. The positives. The challenges and open discussion about what Admissions Counselors would like to ask those that work in the area every day.

Developing a Succession Plan in Admissions, Financial Aid & Marketing

Homecoming Room (third floor)

Todd Coleman, Vice President for Enrollment & Marketing, Mount Mercy University

In the fast-paced world of high education and high turnover, it has become critical for small to medium-sized, resourced-challenged institutions to develop a leadership succession plan. Hear from a senior professional on the identification, mentoring, and knowledge share that has to take place to ensure a smooth transition. Learn the formula he used in his three previous positions to have the successful candidate already on staff as the person who succeeded him. If you're a middle manager, you'll learn how to prepare for your next step. If you're a new professional, you'll learn how to put yourself in position for that next big move.

Supporting LGBTQ+ Students from Recruitment to Enrollment

Iowa Theater (first floor)

Kalyani Kannan, LGBTQ+ Student Services Coordinator, University of Northern Iowa

Janine Baeza, Associate Director of Freshmen Recruitment, University of Northern Iowa

Presenters will provide a brief overview of how the University of Northern Iowa implemented an LGBTQ+ visit day. They will discuss challenges, feedback, and next steps for supporting LGBTQ+ students from recruitment through enrollment at a college or university.

Ode to Data... Wait, I Thought Data Was Scary?

Forty Seven Things room (third floor)

Conner Ellinghuysen, Director of Admissions, Buena Vista University

You probably have heard a million times about the importance of data and how it can help you with territory management, but sometimes you have no idea where to even begin.. During this session, you will learn how data can help you with travel, prioritizing who to reach out to, understanding who might apply, and helping you throughout the admissions process.

The Real Scoop on Paying for College: Expectations vs. Reality

Big Ten room (third floor)

Heather Gaumer, Director, Midwest Region, Sallie Mae

While most families agree that college is an investment in their student's future, many are confused and stressed about paying for that education. Join us to learn what college-bound high school families know and expect about paying for college, and how that compares to the realities experienced by currently enrolled undergraduates. We'll investigate how families' understanding of available funding sources, attitudes, and behaviors change as families progress on their higher education journey. Our discussion will share insights from two new research studies by Sallie Mae and Ipsos, *College Confidence: What America Knows About Paying for College* and *How America Pays for College 2022*. We'll also share tips and best practices for how you can help your students successfully plan to pay for college.

11:30 am-12:00 pm Closing Session

International Ballroom (Second Floor)

Don't head home quite yet! Be sure to attend our closing sessions for the announcement of raffle prize winners and information about next year's MIDWest ACAC Conference. Winners of a raffle prize must be in attendance in order to claim your prizes. Attendees who come to the closing session will also receive a \$15 gift card for lunch in a variety of downtown Iowa City locations; grab-and-go options are available downtown for those who need to hit the road.

Thank you to Our Sponsors for your Support of Iowa ACAC!

Platinum Sponsors: ACT, RNL, Salesforce, the College Board

Bronze: Carnegie, Encoura, Loper, NextGrad

Additional Partners: Common App, the Scanlan Center for School Mental Health, the Iowa School Counselor Association

Thank you to the Conference Planning Committee:

Susan Dickinson, University of Iowa, Chair

Mallory Luensmann, Wartburg College

Nick Kettmann, Kirkwood Community College

Autumn Luce, Grand View University

Janelle Sperry, University of Iowa

Sabrina Tapps-Fee, Mount Mercy University

Katie Wyman, Wartburg College

John Laverty, University of Iowa

John Peterson, University of Northern Iowa

Rachel Hootman, University of Iowa

Tom Paulsen, University of Iowa

Liz Wessels, Kennedy High School

Sheryl Bass, Kirkwood Community College

Proposals To Host the 2025 Iowa ACAC Conference:

We want to make a tradition of hosting our Iowa-only conferences on a college campus! Would your campus like to host our next Iowa-only conference in 2025? In December, the Conference Planning Committee will be asking interested campuses to submit a proposal with more information about your facilities. Reach out to Susan Dickinson with any questions at susan-dickinson@uiowa.edu.

Get Involved with Iowa ACAC!

If you enjoyed your conference experience with Iowa ACAC and would like to be involved with future events, visit www.iowaacac.org and fill out our "Lend a Hand" form to get in contact with a committee chair about joining one of our committees.