

Day 1

Session A Monday May 22, 10:15am - 11:15am

Executive Track Presented by Ruffalo Noel Levitz

The Executive Track is made possible by our Platinum Sponsors and is designed for enrollment management and admission executive leaders, including AVP's, deans, directors and other senior-level leaders.

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

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.

Counselors Track Presented by the Scanlan Center for School Mental Health at the University of Iowa

Question, Persuade, Refer (QPR): Suicide Prevention Training Part I (LIMIT 30 PARTICIPANTS)

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.*

General Track

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

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. We surveyed 3,800 students about the many internal and external factors that influenced their choice to go to college.

Student Ambassadors + Open Discussion

Forty Seven Things Room, third floor
Jas Whiting, Associate Director of Admissions Events & New Student Registration, Mount Mercy University
Nick Kettmann, Director of Admissions, Kirkwood Community College

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.

Session B Monday May 22, 1:30pm - 2:30pm

Executive Track Presented by ACT

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

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.

Counselors Track Presented by the Scanlan Center for School Mental Health at the University of Iowa
Question, Persuade, Refer (QPR): Suicide Prevention Training Part II
See Session A for details (LIMIT 30 PARTICIPANTS)
Homecoming Room, third floor
Sam McVancel, PhD, and Elizabeth Gleason, LMSW

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

General Track
Changes to the FAFSA in 2024-25
Iowa Theater, first floor
Erick Danielson, Vice President of Programs, ICAN

What are the changes 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 Schradel, Director of Admissions, Cornell College

Are you scratching your head wondering how you are going to fill an open position? Better yet, have you filled a position, yet are struggling 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 your lack of student level data can lead to waste and inefficiency and hinder your efforts to segment and market effectively. 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 and to create this data earlier in the recruitment cycle to lower costs and to recruit in a more targeted and effective way.

Session C Monday May 22, 3:00pm - 4:00pm

Executive Track Presented by Salesforce

Chasing Innovation - New Quests in Technology for Recruitment and Marketing

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. The first is the experience of leading enrollment management for decades and across many shifts in student populations, trends and disruptions. The second is from a technology company that is working to lead innovation in major corporations, government, healthcare and more. What can those insights tell you about what is likely coming to higher education?

Counselors Track Presented by the Scanlan Center for School Mental Health at the University of Iowa

Working with Students in Distress Workshop

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.

Participants will learn:

- Language and practical skills to help navigate challenging interactions
- Signs of what distress looks like
- How to gauge student emotionality
- Ideas of what to do and what not to do
- Simple language to assist with having the confidence to act when students struggle

General Track

Are High School Visits Still Useful? A Roundtable Discussion

Forty Seven Things Room, third floor

Emerson Sears, Freshmen Admissions Counselor, Iowa State University

Jessica Martin, Freshmen 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.

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 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. Share about our successes and failures in implementing this and about what we plan to do in the future. During the second part we will want to keep having conversations and answer questions about our process, but 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 room, 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.

GENERAL SESSION TBD

International Ballroom, second floor

Dr. Jared Smith, Superintendent, Waterloo Community School District

Day 2

Session D Tuesday May 23, 9:00am - 10:00am

Executive Track Presented by College Board

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

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.

Counselors Track Presented by the Scanlan Center for School Mental Health at the University of Iowa

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

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 identify your personal values and talk through how those values can support or hinder the daily habits you have formed. Finally, we will use this information to start building your 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.

General Track

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 to target 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 Tuesday May 23, 10:15am - 11:15am

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

Executive Track Roundtable

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.

Counselors Track

Concurrent Enrollment: Discussion on the purpose, planning and delivery of college credit to high school students

Multicultural Greek Council Room, third floor

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

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

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

Mike Jacobsen, Associate Director, Iowa County Center, Kirkwood Community College

What is concurrent enrollment? How does Kirkwood Community College offer concurrent enrollment and to whom? What considerations go into allowing students to take college credit classes in high school? Biggest challenges in working with high school students and partner schools? Benefits to students? Transfer and implications considered?

General Track

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. As a middle manager learn how to prepare for your next step and as a new professional 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 and 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 the importance of data and how it can help you with territory management, but sometimes you have no idea where to even begin. Maybe you are like others and fear data. During this session you will learn how data can help you with travel, prioritizing who to reach out to, who might apply, and overall help you through the process.

The Real Scoop on Paying for College: Students' and Families' Expectations Versus Reality

Big Ten room, third floor

Heather Gaumer, Director of Relationship Management – Midwest, 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 this session where we explore 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 will investigate how families' understanding of available funding sources, attitudes and behaviors change as families begin and follow their higher education journey.