

IOWA ASSOCIATION
FOR COLLEGE ADMISSION COUNSELING

KICK OFF TO SUCCESS



IOWA ASSOCIATION
FOR COLLEGE ADMISSION COUNSELING

GAME PLAN

FROM HIGH SCHOOL THROUGH COLLEGE



SPRING CONFERENCE

May 17-19

SHERATON HOTEL • IOWA CITY, IA



Welcome! [PEP TALK]

Welcome on behalf of the Iowa ACAC Spring Conference Planning Committee! We are pleased you have joined us for the 2015 Iowa Association for College Admission Counseling Spring Conference. This year, we are holding the conference in Iowa City. While at the conference, please enjoy and take advantage of the opportunities the conference will offer for professional development, networking, and social interaction. The Conference Planning Committee has worked hard to provide sessions and speakers that will pique your interests, expand your knowledge, and create new ideas. We hope you enjoy the unique hospitality of Iowa City and the Sheraton Hotel!

Erin Gabriel, Conference Planning Chair

Conference Planning Committee [ASSISTANT COACHES]

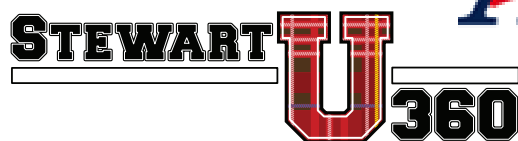
Mark Ash, Kirkwood Community College
Jenny Connolly, University of Northern Iowa
Jess DeWall, University of Northern Iowa
Greg Eide, Luther College

Erin Gabriel, Dowling Catholic High School, Chair
Cara Joens, Xavier High School
Nicholas Kavanaugh, Coe College
Mallory Luensmann, Wartburg College

Jeremy Mims, The University of Iowa
Cyrus Nichols, The University of Iowa
Adam Parker, The University of Iowa
Ryan Ronan, Iowa College Access Network (ICAN)
Eric Sickler, The Thornburn Group [a STAMATS company]
Jaclyn Tungesvik, Iowa State University
Sarah Washler, Mount Mercy University
Elizabeth Wessels, John F. Kennedy High School

Special Thanks to Gail McMahon, Iowa ACAC Executive Board Administrative Assistant

Sponsoring Business Partners [CHEERING SECTION]



Daily Schedule [PLAYBOOK]

Sunday, May 17 [TAILGATE]

2:00-4:30 pm	Pre-Conference Social Golf Outing, Pleasant Valley Golf Course, Iowa City
3:00-5:30 pm	Registration and Hotel check-in, Sheraton Hotel Lobby
5:30-7:00 pm	Welcome Social [PREGAME] Location: Roof Garden (hotelVetro) Sponsored by: STAMATS Higher Ed. Smarter.
7:00 pm	Dinner on your own



Monday, May 18 [GAME DAY]

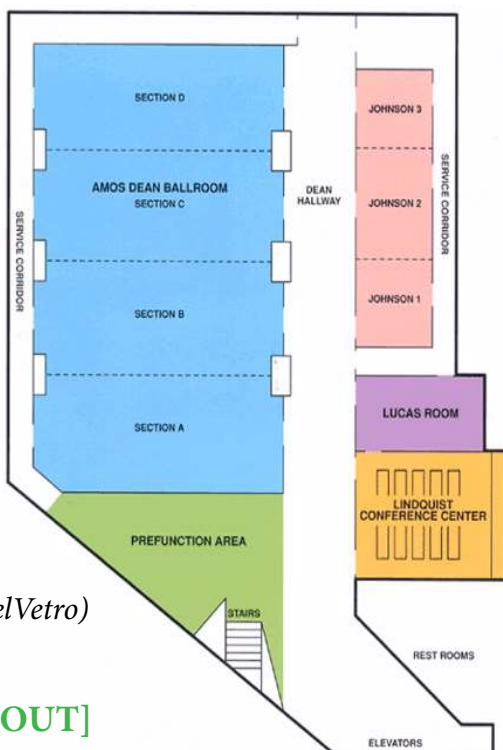
7:00-9:00 am	Conference Registration, Sheraton Hotel Lobby
7:00-9:00 am	Continental Breakfast, Amos Ballroom C
7:00-9:00 am	Exhibitor Set-up, Prefunction Area
9:00-10:00 am	Session 1 [THE SERVE], various locations
10:00-10:30 am	Exhibitor Time, Prefunction Area
10:30-11:30 am	Session 2 [SECOND PERIOD], various locations

11:30 am-1:30 pm	Lunch [HALFTIME] Location: Lehman Banquet (hotelVetro) Keynote Speaker: Dr. Mitch Kelly Sponsored by: ACT improveyourself.org
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1:30-2:30 pm	Session 3 [THIRD HEAT], various locations
2:30-3:00 pm	Exhibitor Time, Prefunction Area
3:00-4:00 pm	Session 4 [FOURTH QUARTER], various locations
3:00-4:00 pm	Past President's Council, Johnson 3
4:00-5:00 pm	Iowa ACAC State Meeting, Lehman Banquet (hotelVetro)
5:30-6:00 pm	Cash Bar

6:00-8:00 pm	Dinner/NACAC Updates [MEDIA TIMEOUT] Location: Lehman Banquet (hotelVetro)
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8:00-Midnight	Evening Social, Bar Crawl begins at Brothers
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Tuesday, May 19 [THE BACK 9]

6:30-9:00 am	Continental Breakfast, Amos Ballroom C
9:00-10:00 am	Session 5 [PENALTY KICKS], various locations
10:00-10:30 am	Exhibitor Time, Prefunction Area
10:30-11:30 am	Session 6 [BUZZER BEATERS], various locations

11:30 am-1:00 pm	Brunch, Wrap-up & Raffle [POST-GAME HIGHLIGHTS] Location: Lehman Banquet (hotelVetro) Raffle Proceeds go to Neighborhood Centers of Johnson County
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Mitch Kelly, PhD [KEYNOTE]

Dr. Mitchell Kelly has earned three degrees from the University of Iowa (BA in Psychology, Masters of Social Work, and Ph.D. in Educational Psychology). He is currently a Clinical Associate Professor in Educational Psychology and has taught at the UI since 1992. Dr. Kelly was recently appointed as the Director for the Office of Graduate Teaching Excellence in the UI College of Education. In 2000, Dr. Kelly received the James N. Murray Award. The award is given annually to a professor who demonstrates, “outstanding teaching and assistance to students.”



In 2003, Dr. Kelly was selected by the Council on Teaching as the University of Iowa Carnegie Foundation Professor of the Year. He received a 2006 UI Faculty of the Year Award presented by the fraternity and sorority communities. In 2007, Dr. Kelly received the Collegiate Teaching Award (the highest teaching honor the University of Iowa bestows). In 2009, he received the University Housing Academic Excellence Award for his dedication to undergraduate students. Also in 2009, Dr. Kelly was selected in a UI student vote to give the University “Last Lecture” to the graduating senior class. In 2011, he was selected as a distinguish member of the National Society of Collegiate Scholars. In 2012, he received the Audrey Qualls Commitment to Diversity award.

In 2013, he was again selected to give the UI Last Lecture and received the Collegiate Teaching Award for the second time. In 2014, he was selected to represent the College of Education for the President and Provost Award for Teaching Excellence. According to the Provost’s Office, Dr. Kelly is consistently listed in the Top 20 by graduating seniors when asked to name one Faculty or Staff member who had a positive influence on them during their time at Iowa. Dr. Kelly is currently the Vice President of the Board of Directors for the Hawkeye Wrestling Club and the Faculty Representative for Recruiting for Coach Ferentz and the Iowa football program.

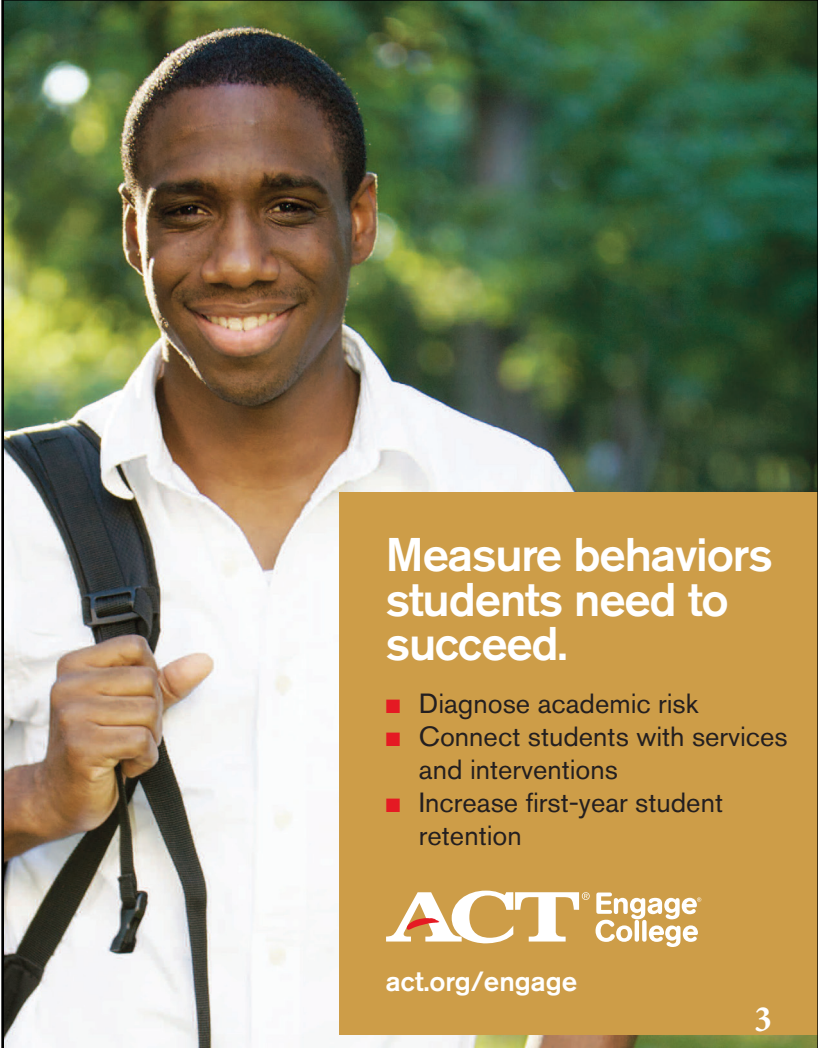
Join us in thanking ACT as the Keynote Speaker sponsor.

Kent Rinehart [NACAC]

Assistant Vice President for Enrollment Management/
Dean of Admission

Kent Rinehart is a graduate of Marist with B.A., B.S., and M.B.A. degrees. Kent began his professional career by working six years at Marist leaving as the Director of Transfer Admission. He then worked for two years in corporate marketing before going to Bentley University in Boston as the Director of Admission. After five record breaking years at Bentley, he returned to Marist as the Dean in 2006.

In 2013, Kent was promoted to Assistant Vice President for Enrollment Management and now oversees all undergraduate recruitment including traditional aged, adult, part-time, on-line, and recruitment of students to Marist’s Florence, Italy campus. During Kent’s tenure, Marist has seen higher academic quality along with increased ethnic and geographic diversity. Kent has presented at state and national levels on topics such as motivating staff; financial aid leveraging; highly selective college admissions; and social media. Kent is a past president of New York State Association of College Admission Counseling and is currently on the National Association for College Admission Counseling Board of Directors.



Measure behaviors students need to succeed.

- Diagnose academic risk
- Connect students with services and interventions
- Increase first-year student retention

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News & Notes [CLIPBOARD]

Neighborhood Centers of Johnson County [RAFFLE PROCEEDS]



Neighborhood Centers of Johnson County offers neighborhood and school-based services and activities for children and families in low-income areas of Johnson County. Services for children include NAEYC accredited childcare, after-school academic programs, summer camps, intensive kindergarten readiness program, teen groups, tutoring and pre-employment training. Adult activities include parent education, English as second language GED classes, home visits for parents with young children, nutrition counseling, personal counseling, food distribution and transportation.

The Iowa ACAC raffle committee has an amazing assortment of fun and fabulous prizes donated by businesses throughout Iowa. Prizes include restaurant coupons, sporting events, tickets for local attractions, and more. Step right up. It's your chance to hit a home run! Proceeds all go to the Neighborhood Centers of Johnson County.

Welcome Reception

Roof Garden from hotelVetro [SPONSORED BY STAMATS]

Sunday, May 17, 5:30 PM to 7:00 PM

Join us in thanking our sponsoring business partner, STAMATS for sponsoring the welcome reception! After checking into your hotel and picking up registration materials, kick off the conference by joining us on the Roof Garden from hotelVetro. Meet your ACAC friends for a drink and enjoy the music stylings of the **Fred Gazzo Band!**

Fred's distinctive arrangements that embrace and celebrate the moods and magic of Pap Gazzo's favorite era. Fred breathes new life into the great '50s and '60s lounge singers in unmatched "Gazzo style." Fred's unique performance will engage you with wit, musical wisdom, and jaw-dropping vocal renditions of legendary musical classics.



Monday Social

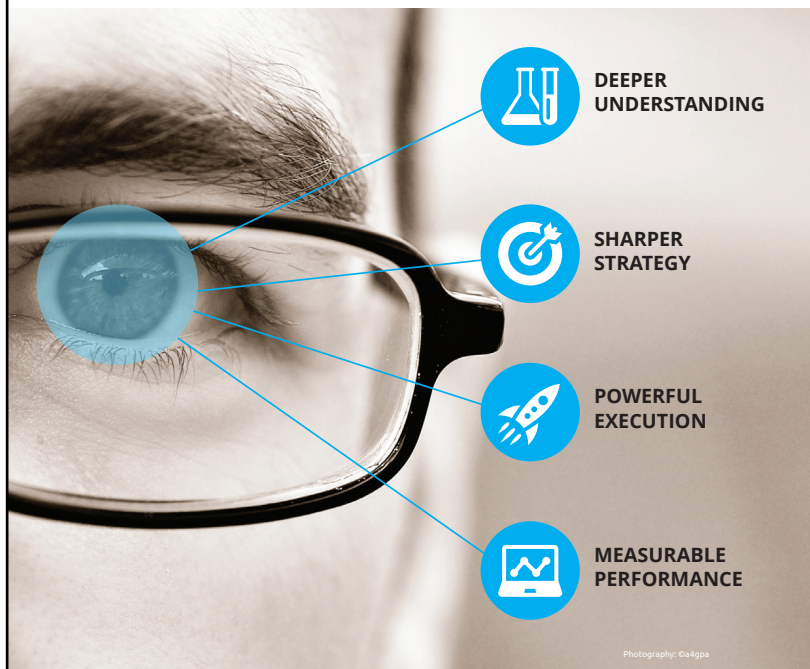
Brothers [HOME BASE]

Monday, May 18, 8:00 PM to 12:00 midnight

Take time out to socialize with fellow counselors and admission professionals. Brothers will be home base and you're welcome to round the bases at some favorite social spots in the neighborhood.

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News & Notes [CLIPBOARD]

Iowa ACAC Access Scholarship [\$1,000 SCHOLARSHIP]

The Iowa ACAC Executive Board is pleased to announce the \$1,000 Access Scholarship, which will be awarded to one Iowa high school senior whose high school and chosen college are members of the Iowa ACAC. A high school counselor, administrator or school board member may nominate a student who would benefit from this scholarship. Candidates must exhibit a commitment to learning and must have demonstrated involvement and leadership in their schools, the community and/or service to others. To find out if your high school is a member, please contact us at info@iowaacac.org.

High School Counselor of the Year Nominees [MVPs]

Lisa Doland, Ballard High School
Bob Geary, Bishop Heelan High School
Sue Schrader, Clinton High School
Meredith Dohmen, Des Moines Public Schools
Deb Werning, Highland High School

Amy Kanellis, Iowa City West High School
Shelby Bryce, Lone Tree High School
Briah Bechthold, Madrid High School
Heather Weiss, Shenandoah High School
Dan Lopez, South Tama High School

Admission Professional of the Year Nominees [THE SIXTH MAN]

Kirk Pohlman, Des Moines Area Community College
Joe Slocum, Mount Mercy University
Mary Jo Vrba, North Iowa Area Community College

Kelsey Anderson, The University of Iowa
Tara Winter, Wartburg College



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Monday, May 18--- 9:00 to 10:00 a.m.

Advising First-Generation College Students of the Economic Benefits of Degree Attainment

Students increasingly cite financial considerations for failing to attend or complete college (Paulsen, 2012). Historical shifts in federal financial aid policy compound the problem for low-income students, the vast majority of whom are the first in their family to attend college (Perna, 2006; Berg, 2010). On the front lines of student contact, developmentally-minded admissions professionals and college counselors have a unique opportunity to articulate the economic benefits of degree completion to historically marginalized students. This session will introduce or reinforce basic concepts related to Human Capital Theory, direct/indirect costs, and the influence of 'habitus' on first-generation students' decisions to complete 2-year or 4-year degrees.

Presenting: Jeremy Reed, University of Iowa

Audience: Everyone

Location: Amos Ballroom A

SAT Redesign

The first administration of the redesigned SAT is a year away, but now is the time to start planning for a smooth transition for both admission offices and prospective students. Participants of this session will better understand key changes to the assessments and be assured that they are on-track for a successful implementation of the redesigned SAT.

Presenting: Jacqueline Acosta, Educational Manager, Higher Education Services

Audience: Postsecondary Admission Counselors, Directors and Enrollment Management

Location: Amos Ballroom B

Family Feud Admissions Edition

This session is going to be an interactive session including some commentary about certain topics. The session will cover topics that range from prepping for high school visits, eating healthy, staying fit, maintaining healthy sleeping habits, keeping yourself entertained on the road, and other topics pertaining to admissions. Come ready to be entertained and play some good old fashion Family Feud Admissions Edition.

Presenting:

Sean Hartnett, University and Jesus Lizarraga, University of Northern Iowa

Ben Lamers, Iowa State University

Audience: Everyone

Location: Amos Ballroom D

All things FAFSA and all things new in the world of Financial Aid

The session will cover hot topics related to the FAFSA and new changes for 2015-16 in relation to Financial Aid. Every page of the FAFSA will be covered to inform admissions folks of what really goes into this form as well as timing relating to Financial aid.

Presenting:

Ryan Ronan, Iowa College Access Network

Nick Neuendorf, Kirkwood Community College

Audience: Everyone

Location: Johnson 3



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Use #IowaACAC and #GamePlan to share
your conference experiences!***

Monday, May 18--- 10:30 to 11:30 a.m.

Des Moines Public Schools and Naviance

In June 2014, Des Moines Public Schools and Naviance began a partnership to provide the Naviance Student Success platform to all middle and high school students in the district, after an extensive RFP process and solution review. This session will provide attendees an overview of the implementation and district-wide progress that has been made since partnering together at the start of the 2014-2015 school year. While this process is on-going, presenters will highlight how this partnership has helped support a more integrated focus on student CCR activities, enhanced engagement and centralized reporting activities. Attendee questions will be encouraged!

Presenting:

Darren Wacker, Hobsons

Meredith Dohmen, Student Support Coordinator for DMPS

Audience: Secondary Counselors, Everyone

Location: Amos Ballroom A

“Did You Go Here?” Maximizing Your Recruiting Potential At Any College

Does graduating from the institution you work for automatically make you a more knowledgeable recruiter? While it can provide a great familiarity with the institution and a set of personal experiences, how do you expand your viewpoint? On the other hand, how do you effectively recruit for a school you did not attend?

This session will utilize data from a survey of admissions colleagues to explore the advantages, and possible disadvantages, of recruiting for your undergraduate alma mater or another institution. Participants will learn best practices for maximizing their recruiting potential and will explore training opportunities while having the opportunity to share their personal experiences.

Presenting: Danielle Whitney and Elyse Peggar, Iowa State University

Audience: Postsecondary Admission Counselors, Directors and Experienced Management

Location: Amos Ballroom B

STAMATS Annual Proprietary TeensTALK® Study

Stamats annual proprietary TeensTALK® study has earned a reputation as one of higher education benchmark market research resources, offering valuable insight into the Trends, Attitudes, Lifestyles, and Knowledge of traditional-aged, college-bound students. Fine-tuned each testing cycle to address current issues, TeensTALK® collects information regarding college-bound teens' communication channel preferences, key recruitment marketing messages that resonate (and those that don't), the role of multiple influencers in college choice, the surprising significance of social media in college choice-making, and a host of other issues of critical interest to college and university recruitment marketing practitioners. In this session, Stamats Vice President Eric Sickler reviews the latest TeensTALK® findings and offers insights for the practical application of 2015 findings, shedding new light on the ever-changing perceptions, preferences, and expectations traditional-aged undergraduate prospects bring to the college search.

Presenting: Eric Sickler, The Thorburn Group [a STAMATS company]

Audience: Everyone

Location: Amos Ballroom C

Opportunities & Challenges: A Transfer Roundtable Discussion

Join us for in-depth discussion about transfer issues all schools are dealing with. This is an opportunity to network with your peers who are regularly engaged with transfer students. What are some of the issues you experience when working with transfer students? What transfer related trends do you see? Wonder what others do about a particular topic? Engage in this roundtable dialogue. Come prepared to ask questions, share your experiences, and meet in a collaborative setting to discuss solutions to common transfer problems - this session is yours!

Presenting:

Emily Kruse, Clarke University

Tom Paulsen, University of Iowa

Rachelle Setsodi, Drake University

Paul Sapp, University of Northern Iowa

Audience: Postsecondary Admission Counselors, Directors and Experienced Management

Location: Amos Ballroom D

Session 2 [SECOND PERIOD]

Monday, May 18--- 1:30 to 2:30 p.m.

Roundtable on Telecounseling and Student Callers

Phone calling has been a long-standing recruitment tool, but how do we adapt to a generation of students who don't pick up the phone? This presentation will be a roundtable discussion on whether or not telecounseling is beneficial to the recruitment process. Specific topics to be covered will also include hiring, training, motivating, and retaining your best student callers.

Presenting:

Rachel Rudeen, Iowa State University

Kelsey Anderson, University of Iowa

Audience: Postsecondary Counselors, Directors and Experienced Management

Location: Amos Ballroom A

China Recruitment - Proof of Concept by Doane College

In 2014, Doane College embarked upon a new initiative and venture into international recruitment. Thoughts on my experience jumping into recruiting international undergraduate students will be shared, leading to proof of concept. You'll hear about my first year working with students from China. Generally, I'll discuss how I am figuring it out while I go along. Specifically, I'll provide some observations related to challenges for admission offices in policy and process.

Presenting: Joel Weyand, Vice President for Enrollment Services & Marketing at Doane College

Audience: Postsecondary Admission Counselors, Directors and Experienced Management

Location: Amos Ballroom B

Kick Off Your Involvement

Are you looking for professional development opportunities but not sure how to access or get involved with all that Iowa ACAC or NACAC has to offer? Participate in this round table discussion where you will have a chance to huddle up, let's game plan into ACAC involvement through a discussion of the opportunities and benefits. As part of the session, the Iowa ACAC Presidential cycle and Kent Rinehart, NACAC Board of Directors and NYSACAC Past President, will share how they first got involved in their ACAC's, and share how their experiences have impacted their careers.

Presenting:

Omar Correa, Enrollment Management Professional, Iowa ACAC President-Elect

Dan Schofield, Associate Director for Admissions at University of Northern Iowa, Iowa ACAC President

Debbie Barger, Vice President for Enrollment Management at Grand View University, Iowa ACAC Past-President

Kent Rinehart, Assistant Vice President for Enrollment Management/Dean of Admission at Marist College, NACAC Board of Directors

Audience: Everyone

Location: Amos Ballroom C

Text Messaging

Text messaging is by far the #1 most used, popular, and efficient means of communication. This session will present the positive exponential impact of 2-way text messaging between admissions departments and prospective students.

Presenting: James Dawson, Director of Communications at Text Request

Audience: Everyone

Location: Amos Ballroom D



***Don't forget to stop and see our Sponsoring
Business Partners in the Prefunction Area.
The next break is a great time to chat with them!***

Monday, May 18--- 3:00 to 4:00 p.m.

The Enrollment Funnel Has Changed

The enrollment funnel has changed. X no longer leads to Y, which no longer leads to Z when it comes to inquiries, applications, accepts, and deposits. Through behavioral shifts, competitive factors, technical developments, financial reasons, and more - prospects today are acting more as “secret shoppers” and entering (and exiting!) the funnel at unpredictable stages and through a variety of channels. What are you doing to make a difference at each stage? In this session, we all share ideas, strategies, and take-away actions you can apply throughout the entire enrollment process to identify prospects earlier, improve conversion rates, and drive enrollment.

Presenting: Eric Page, Regional Director at Carnegie Communications

Audience: Everyone

Location: Amos Ballroom A

Introverts in an Extroverted Field

Are you an introvert feeling lost in a sea full of extroverts? This session will highlight challenges and benefits of being introverted or extroverted in Admission, Transition, and Retention leadership roles, focusing on what introverts can bring to what many people consider to be an extroverted field. We will be looking to share ways to help support and cultivate talents for all student employees and professional staff.

Presenting: Sabrina Tapps-Fee, University of Iowa and Kaitlyn Chizek, University of Iowa student

Audience: Postsecondary Admission Counselors

Location: Amos Ballroom B

More than Just Tours: Getting the Most from Your Student Ambassadors

This session will explore the critical importance of the campus visit and tour - and how to get the most from your campus tour guides. As experienced advisors, how do you stay fresh? Bringing in new advisors as well as new programs can help keep your organization current. Recipients of the CASE/ASAP “Outstanding Organization 2010”, the UNI Student Admissions Ambassadors do more than just lead campus tours. In every way, they strive to live up to their motto of “Invite, Inform, Inspire.”

Presenting: Jenny Connolly, Paul Sapp, and Rachel Smithart, University of Northern Iowa

Audience: Postsecondary Admission Counselors

Location: Amos Ballroom C

Selecting a College Major: Implications for Admission Counseling

Selecting a college major that provides opportunities to do preferred activities and express one’s values is an example of interest-major fit. While some students gravitate toward majors that fit their interests, many do not. Only about one out of three ACT-tested students who select a planned major choose one that is a good fit with their interests as measured by the ACT Interest Inventory. Research suggests that if students’ measured interests are similar to the interests of people in their chosen college majors, they will be more likely to remain in their major, persist in college and complete a college degree in a timely manner. In this session I will provide an overview of ACT research findings about how students’ choose college majors and the relationship between their interest-major fit and their likelihood of persisting within their major and at their college. Together, we will discuss the implications of these findings for the practice of college admission counseling.

Presenting: Ty Cruce, Senior Research Scientist at ACT, Inc.

Audience: Everyone

Location: Amos Ballroom D

Session 4 [FOURTH QUARTER]

Tuesday, May 19--- 9:00 to 10:00 a.m.

Organize & Plan Your Social Strategy

Twitter, Facebook, LinkedIn: you know that these three social media platforms are the ones to master for your higher ed institution. Maybe you post and tweet with semi-regularity and maybe you squeeze it in when you have the time. Here's your chance to jot down some ideas that you should implement in your social media strategy as well as some interesting facts to back up why you need to integrate social media in your overall marketing plan. Get organized. Plan ahead. Collect data. Take action. Be social.

Presenting: Phoebe Simon, Director of Digital Services at STAMATS

Audience: Postsecondary Admission Counselors

Location: Amos Ballroom A

First Generation College Students:

Helping Them Kick Off the Chains of Poverty

Many students who are the first in their family to attempt college feel isolated and alone. It is important that each student feel supported in this decision that will change their path of life forever. Research, data and theories of poverty will be offered to help audience members understand the power of poverty. Strategies to defeat the bonds of poverty will be discussed.

Presenting: David Wendt, Keokuk High School

Audience: Everyone

Location: Amos Ballroom B

Admissions: How to "GET IN!" to Parenting

This parent panel is made up of admissions professionals and a high school counselor who have a breadth of experience. We hope to share some personal insights and funny stories about how we "GOT IN!" to parenting while also having jobs in Admissions and college counseling. Everything from tips on how to survive travel season to what to do about snow days. Daycare, doctors, how to divide & conquer. The truth about morning sickness in the midst of a high school visit or having to present at a visit day on zero sleep. What you can do to support your school-age kids as they tackle homework, activities, and social lives. Find others who are in the same boat as you are, or at least in the same ocean, and come ask your questions!

Presenting:

Jenny Connolly, University of Northern Iowa

Josh D'Amico Mount Mercy University

Elizabeth Wessels, John F. Kennedy High School

Jaclyn Tungesvik, Iowa State University

Audience: Secondary Counselors, Postsecondary Admission Counselors

Location: Amos Ballroom D



We will draw for prizes at brunch so purchase your raffle tickets before it's too late! Proceeds go to benefit Neighborhood Centers of Johnson County.

Tuesday, May 19--- 10:30 to 11:30 a.m.

Leveraging Alumni in Student Recruitment

In the extremely competitive student recruitment environment, utilizing alumni in your efforts is but one tool available to engage both prospective students and alumni at your institution. Learn a variety of tactics that have been used successfully at both public and private institutions to enhance, alumni and admissions programming.

Presenting: Todd Coleman, Wartburg College

Audience: Postsecondary Admission Counselors

Location: Amos Ballroom A

Advocacy.....why is it important?

Decisions made by federal and state legislators shape our day-to-day interactions with our students. Education issues are being discussed and voted on at the state and federal level, but are our elected officials listening to what we think? This session will examine current education legislation and discuss the power of advocacy.

Presenting:

Josh D'Amico, Mount Mercy University, Chair for the Iowa ACAC Government Relations Committee

Sarah Summerhill, M.A. Assistant Director of Admissions Michigan State University, Chair for the National ACAC Government Relations Committee, Co-Chair for the Michigan ACAC Government Relations Committee

Audience: Secondary Counselors, Postsecondary Admission Counselors

Location: Amos Ballroom B

Transfer Collaboration

Have you worked with students who want to transfer but have no idea where to begin? Would you like to increase numbers and make a real difference in transfer student success? Iowa State University has helped thousands of students transfer over the years by developing close partnerships with Iowa's 15 unique Community College Districts. Learn how Iowa State University has collaborated and articulated with Iowa's community colleges to create an immersive support environment. We will discuss a variety of resources offered, including: intentional faculty involvement, collaborative academic advising, inclusive admissions' programs, and accessible articulation information contributing to an increase in transfer student success at Iowa State. Ongoing collaboration, working toward the shared goal of student success has strengthened our institutional partnerships and improved the transfer process for our students.

Presenting:

Kelly Friesleben, Iowa State University

Eric Merten, Indian Hills Community College

Paige Duncan, Iowa State University

Audience: Everyone

Location: Amos Ballroom C

A Short Lesson on the Art of Being More Effective

Most people can't possibly work any harder; the only option then is to work more effectively. This session presents strategies for enhancing the performance of staff members, managers, and leaders. Both humorous and poignant, our discussion is guaranteed to improve performance.

Presenting: Bob Siever, STAMATS

Audience: Everyone

Location: Amos Ballroom D

Iowa ACAC [BIOS]



Erin Gabriel [PRESIDENT-ELECT]

Erin initially jumped into higher education by working in the Office of Admission at Mount Mercy College (now University) as a Student Ambassador from 2001-2005 and upon graduation, knew admissions was the place to be! In 2005, she joined the Office of Admission at Drake University and Iowa ACAC. She attended her first Iowa ACAC Conference in 2007, and during the past nine years has been involved with Conference Planning, serving as chair for the last seven on the Iowa ACAC Executive Board. In 2012, Erin was selected as Admission Professional of the Year and in August 2015 joined Dowling Catholic High School as the College & Career Coordinator. She is also a member of Iowa School Counselor Association and NACAC.



Terri Snyders Crumley [ASSEMBLY DELEGATE]

Terri Snyders Crumley enjoys a diverse higher education background at both private and public institutions. She currently serves as Dean of Admissions at Mount Mercy University. Prior to Mount Mercy, she served as the director of admission at the University of Wisconsin – Stevens Point and worked as director of admission, interim director of financial aid, adjunct faculty and director of development at Central College. Terri also spent ten years at the University of Iowa in research administration, arts outreach, and teaching. Terri has been a member of Iowa ACAC for many years and served on the Iowa ACAC Admission Practices Committee. She holds a bachelor degree from Central College, with a master's and doctorate from The University of Iowa. Terri lives in Marion, Iowa, with her husband, crazy dog, and two children.



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**IOWA ASSOCIATION
FOR COLLEGE ADMISSION COUNSELING**

State Meeting

Lehman Banquet (hotelVetro) [IOWA ACAC]

Monday, May 18, 4:00 PM to 5:00 PM

Members of the Iowa Association for College Admission Counseling are welcome to attend the Iowa ACAC State Meeting. The selections for the High School Counselor of the Year and Admission Professional of the Year will be announced! Agendas will be provided.

Lehman Banquet (hotelVetro) [CASH BAR]

Monday, May 18, 5:30 PM to 6:00 PM

Iowa ACAC [BIOS]

COMMITTEE CHAIRPERSON APPOINTEES

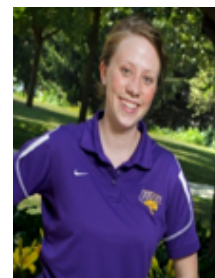
Nick Kettman [COLLEGE DAY/COLLEGE NIGHT COMMITTEE]

Nick Kettmann started his college career at Kirkwood Community College and transferred to University of Northern Iowa to complete his Education degree. He has been an Admissions Advisor at Kirkwood for almost 4 ½ years and loves every second he spends in the higher education world. He has served on the College Day/College Night Committee for two years. He is an Iowa native, raised in Bellevue and is a graduate of Marquette Catholic HS.



Jenny Connolly [CONFERENCE PLANNING COMMITTEE]

Jenny Connolly graduated from UNI with a BA in social science teaching in 2005 and a MAE in Postsecondary Education: Student Affairs in 2008. She has been at University of Northern Iowa her whole career. Jenny began her work in admissions as a student ambassador for UNI. She then moved on to be a graduate assistant for the Office of Admissions, she was a Residence Life Coordinator, and currently serves as the Assistant Director for Outreach. Her role includes highlights such as advising the Student Admissions Ambassadors, coordinating open houses, working with group visits, and administering dual enrollment for UNI. Originally from Dike-New Hartford, she is married to Scott with three boys Noah, Ryder and Parker. She likes to read and run and they are avid Panther fans!



Emily Kruse [PUBLICATIONS AND MARKETING COMMITTEE]

Emily Kruse began her admissions career, while a senior in college, working as a tour guide, telethon caller and admissions office worker at the University of Iowa. Her first admissions counselor position was at Loras College, where she stayed for three years, leaving to pursue her Masters degree in communication from the University of Dubuque. After one year at Grinnell College as the communication specialist for the Dean of College Services, Emily realized her favorite place on a college campus was in the admissions office. She joined the Drake University admission office as an assistant director – and later an associate director – and stayed for eight years. In August 2009, she came to Clarke University and is currently an assistant director of admissions. Emily has served on the Publications and Marketing Committee as a committee member and as the previous Chairwoman, and will fulfill the term of Stacy Henningson. She also serves on the Admission Practices Committee. Emily and her husband Terry live in Dubuque with their two sons Scott and Aaron.



CBSS enables colleges and universities to identify and build relationships with college-bound students whose personal profiles match “ideal” institutional characteristics. Contact Riley Rose, rose@cbssearch.net

CBSS maintains a national list database of college-bound students who have volunteered information regarding
• academic performance • career interests • college preferences



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SHERATON HOTEL MAP

