

<b>Day/Time</b>	<b>Session or Round Table</b>	<b>Session Title</b>	<b>Description</b>
<b>Sunday 2:15-3:15</b>	Session	Financial Aid through an Admissions Lens	Many students and families must consider financing a portion of their college education with loans when scholarships and financial aid are not enough. This presentation provides a crash course in how to talk to families about paying for college and will highlight the most common gap financing strategies families consider. This session will focus on encouraging responsible borrowing and building confidence in admissions staff to have impactful conversations to help educate students and families on finding the right gap financing solution.
	Session	Understanding the College Search Process from the Student's Perspective	Nothing is more of a moving target than the decision-making process of a high school-aged prospective student. While in the thick of the college search journey, we surveyed thousands of CollegeXpress users about the factors that went into their college search and their direct feedback to schools about the recruitment process. In this session, we'll review the results of this survey and walk through students' insights and perspectives on everything from the college search process and how they are searching to what influenced their search, the impact of social media, and their direct feedback to colleges about what they wish schools had done differently
	Session	See Yourself Here	We all know that the campus visit is a vital part of the college decision making process and many students are choosing to visit your campus on large program visit days. This session will explore large campus visit programs and how to individualize them. What small touches can leave an impact on your visitors? We will discuss different types of large program options we have experimented with and lessons learned along the way. What works and what doesn't given resources such as time, staffing, and campus partner buy-in. The session will include perspectives from both a private and a public institution and we will also spend time hearing and discussing best practices from session attendees. We want to discuss all of it: the good, the bad, and the ugly!
	Round Table	Student Ambassadors and Tour Guides	If you advise your school's student ambassador/tour guide program then this round-table is for you! We will bring discussion topics to the table such as the hiring process, training, incentives to keep your team energized, how to prevent burnout and is there such thing as a too-involved student. We hope you'll bring ideas to share with the group as well so that this session generates new ideas to take back and improve programs at all institutions.

	Round Table	Social Media Recruitment Tools	A roundtable discussion on how admissions offices are utilizing social media to recruit students. Mainly the discussion will focus on sharing strategies on Social Media use, what platforms we use (Instagram, Snapchat, Facebook, etc.) and draw upon each other's experience in using it, discussing what works/doesn't work.
<b>Monday 9-10am</b>	Session	Reimagining NACAC: Sharing News, Asking for Feedback	It's a new year, and NACAC is taking steps to reimagine its membership model and governance structures, creating new possibilities for member engagement. NACAC Affiliate President's Council Coordinator/Board Director Mark Steinlage will share details about potential changes designed to extend the benefits of membership to more professionals and to make the process of joining less complicated. They will also talk about the latest proposals from the Ad Hoc Committee on Governance Restructuring, including possible new opportunities to serve on national committees and engage in the vital work of the association, as well as ideas for simplifying the eligibility requirements for NACAC leadership positions. This session will be interactive, and attendees will be encouraged to discuss and offer feedback on all these potential changes.
	Session	Gen Z is here and Enrolling!	Generation Z is here and enrolling! Is your institution prepared to give Gen Z students the experience they're looking for? This presentation, based on the Eduventures Prospective Student and Student Sentiment Surveys, explores the key distinctions between Millennial and Gen Z students and the implications those distinctions have on student expectations. Join us to learn how to serve Gen Z students better in recruitment and enrollment, the role that technology will play in the overall student experience, and how you can understand and use student mindsets to shape more engaging communications.
	Session	The Rule of Three: Surviving your First Year in Admissions, and Ways to Address Some of Toughest Situations	The first year or two as an admission representative can come with a lot of tough questions, heartache and situations that you've never thought of. Pair that with many having this as their first job, and you can get burnt out of the career quick. In this session we are going to go over the cardinal sins of a first year representative (Taking it personally, unwilling to say no, working 24/7) and how to combat those, along with three tough topics (Financial aid, academically below school standards, melt prospect) and how to effectively communicate with a family to keep them happy, and to keep you feeling as though you're still doing your job.

	Round Table	Moving the Needle	A Roundtable Discussion for Professionals of Color
	Round Table	The Campus Visit Experience	Please join colleagues that share responsibilities related to the campus visit experience. Whether you are a Director of Admissions, new Admission Counselor, Reservation Manager, Campus Visit Coordinator, Program and Event Planner, Tour Coordinator or Group Visit Planner you likely play some part in the on-campus visit experience. Join us to discuss challenges and best practices at this informal, highly-engaging session!
<b>Monday 10:30-11:30</b>	Session	Communicating Effectively with Students and Families	What tactics to use to engage with students and their families on campus visits, at college fairs, at high school visits, and during one on one appointments. What can we do as admissions counselors to add that important "human" aspect to our institutions? How can YOU make a student feel like a million bucks?!
	Session	University Honors Program and Holistic Applications	In the fall of 2018, the University of Iowa began a new process for admitting prospective students to the University Honors Program. Moving away from an automatic process based on grades and test scores, students are now admitted based on a holistic application. In this session, Susan and Emily will detail the process of making this brand-new application process come to life, from the initial brainstorming sessions to the admission of over 1,000 students to Honors at Iowa. We'll cover topics such as communicating and partnering with colleagues across campus, how we developed applications from scratch, staff training for application review, balancing the needs and goals of two different offices as well as prospective students, outcomes, and plans for the future. By sharing the research, planning, and university buy-in that we needed to complete this project, we hope that our experience can serve as a blueprint for those who are planning university-wide initiatives in the future.
	Session	Bettering Teams: Exercises, Strategies, and Resources for Making Your Team Stronger	According to Gallup's 2017 State of the Global Workplace report, "85% of employees worldwide are not engaged or are actively disengaged in their jobs." Believe it or not, we have a lot of work to do in the workplace. Our teams could be better. More productive. Flourishing, rather than draining. In this session, we'll engage in an exercise or two and learn about some strategies and resources that can strengthen your team. These exercises, strategies, and resources will help you better understand members of your team and can help your team find a common purpose. Additionally, participants will have a chance to share their best practices as well.

Round Table	Navigating Transfer Credit with the Iowa ACAC Transfer Committee	The transfer credit and college transfer process has become increasingly complex with multiple offerings available to both high school and college students. Articulation agreements, transfer credit policies, major requirements, and PSEO credits can vary between institutions. For many students, pursuing a degree may not be a straight-line trajectory. The Iowa ACAC Transfer Committee will moderate the discussion with secondary and postsecondary professionals that work with students navigating the transfer credit landscape.
Round Table	Training and Development Initiatives for Admission Student Workers	A round table discussion focused on training and development initiatives for students affiliated with the Office of Admissions. Topics related to student training will include, but are not limited to: how to best handle tough questions, storytelling practices, facilitating continued training for returning employees and volunteers. We will also explore how to support student professional development related to Admissions experiences. This discussion will include examples of how the University of Iowa Office of Admissions supports training and professional development for students and will explore how other offices are doing the same. This will be a time to share ideas of best practices and to foster new ideas for student support!
<b>Monday 1:30- 2:30</b> Session	Beyond the Academy: Air Force ROTC	Air Force ROTC is a college program offered at more than 1,100 colleges and universities across the U.S. It prepares students to become Air Force Officers while earning a college degree, with the opportunity to receive tuition scholarships. But more than that, it's a challenge, a head start on a lifetime of success, culminating in an Air Force military career or provide leadership and management experience, leading to lucrative transitions into the civilian sector.
Session	I'm Sorry, What??	Have you ever presented in front of a group of high school students and you're only goal is to explain important logistical dates and deadlines? And in return all you get is blank stares and glossy eyes? Or have you ever been sitting in a meeting and the first twenty minutes is spent discussing weekend stories, only until someone new comes in and the conversation restarts? All the while you are trying to move on because it feels like a waste of time and your to do list is never ending. Professionals spend 45%-55% of each day listening. Come join us for an ears (and hands) on activity to explore the various ways that people interact with each other through listening in the workplace. This session will provide insight on how to identify and understand your personal listening behavior and how to maximize this knowledge in leadership positions.

Session	Making the Change: Considering Other Higher Education Professions	You've heard about the other side of the desk, but what about the other side of the hall? There are many ways to serve students within higher education. You may be considering a change for yourself. While we don't want to tear anyone away from a field we love, we encourage admissions professionals to think about how they can build their professional skills, and possibly find a new calling, by spending time in other units on their campuses. Come to this session to hear from two experienced admissions professionals who made the choice to leave admissions for other units within their institutions.
Round Table	ACT Test Prep Resources	This session will guide you to the wide variety of free ACT Test Prep resources—including an in-depth look at ACT Academy. Bring your device to start an account and see how this free resource can help your students improve their scores and skills.
Round Table	Help Me Help You- The Other Side of the Desk	This will be an open Q&A/round table conversation in which Admissions Professionals, School Counselors and College Coordinators can collaborate and discuss topics pertinent to the ever changing field of college planning. This will be a great opportunity to learn more about our experience in working with high school-age students, their priorities and what goes into their decision making process. This session should also bring more light to the important relationship between school counselors, college coordinators and college/university Admissions professionals.
<b>Monday 2:45- 3:45</b> Session	Should I Stay or Should I Go	In the immortal words of the CLASH, many professionals are faced multiple times in a career with deciding "Should I Stay or Should I Go." Join in this interactive session on identifying the factors you should consider when leaving your position to pursue another.
Session	Course to College	Course to College is a program offered by Iowa College Aid to high schools throughout the state to assist in getting students to college. It includes a college application campaign, FAFSA completion, college decision day, summer melt prevention, and early awareness tools for high school counselors to utilize. This session will highlight how colleges can get involved at every step of "Course to College" and engage students early to nudge them along the college-going path.

Session	The Evolution of Enrollment Marketing: Where Data Optimization and Tradition Meet	Successfully reaching prospective students at the right time with the right message requires a balance between today's technology and traditional tactics. The powerful pairing of cutting-edge marketing automation and tried-and-true search marketing will give you the control and data-driven insights you need to connect with your students and their family. Identify your prospects and track their behaviors to get an in-depth understanding of interest and intent that will guide you and your team to successful, efficient and cost-effective marketing efforts to reach enrollment goals.,
Round Table	College/Major Based Recruiting...What does that look like?	Ever wonder what it looks like to recruit for a specific major or college? Talk to 4 professionals about how it looks in their respective areas! Some have hybrid jobs where they do advising and recruiting. This is a growing area and if you are interested in exploring, this session is for you!