



IOWA ASSOCIATION
FOR COLLEGE ADMISSION COUNSELING



change is necessary for
GROWTH

Spring Conference May 19-20

PRAIRIE MEADOWS • ALTOONA, IA

SCHEDULE OVERVIEW

MAY 19: SCHOOL SPIRIT SUNDAY

We encourage you to dress casually in your high school or university gear today. Express your school spirit!

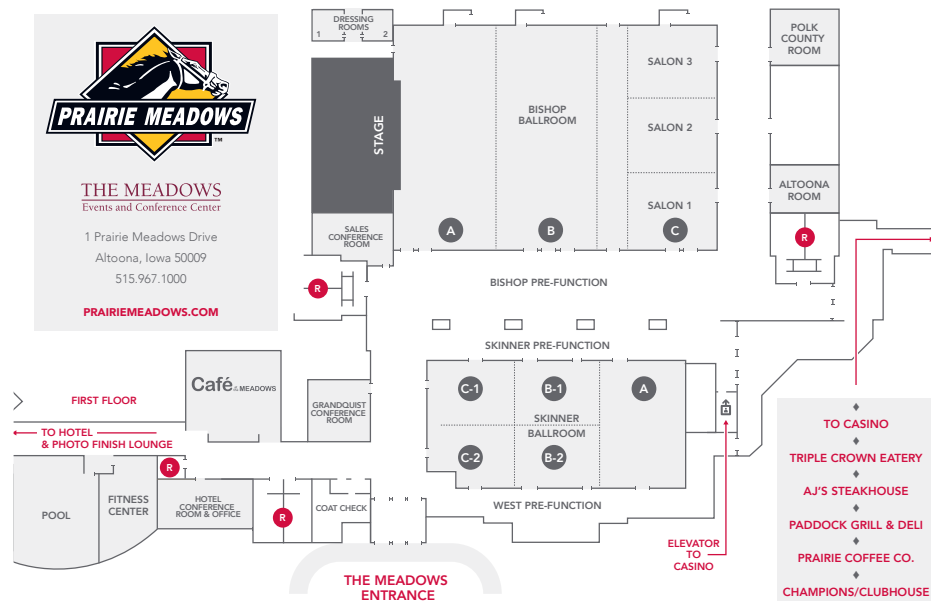
1:00-2:00 PM	Conference Registration <i>Location: Prairie Meadows Events and Conference Center</i>
2:00-2:15 PM	Welcome and remarks from Mark Steinlage, our NACAC representative <i>Location: Bishop B Ballroom</i>
2:15-3:15 PM	Breakout Sessions and Roundtable Discussions #1
3:30-5:00 PM	Keynote Address featuring TJ Warren Innovate Within: Look Inward, Find Your Purpose, and Pursue It By All Means Necessary <i>Location: Bishop B Ballroom</i>
AFTER 5:00 PM	Hotel check-in
6:00 PM	Dinner on your own *We highly recommend taking advantage of the food trucks located at The Foundry!
7:00 PM	Evening Social: The Foundry at Valley Junction (also known as The Hall) <i>Location: 111 S 11th St, West Des Moines, IA</i> Food & beverage hall featuring over 50 tap beers, rotating food truck menu, pop up space and beer garden

MAY 20: MAY DAY MONDAY

Winning a raffle item is like a May Day basket just for you! Purchase your raffle tickets before the drawing at lunch.

7:30-9:00 AM	Conference Registration, Prairie Meadows Events and Conference Center <i>Location: Prairie Meadows Events and Conference Center</i>
7:00-9:00 AM	Continental Breakfast sponsored by Amperage  AMPERAGE MARKETING & FUNDRAISING MOVE THE NEEDLE <i>Location: Bishop B Ballroom</i>
9:00-10:00 AM	Breakout Sessions and Roundtable Discussions #2
10:00-10:30 AM	Exhibitor Time, Bishop Pre-Function *Last chance to purchase your raffle tickets!
10:30-11:30 AM	Breakout Sessions and Roundtable Discussions #3
11:30 AM-12:15 PM	Lunch sponsored by The Thorburn Group (a STAMATS company)  Raffle Drawing *proceeds benefit the Freddy Miranda Access Scholarship (see page 8 for details) <i>Location: Bishop B Ballroom</i>
12:15-1:15 PM	Iowa ACAC State Meeting <i>Location: Bishop B Ballroom</i>
1:30-2:30 PM	Breakout Sessions and Roundtable Discussions #4
2:45-3:45 PM	Breakout Sessions and Roundtable Discussions #5

Conference Map



Welcome to the Conference!

Welcome on behalf of the Iowa ACAC Spring Conference Planning Committee! We are pleased you have joined us for the 2019 Iowa Association for College Admission Counseling Spring Conference. We have returned to Prairie Meadows in the greater Des Moines area this year. While at the conference, please 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. Change is necessary for Growth; spend the next two days growing alongside your colleagues through the seasons of change in the admissions landscape. Join us for the Welcome at 2:00 PM in the Bishop B Ballroom and enjoy the unique hospitality of Prairie Meadows!

-Mallory Luensmann, Conference Planning Chair

Conference Planning Committee

Mallory Luensmann, Chair, Wartburg College

Mackenzie Bourke, Iowa State University

Bailey Camenisch, Wartburg College

Jenny Connolly, University of Northern Iowa

Susan Dickinson, University of Iowa

Erin Gabriel, Dowling Catholic High School

Megan Grove, Iowa Central Community College

Katy Heineman, Iowa State University

Craig Juilfs, Iowa Central Community College

Autumn Luce, Grand View University

Navya Mannengi, Drake University

Ali Romano-McClain, Coe College

Eric Sickler, The Thorburn Group (a STAMATS company)

Sabrina Tapps-Fee, University of Iowa

Jaclyn Tunesvik, Iowa State University

Katie Wyman, Wartburg College

Special thanks to Gail McMahon, Iowa ACAC Executive Assistant

Thanks to our Sponsoring Business Partners!

Make a point to stop and visit with each of them in the Bishop Pre-Function area during the conference.

WELCOME

Follow Iowa ACAC on Facebook, Twitter, and Instagram!

#IowaACAC #Change4Growth



**IOWA ASSOCIATION
FOR COLLEGE ADMISSION COUNSELING**



**change is necessary for
GROWTH**

Iowa ACAC 2018-2019 Executive Board

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President-Elect: Thomas Paulsen, University of Iowa

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Assembly Delegate: Jaclyn Tunesvik, Iowa State University

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College Day/Night: Erik Ryan, Mount Mercy University

Conference Planning: Mallory Luensmann, Wartburg College

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Membership: Liz Wessels, John F. Kennedy HS

Professional Development: Sauvik Goswami, University of Iowa

Publications and Marketing: Allanda Hageman, University of Iowa

Ex Officio Member- ISCA Representative: Sheryl Cline, Linn-Mar HS

Iowa ACAC Executive Assistant: Gail McMahon

TJ Warren, Keynote Speaker

Assistant Director, University of Northern Iowa, Career Services, Coach | Speaker | Writer | Encourager

TJ Warren is an Assistant Director in the Office of Career Services at the University of Northern Iowa (UNI). In his position, TJ serves as the liaison to UNI's College of Social and Behavioral Sciences which consists of 2,500+ students majoring and minoring in 23 areas of study and eight graduate programs. He regularly offers career exploration, career management, and job searching assistance in a variety of ways throughout the college. In addition to his work at UNI, TJ coaches, speaks, writes, and facilitates workshops. His main areas of interest are helping people find their purpose, as well as assisting organizations and teams with working productively with one another towards a common mission. TJ is a certified Life Coach and is certified to administer several self-discovery instruments to students and clients (Myers-Briggs Type Indicator, CliftonStrengths, Strong Interest Inventory, and MCORE). When he's not working, he enjoys drawing, spending time with his family, playing board games with his friends, and catching the latest superhero movie.



TJ is our keynote address at 3:30 PM on Sunday and is offering a workshop at 10:30 AM on Monday.

Mark Steinlage, NACAC Representative

Associate Dean of Admission, Saint Louis University (MO)

Mark Steinlage, Jr., is an 18-year veteran in the higher education profession and currently serves as the Associate Dean of Admission at Saint Louis University and Immediate Past-President of MOACAC. Mark has been an active MOACAC member from the beginning of his career, having served on multiple committees and held a number of executive board positions before entering the President's cycle in 2016-2017. During his MOACAC President year of 2017-2018, Mark was elected by Presidents from across the US and abroad to serve as the NACAC Affiliate President's Council Coordinator in 2018-2019, which is a seat on the NACAC Board of Directors. Mark was also a founding committee member for the recently formed Missouri College Access Network.

Mark earned both his Bachelors and MBA from the Helzberg School of Management at Rockhurst University. He lives in St. Louis with his wife of nearly thirteen years (Rachel), and his four kids (Kora-9, Mareck-7, Eli-5, and Beau-3).



NACAC National Conference

September 25-28, 2019 *Louisville, KY*

As the premiere professional development event for admission counseling professionals, the NACAC national conference welcomes secondary school counselors, independent counselors and educational consultants, admission and enrollment officers, financial aid administrators, community college representatives, and affiliate organizations to plan for the future of students around the world.



BREAKOUT SESSIONS #1

Financial Aid through an Admissions Lens

Heather Gaumer, Sallie Mae

Zachery Gries, Loras College

Location: Salon 1

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.

Understanding the College Search Process from the Student's Perspective

Eric Page, CollegeXpress

Location: Salon 2

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.

See Yourself Here

Allanda Hageman, University of Iowa

Haley Best, St. Ambrose University

Location: Salon 3

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!

ROUNDTABLE DISCUSSIONS



Student Ambassadors and Tour Guides

Autumn Luce, GrandView University

Jordan Van Beck, GrandView University

Location: Skinner A

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.

Social Media Recruitment Tools

Fernando Penate-Chavez, Wartburg College

Location: Skinner B

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.



3:30-5:00 PM TJ WARREN KEYNOTE ADDRESS

Innovate Within: Look Inward, Find Your Purpose, and Pursue It By All Means Necessary

For years, my mother has been telling me “Remember who you are.” For the longest time, I didn’t think anything of it. I simply thought, “Okay, Mom. I’ll do that!” Today, I finally understand why she has been encouraging me in this way all these years. It is easy to get caught up in all the things we need to do in this incredibly busy, noisy world. We all do. But in the process of crossing off items on our never-ending to-do list and navigating everything that comes our way, we tend to forget who we are and what we are striving for. Do you remember who you are? Where did you come from? Who and what influenced you? What are you truly striving for?

In this session, I want to encourage everyone to take a step back; to look inward at the lives they are living in an effort to see what they believe to be worthwhile and meaningful. When each of us knows our purpose and pursues it, many wonderful things happen. The people we serve benefit, the institutions we represent benefit, and most importantly, the world benefits. Through this keynote session, I will share a little bit of my story, talk about how to find and pursue your purpose, encourage you to reflect on your own lives, and offer up additional tools and resources as you continue on your journeys; all of this for the betterment of your teams and institutions.



7:00-10:00 PM Sunday Social, The Foundry at Valley Junction

Location: 111 S 11th St, West Des Moines, IA (also known as The Hall)

The Foundry is a food & beverage hall featuring over 50 tap beers, rotating food truck menu, pop up space and beer garden.





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BREAKOUT SESSIONS #2

Reimagining NACAC: Sharing News, Asking for Feedback

Mark Steinlage, Jr., St. Louis University, NACAC Representative

Location: Salon 1

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.

Generation Z is Here and Enrolling!

Bethany Moran, ACT|NRCCUA

Location: Salon 2

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.

The Rule of Three: Surviving your First Year in Admissions, and Ways to Address Some of the Toughest Situations

Drew Shradel, Cornell College

Location: Salon 3

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.

ROUNDTABLE DISCUSSIONS



Moving The Needle

Juana Hollingsworth, University of Northern Iowa

Jesus Lizarraga Estrada, University of Northern Iowa

Location: Skinner A

A Roundtable Discussion for Professionals of Color.

The Campus Visit Experience

Tom Paulsen, University of Iowa

Location: Skinner B

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 in campus visit experience. Join us to discuss challenges and best practices at this informal, highly engaging session!



The Thorburn Group™



Ignite

There are magic moments felt when time alters its pace, senses amplify, goose bumps raise, thrill chases through the veins, and the mind opens wide a window and gusts in *what if*.

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thethorburngroup.com | Contact Eric Sicker for more info - Eric.Sickler@thethorburngroup.com - 319.431.5043

RAFFLE DETAILS

Raffle tickets are available at registration and throughout the conference using cash or card. Place your tickets into the bucket that represents the prize bundles featuring items like a Family 4-pack of tickets to Blank Park Zoo in Des Moines, 2 All area Lift Tickets to Sundown Mountain in Dubuque and a Free Jacuzzi Suite Voucher up to \$200 Value at Country Inn & Suites at Corallville. Prizes will be raffled off during lunch on Monday!

\$5/one ticket \$10/three tickets \$20/ten tickets

Raffle Proceeds Benefit the Freddy Miranda Access Scholarship

The Freddy Miranda Access Scholarship is awarded to five Iowa high school seniors, whose high schools and chosen colleges are members of Iowa ACAC. The annual deadline is April 1. For students to be eligible for the Access Scholarship, their high school, and college of choice, must be members of Iowa ACAC.

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 (UNI), Iowa State University, and Indian Hills Community College (IHCC). 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 and father.



How will you make college happen?

Our free tools and resources can help families prepare to pay for college.

Scholarship Search

Find scholarship opportunities based on skills and interests.

College Planning CalculatorSM

Create a customized plan to help pay for school.

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Enter for a chance to win free money for school.

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Borrow Responsibly
We encourage students and families to start with savings, grants, scholarships, and federal student loans to pay for college. Students and families should evaluate all anticipated monthly loan payments, and how much the student expects to earn in the future, before considering a private student loan.
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- Raffle Prizes Courtesy of:**
- Country Inn & Suites
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 - Grand Falls Casino & Golf Resort
 - Embassy Suites Des Moines
 - Sundown Mountain
 - Des Moines Symphony and Academy
 - Theatre Cedar Rapids
 - Graduate Iowa City
 - Americana Restaurant
 - Funny Bone Comedy Club & Restaurant
 - Greater Des Moines Botanical Garden
 - The Putnam Museum & Science Center
 - Stone Cliff Winery
 - Smokey D’s BBQ
 - Jethro’s BBQ
 - Des Moines Community Playhouse
 - Warrior Lanes
 - Sky Zone Trampoline Park
 - Escape Cedar Valley
 - Arnolds Park Amusement Park
 - Monica’s
 - Center Grove Orchard
 - Millstream Brewery
 - East Village Spa
 - Cedar Rapids Kernels
 - Cheddars
 - Cold Stone Creamery
 - Blank Park Zoo
 - Riverside Casino and Golf Resort

BREAKOUT SESSIONS #3

Communicating Effectively with Students and Families

Erin Nelson, Iowa State University

Location: Salon 1

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?!

University Honors Program and Holistic Applications

Susan Dickinson, University of Iowa

Emily Johnson, University of Iowa

Location: Salon 2

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.

Bettering Teams: Exercises, Strategies, and Resources for Making Your Team Stronger

TJ Warren, Keynote Speaker

Location: Salon 3

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.

ROUNDTABLE DISCUSSIONS



Transfer Information for Secondary Counselors

Tim Hauber, Iowa State University

Location: Skinner A

The transfer credit and college transfer process has become increasingly complex with the multiple offerings available to students, both high school and college. 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 post secondary professionals that work with students navigating the transfer credit landscape.

Student Training

Allanda Hageman and Maureen Owens, University of Iowa

Location: Skinner B

A roundtable 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!

MONDAY MORNING 10:30-11:30 AM

Iowa ACAC State Meeting

Monday, May 20, 12:15-1:15 PM

Location: Bishop B Ballroom

Each committee chair will report on their committee's activities. Selections for the School Counselor of the Year and Admission Professional of the Year will also be announced! Agendas will be provided.



**IOWA ASSOCIATION
FOR COLLEGE ADMISSION COUNSELING**

School Counselor of the Year Nominees

Jacob Hedger, Logan-Magnolia High School

Marla Pluim, Bishop Heelan High School

Glenn Graettinger, Spencer High School

Admission Professional of the Year Nominees

Allanda Hageman, University of Iowa

Corey Lange, Upper Iowa University

Susie Hakeman, Central College



Tara Winter, President-Elect Nominee

Tara Winter is the Director of Student Recruitment at Wartburg College, where she earned her bachelor's degree in business administration, with a concentration in marketing. Her current recruitment territory is Northeast Iowa, but she has recruited throughout the state, in addition to Missouri, Kansas, and Nebraska. Tara began her admissions career at Simpson College, and has been at Wartburg for the last 16 years, serving as a director since 2013. From 2012-2017, Tara served on the Iowa ACAC Executive Board as Admissions Practices Chairperson. In addition to her recruitment duties, Tara coordinates the admissions student employment staff and serves on the Environmental and Sustainability Advisory Council. You'll find her at many Wartburg sporting events, as she also is the head cheer coach. In her free time, she enjoys spending time with her husband and two kids, baking, and cheering on the St. Louis Cardinals.



Chris Wood, Assembly Delegate Nominee

Chris Wood is a School Counselor at Cedar Falls High School. Nearly 9 years ago Chris met a School Counselor at Westwood High School in Mesa, Arizona who changed the way he thought about the world of education and more specifically about our ability to influence the lives of youth around us. Ms. Rangel may not remember the conversations she had with the young, enthusiastic, fresh out of college, Admissions Counselor from the far away state of Iowa, but she made a difference. This educator sparked a passion in Chris to further advocate, encourage, engage and lead high school students. It was this experience that immediately drew him to the profession of School Counseling.

While working full-time at Wartburg College, as an Admissions Counselor from 2010-2014, Chris worked towards and earned an M.A. in School Counseling from the University of Northern Iowa. In 2014, he accepted a role as School Counselor at Don Bosco Catholic High School. Following one year with the Dons he transitioned to Cedar Falls High School, where he is currently in his 5th year as a 10-12 Counselor. In addition to serving as a School Counselor, Chris serves as a facilitator and instructor with the Iowa College and Career Ready Academy. As if life isn't busy enough, he also serves as the Head Women's Track and Field Coach at Cedar Falls High School, a time that he values as "self-care".



Haley Best, Professional Development Chair

Haley Best is currently Assistant Director of First-Year Admissions at St. Ambrose University, where she has worked for the past 5 years. Haley received a B.A. in Communications from the University of Iowa in 2014 and a M.Ed in Higher Education in 2017. Haley has served on the Iowa ACAC Board as Admissions Practices Chair for the past 2 years. She has also served on the Professional Development Committee for the past 4 years. She is excited to transition to Chair!



Craig Juilfs, Membership Committee Chair

Craig has worked at Iowa Central Community College since January 2011. He worked as an Admissions Representative before starting his new adventure as an Advising and Success Coach in the Triton Enrichment Center in May 2018. Craig works closely with first generation students creating success plans, goal setting, academic advising, educational planning, and identifying and overcoming obstacles to ensure students are successful in the classroom. Craig is Co-Advisor for Iowa Central's Student Government and is also a member of Iowa ACAC. He previously served as Treasurer of the Iowa ACAC and has served on the Executive Board since 2016. He's looking forward to chairing the membership committee and helping more professionals around the state of Iowa be part of the great work of the association!

BREAKOUT SESSIONS #4

Beyond the Academy: Air Force ROTC

Major Shannon Boyles, US Air Force ROTC

Location: Salon 1

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.

I'm Sorry, what??

Sauvik Goswami, University of Iowa

Rachel Ahern, University of Iowa

Haley Best, St. Ambrose University

Erik Ryan, Mount Mercy University

Location: Salon 2

Have you ever presented in front of a group of high school students and your 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.

Making the Change: Considering Other Higher Education Professions

Laura Goddard, University of Iowa

Jenny Connolly, University of Northern Iowa

Location: Salon 3

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.

ROUNDTABLE DISCUSSION

Help Me, Help You - the other side of the desk...

Elizabeth Wessels, John F. Kennedy HS

Erin Gabriel, Dowling Catholic HS

Chris Wood, Cedar Falls HS

Cara Joens, Xavier HS

Location: Skinner B

This will be an open Q&A/roundtable 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.

Post about your favorite session!
#IowaACAC #Change4Growth

MONDAY AFTERNOON 1:30-2:30 PM

BREAKOUT SESSIONS #5

Should I Stay or Should I Go

Todd Coleman, Wartburg College

Location: Salon 1

In the immortal words of the CLASH many professionals are faced multiple times in a career of 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.

Course to College

Jamie Covell, Iowa College Aid

Location: Salon 2

Course to College is a program offered by Iowa College Aid to high schools throughout the state to assist in getting student 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 the “Course to College” and engage students early to nudge them along the college-going path.

The Evolution of Enrollment Marketing: Where Data Optimization and Tradition Meet

Amanda Scott, Capture Higher Ed

Location: Salon 3

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 DISCUSSION

College/Major Based Recruiting...What does that look like?

Jenny Connolly, University of Northern Iowa

Liz Tjaden, University of Iowa

Lindsy Aldrich, University of Iowa

Location: Skinner B

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!



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