

## **Taking the Show on the Road: A Tale of Institutional Collaboration to Connect with Rural Communities**

### **Presenters:**

- Katie Asfeld, Assistant Director of Admission, Augsburg University
- Candice Bartelle, Admission Partnerships & PSEO Coordinator, North Hennepin Community College
- Laura Horton, School Counselor, Holy Family Catholic High School
- Susan Hoff, Independent Educational Consultant, Baker Hoff Educational Consultants

### **Description:**

MACAC's Inclusion, Access, & Success Committee launched a new event in 2016, called "Show on the Road," which is a workshop for secondary counselors in rural parts of MN, who have not had the time or resources to attend MACAC sponsored conferences in the past. The mission of Show on the Road is to benefit the school counselors and students in a particular geographic area. The event aids us in ensuring that all our students have equal access to postsecondary opportunities, regardless of which part of the state they live in. Our "Show on the Road" counselor workshops have been widely successful thanks to the collaborative nature of the event. They also address a need we are seeing across the nation - to find creative, cost-effective ways to provide college access information to communities in rural areas. In this session, we will discuss the creation and implementation of Show on the Road, as well as brainstorm ways this event can be replicated in other areas in the Midwest. We would also like to hear from audience members about their strategies and ideas for connecting with rural communities.

## **Senior Year Plus; Concurrent Enrollment; Dual Enrollment; Joint Enrollment, Contracted Courses; PSEO; Early College...**

Presenters:

Thomas Paulsen, Senior Associate Director, Office of Admissions, University of Iowa

Maureen Schafer, Senior Associate Director, Academic Advising Center, University of Iowa

Casey Bryant, Counselor, Western Dubuque High School

Daniel Marvin, Dean of Concurrent Enrollment and Career and Technical Education, Eastern Iowa Community College

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

Overwhelmed?

The college-credit-while-in-high-school train is moving fast and shows no signs of slowing down! Students taking community college courses while in high school represent a significant and growing portion of community college students nationally.

Taking college courses in high school has the potential to make students more likely to earn a college credential and to do so more efficiently. The data show that community college dual enrollment students earn college credentials at a higher rate and in a shorter timeframe than do students who start taking college courses after high school.

That said, the transfer of dual enrollment credit has sparked some concern that it is being oversold. With college costs and student-debt soaring, dual enrollment has been promoted as a way to save money and finish college more quickly. Some students find that to be the case. Others end up feeling misled and disappointed.

The state of Iowa leads the nation in the percentage of students under age 18 enrolled in community colleges courses. Representatives of both secondary and post-secondary institutions should join us for this informative session to learn more about the various key components, definitions and delivery models of college credit earned while in high school. This session will focus on the growth of these programs, sharing of best practices, pitfalls to avoid and much more.

Gain various perspectives and share your own as we scratch the surface on this interesting phenomenon!

## **Don't Judge... Yes, my Wonder Woman Cape is my Kids Blanket**

Jenny Connolly, University of Northern Iowa, Academic Advising Manager

Autumn Luce, Grandview University, Transfer Counselor

Sabrina Tapps-Fee, University of Iowa, Assistant Director, Campus Tour Program

Jaclyn Tungesvik, Iowa State University, Coordinator for High Ability Recruitment

Wonder Woman reminded us that it is best to care about and have concern for all those around us. But what about US? As moms in this field, how do we take care of our work, our home, our families, our students and maintain some form of sanity. This session brings together a group of moms that try to master the art of balance. We will discuss ways to deal with stress of the home/work balance, the stresses of being a parent in a fast-paced admissions field and creating a support system. But above all, remembering ways to laugh. In hopes of helping others remember ways to do this, we will work through a reflective exercise hopefully, with lots of laughs and support for those around.

## **Not So MIDWest Nice**

Presenter: Lauren Garcia, Assistant Director, University of Iowa

Midwesterners are known for their ability to be friendly with overtly nice personalities. We've all heard the phrase "Iowa Nice" or "Minnesota Nice". Continuing this reputation into the college campuses that occupy the Midwest region is something that colleges pride themselves on and is used as a selling point for prospective students. However, when it comes to our admissions practices in relation to their impact on underrepresented minorities, are we really all that friendly?

We will discuss how current higher education practices - particularly in admissions - are predisposed to biases that negatively impact students from underrepresented backgrounds. Additionally, you will learn how biases, privilege, and power dynamics impact your relationships with your students and colleagues.

NACAC has charged admission offices and admission professionals to increase their levels of cultural competency. This is a continued learning journey, but it starts with conversation. We will discuss best practices and strategies for colleges and admission professionals based on things colleges within our region are already doing. This session is designed to allow you to brainstorm and discuss, so engagement and conversation will be encouraged among colleagues.

## **State of Principle of Good Practices: NACAC's Code of Ethics and Professional Practices**

Chris Franken – College Planning and Assessment Director, Eastview High School, Minnesota  
ACAC AP Committee, Minnesota ACAC Past President

Haley Best - Senior Admissions Counselor, St. Ambrose University, Iowa ACAC AP Committee  
Chair

Ken Anselment - Dean of Admissions and Financial Aid, Lawrence University, NACAC AP  
National Committee Member, Wisconsin ACAC

Garth Robertson – Independent Counselor, GR College Consulting, Minnesota ACAC AP  
Committee Co-Chair

We will provide an overview of the current state of the field of college admission counseling for those operating both in secondary and post-secondary roles. We will also provide an orientation to NACAC's new Statement of Principles of Good Practice: Code of Ethics and Professional Practices, which contains required practices for all of us working in the field of college admission counseling. We'll highlight changes that this new document is bringing for our work in college admission, including new information regarding wait lists, handling transfer admission, the emphasis on calendar dates in the admission cycle, transparency in financial aid award letters, working with commissioned agents, and more. We'll explore a variety of ethical questions pertaining to college admission through interactive case studies that seek to create conversation on how we can best serve students in our work. The format will consist of a presentation integrated with a discussion facilitated by high school and college admission counseling professionals.

## **Queer Eye: A Makeover for the Admissions Experience**

Benjamin Default, Hamline University

Brandon Wentz, Concordia University - Moorhead

LGBT students are valuable members to any campus community. For them, the admissions process can be filled with subtle messages of either welcoming or unacceptance. Gen Z is projected to be more diverse and accepting when it comes to social awareness. We want you to consider your campus and office culture, your communication plan, and your own understanding of the LGBT community. This session aims to provide you with the tools for a makeover in how you work with your LGBT students and their allies. Focusing on space, culture, history, processing, and resources, you'll sashay away with tangible items you can use to enhance or implement in your recruitment strategies.

## **Financial Aid 101**

Presenter: Erick Danielson, Vice President of Programs, ICAN

Are you new to the admissions or school counseling profession? Or just want to know more about the Financial Aid Process to help the students/families that you work with daily?

This session we will take a "dip" into the basics of the Financial Aid Process and talk about problems areas/common questions that arise for your students/families that can make them feel like they are "swimming upstream".

We will "dive" into the FAFSA form and talk about dependency status, which parent(s) need to fill out the form, what financial info is needed, and when it needs to get completed. Also, we'll "splash around" about Special Circumstances, Professional Judgement and Verification.

Attendees questions are strongly encouraged.

(Swimming suits and sun tan lotion are not required. No attendees will get wet or sun burnt).

## **Using Social Listening to Impact Enrollment Management Outcomes**

Liz Gross, Director, Campus Sonar

Melissa Dix, Director of Creative Services and Enrollment, Beloit College

Social listening is more than responding to user content on Facebook, Instagram, Twitter, and even Snapchat. It's the process of searching all public online sources for mentions and conversations of interest to you. Strategic social listening drives prospect identification and engagement, student and family behavioral insights, and brand benchmarking—all key areas of concern for both higher education and secondary schools.

We'll start with an overview of what social listening is. Next, we'll share how Beloit Colleges has been using social listening in the admissions and marketing offices. We'll also share some case studies from other campuses. Finally, we'll review the tools required to support a social listening program.

This session is geared towards all levels of proficiency in admissions, college counseling, and marketing. We'll highlight strategies and tactics that can help campuses meet modern consumer expectations regarding social media and differentiate themselves in a highly competitive marketplace. College counselors may also find value in the session to learn how students may be interacting with colleges on social media in the future, and how colleges use information gleaned from online conversations to make decisions.

## **Effective Procedure for Student Telecounseling**

Adeara Jean Maurice, Senior Admissions Representative, Cornell College

Derek Therrien, Senior Admissions Representative, Cornell College

After evaluating the phone team three years ago, Cornell College revamped their calling strategies to produce a more effective and efficient phone team. Based off organizational design, Cornell College came up with a plan that utilizes their CRM to effectively communicate between current student callers and admission representatives. The phone team program empowers current students to take ownership over the program and have an active role in the recruiting process. This collaboration has led to higher numbers of prospective students being called, prevents overlap of calling, and provides quality recruitment. This session will summarize Cornell's phone team and how they create their calling criteria. There will be a short discussion following the presentation.

## **Helping Students to Reach Higher: Improving Postsecondary Readiness & Success**

David Ford, Postsecondary Readiness Lead, Mississippi Bend Area Education Agency

Schools in Eastern Iowa have focused on postsecondary readiness and narrowing college enrollment gaps among traditionally underrepresented students. Districts with committed leadership teams including both K-12 and Higher Ed partners, paired with CCR-focused school counseling programming experienced a 9.7% increase in college enrollment, 8.9% increase in FAFSA Completion, and a 16.9% increase in ACT participation over districts who lack these components. Learn how to develop a collaborative, outcome-driven relationship between HS and IHE resulting in students' postsecondary success. Participants will learn how to develop formal partnerships and data-sharing agreements with local colleges and universities most highly attended by local high school graduates, integrate multiple data sources to leverage resources, advocate for systemic change, and decrease postsecondary access equity gaps.

Specifically, attendees will learn how to:

- Access & utilize actionable postsecondary readiness and success data
- Access & utilize student-level FAFSA completion data for current high school seniors
- Develop formal partnerships and data-sharing agreements with local colleges and universities most highly attended by local high school graduates
- Integrate multiple data sources to leverage resources, advocate for systemic change, and decrease postsecondary access equity gaps

## **How to Avoid Becoming an Admissions Dropout**

Anne Spoden, Senior Admissions Representative, Loras College  
Haley Ehrich, Assistant Director of Admissions, Loras College

The Admission world has a tendency of having a high turnover rate. The busy workload of travel season and the long hours calling students can cause admission professionals to leave the field, sometimes after only one or two years. Hear from two reps with 3+ years' experience on how we've worked to keep our jobs fun, engaging, and rejuvenating while avoiding the burnout! We will be sharing our own experience and providing tips on how we've maintained a work-life balance while staying on top of recruitment duties. Our goal is to equip you with tools that will encourage you to continue to thrive in the admission world.

## **Lessons from The Past**

Teege Mettille, Dean of Admissions and Financial Aid, Northland College  
Whitney Rundell, Associate Director of Admissions, Northland College  
Jim Miller, Enrollment Consultant

Buried deep in the filing cabinet of our admissions office, we found a textbook about becoming an outstanding admissions counselor ... published in 1975. We knocked the dust off and studied it as a team to determine what lessons we could learn from a time long ago. What we found was that a surprising amount of what was written on those oxidized pages was just as relevant and helpful as it was 43 years ago.

This session will work through some of the differences and similarities. Attendees will leave with clear guidance from those who came before us and a reminder that the more things change, the more they stay the same.

## **THROUGH THE EYES OF A BOSS**

Todd Coleman, Assistant Vice President, Wartburg College

Although there are many different management styles what are some common things that MOST bosses are looking for from their staff. Hear what a 30-year higher education veteran is looking for beyond the numbers side of the business. What doesn't a supervisor want to see or hear and what are they looking for when you think they aren't watching or listening! Use this interactive session to identify characteristics that need to be gained or improved on to get the bosses attention.

## **Jump into Involvement with ACAC**

Erin Gabriel, Past President, Iowa ACAC  
Chad Terry, President MN ACAC  
Terri Crumley, President Iowa ACAC  
Merideth Sherlin, President Dakota ACAC  
Teege Mettillie, President WI ACAC  
Bob Bardwell, Board of Directors NACAC

Not sure how to get involved or access all Iowa ACAC or NACAC has to offer? Participate in this panel discussion, where you will have a chance to “jump into involvement” with your ACAC or NACAC, through a discussion of the opportunities and benefits. As part of the session, the presidents of Minnesota, Iowa, Dakotas, and Wisconsin ACAC and our NACAC representative will share how they first got involved in their ACAC and share how their experiences have impacted their careers.

## **Using Student Enrollment Preferences and Intentions for More Effective Recruiting**

Michael Hovland, Director of Enrollment Management, University of Iowa

Recruitment in 2018 is all about working smarter. In this time of Big Data, working smarter means using data better. One of the best ways to work smart is to collect, store, and use data about student enrollment preferences and intentions so you don't waste time and money trying to recruit students who are very unlikely to attend your institution. How can you determine which students will enroll out of state or more than 100 miles from home? Or which students will enroll at public or private institutions, large or small institutions, two-year or four-year institutions? Identifying student enrollment intentions is a lot easier than you may think. Some information you can infer just from knowing something about the student's academic ability, which determines to a large extent how far from home a student is likely to enroll and at what type of institution. We'll discuss the most important enrollment behaviors based on student ability and how to use this information, especially with respect to building search orders. Then you'll learn how to use a variety of data about student enrollment preferences and intentions, especially from underused sources such as ACT Predictive Indexes, to develop more context-sensitive marketing and recruiting messages, more focused and effective search orders, and more accurate predictive models.

## **Reflections on Leadership: How the Past Gives Insights to the Future**

Phil Trout, Former-President NACAC

Erin Gabriel, College & Career Coordinator, Dowling Catholic High School

Joe Herrera, Assoc. Director of Transfer Admissions, University of St. Thomas

Joe Rainboth, Regional Director of Admissions, University of South Dakota

Susan Zarwell, Director of College Guidance, University School of Milwaukee

The past presidents of the four affiliates -- Minnesota, Iowa, Dakota and Wisconsin ACAC -- come together to reflect upon their leadership experiences. As they look back on the past three years, they will address what excited, challenged, and surprised them most about their experiences going through the leadership cycle of their affiliate. And now that they are so very close to being in the pasture, what comments/advice do they have to offer to the next generation of leaders? A former NACAC president will serve as moderator.

## **Common Higher Ed Marketing Wiffs Your Team Can Turn into Institutional Brand Home Runs**

Eric Sickler, The Thornburn Group

While the higher education marketing profession is demonstrating greater sophistication than ever before, colleges and universities across the country persist in making some of the same fundamental marketing mistakes and missteps we have been making for years. Creating new programs for which there is no demonstrated market demand. Establishing non-specific or misguided goals for measuring marketing success. Paying too little attention to the competitive landscape. Looking for silver-bullet solutions to systemic challenges. Attempting to "market" an institution out of a branding problem. The list goes on and on. In this highly interactive session, we will introduce a set of all-too-typical higher education marketing blunders that, if remedied, can help to strengthen your institutional brand's ability to stand up, and stand out from your competitors, and move more stakeholders to take the action you desire from them. For each marketing whiff, we will also introduce a solution or two that have proven to be successful based on our both our consulting and in-the-trenches experiences.

## **The Sophomore Soar**

Sauvik Goswami, Assistant Director University of Iowa  
Joe Slocum, Assistant Director, Mount Mercy University  
Alex Christenson, Assistant Director, Coe College

### **The Sophomore Soar**

So, you've made it past your first year - congratulations! You're not new in the office anymore - thank goodness! But you haven't quite found yourself, either. So, what happens now? Many counselors in years two through five are unsure of what to do to advance their careers; enter the sophomore slump! The slump can cause you to become confused about your career goals, lose motivation, and feel disconnected from office life. So many times, we have seen great admission counselors leave the profession because of this - we don't want that to happen to you! This session will provide helpful tips and insight on how to make it through the first few years and teach you how to turn that sophomore slump into a sophomore soar. We want you to take away how to transition from a first-year counselor to middle manager. Hopefully, following our tips closely, you may end your sophomore slump and find yourself having a seat at the big kids table.

## **[Re]Built to Last**

John McGreal, Regional Recruiter Manager, University of Alabama

Over the past seven years, I have been tasked with revitalizing one territory and building another from scratch. The only catch—I really did not know what I was doing when I started. Learn how I took these two territories from Zero to Admissions Hero. Building upon the success of my efforts at Rockford University, I modeled a plan to build Wisconsin and Northern Illinois into one of the most productive out of state territories for the University of Alabama in the span of three years. Hear the story told from start to finish, illustrated with quantitative and qualitative data. I have also pulled information and research from other Enrollment Management Professionals from Wisconsin and beyond to cement my method for [re]building territories. Whether you are looking to gain momentum in one segment of your market or build a new territory from scratch, there is much that can be gleaned from my experience generating over 300% enrollment growth in Wisconsin.

## **Beating the Early Application Rush: Collaboration between High School and Post-Secondary Institution to Support Summer College Application Completion**

Christine Voice, School Counselor, Kohler High School

Mark Swenson, Alumni Relations Manager, University of Wisconsin-Madison

Learn how one school counselor partnered with a high school English teacher to align college admission and Academic & Career Planning components with the common core standards and curriculum of English 11 and 12. Through partnering, all high school students were able to complete college admission research and components as part of their English courses. Session participants will receive activities, assignment rubrics, and presentations to replicate within in their school communities and help the students navigate a tedious and stressful process. Join the conversation on how to effectively and systemically approach the college admission process while helping all students prepare for their futures.

## **The New Basic Skill – Career Decision-Making**

John Davis, South Page High School

As our schools struggle to define what the "basic skills" really are, one fact is undeniable. The most critical skill all our students will need is the ability to make effective career decisions throughout their lives. What is involved in good career-decision-making and how do we teach these skills across our existing curriculum?

## **Everyone Accepts My College Credits, Right?**

Tim Hauber, Senior Transfer Admissions Counselor, Iowa State University

Mathew Heinze, Senior Admissions Counselor, University of Iowa

Heather Runneberg, Assistant Director of Admissions/Transfer Coordinator, Buena Vista University

Jodi Lawson Kremer, Academic Coordinator/TRIO-SSS, Northeast Iowa Community College

Adriane Sietsma, Director of Admissions, Ellsworth Community College

The transfer landscape in Iowa has changed dramatically with the increase of the Postsecondary Enrollment Options (PSEO) program and concurrent offerings for students transitioning from high school to community colleges or 4-year institutions. Students are developing college transcripts while in high school, unsure of which college they will attend. Transfer plans, transfer guides, articulation agreements, and partnership programs are available at each institution, but will vary in college credit acceptance.

Questions most often asked by students with college credit entering 2 and 4-year institutions:

- How many years (semesters) will it take to complete my degree?
- Will my credits transfer? Will they count toward my major?
- What if I haven't decided on a major?
- If I attain my Associates degree while in high school, will I enter as a freshman or transfer student?

The Iowa ACAC Transfer Committee will help bridge the information landscape for school counselors working with high school students taking college coursework but are unsure of how and if they will transfer to their desired institution. There will be a panel of representatives from Iowa regent universities, private colleges, and community colleges to answer questions how area colleges accept transfer credits and how they apply to programs. This interactive session invites audience participation to provide examples of best working practices.

## **Circles, Starbucks, and Guitars - A Different Perspective on Content Strategy**

Aaron Blau, Director of Strategic Engagement, Stamats

We all fall victim to the same routines and habits when it comes to promoting our institutions. Every school has "unique" programs or "caring" faculty. So how do you stand out in the crowd? This presentation will look at content examples outside of higher education and examine what makes the message effective and how you can take those strategies back to your campus.

## **Testing: The Good, the Bad, and the Ugly**

Adam Ingersoll, Principle, Compass Education Group

Jon Boeckenstedt, Associate Vice President for Enrollment Management and Marketing, DePaul University

College Board and ACT-related confusion and controversy continues unabated. This session will offer a nuanced and data-rich perspective on the most important issues and will draw distinctions between the legitimate concerns and those arising from misinformation. We'll discuss how we can give testing no more concern than it deserves while still encouraging smart decisions in a competitive environment. Join us for an insider's perspective on the trials and tribulations of admission testing in 2018.

We have found that many counselors expend significant effort discouraging families from engaging in excessive or misguided behaviors around admission tests. On the other side of the desk, admission practitioners are challenged to adopt and communicate testing policies that support their institution's goals while also promoting equity and access. This session will provide insights on admission testing that are actionable, arming attendees with a data-driven perspective and compelling insights that will make a difference in their ability to communicate effectively with their various stakeholders.

## **TED Talk: How Enrollment Strategy Has Transformed**

Adam Parker, Assistant Director of International Recruitment, University of Iowa  
Kelsey Wilson, Account Manager and Client Relations for Carnegie Dartlet  
Sauvik Goswami, Assistant Director for Diversity Recruitment University of Iowa

We have ideas worth sharing. This TED Talk-style session will consist of four, 12-minute talks all surrounding focused and segmented recruitment strategy. You will hear about how to deliver the right message to the right students through your communication flow plan and how to recruit the not-so-average Joe. What do you change in your strategy for special student populations? Come with us on a fast-paced session to learn from the experts at the University of Iowa and Carnegie Dartlet to think smarter on focusing your efforts in your funnel to better shape your next class!

TED Talk 1: Recruitment Then and Now -Traditional recruitment isn't so traditional anymore. Let us set the stage to show you where recruitment has been and how to make your school stand out. Revolutionize your recruitment strategy; it's a must.

TED Talk 2: Communication - Segmenting your communication is a requirement these days to reach the right students. Demographics can get you part of the way, but how do you know what to say to them once you segment? Using psychographic data to connect emotionally with your prospects is critical and the wave of the future.

TED Talk 3: Diversity Recruitment - We all battle for the same students. The high ability, underrepresented, senior who has the talent to become the student leader. Instead of fighting for a limited number of seniors, why not start the search 4 years earlier?

TED Talk 4: International Recruitment - Come on a journey as I reflect on the world of international recruitment. 4 years, 40 countries, I have literally been around the world, but if you are looking to diversify your class you may not have to look beyond your backyard.

## **Hand in Hand: How IECs work with School Counselors and Admissions Professionals**

Kate Malczewski, Independent Educational Consultant, College Connectors  
Jenny Buyens, College Connectors - former independent college counselor  
Chuck Erickson, College Connectors - former admissions representative  
Laurie Macgregor, College Connectors - licensed guidance counselor

What is an Independent Educational Consultant (IEC)? How do they work? What is their process? How are they trained? What experience do they have? Are they ethical? Is what you read in the papers true? How can IECs partner with school counselors and admissions professionals? The profession of Independent Educational Consulting is growing throughout the nation and especially in the Midwest. What once was thought to be used only by the wealthiest families with Ivy League ambitions has changed. IECs work with all types of students with diversity in SES, ethnicity, and academic abilities.

During this presentation, our goal is to educate our colleagues about Independent Educational Consultants. We will discuss best practices and ethics while dispelling myths about IECs. We want attendees to leave the session understanding how IECs work to support families through the college admissions process. We will also encourage creative ideas about how admissions counselors and high school guidance counselors can work with IECs.

## **Are You Common App Ready?**

Meredith Lombardi, Associate Director for Outreach and Education, Common App  
Kristin Hilton, Counselor, Central Academy

The Common Application's mission of access, equity, and integrity hasn't changed but higher education and the students who pursue it have. With over 1 million applicants and a growing and diverse membership approaching 800 colleges and universities, we're moving forward with new tools, resources, initiatives and a new transfer application all designed to serve today's college applicants and the counselors and advisors who support them. We're ready for change, and we want you to be too. Come join the conversation.