

WACAC 2017 Conference
Sessions Proposals Compiled

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School Counseling

All-Star Team Up: Become the Batman and Superman of the College Search Process

Presenters: John McGreal, U of Alabama, and Jim Stamatakos, Divine Savior Holy Angels

The relationships we form between HS counselors and admissions counselors are like that of Superman and Batman, but without the bloodshed. Hear how Batman [Jim Stamatakos] and Superman [John McGreal] have created a dynamic partnership over the last four years. Also discover how all HS counselor are like Batman, all admissions counselors are like Superman. We team up during the high school visit and beyond. Learn new tips and tricks on taking your professional relationships to the next level to better serve your students.

Targeted Population: School Counselors, Admissions Counselors

ACT Innovation: Bridge Score Reports and Successful Students

Presenter: Peggy Roush, ACT

This session will provide conference attendees with an annual update and insight into recent ACT innovations that focus on access and student success. Best practices associated with how the ACT score report can strategically be used for student prospecting and recruitment will be discussed. In addition, an overview of Wisconsin statewide 11th grade ACT testing and ACT's new enrollment management web based portal will be shared.

Academic and Career Planning in Actions: Value of School Counselor and Administration Connections

Presenters: Stacy Eslick, WSCA, and Gregg Curtis, DPI

There is no single way of effectively providing Academic and Career Planning for students. However, the connection between school counselors (who are often the single staff member trained in career development) and administration can be a predictor of successful ACP implementation. As leaders in the school community, counselors and administrators partner to help staff increase their understanding of ACP and build staff and student buy-in; while initiating partnerships with community resources, business and industry, and post-secondary institutions. This session will give a very brief description of ACP and provide examples of positive counselor-administration connections as districts work toward implementing ACP for all students.

Targeted Population: School Counselors

It's a Big World out there: Getting Students to Think Farther Afield in College Choices

Presenters: Teege Mettelle, Northland College, Susan Zarwell, University School Milwaukee, Lillian Kivel, Minerva Schools

Roughly half of students attend college within 100 miles of home, but for the right student, going farther afield can deeply enrich the educational experience without breaking the bank or loosening family ties. We'll discuss the types of students who fare best farther away from home, strategies to help students and families expand their horizons when considering schools, and how to help students and families consider all their options when it comes time to make a final decision.

Learning Objective 1:

Attendees will understand the potential benefits to attending school farther away from home and how it can contribute to greater independence and readiness for post-college life. Attendees will also know the specific student traits necessary to thrive in a school farther away from home, and the traits a school must have to make success more likely.

Learning Objective 2:

Attendees will have practical, time-sensitive program ideas to implement in their counseling program to help students and families to broaden their school considerations when creating their college lists.

Learning Objective 3:

Attendees will know what questions must be asked and answered in order for students to make personally and financially sound decisions when considering schools farther away from home.

This session was also delivered at the February 2017 WSCA conference

Targeted Population: School Counselors

Middle Management

Partnering With Businesses to Increase Enrollment

Presenters: Peter Welch, CUW, and Michele Hoffman, CUW [?]

Accelerating relationship building with corporate community to build enrollment pipelines.

Targeted Population: Enrollment Managers

3 or 30: The Middle Management Journey

Presenters: John McGreal, U of Alabama, and Kate Virgo, Beloit College

You have heard it before, you are in admissions for 3 or 30 years. What is the middle management journey like? What are your options? What do you read for professional development and continued learning? Hear about the Middle Management Journey from two professionals who took different routes to middle management. Hear what Kate Virgo and John McGreal have learned during their careers. We will share what tips and tricks we have learned and share some trials and tribulations have prompted those learning experiences.

Target Population: Enrollment Managers, Managers and Leaders

Let's go Retro

Ken Anselment, Lawrence U, Bill Barbeau, Whitefish Bay HS, Annette Cleary, Marquette U HS, Corey Sjoquist, UW- La Crosse

Join colleagues from both sides of the desk at public and private institutions for a lively discussion about those "old school" approaches that we should consider bringing back to our day to day work. Please bring your ideas for sharing.

Targeted Population: School Counselors and Admissions Counselors

Early FAFSA Filing and You: Managing Change and Identify Opportunity. How did it Play Out?

Presenters: Jenn Machacek, Ripon College, Marcy Bowman, Neenah HS, Jim Miller, Pacific Lutheran U and Northland College, Angela Penafior, St. Thomas More HS

This past fall families could start filing their FAFSA starting October 1st. What did we see happening? What did we learn? How are families responding to this new process? A panel of admission professionals and school counselors will discuss how things played out on both sides of the desk. Engage in an open discussion on how this new process has or has not changed how and when students/families make decisions.

Diversity & Inclusion

Creating a First Gen Fly-in Program from the Ground Up

Presenters: Katie Doucette and Lindsay Barbeau

Marquette University has taken a more directed approach to support and celebrate first-generation students both on campus and in recruitment. As a result, the Admissions Office started a yield program called First Families. First Families is an opportunity for first-generation students to visit campus and introduce them and their families to the resources and support systems available. In this session, the history of the program, the programs events, and the fly-in component will be described. We will also provide tangible take-aways that any Admissions Office, regardless of budget, can implement to make their yield programs more first-generation friendly

Targeted Population: Admissions Counselors

Working with Undocumented Youth: DACA

Presenter: Jill Gosse, Salliemae

This presentation reviews the population of undocumented immigrants in the United States and various statistics regarding this population. Deferred Action for Childhood Arrivals (DACA) and how to apply for DACA status information is detailed. While DACA and undocumented students are ineligible for federal financial aid, information about state Financial-aid, in-state tuition, and scholarships for undocumented and DACA students is provided.

Targeted Population: School counselors and Admissions Professionals

Foster Youth and the Challenges of Attending College

Presenter: Bobbie Jean S. Huerth, UW-Madison

The higher education community can make the transition to, and success in, college a reality for foster youth alumni. Be the difference; the helping hand. This session will include an overview of foster care, independent living services, and what the (Wisconsin) Foster Youth to College advisory group is doing to inform, encourage, and advocate for foster youth. Foster youth alumni will join us for a look at their personal high school to college and college experience.

Targeted Population: High School Counselors and Admissions Professionals

College and Community Based Organizations: Creating and Maintaining Successful Partnerships

Presenters: Najma Osman, Lawrence, and Matt Mallum, Northland College

Audience: College Admissions Professionals

Session Outline:

1) Introduction

- a) Benefits of CBO Partnerships: Increased access to diversity and underrepresented group in higher education (ex. changing demographics, educational benefits of diversity on campus)
- b) CBOs provide pool of applicants, vetting process, and support the students to and through college

2) Identifying Partners CBOs

- a) Align with your institutions mission/goals
- b) Demographics– location, size of org, student eligibility for program/target students (ex. first-gen, low-income, students of color)

3) Best Practices

- o Take inventory of your campus, what do you offer for first-gen students, for students of colors? Academic support? Financial support? Retention rates? Student organizations/community? Work with other departments to identify this
- o Identifying key contacts at the CBO, for recruitment and retention efforts
- o Create a MOU/agreement that is mutually beneficial
- o Student-focused– are you offering scholarships? Special programs? Support services on campus?
- o CBO has a college success component and focus
- o Go to the students– host presentations, interviews, talk with their coaches/CBO staff, make your institution available to them, identify a specific liaison/admissions person they can rely on
- o Bring students to you– visits are crucial for all students, even more so for students from underrepresented groups, make your school accessible to them
- o Feedback– from admissions team, from CBO staff, from student participants
- o Evaluation– yearly, does this partnership work for both parties still?

4) Successful CBO Partnerships: Examples from Lawrence and Northland

- a) College Possible Partnership at LU
- b) College Horizons Partnership at Northland College

5) Questions? Discussion with session participants

Target Population: College Admissions Counselors

Transfer Admissions

Developing a Communication Plan for Effective Transfer Recruitment

Presenters: Adam Stout and Laura Schram

The transfer coordinator and transfer counselor from Marquette University aim to facilitate a discussion where we can all share our institutional successes (and bumps in the road) related to communication strategies for transfer student recruitment. Using search, a CRM, and traditional marketing strategies, Marquette has developed communications that incorporate messaging from various university departments at different stages in the process. This will be an opportunity to share our ideas but we also intend to learn from other institutions in the region so we have a better grasp on "are we contacting students too much? Not enough? Is the messaging making an impact? What matters to these students? And what about timing?"

Targeted Population: Transfer Counselors, Admissions Professionals

Serving Those Who Served: Improve Your Veteran Recruitment

Presenters: Jessica Shassarre and Jade Jones, Media Cross

Did you know up to 400,000 service members leave the military every year, and more than 1/3 of them will enroll in college? Join us to hear from experts in veteran recruitment. You'll learn how to (1) administer a self-assessment on veteran-friendly enrollment practices and support services, (2) effectively identify where college-ready veterans are, and (3) get advice on how to implement a recruitment strategy specific to this renewable source of talent.

Targeted Population: Postsecondary Enrollment Managers

Building your Transfer Inquiry Pool

Presenter: Michael Wolaver

Transfer students are a difficult segment of students to reach. However there are a growing number of ways to get these students into your pipeline, but with limited budgets and time, where should you focus your efforts? During this audience interactive presentation we will explore ideas together as a group to learn from each other what is working and what others are trying. We will discuss this in the realm of cost benefits related to the amount of time it takes to be successful. The result of this presentation will be a list of updated ways schools are working to build their transfer inquiry pool and bring back ideas to consider in the future.

Targeted Populations: Transfer Counselors, Enrollment Managers.

Small Steps and Big Hurdles: Advancing the Transfer Admissions Process

Presenter: Katie Ourada, SNC

This session provides an overview of one institution's efforts to combat its history of being 'unfriendly' to transfer students. Historical context, current strategies and future goals for improving the transfer process and experience for students will be explored.

General Sessions

Trump and Higher Education in Wisconsin

Presenter: Peter Welch

Update and discussion around the relationship between higher education and state and federal government.

Target Population: All

Fifty Shades of Gray: Ethical Dilemmas in the College Admissions Process

Presenters: Ken Anselment, Lawrence University, Jenn Machacek, Ripon College, and Perry Robinson [?]

The college admission process is not always as black and white or as straightforward as we might like it to be. There can be lots and lots of gray!

Join the WI Admission Practices Co-chairs and our AP NACAC representative for an update on the State of Principals of Good Practice. Bring your ethical thinking hats for an interactive session reviewing and discussing real cases that have been sent to the WI and NACAC Admission Practices Committees for guidance and review.

Targeted Population: School Counselors, IECs, and Admissions Professionals.

Counseling Early College Students

Presenter: Kate Virgo, Beloit College, and Brittany Hartl, Mount Mary

Does your college participate in Youth Options? Does your high school have students who take college classes? This session will cover the tips and tricks of having Youth Options students on your college campus, and you will learn about an early college program that has existed at Beloit College since 1958. We will discuss the role of high school counselors in preparing students for college coursework while in high school and how you can prepare your students for these opportunities.

Target Population: College Admissions and High School Counselors

Let's Talk: Effective Conversations

Presenter: Alia Georges, Northland College

What's the goal of a conversation with a student or parent? Many in the world of college counseling and admissions would say that it's to give them information or answer their questions. But if you find yourself talking more than they are, this session is for you. Using techniques borrowed from Motivational Interviewing, you'll learn how to ask questions and manage conversations in a way that actually gets people talking and giving you the info you need from them, not just what they think you want to hear. Instead of convincing them that a particular choice is right for them, you'll practice engaging others' intrinsic motivation so they can convince themselves. This session will involve lots of practice.

Target Population: Everyone!