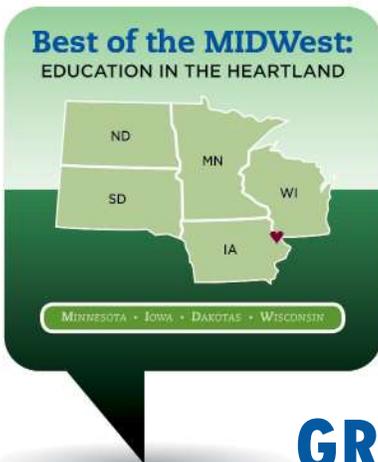
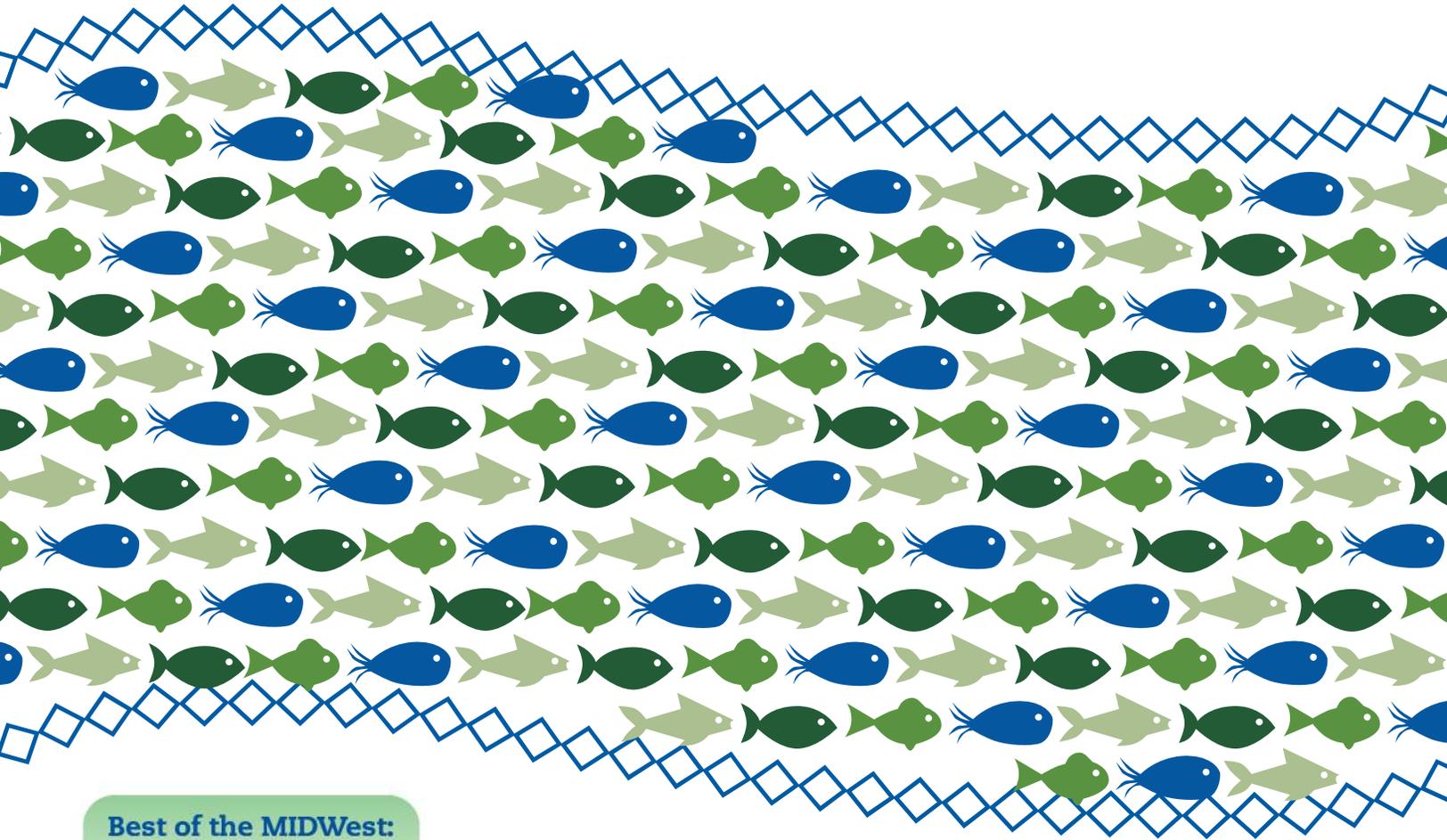


JUST KEEP SWIMMING

perseverance, humor, and positive thinking



GRAND RIVER CENTER • DUBUQUE, IA

Conference May 20-22, 2018

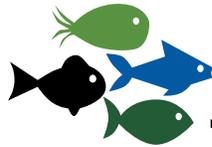
Welcome to the Conference!

MIDWest ACAC 2018

Welcome on behalf of the MIDWest 2018 Conference Planning Committee! We are pleased you have joined us for the 2018 Association for College Admission Counseling Spring Conference bringing together professionals from Minnesota, Iowa, South Dakota, North Dakota, and Wisconsin.

This year's conference is held in Dubuque, IA. 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, round tables, and speakers that will pique your interest, expand your knowledge, and initiate new ideas. Join us for the Welcome Social and we hope you enjoy the hospitality of the Grand River Center and the Grand Harbor Resort!

-Jenny Connolly, Conference Planning Chair



JUST KEEP SWIMMING

perseverance, humor, and positive thinking

Conference Theme

It can be hard to describe what we do. The canned answer that comes to mind is that we “help students”, which might be a good summary of our various roles and responsibilities. What folks may not see or understand is the how—the late night emails, the crying student in the office, the endless travel seasons, the transcript reviews, the hour-long (or longer) phone conversations.

We oftentimes focus on the time, energy, and commitment it takes to help students. Let us also remember the joyous occasions of why we do the work we do—the bright, excited face of a campus visitor, the family who is gracious for the extended advising, the student who was told they were not destined for college but is breaking down barriers with our help.

It's not always easy in our line of work, but that's when we just keep swimming—with humor, perseverance, and positive thinking. May we recharge and connect at this conference, as we continue to swim toward the goal of helping our students together.

Welcome Social- Dueling Pianos at Diamond Jo Casino! *Cash Bar

Sunday, May 20, 6:30-9:00 pm

Location: Mississippi Moon Bar, Diamond Jo Casino, 301 Bell St, Dubuque, IA

The minute you see the pair of baby grand pianos, you're going to realize that this is not your everyday sing-along. Then you see the piano players, the ringmasters responsible for creating the excitement that characterizes Dueling Pianos at Mississippi Moon Bar. These keyboard masters are hand-picked and are ready to continually thrill and entertain you.

Conference Planning Committee

Jenny Connolly, University of Northern Iowa, Conference Planning Chair

Erik Aschenbeck, College of Saint Benedict & Saint John's University

Ryan Blake, University of St. Thomas

Bailey Camenisch, Wartburg College

Erin Gabriel, Dowling Catholic High School

Norma Gutierrez, St. Thomas Academy

Amanda Hegland, University of Northern Iowa

Katy Heineman, Iowa State University

Craig Juilfs, Iowa Central Community College

Josh Kite, Coe College

Autumn Luce, Grand View University

Mallory Luensmann, Wartburg College

Kate Mathison, University of St. Thomas

John McGreal, University of Alabama

Gail McMahon, Iowa ACAC Executive Assistant

Lindsey Owens, Gustavus Adolphus College

Mary Beth Petrie, Lawrence University

Alyssa Ritter, Luther College

Alejandra Romano, Coe College

Staci Roscizewski, Marquette University

Merideth Sherlin, North Dakota State University

Eric Sickler, The Thorburn Group (a STAMATS company)

Anne Spoden, Loras College

Rebecca Surges, Mt. Mary University

Sabrina Tapps Fee, University of Iowa

Jaelyn Tungesvik, Iowa State University

Katie Wyman, Wartburg College

Sunday, May 20

- 3:30-5:30 pm Early Conference Registration and Hotel check-in
Location: Grand River Center and Grand Harbor Resort
- 5:30 pm Dinner on your own (see local restaurants list available at check-in)
- 6:30-9:00 pm Welcome Social- Dueling Pianos
Location: Mississippi Moon Bar
Diamond Jo Casino, 301 Bell St, Dubuque, IA

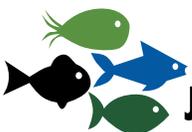
Monday, May 21

- 7:00 am-4:00 pm Conference Registration
Location: Grand River Center
- 7:00-8:30 am ACAC Past President's Breakfast (invitation only)
- 7:30-8:30 am Continental Breakfast, Grand River Center Ballrooms (Salons A, B, C, D)
- 8:30-8:45 am Opening Address and Welcome, Grand River Center Ballrooms (Salons A, B, C, D)
- 9:00-10:00 am Session 1 (Breakout Sessions and Round Tables)
- 10:00-10:15 am Sponsoring Business Partner Break sponsored by 
Location: River Concourse
- 10:15-11:15 am Session 2 (Breakout Sessions and Round Tables)
- 11:15 am-12:15 pm Lunch
Location: Grand River Center Ballrooms (Salons A, B, C, D)
- 12:15-12:30 pm NACAC Updates: Bob Bardwell, NACAC Board of Directors
- 12:30-1:45 pm **Keynote Speaker: Alan Feirer of Group Dynamic**
- 2:00-3:00 pm Session 3 (Breakout Sessions and Round Tables)
- 3:00-3:30 pm Sponsoring Business Partner Break sponsored by 
Location: River Concourse
- 3:30-4:30 pm Session 4 (Breakout Sessions and Round Tables)
- 5:00-5:45 pm State Business Meetings, details on Page 15
Minnesota Association for College Admission Counseling: Meeting Room 6
Iowa Association for College Admission Counseling: Meeting Room 4
Council on College Admission in South Dakota and
Dakota Association for College Admission Counseling: Meeting Room 1
Wisconsin Association for College Admission Counseling: Meeting Room 5
- 6:00 pm Dinner on your own (see local restaurants list available at check-in)
- 8:00-12 pm Evening Social- Junk FM, sponsored by The Thorburn Group & Stamats
Location: Mississippi Moon Bar
Diamond Jo Casino, 301 Bell St, Dubuque, IA



Tuesday, May 22

- 7:30-9:00 am Continental Breakfast, Grand River Center Ballrooms (Salons A, B, C, D)
- 9:15-10:15 am Session 5 (Breakout Sessions)
- 10:15-10:45 am Sponsoring Business Partner Break, River Concourse
- 10:45-11:45 am Session 6 (Breakout Sessions)
- 11:45 am-1:00 pm Lunch sponsored by The Thorburn Group & Stamats
Raffle and Closing/NACAC
Location: Grand River Center Ballrooms (Salons A, B, C, D)
*Raffle Proceeds benefit Big Brothers Big Sisters



Thanks to our Sponsoring Business Partners!

Make a point to stop and visit with each of our sponsoring business partners in the River Concourse during the conference. They will stamp the bingo card on the back of your nametag. Once complete with stamps from every sponsor, present your nametag to a member of the raffle committee for 10 free raffle tickets!



Exhibitors



Sponsors

Featured Speakers

Alan Feirer of Group Dynamic, Keynote Speaker

Leadership Training, Consulting, and Organizational Development ~ 515.468.1969, alan@groupdynamic.net

Based in Iowa, Alan Feirer of Group Dynamic is a team trainer and consultant specializing in leadership, teamwork, DiSC® Training, and organizational development. Alan delivers highly engaging illustrations, customized and actionable content, and ongoing accountability support to work groups of all sizes — from individual team members to the whole crew — in Iowa and beyond. Helping people work better together is Alan’s art, science, and passion. He has a reputation as an invigorating presenter and facilitator who always starts by listening to clients’ needs first. He is an Authorized Partner with Everything DiSC® and The Five Behaviors of a Cohesive Team®, which provides the basis for some of his content, in combination with rich personal experience and a background in servant leadership.



Bob Bardwell, NACAC Board of Directors

Director of School Counseling, Monson High School Memeber

Robert Bardwell has been a school counselor for 23 years and is currently a school counselor as well as the Director of School Counseling at Monson High School in Monson, Massachusetts. He is a member of the Board of Directors of the National Association for College Admission Counseling and is a former American School Counselor Association (ASCA) Board Member and Secondary Level Vice President. He is a Past President of the Massachusetts School Counselors Association (MASCA) as well as a former Advocacy Chair for MASCA.

He received his bachelor’s degree from Springfield College (MA), his M.Ed. from the University of Massachusetts, Amherst and his C.A.G.S. from American International College (MA). In addition to his counseling duties, he is an adjunct professor at Westfield State University, teaching both school counseling and college admission counseling courses for aspiring school counselors. He has published numerous articles and presented at over 80 national, regional and state conferences and in 16 states addressing school counseling and college admission counseling topics.



The path to college should be clear.

It’s our mission to make sure every student who wants to go to college has a clear path to get there. So everything we offer—from classes to tests to scholarships—is all about giving more students more access to more opportunities.

collegeboard.org



Raffle Proceeds benefit Big Brothers Big Sisters

Changing perspectives. Changing lives.

For more than 100 years, Big Brothers Big Sisters has operated under the belief that inherent in every child is the ability to succeed and thrive in life. As the nation's largest donor and volunteer supported mentoring network, Big Brothers Big Sisters makes meaningful, monitored matches between adult volunteers ("Bigs") and children ("Littles"), ages 6 through 18, in communities across the country. They develop positive relationships that have a direct and lasting effect on the lives of young people.

The Big Brothers Big Sisters Mission is to provide children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever. The organization works with parents/guardians, volunteers and others in the community and hold ourselves accountable for each child in our program.

The Big Brothers Big Sisters Vision is that all children achieve success in life.

Curious about how to contribute?

Purchase your raffle tickets for a chance to win!

1 ticket= \$1 6 tickets= \$5 15 tickets= \$10 35 tickets= \$20

The Raffle Committee will accept cash and also has square readers available to accept payment by debit or credit cards. Raffle prizes are on display in the River Concourse. Take your purchased tickets and place them in the corresponding basket for a prize you would like to win. Examples of prizes include:

1. Tickets to Arnold's Park in Okoboji
2. Buck Hill Area- 2 all-day skiing or snowboarding passes
3. Green Bay Packer's Football signed by the 2017 team



Big Brothers Big Sisters

**TOGETHER, WE CAN
MAKE STUDENTS
UNSTOPPABLE**

Download the ACT Counselor Toolkit

- ACT Counselor's Guide
- Social media images
- Email communications for students & parents
- PowerPoint slides
- Digital resources



www.act.org/counselortoolkit

Monday Morning 9:00 to 10:00 am

Taking the Show on the Road:

A Tale of Institutional Collaboration to Connect with Rural Communities

Meeting Room 1

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

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.

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

Meeting Room 2

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, Assistant Director for Scholarships and Admissions Early Outreach

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 the 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.

Helping Students to Reach Higher: Improving Postsecondary Readiness & Success

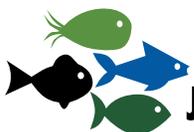
Meeting Room 3

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 HS 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



Monday Morning 9:00 to 10:00 am

Impact of Adopting a Test-Optional Admission Policy

Meeting Room 4

Steve Syverson, Assistant Vice Chancellor for Enrollment Management, University of Washington – Bothell

Using data from 950,000 individual student records from the applicant pools of 28 test-optional colleges and universities, this just-completed study explores the impact of adopting a test-optional policy on the size and composition of the applicant pools (and enrolling classes) at these colleges, the impact on the aid budgets, who chooses to be a “Non-Submitter,” how well they perform in college, and more. An increasing number of colleges are adopting test-optional admission policies. Come learn what the latest national research has revealed about the impact of doing so.

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

Meeting Room 5

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!

ROUNDTABLES- Professional Development

Meeting Room 6

Facilitators will be in the room at the table with the number that corresponds to the roundtable topic they will be hosting. Choose a table, meet the facilitator, and start the discussion! The roundtable sessions are the same length as traditional sessions – 60 minutes.

Round Table #1

Title: When is it time to go

Facilitator: Teege Mettillie

Round Table #3

Title: Are High School Visits Dying?

Facilitator: Colleen Koppes and Kate Tamm

Round Table #2

Title: Best Practices in Student Search

Facilitator: John Laverty

Round Table #4

Title: The Year in Review

Facilitator: Amanda Anderson

Thank you to our break sponsor



Session 1

Monday Morning 10:15 to 11:15 am

Communication for Connection and Cooperation [Not Compliance or Control]

Meeting Room 1

Alan Feirer, Group Dynamic, 2018 MIDWest Conference Keynote Speaker

We all accumulate insights on communication and engagement. We like to build up our “bag of tricks.” As a teacher, and now as a trainer, this has been an obsessive interest of mine. I’ve been in charge of administering a program and staff, and had to personally ensure strong engagement from students, now adult learners.

In this session, we will review three common obstacles to connective, relationship-building communication. Then, explore ways to effectively counteract those obstacles. We will spend a lot of time on what specific words to use, words to avoid, and ways to give better feedback. We’ll cover:

- The three common obstacles to communication, and their countermeasures
- Techniques for dealing with defensiveness
- Appropriate responses to unproductive behavior or lack of engagement
- Eliminating destructive words from your vocabulary
- Looking at situations in terms of the “behavior-outcome” model

Through the Eyes of a Boss

Meeting Room 2

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.

[Re]Built to Last

Meeting Room 3

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.

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

Meeting Room 4

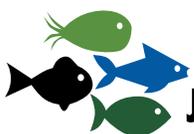
Phil Trout, Former-President NACAC

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

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

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

The past presidents of three affiliates -- Minnesota, Iowa 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.



Monday Morning 10:15 to 11:15 am

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

Meeting Room 5

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.

ROUNDTABLES- Diversity

Meeting Room 6

Facilitators will be in the room at the table with the number that corresponds to the roundtable topic they will be hosting. Choose a table, meet the facilitator, and start the discussion! The roundtable sessions are the same length as traditional sessions – 60 minutes.

Round Table #1

Title: Reaching and Recruiting Rural Students

Facilitator: Joshua Hanson

Round Table #3

Title: Engaging Latino/a Students and Families in the College Search Process

Facilitator: Mariana Sanabria

Round Table #2

Title: Latino/a Student Issues Across the Midwest

Facilitator: Lauren Garcia

Round Table #4

Title: Let's Talk - Diverse Professionals

Facilitator: Jesus Lizarraga

12:30 pm Keynote Address



Lunch will feature a keynote by Alan Feirer of Group Dynamic

The Psychology of Change, Alan Feirer

As leaders, you've likely developed skills at being proactive and reactive, but times of change call for leadership to be interactive. Changes in the workplace must be handled delicately, with added emphasis on intentional words and actions.

In her book "Death and Dying," Elisabeth Kubler-Ross describes the stages of grief as being denial, anger, bargaining, depression, testing, and finally acceptance. After more study and observation, Kubler-Ross noticed that these stages relate not only to the grieving process, but also to life changes, both personally and professionally. Restructured for the workplace, The Kubler-Ross Change Curve includes Denial, Frustration, Depression, Experiment, Decision, and Integration. People have different needs depending on which stage they are at, and this workshop will help them identify those needs and how to offer support to others.

Times of change in the workplace can be daunting. This session will guide leaders to an understanding of the Kubler-Ross Change Curve, help them implement the specific needs in each of the stages, and identify the four issues to look out for during seasons of change.

We will also explore levels of maturity, emotional vs. logical thinking in decision-making, the three types of power, and unhealthy habits people tend to revert to in times of stress, based on their personality styles. We will discuss the power of SMaC-Specific, Methodical, and Consistent-as well as specific ways to offer support and structure.

This will be an interactive and upbeat workshop designed to empower and equip you with tools to successfully navigate in a changing environment. Delivery will be fast-paced, high-energy, and combine story, discussion, and activity to answer the question: "How do I put this into action?"

Monday Afternoon 2:00 to 3:00 pm

Communication for Connection and Cooperation [Not Compliance or Control]

*Duplicate session that was offered during session 2 at 10:15 am

Meeting Room 1

Alan Feirer, Group Dynamic, 2018 MIDWest Conference Keynote Speaker

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- Appropriate responses to unproductive behavior or lack of engagement
- Eliminating destructive words from your vocabulary
- Looking at situations in terms of the “behavior-outcome” model

Queer Eye: A Makeover for the Admissions Experience

Meeting Room 2

Benjamin Dufault, Hamline University

Brandon Wente, Concordia College - 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.

Not So MIDWest Nice

Meeting Room 3

Lauren Garcia, Assistant Director, University of Iowa

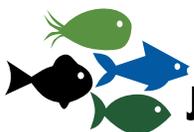
Midwesterners are known for their ability to be friendly with overtly nice personalities. We’ve all heard the phrase “Iowa Nice” or “Minnesota Nice”. Continuing this reputation into the college campuses that occupy the Midwest region is something that colleges pride themselves on and is used as a selling 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.

Post about your conference experience!

#MIDWest18



JUST KEEP SWIMMING
perseverance, humor, and positive thinking

Monday Afternoon 2:00 to 3:00 pm

Jump into Involvement with ACAC

Meeting Room 4

Chad Terry, President MN ACAC

Terri Crumley, President Iowa ACAC

Merideth Sherlin, President Dakota ACAC

Teege Mettill, 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.

How to Avoid Becoming an Admissions Dropout

Meeting Room 5

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.

ROUNDTABLES- Tools and Technology

Meeting Room 6

Facilitators will be in the room at the table with the number that corresponds to the roundtable topic they will be hosting. Choose a table, meet the facilitator, and start the discussion! The roundtable sessions are the same length as traditional sessions – 60 minutes.

Round Table #1

Title: Rep Visits

Facilitator: Darren Wacker

Round Table #3

Title: Developing Marketing Personas

Facilitator: Rachael Holland

Round Table #2

Title: Best Practices in Telecounseling

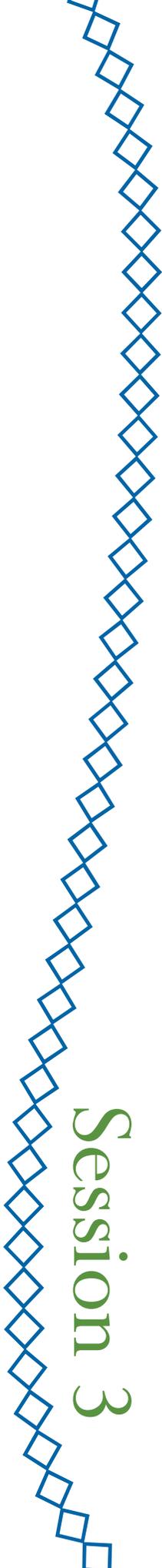
Facilitator: Katy Heineman

Thank you to our break sponsor



Remember to stop and see our Sponsoring Business Partners during the next break from 3- 3:30 pm in the River Concourse.

Our sponsoring business partners will stamp the bingo card on the back of your nametag. Once complete with stamps from every sponsor, present your nametag to a member of the raffle committee for 10 free raffle tickets! Raffle items are on display in the River Concourse exhibitor area. Take your purchased tickets and place them in the corresponding basket for a prize you would like to win.



Session 3

Monday Afternoon 3:30 to 4:30 pm

Testing: The Good, the Bad, and the Ugly

Meeting Room 1

Adam Ingersoll, Principal, 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.

Using Social Listening to Impact Enrollment Management Outcomes

Meeting Room 2

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.

Lessons from The Past

Meeting Room 3

Teege Mettillie, Dean of Admissions and Financial Aid, Northland College

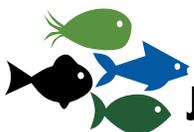
Whitney Rundell, Associate Director of Admissions, Northland College

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.

State Business Meetings

Monday, May 21, 5:00 to 5:45 pm, see page 15 for meeting rooms



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Monday Afternoon 3:30 to 4:30 pm

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

Meeting Room 4

Christine Voice, School Counselor, Kohler High School

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

As the early application rush seems to begin earlier each year, school counselors are bombarded with beginning of school year workload in addition to preparing seniors college applications. Learn how one public school counselor partnered with a University of Wisconsin-Madison's Admission professional to offer a comprehensive college application session to support seniors in completing the UW System and Common Application during two summer workdays. Participants will take away a framework for a college application 'bootcamp' to help incoming seniors complete the process prior to their academic school year.

The Sophomore Soar

Meeting Room 5

Sauvik Goswami, Assistant Director, University of Iowa

Joe Slocum, Assistant Director, Mount Mercy University

Alex Christenson, Assistant Director, Coe College

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.

ROUND TABLES- Unique Education Programs

Meeting Room 6

Facilitators will be in the room at the table with the number that corresponds to the roundtable topic they will be hosting. Choose a table, meet the facilitator, and start the discussion! The roundtable sessions are the same length as traditional sessions – 60 minutes.

Round Table #1

Title: Let's Talk Dual Enrollment

Facilitator: Kate Virgo

Round Table #3

Title: Creating a Bridge Program Between High School and College

Facilitator: Connie Bennett

Round Table #2

Title: Differentiating Your School for Adult Learners

Facilitator: Bob Sevier

Round Table #4

Title: Middle School and Youth Readiness

Facilitator: Abby Welborn

Junk FM

Evening social sponsored by The Thorburn Group+Stamats
Monday, May 21, 8:00 pm to 12:00 midnight

Location: Diamond Jo Casino, 301 Bell St, Dubuque, IA

Drink tickets available, plus full bar

Junk FM is based out of Minneapolis, MN

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MIDWest State Business Meetings

Monday, May 21, 5:00 to 5:45 pm

State meetings give you a chance to connect with colleagues within your council or association. You may learn about important updates to policies, participate in voting for elected members or committee chairs, approve budget decisions, and get a better idea of how to use your voice in higher education. Agendas will be provided at each meeting, followed by dinner on your own before the evening social begins at 8:00 pm.



Minnesota Association for College Admission Counseling

Meeting Room 6

Members of the Minnesota Association for College Admission Counseling are invited to attend.



Iowa Association for College Admission Counseling

Meeting Room 4

Members of the Iowa Association for College Admission Counseling are invited to attend.



Council on College Admission in South Dakota and Dakota Association for College Admission Counseling

Meeting Room 1

Members of the Council on College Admission in South Dakota and Dakota Association for College Admission Counseling in North Dakota are invited to attend.



Wisconsin Association for College Admission Counseling

Meeting Room 5

Members of the Wisconsin Association for College Admission Counseling are invited to attend.

Monday Evening Social

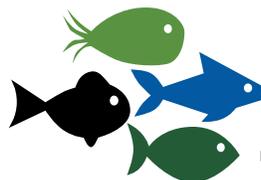
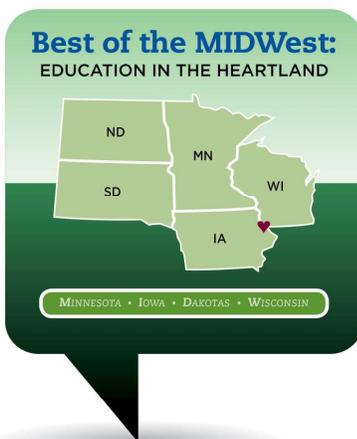
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Post about your conference experience!

#MIDWest18

Tuesday Morning 9:15 to 10:15 am

State of Principle of Good Practices:

NACAC's Code of Ethics and Professional Practices

Meeting Room 1

Chris Franken, College Planning & Assessment Director, Eastview HS, 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.

4 Fast-Paced Enrollment Strategy Talks

Meeting Room 2

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.

The New Basic Skill – Career Decision-Making

Platinum A

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?



Tuesday Morning 9:15 to 10:15 am

Financial Aid 101

Meeting Room 4

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 Judgment and Verification. Attendees questions are strongly encouraged. (Swimming suits and sun tan lotion are not required. No attendees will get wet or sun burnt).

Everyone Accepts My College Credits, Right?

Meeting Room 5

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.

The Value of Added Context in Admission

Meeting Room 6

Jacqueline Acosta, Associate Director, The College Board

Recent research shows that when more contextual information is available during the application review process, low income students are 26% more likely to be admitted to college. The College Board has developed the Environmental Context Dashboard (ECD) tool that provides admission officers with detailed contextual information on where an applicant lives and learns and helps admission practitioners evaluate SAT scores and grades in the context of their peers, their neighborhood, and their high school. During this session, we will share results and lessons learned from an early pilot of the tool and panelists will discuss how the data complimented the information contained in students’ applications, the utility of context in making admissions decisions, and plans for future use.

Tuesday Morning 10:45 to 11:45 am

What Lies Ahead

Meeting Room 1
Bob Sevier, Stamats

We will present a comprehensive view of the major trends impacting higher education. We will look at these trends through three lenses: 1) changing attitudes toward higher education, 2) today's students, and 3) the academy. As part of this conversation we will also explore the institutional characteristics that will impact, and even predict, institutional vulnerability.

Effective Procedure for Student Telecounseling

Meeting Room 2
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.

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

Platinum A
Eric Sickler, The Thorburn 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.

Purchase your raffle tickets before it's too late!

Prizes will be awarded at lunch. Proceeds benefit:



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Curious about how to contribute?

Purchase your raffle tickets for a chance to win! Raffle items are on display in the River Concourse exhibitor area. Take your purchased tickets and place them in the corresponding basket for a prize you would like to win.



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Tuesday Morning 10:45 to 11:45 am

Using Student Enrollment Preferences and Intentions for More Effective Recruiting

Meeting Room 4

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.

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

Meeting Room 5

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.

Are You Common App Ready?

Meeting Room 6

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.

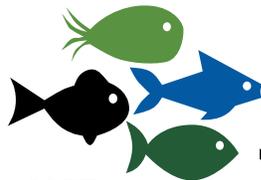
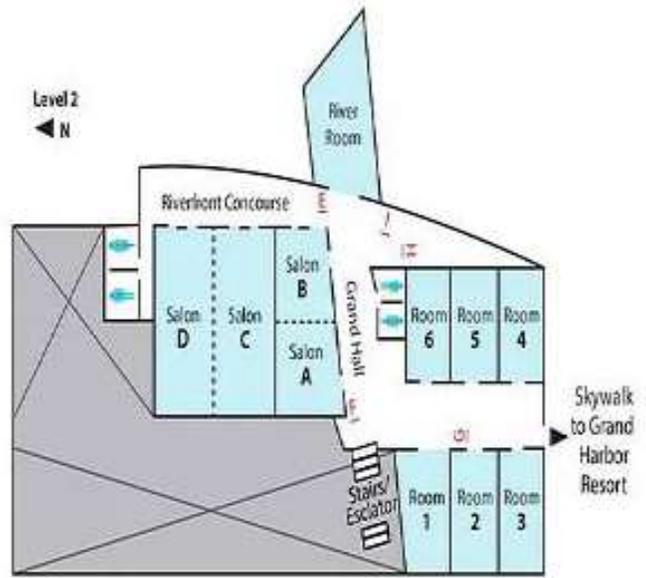
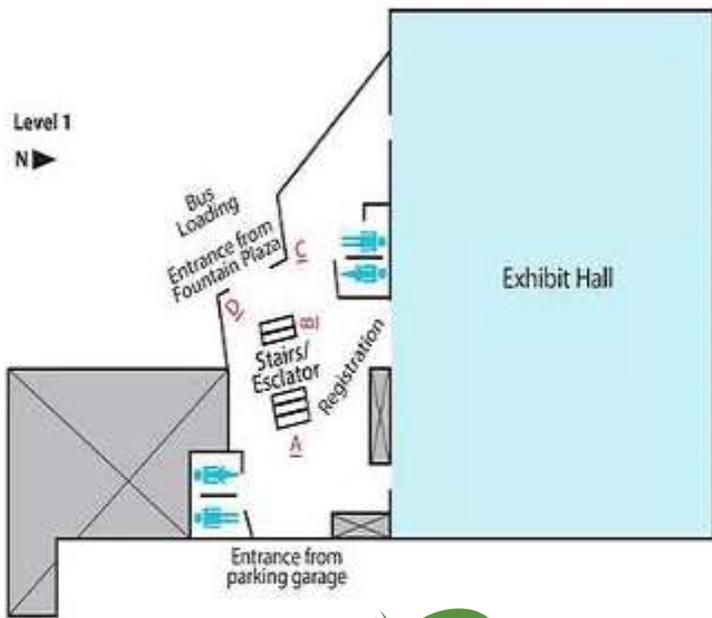


NACAC National Conference

September 27-29, 2018 Salt Lake City, UT

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. For more information, visit www.nacacnet.org.

Grand River Center Map



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SCHEDULE AT A GLANCE

Sunday, May 20

- 3:30-5:30 pm Conference and Hotel check-in
- 5:30 pm Dinner on your own
- 6:30-9:00 pm Welcome Social- Dueling Pianos
- Location: Diamond Jo Casino

Monday, May 21

- 7:30-8:30 am Continental Breakfast
- 8:30-8:45 am Opening Address and Welcome
- 9:00-10:00 am Session 1
- 10:00-10:15 am Sponsoring Business Partner Break
- 10:15-11:15 am Session 2
- 11:15-12:15 pm Lunch: Grand River Center Ballroom
- 12:15-12:30 pm NACAC Updates
- 12:30-1:45 pm Keynote Speaker**
- 2:00-3:00 pm Session 3
- 3:00-3:30 pm Sponsoring Business Partner Break
- 3:30-4:30 pm Session 4
- 5:00-5:45 pm State Business Meetings
- 6:00 pm Dinner on your own
- 8:00-12 pm Evening Social- Junk FM
- Location: Diamond Jo Casino

Tuesday, May 22

- 7:30-9:00 am Continental Breakfast
- 9:15-10:15 am Session 5
- 10:15-10:45 am Sponsoring Business Partner Break
- 10:45-11:45 am Session 6
- 11:45-1:00 pm Lunch, Raffle and Closing

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