



# Clarion

Wisconsin Association for College Admission Counseling

Winter Issue  
January 2011

## The NACAC Perspective

By: Jim Miller, NACAC President  
UW- Superior



I continue to be impressed by the work that so many of you WACAC member volunteers do to serve our students, families, colleagues and schools. Through your efforts, students discover affordable, accessible, college options that fit their needs and serve their aspirations.

WACAC is one of 23 state and regional affiliates of the National Association for College Admission Counseling. Many of you are NACAC members. I encourage the rest of you to consider how you might expand your professional expertise by joining, as well.

Let me tell you a little about what's happening at the national level.

Our 11,000 members are served by a staff of 47 who work at our headquarters in Arlington, Virginia. With high school counselors composing 40% of our voting members, we are the only organization that promotes the transition from high school to college by equally involving professionals on both side of the desk. National College Fairs, our best known program, annually serves more than 400,000 students in 50 metropolitan areas across the country.

The national conference, to be held in New Orleans this fall, attracts more than 5,000 attendees. It provides a great opportunity to network with other college and high school colleagues, while you develop your professional repertoire by attending some of the more than 100 available sessions.

We have a strong advocacy program that promotes public policies that foster student access to, and success in, higher education. Our approach is non-partisan, recognizing that both parties support the importance of higher education and the national need to increase the number of citizens who earn college degrees, if we are to stay competitive in the world economy.

concerned with the profession. Among the issues on are current agendas are:

**International Issues** – The question of how we deal with the payment of per-student compensation to agents who refer students to American Colleges is being considered by the Board and the Admission Practices Committee. The Board is working with the U.S. State Department and international colleagues to define what role NACAC should serve outside the U.S. For instance, should we offer college fairs or other programming outside North America?

**Advocacy Efforts** – As the 112<sup>th</sup> Congress convenes, what are the implications for: financial aid funding, enhanced college counseling and academic rigor in high schools, opportunities for undocumented students who graduated from U.S. high schools, regulations impacting college admission and enrollment, and more. *(Continued on page 3)*



## In this issue...

- **Calendar of Events:** page 2
- **Junior Night:** page 4
- **Celebrate College Acceptance:** page 6
- **Changes to the FAFSA:** page 7
- **WACAC on Facebook:** page 7
- **Greater Milwaukee Workshop:** page 8
- **WACAC Day on the Hill:** page 9

# Events

- February 9, 2011  
Financial Aid Workshop:  
Edgewood College  
9:00-11:30am
- February 16, 2011  
WACAC Day on the Hill  
Madison, WI  
9:15am- 3:30pm
- February 19-20, 2011  
College Goal Wisconsin
- February 23, 2011  
WSCA Pre-Conference  
Session
- March 3, 2011  
WAICU Illinois School  
Counselor Workshop  
8:15am-1:00pm
- March 6, 2011  
Greater Milwaukee  
College Workshop  
12:30-5:00pm
- May 19-20, 2011  
WACAC Spring  
Conference  
Country Springs Hotel,  
Waukesha, WI
- Summer 2011  
Counseling the College  
Bound: WACAC and  
Marian University
- June 19-24, 2011  
College Seminar Tour
- July 10-15, 2011  
Pacific Northwest ACAC  
College Counselors' Tour
- August 2011  
Brewer Summer Outing
- August 3-5, 2011  
New Counselor Institute

For a complete listing of events,  
please consult our website.

## Financial Aid Workshop

Wednesday, February 9, 2011  
Deming Way Campus, Edgewood College  
9 am Registration  
9:30-11:30 am Workshop

We hope you will join us for our upcoming February workshop on the always important and ever-changing topic of financial aid. We are excited to partner with our colleagues from the Wisconsin Association of Financial Aid Administrators (WASFAA) to extend this workshop to school counselors and college admission officers.

Workshop participants will hear from and dialogue with experienced financial aid officers on discussion topics including:

- Changes to the 2011-2012 FAFSA
- Special conditions for financial aid
- Information on loans
- Scholarship search opportunities and methods

Register Online at [www.wacac.com](http://www.wacac.com)



## Spring Boarding into a New Era: Navigating Changes in Higher Education

WACAC Spring Conference  
Thursday & Friday, May 19-20, 2011  
The Country Springs Hotel & Conference Center, Waukesha, WI

The Conference Planning Committee is gearing up for another exciting and educational state conference this year! Take advantage of this wonderful opportunity for professional development. The conference begins at 12:30 pm on Thursday and concludes after lunch on Friday. We are looking forward to a wide variety of sessions for both college and high school professionals.

Watch the listserv for information regarding registration coming soon!

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WACAC is also offering a workshop prior to the WACAC conference for high school counselors providing training on aspects of the college counseling profession.

Thursday, May 19, 2010  
8:45 am Registration  
9-12:25 pm Workshop and working lunch  
Fees: \$250 for graduate credit, \$20 for non-credit

The pre-conference workshop will cover the following topics:

- Programming for juniors, seniors and parents
- College entrance testing
- College application process
- Scholarship and financial aid
- Application reading
- Networking and working together

Between the morning workshop, the afternoon conference sessions, and several hours of post conference work, attendees can earn one credit of graduate coursework in college counseling through Marian University. Participants have the option of doing the course for graduate credit or as non-credit. The out of class work will take approximately 4 ½ hours.





PACIFIC NORTHWEST ASSOCIATION  
FOR COLLEGE ADMISSION COUNSELING



# COLLEGE TOUR



## Pacific Northwest ACAC College Counselors' Tour

Join other counselors and educational consultants from across the country as we tour the colleges and universities of the Willamette Valley area of Oregon.

When: July 10-15, 2011



Who: Public and private school counselors and independent counselors and educational consultants

Where: Concordia University (Portland), George Fox University (Newberg), Lewis & Clark College (Portland), Linfield College (McMinnville), Oregon State University (Corvallis), Pacific Northwest College of Art (Portland), Pacific University (Forest Grove), Portland State University (Portland), Reed College (Portland), University of Oregon (Eugene), University of Portland (Portland), Willamette University (Salem), Western Oregon University (Monmouth)

Cost: PNACAC Members: \$400, Non-Members: \$450.



Registration: Online at [www.pnacac.org](http://www.pnacac.org) (follow the link to Programs & Events, College Tour) - download and mail in the registration form, with payment, to Professional Development Chair, Lisa Knodle-Bragiel.

Registration is first-come, first-serve. We hope to see you this summer in the Pacific Northwest!

(Continued from The NACAC Perspective, page 1)

**Future** – With more pressure on school budgets and more duties expected of counselors, what's the future of school counseling? We recognize the importance, but do the policy-makers and school board members? With changing demographics, how will colleges adapt in ways that serve both public and institutional interests? NACAC has hired a "futurist" to guide the conversations that will shape the organization, and perhaps the profession, in the years to come.

**Connecting Colleagues** – How do we keep the best benefits of our important face-to-face contacts, while leveraging the power of new technologies that have the potential of meaningfully engaging more of us? If you're a NACAC member, sign-up for the NACAC Community Network at <http://community.nacacnet.org> to learn more.

**Serving Students & Families** – The Statement of Principles of Good Practice (SPGP) outlines our professional behavior, but beyond that, how can we best offer guidance and programming that helps students to navigate the college search and admission processes? How do we tone-down the frenzy that many feel?

**Trusted Source** – NACAC maintains extensive data resources that are available on-line and in-print. This information is useful to practitioners, and is often accessed by public policymakers. We are constantly looking for ways to inform and advise you and the public, about issues that affect college access, admission and success.

WACAC has played a significant leadership role at the national level. I am the second NACAC president from Wisconsin in the past ten years (Keith White being the other). Ken Anselment (Lawrence) chairs the national Government Relations Committee. Mark Selin (St. Norbert) and Rick Smith (Northland) serve on the Governance & Nominating Committee and Professional Development Committee, respectively.

If you want to know more about NACAC, contact me at [jmiller@uwsuper.edu](mailto:jmiller@uwsuper.edu) or any one of the WACAC members who are also active in NACAC.

## Junior Night

By: Bill Barbeau, Whitefish Bay High School

The junior year is a very important and stressful time in the life of a junior. It is the last year to improve grades, family and friends are asking about post secondary plans, ACT and SAT tests need to be taken and there is plenty of confusion about the college process. It is important for high school counseling programs to address the needs of both their students and parents to help alleviate undue stress and confusion. It is the role of counselors to explore options with their students, in order to assist them in making appropriate decisions about their future.

In Whitefish Bay, the "Junior Parent Information Night," along with individual conferences, are integral to the transition to postsecondary education. Each year we host the Junior Parent Information Night in October. The college admissions process is highlighted at this meeting. This includes a discussion of career assessments, standardized testing, senior year coursework, and college resources available to families. Counselors provide all the information through a power point presentation. We feel it is important for us to present the information rather than outside speakers. We emphasize to families that the best resource available to them is the student's counselor. We visit schools, get involved in NACAC and WACAC, attend conferences and workshops and continually learn about college trends, which help our students make a better informed college decision.

In January we begin our Junior conferences. This is an hour long meeting with each junior and his or her parents, to discuss future plans. This discussion capitalizes on the student's strengths and abilities. We

also discuss senior year courses, review transcript and test scores and outline college admission factors. Each student takes the Strong Interest Inventory in early December and those results are also reviewed. We then have a series of questions that we ask students to get them thinking about what they are looking for in a college. The goal of this part of the discussion is to try and provoke further thought about what is important to them (not what others think is important). This then leads into a discussion about colleges they are thinking about and suggestions about exploring other options. The college process is the focus of the meeting. It is our hope that this meeting begins a more intense look at options for the future.

I find that this time of the year is very busy but extremely exciting for our students. I enjoy meeting with each of my students and looking at the endless possibilities for their futures.



## Idea Scholarship

WACAC is delighted to provide scholarships for first-generation, low-income students who are in pursuit of higher education in Wisconsin. Students who are awarded this scholarship will receive a one-time award of up to \$500 to be used towards their education during the 2011-2012 academic year.

In order to be considered for the scholarship, applicants must meet all the following criteria:

- Be of first generation background (Neither of your parent(s) has obtained a four-year degree from a U.S. college or university).
- Demonstrate financial need and/or be eligible for free or reduced lunch.
- Minimum 3.0 cumulative grade point average (on a 4.0 scale) in all college preparatory courses.
- High school senior attending a WACAC member public or private high school in Wisconsin.
- Planning to attend a WACAC member 2-year or 4 year public or private college or university.



Students must complete the scholarship application and submit all required supporting materials as described on the application forms. Application materials are due in the spring of 2011. For more information contact Eva Martinez, [eva.martinez@marquette.edu](mailto:eva.martinez@marquette.edu).

Stay up to date on all of WACAC 's activities by visiting  
[www.wacac.com/events](http://www.wacac.com/events)  
or check us out on facebook!

# GETTING MONEY FOR COLLEGE IS EASY...

## College Goal Wisconsin

Saturday 2.19.2011 or Sunday 2.20.2011

2:00 pm start time at the following locations:

### Saturday – February 19<sup>th</sup>, 2011

Appleton  
Fox Valley Technical College  
1825 N Bluemound  
(Entrance 1, Room A105)

Beloit  
Beloit Memorial High School  
1225 4<sup>th</sup> Street

Elkhorn  
Gateway Technical College  
400 County Road H  
Atrium – 200 Building

Janesville  
Hedberg Public Library  
316 S Main Street

Kenosha  
Gateway Technical College  
3520 30<sup>th</sup> Avenue  
The Center for Bioscience

Keshena  
College of Menominee Nation  
N172 State Hwy 47/55

Lac du Flambeau  
Lake of the Torches  
Hwy 47 N, Convention Center  
(Questions, contact the  
Education Dept.)

Madison  
Edgewood College  
1000 Edgewood College Avenue  
(Use Main Entrance)

Madison  
Madison Area Technical College  
3550 Anderson Street  
(Use Redsten Gym Entrance)

Marinette  
UW Marinette  
750 W Bay Shore Street  
(Enter Main Building)

Milwaukee  
Alverno College  
3400 S 43<sup>rd</sup> Street  
(Free parking in ramp. Enter  
rounda.)

Milwaukee  
Custer High School  
5075 N Sherman Blvd  
(Park on south side of school. Use Sherman  
Blvd entrance)

Oshkosh  
UW Oshkosh  
800 Algoma Blvd

Platteville  
Platteville High School  
710 E Madison Street  
Commons Area

Rice Lake  
UW Barron County  
1800 College Drive  
Ritzinger Hall

Waukesha  
UW Waukesha  
1500 N University Drive  
Commons Building

Wausau  
Northcentral Technical College  
1000 Campus Drive  
(Main Entrance Rooms, E101 and  
E102)

Wisconsin Rapids  
Mid State Technical College  
500 32<sup>nd</sup> Street, Building A

### Sunday – February 20<sup>th</sup>, 2011

Eau Claire  
Chippewa Valley Technical College  
620 W Clairemont Avenue  
Business Education Center  
(Entrance by Parking Lot P1 at the front of  
the building or P9 on the west side)

Fond du Lac  
Marian University  
45 S National Avenue  
Stayer Center  
Corner of 4<sup>th</sup> and National

Green Bay  
East High School  
1415 E Walnut Street  
(Use Front Entrance off of Walnut  
Street)

La Crosse  
UW La Crosse  
1705 State Street  
Wing Technology Center

DeForest (Madison Area)  
DeForest High School  
815 Jefferson Street

Kenosha  
UW Parkside  
900 Wood Road  
Student Center

Milwaukee  
Riverside High School  
1615 E Locust Street  
(Main Entrance off of Locust)

Milwaukee  
Pulaski High School  
2500 W Oklahoma Avenue  
(Use Main Entrance at 25<sup>th</sup> &  
Oklahoma)

Racine  
Gateway Technical College  
1001 S Main Street  
Racine Conference Center  
(Parking in Lake Level Parking Lots. Lake  
Side Entrance.)

Rhineland  
Rhineland High School  
665 Coolidge Avenue  
(Entrance 1)

Sheboygan  
UW Sheboygan  
One University Drive  
(Use West Entrance)

Superior  
Superior High School  
2600 Catlin Avenue  
Library Computer Lab



PLEASE NOTE: You should bring your parents', as well as your own, completed federal income tax return for 2010, W-2 statements, and other 2010 income and/or benefit information. If parents are unable to attend, students may attend alone and bring this information. Independent students may bring just their own income and asset information. The College Goal Sunday™ program was created by the Indiana Student Financial Aid Association with funding from Lilly Endowment, Inc. and with supplemental support from Lumina Foundation for Education.

1-866-578-4625 [www.wicollegegoalsunday.org](http://www.wicollegegoalsunday.org)

## Roses, Banners, and Confetti: How High Schools and Colleges Celebrate College Acceptance

By: Randi Martinez, Upper Iowa University

College Admissions. High school seniors spend countless hours researching schools, preparing to take that standardized test (one last time!), filling out applications and composing essays, in order to complete the college admissions process. Counselors, (both high school and admissions) spend hours counseling, calling, cajoling and even pleading with students to complete these applications so colleges can make admission decisions. We encourage students to race through the process, but may do little after this work is done. It seems that something often gets lost as we focus on the college application process, instead of looking at the outcome. What are we doing to celebrate the grind of the admissions process, the culmination of which leads to that coveted acceptance package?

Some colleges go all out in order to celebrate a student's acceptance. One school, a small woman's college on the east coast, is rumored to send a bouquet of roses to each accepted student. Hendrix College, in Arkansas, adds confetti to their acceptance package, so that students get a festive surprise to go along with the excitement of receiving

that coveted "thick envelope." Here in Wisconsin, colleges have fallen into similar patterns for acknowledging student acceptance. T-shirts, window clings and bumper stickers are commonly found in acceptance packages, and many colleges make it a priority to personally call and congratulate students after they have been admitted to answer any questions and welcome them to the college community. Some colleges, such as UW- Eau Claire, send a follow up e-mail, inviting accepted students to join the "Class of" Facebook page, to get students connected and communicating with other prospective students.

High schools have a number of different ways to celebrate the college acceptance of students. Most schools don't individually announce each acceptance, choosing to wait until after May 1, when most students have made a final college choice, to praise student achievement. The Prairie School in Racine typically announces the first college acceptance of the year at a morning meeting of students. At the end of the year, after college decisions have been made, each student has his/her college choice posted on their website and broadcast

on the announcement monitors. Many other schools utilize bulletin boards, college banners, maps and large display windows to showcase the acceptance and college choices made by students. Many counseling offices have an office celebration with students on May 2, after decisions have been made.

Many argue that choosing a college is the first major decision that young adults will make, which means this time is one of great importance for high school seniors. This time of year, it may be easy for counselors to start switching gears in order to focus on preparing juniors for their road to admissions, but we must remember to acknowledge the accomplishments of these seniors, even if it is in small ways. Consider how we can use the achievements of these students as a tool to motivate those students who are just beginning the college admissions journey, and make sure to impart excitement for those who have reached the end of the tunnel.



### Enter To Win 100 SAT/ACT Test-Prep Workbooks For Your School!

Test-prep author Brian Leaf is hosting his annual 100 book giveaway. Enter to win a prize package of one hundred copies of his SAT/ACT test-prep books, which include his new book "Name That Movie!: A Painless Vocabulary Builder." Leaf's previous books have been featured in [teenvogue.com](http://teenvogue.com) and [MTV.com](http://MTV.com).

To enter, simply email [BrianLeafSATBooks@gmail.com](mailto:BrianLeafSATBooks@gmail.com). One entry per person, but everyone from a school may enter. One e-mail will be chosen at random to win.

In addition, Brian has made part of one of his books, "McGraw-Hill's Top 50 Skills for a Top Score: SAT Critical Reading and Writing," available for free download. You can download, print, photocopy, post on your website, or even forward the free pages directly to students' email inboxes. Leaf has committed to being available to college counselors and teachers who have questions about the book or SAT/ACT prep in general. The download is available free at <http://www.brianleaf.com/sat-critical-reading-and-writing.html>.

For more info, visit [www.BrianLeaf.com](http://www.BrianLeaf.com).

**SAT/ACT**  
prep

## Changes to the FAFSA

By: Heidi Blossy, Mount Mary College

It's that time of year again; students are filing their FAFSAs (Free Application for Federal Student Aid) and getting their financial information together to send to colleges. In the financial aid office, we're starting to see the first FAFSAs come in and we're preparing for filing workshops for our students and families.

It's that time of year for counselors as well, when you're setting up filing workshops and being asked questions about where the adjusted gross income is located on the 1040-EZ. On top of keeping up with these questions, there are also changes being made to the FAFSA every year.

Some key updates for counselors to keep in mind are:

- Starting at the end of January 2011, students will be able to retrieve IRS data and have this information auto-populate into their FAFSA. However, students have to wait 1-2 weeks after filing taxes electronically or 4-6 weeks after submitting their paper tax form for this data to be available.



- Students will be asked to indicate on the FAFSA the high school they are attending. For the 2011-12 academic year, schools are required to have a policy in place to review diplomas that are from institutions that seem questionable (to combat the spreading problem of diploma mills). Starting for the 2012-13 academic year, schools will be required by the Department of Education to take action on such diplomas. Contact your friendly financial aid staff for further details!

- Lastly, don't forget about College Goal Sunday, scheduled for February 19-20 at various locations throughout Wisconsin. Encourage your students to take advantage of this free opportunity to receive information and assistance filing the FAFSA. More information about this event can be found at:

[www.wicollegegoalsunday.org](http://www.wicollegegoalsunday.org).

## WACAC is on Facebook

Are you on facebook? You can now use social media to stay connected to WACAC! Remain up to date on events, conferences and network with other WACAC members, by becoming a fan of WACAC.



## Recognize Our Colleagues

As we ring in a new year, it is important to appreciate the work we have accomplished in increasing awareness and knowledge regarding the transition from high school to college. Annually at the spring conference, we recognize those retiring from the profession, rising stars, and all-stars in both admission and school counseling. Please take a moment to let us know of those you think deserve such recognition.

Please e-mail Brooke Konopacki at [konopackib@gmail.com](mailto:konopackib@gmail.com) to inform her of any retirees that have or will occur between August 2010 and July 2011. To nominate a colleague for one of our other awards please complete the nomination form online at <http://www.wacac.com/node/127>.

## “Comings and Goings”

Toby Deutsch left his position in Admissions at UW- Milwaukee to take on a position in Advising.

To submit “Comings and Goings”  
Contact Jenifer Wessels [wesselsj@mtmary.edu](mailto:wesselsj@mtmary.edu)  
or go online to  
[www.wacac.com](http://www.wacac.com)



## Greater Milwaukee College Workshop

Information and Inspiration for students and parents



# FREE COLLEGE WORKSHOP

## Congratulations! College is in your future!



- Where do you begin?
- How do you reduce your out-of-pocket college costs?
- How can you improve your chances of getting into your dream college?

This free, unique & informative college workshop presented by Milwaukee-Area professionals will answer these questions & many more.

Great Information for Freshman, Sophomores, Juniors, Seniors and their Parents!

Sunday, March 6, 2011  
12:30 - 5:00 p.m.  
Exhibits Opens at Noon

Hilton Milwaukee  
Downtown Milwaukee  
509 W. Wisconsin Avenue  
Milwaukee, WI 53203

**Seating  
is limited!  
Register  
Online  
NOW!**

The Greater Milwaukee College Workshop is the recipient of The 2010 Rising Star Award which honors individuals and programs that exemplify excellence and dedication to serving the needs of students in the transition from high school to college. This is an award given by NACAC (National Association for College Admission Counseling).



To learn more and register go to: [www.GMCollegeWorkshop.com](http://www.GMCollegeWorkshop.com)

# Publications Committee

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## Calling all Admission and School Counselors for the WACAC Mentorship Program!

**Mentors** – Five or more years of college admission or school counseling experience, in-depth knowledge of your job area, willingness to help someone new and positive attitude.



**Mentees** – Less than five years experience, enthusiasm to grow within the profession, willingness to get involved, a desire to meet someone new

*Applications are reviewed on an individual basis based on compatibility and availability.*

**For more information and to apply go to [www.wacac.com/mentorship](http://www.wacac.com/mentorship) or find us on FACEBOOK.**

### **WACAC Day on the Hill**

Wednesday, February 16<sup>th</sup>, 2011

9:15 am – 3:30 pm

The WACAC Day on the Hill is an opportunity for members to gather at the State Capitol and speak with government officials about issues pertaining to higher education in Wisconsin. The day will consist of a brief training in the morning followed by meetings with various members of the state government in the afternoon. This will be our opportunity to promote WACAC as an informational resource for elected officials while we advocate for current issues being addressed at the state level. Further details and registration information will sent to all members in the near future.



## **Wisconsin Association for College Admission Counseling**

### **Membership Benefits**

- Professional Development
  - Workshops
  - College Bus Tour
  - Graduate Credits
  - Valuable Resources
  - Spring Conference
  - Mentor Program
- IDEA Scholarship
- Listserv
- Networking



**[www.wacac.com](http://www.wacac.com)**