

# The Clarion

Wisconsin Association for College Admission Counseling

## College Tuition- It Can be Daunting!

By: Sharon Koenings,  
Brookfield Academy

A few years ago, Sam, then a second semester senior, came into my office proudly waving several impressive college acceptance letters. He was excited about his future! But, at the same time he was terrified of the mountain of college tuition he would need to shoulder if he was going to get to that future.



Sam had carefully researched colleges and he felt fortunate to have several choices; now he had to figure out if he could really afford to live his dream. He had spent his summers working at a local fast food restaurant and his parents had also saved as much as they could to help Sam pay for his education. But, with all this planning, they were still terrified of the high price of

college tuition.

Of course, I encouraged Sam to apply for scholarships and to work closely with the financial aid offices at the colleges. This advice really did not make Sam and his parents feel all that much better. And, they could not really remember all that financial aid information given to them during Sam's junior year. I could tell by the looks on their faces that they really needed some serious hand-holding.

*(Continued on page 2)*

## Wisconsin College Goal Sunday – Weekend Edition

By: Triena Bodart,  
UW Milwaukee and  
Debbie Murphy, Great  
Lakes Higher Education  
Corporation

What better goal can a student have than going to college? Many high school students and others dream and plan for a college education. At the same time, students sometimes worry about

the cost of a college education and wonder how they will pay for it. College Goal Sunday is here to help – and it's free!

Wisconsin College Goal Sunday is a part of a national program that provides financial aid information and assistance to students and their families. In a cou-

*(Continued on page 2)*



### Inside this issue:

Best of the MIDWest Conference	3
IDEA Scholarship	4
Upcoming Events	4
WACAC Mentorship Program	4
Changes in Financial Aid	5
Greater Milwaukee Workshop	6
Comings and Goings	6

Publications Committee

Sarah BlakeCardinal Stritch University

Katie Eippert Mount Mary College

Jamie Grant Silver Lake College

Britta Horeck UW Stout

Brooke Konopacki, Chair, WAICU

Shannon LaLuzerne Marian University

Brenda Litwin Menasha High School

Leigh Mlodzik Ripon College

Katharine Reid Franklin High School

Ashley Schmidtke Carthage College

Jenifer Wessels Mount Mary College

Layout:: Katrin Sticha, Student, Mount Mary College



(Continued from College Tuition, page 1)

I grabbed my handy list of college admission office phone numbers and quickly phoned a colleague at a nearby university. "Any chance you could help me by finding someone from your financial aid office who could come and speak to my families about the issues facing students who need help paying for college?"

The next week, we had a financial aid officer speak to a crowded

(Continued from College Goal Sunday, page 1)

ple of short hours, students can get information and help completing the Free Application for Federal Student Aid (FAFSA).

College Goal Sunday – Weekend Edition is scheduled Saturday, February 20 and Sunday, February 21 at 25 locations throughout Wisconsin. All events, regardless of location, begin at 2 pm. Each site will award one College Goal Sunday scholarship.

Students should attend with a parent or guardian, if possible (specific income and asset documentation is needed to facilitate completion of the FAFSA.) If parents are

room of parents and students. This person was able to give immediate suggestions and directions. Everyone left feeling they had the latest scoop on everything from FAFSA to scholarship applications. Many times, I find it is important for families to hear the word on money and tuition directly from someone who works in a college!

I know this helped Sam; he and his parents were able to complete all the necessary paperwork and develop a clear plan for using loans and col-

unable to attend, students may attend alone but should be sure to bring the list of items identified on the College Goal Sunday Website. Independent students should bring their own income and asset information.

Please help us get the word out about this opportunity by including College Goal Sunday information in print and electronic newsletters to students and their parents/ guardians, high school announcements or financial aid materials, and a link to the College Goal Sunday website [www.wicollegegoalsunday.org](http://www.wicollegegoalsunday.org)

Posters and other infor-

lege grants.

Sam is now finishing his sophomore year in college and is living his dream of earning a college education. This was only possible because of team work; I could not help Sam by myself! I am thankful I could rely on colleagues on the college side to help me. We are in a profession that takes team work; and when we work as a team we can soothe many of the fears that plague students and their parents.

mation can be ordered from the College Goal Sunday website as well.

The entire event is staffed by volunteers so consider making a commitment to help students get the financial aid they need.

**IMPORTANT NOTE:** The scheduled site for February 20 at Milwaukee High School of the Arts, has been changed to Alverno College.

# Don't Miss the Best of the MIDWest Conference!

By: Jenna Kroner, Concordia University Wisconsin  
Amanda Henke, Ripon College

Five States – Four ACAC's – Three Days – Two Cities – One Great Conference! MIDWest conference planning is off and running! The multi-state conference offered every other year has expanded adding North and South Dakota to the Wisconsin, Minnesota, and Iowa collaboration. The multi-state combination provides an outstanding opportunity for professional development and networking.

Interested in presenting? Submit your session proposal by visiting: <http://survey.constantcontact.com/survey/a07e2n1upshg2dm4uik/start>



**Five States**  
**Four ACACs**  
**Three Days**  
**Two Cities**  
**One Great Conference**

**Save-the-Dates: May 16-18, 2010**

Location: Minneapolis Marriott City Center

Volume 1, Issue 3

Session proposals are due by February 15<sup>th</sup>!

In addition to great conference sessions, Jim McCorkel, Founder and CEO of Admission Possible and the 2009 NACAC Human Relations Award recipient, will be featured as the keynote speaker.

The MIDWest Conference 2010 will be held at the Minneapolis Marriott City Center Hotel at 30 South 7th Street in downtown Minneapolis. [Minneapolis Marriott City Center](#) (612) 349-4000. Rooms can be reserved at a conference rate of \$159.00. Parking in the hotel ramp is \$19.00 per day.

Special One-day High School Counselor Registration—Limited to first 50 High School Counselors who wish to attend breakfast, lunch and sessions on Monday ONLY may do so for a registration fee of \$50.00.

Registration coming soon! Individual conference fees include all meals and are NOT based on membership in DACAC, WACAC, IACAC, or MACAC. For more information and to register online, visit: [www.mn-acac.org](http://www.mn-acac.org).

Questions? Contact WACAC  
Conference  
Co-Chairs:

Jenna Kroner  
[Jenna.Kroner@cuw.edu](mailto:Jenna.Kroner@cuw.edu)  
Amanda Henke  
[henkea@ripon.edu](mailto:henkea@ripon.edu)

## Upcoming Events



College Goal Sunday  
February 20, 2010  
[www.wicollegegoalsunday.org/](http://www.wicollegegoalsunday.org/)

Greater Milwaukee  
College Workshop  
March 21, 2010  
[www.GMCollegeWorkshop.com](http://www.GMCollegeWorkshop.com)

2010 Spring  
Conference  
May 16-18, 2010  
Minneapolis, MN

College Seminar Tour  
June 22, 2010

New Counselor  
Institute  
August 4-6, 2010  
St. Norbert College

Summer Brewer  
Game Outing  
Thursday, August 12  
Tailgate 11am  
Game time 1:10, vs.  
the Arizona  
Diamondbacks

## 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 2010-2011 academic year.

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

- Be of first generation background
- 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. Mailed materials must be postmarked by March 31, 2010. Send the materials to:

WACAC IDEA Scholarship Committee  
Attention: Eva Martinez  
Marquette University  
Marquette Hall, 106  
P.O. Box 1881  
Milwaukee, WI 53201

Information and the scholarship application can be found online at [www.wacac.com](http://www.wacac.com)

### 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, a willingness to help someone new, and positive attitude.

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

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

## Mentorship Program

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

# Changes in Financial Aid: 2010-2011 FAFSA Updates

Volume 1, Issue 3

By: Wendy Hilvo  
Assistant Director of Financial Aid at Cardinal Stritch University

The excitement and promise that accompanies the start of a new year is evident in all the new changes that are occurring in our industry. New legislation is helping to simplify what can be a very overwhelming process.

For the 2010-2011 FAFSA on the Web (FOTW), the user interface has been redesigned to have a more streamlined, logical, and intuitive feel. As part of the simplification process, the URL to access the document has been shortened to [www.fafsa.gov](http://www.fafsa.gov). The previous URL will also link to the correct site.

The login page has been redesigned to include an additional layer of security. When the student toggles into the field collecting either social security number or date of birth, they will have the option of entering the data via this virtual, onscreen keyboard, providing another layer of security.

Throughout the entire FOTW, enhanced skip logic has been used to provide more targeted user feedback to areas that were prone to inaccurate responses from students in the past.

For example, on the “state of legal residence” question, after the student selects a state, a new question will appear asking if the student has lived there for at least five years. Based on the answer, additional questions may be asked.

At the top of each FAFSA webpage, there is a navigation bar that will show where the student is at in the current FAFSA process, allowing them to better gauge what step they are in.

There is also enhanced user feedback so students can tell when their actions are successful. When entering school codes, a bright green “action successful” message will appear on screen when data is entered and registers correctly. Error messages will display in a large red text box, and the specific questions

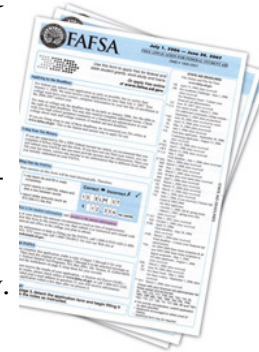
being flagged will be noted with large red “x’s”.

The first three dependency questions will prefill, based on student demographic information. The questions will appear on the screen, one at a time, and once a student answers “yes” the remaining questions will not display. Also, the special circumstances page is reworded, offering explanation to dependant students who are seeking to submit a FAFSA without parental information.

Parent financial questions are displayed dynamically based on the answers to the previously asked questions. For example, if a parent selects that they filed a 1040, they will not be asked if they are eligible to file a 1040EZ. If a parent selects they will “not file,” it will ask a question regarding earned income, but skip over the AGI question, as no taxes were filed.

All the questions fit on one screen now, and are shown as simple check

boxes. When a box is selected, the question will expand and display the detailed information.



Finally, the signature page for both student

and parent are combined into one page, and allow the student to view and print the FAFSA, prior to signing.

The confirmation generated after submitting the FAFSA is now a randomly generated number, not the student’s social security number and first two digits of their last name.

There is a test site available at <http://fafsademotest.ed.gov>. To access the demo, the user name is: “eddemo” and the password is “Fafsatest.”

If you have any questions, please contact me at [wahilvo@stritch.edu](mailto:wahilvo@stritch.edu).

## Comings and Goings

**John Huegel** has moved from UW Milwaukee to Concordia University. Summer 2009

**Jill Hassenfelt** has moved from the Wisconsin Covenant Office to Great Lakes College Access Challenge Grant. November 2009

**Molly Dillman** has moved from KnowHow2GoWisconsin to Wisconsin Covenant Office. December 2009

**Danny Cochran**, Senior Admission Counselor at Milwaukee School of Engineering has left to return to school full time. **Seandra Mitchell** will take the position beginning March 1st.

## WACAC Partnership Offers Benefits to our Students in Southeastern Wisconsin

By: *Eva M. Martinez, Marquette University and Jennifer L. Machacek, Marquette University*

Over the past year, WACAC, WEF, HARE Career and College Consulting, Baldrige Solutions, and MPS - Office of School Counseling, have taken the lead to invest more time and resources in reaching out to MPS students and parents as well as students from around southeast Wisconsin.

While there are many MPS students enrolled in pre-college programs, there are also many others who do not have access to the same information and resources. As a result, WACAC and WEF partnered with the *Greater Milwaukee Workshop* to offer more information and resources to MPS students.

The workshop is scheduled to take place on

Sunday, March 21, 2010 at the Hilton Downtown Milwaukee, from 12:30 p.m. to 5:00 p.m.

Designed to offer unique and informative college information, a total of 25 sessions will be offered to students and parents. The topics range from how to write essays and applications to financial aid, military options, scholarships and more.

WACAC is working with not only MPS, but also groups like CR21, Admission Possible, GEAR UP and others to encourage students in the Milwaukee area to take advantage of this workshop opportunity. We anticipate around 400 students and their parents will join us for this informative afternoon.

WACAC is very excited that so many of our colleagues from the college side as well as the school counselor side

have offered their time and knowledge to help us with this event. Without you we could not make this program work. Our membership is full of individuals that have a wealth of knowledge in many areas and we are grateful to have them as presenters.

We are still in need of volunteers to work the registration table, be moderators and greeters. If you would like to become involved in this event please feel free to contact [Jennifer.machacek@marquette.edu](mailto:Jennifer.machacek@marquette.edu)

Students can register online at <http://www.gmcollegeworkshop.com/>. The event is free and Session information is being updated on a daily basis so check the site often for the most up to date information.

To submit  
"Comings and Goings"

Contact  
Jenifer Wessels  
[wesselsj@mtmary.edu](mailto:wesselsj@mtmary.edu)

Visit  
[www.wacac.com](http://www.wacac.com)  
for more  
information.