**2019 IACAC Conference Program**

**(This is a preliminary schedule and subject to change prior to Conference)**

**PRE-CONFERENCE SPEAKER:**

** Danicia Monet, Programs Manager at Purdue University**

**\*\*Workshop: Bias, Micro-aggressions and Inequity: Using Mindfulness to Affect Change\*\***

Danicia is an arts & culture ambassador and urban planner pursuing her PhD on the User-Experience of Race. Her work is artistic in nature and based on the context of Race & Space – Growing Critical Cultural Capacity in the Built Environment. As a Vanguard Fellow and 1828 Alumni, she challenges the ideas of public space and place-making to encourage a people-centric status quo. Danicia holds a Bachelor in Urban Planning and Spanish from Ball State University & a Masters in Nonprofit Management with a focus on global relations and sustainability from Indiana University. She is a creative director, interaction designer and planner based in Indianapolis, IN with ongoing projects in Monteverde, CR, Dallas, TX and New Orleans, LA.

**KEYNOTE SPEAKER:**

**Jeremy Tiers, Director of Admissions Services at TCS**

An expert in communication, relationship development, and leadership, Jeremy Tiers has quickly become a familiar name and speaker in college admission and enrollment management circles. He is the Director of Admissions Services for Tudor Collegiate Strategies (TCS) and leads their entire Admissions Division. TCS partners nationwide with college and university admissions, marketing, and campus visit teams, helping them with staff training workshops, ongoing professional development, and unique, research-based messaging that gives their clients a significant edge when it comes to getting the attention of, and communicating with, prospective students and parents throughout the student recruitment process.  In addition to running the TCS Admissions Division, Jeremy has spoken at, and been the keynote speaker for, multiple NACAC affiliate conferences. He’s also been a speaker at the NACAC National Conference and a guest on Admissions Live, part of the popular Higher Ed Live network. CoachTiers, as he’s known on Twitter, is the editor of a well-known, weekly college admissions email newsletter.

**CLOSING SPEAKER:**

**Holly Moore, Vice President of Growing Leaders**

Holly Moore is the Vice President of Growing Leaders, a non-profit organization that creates events and resources to teach leadership and career skills to young professionals.  She served on the board of directors for a large children’s home and later served as that organization’s Director of Communications. She was also the Vice President of Advancement for Mercy Ships, a global non-profit organization providing free medical care in developing nations. She spearheaded development efforts that helped to launch the world’s largest privately funded hospital ship serving some of the poorest countries in the world.  Holly’s most recent corporate position was the Vice President of Infusion Therapy and Healthcare Products for a Fortune 500 pharmacy services company where she managed multi-million dollar budgets with full profit and loss responsibility.

**Pre-Conference Opportunities- Monday, February 18**

**1:00-4:00 p.m. Forum for Admission and Enrollment Leaders**

Modeled after NACAC’s CHIEF, this pre-conference forum is designed to inform and support the efforts of senior-most enrollment and admission leaders (i.e. Directors, Deans, Vice Presidents, etc.) in postsecondary institutions. The number and variety of demands facing our profession, including changing demographics, budget constraints, staff management changes/challenges and growing public pressures involving accountability and transparency, increase the expectations and need for innovative and sustainable strategies to successfully achieve institutional goals. The agenda for this forum will reflect topics submitted by participants and speakers and facilitators will incorporate research, best practices, and group discussion to create a productive professional development and learning experience. Registrants will be contacted to collect requested topics.

\*\*\*This session if for Senior Leadership\*\*\*

**2:00-4:00 p.m.- Pre-Conference Workshop**

**Bias, Micro-aggressions and Inequity: Using Mindfulness to Affect Change**

**Presenter:** Danicia Monet (Programs Manager at Purdue University)

**Educational Sessions- Tuesday, February 19**

**Session Block A- 10:00-10:45 a.m.**

**A1 So You Want to be a Director of Admissions or Vice President**

If you are interested in moving up and taking on a leadership role, come learn what key skills will be need to ascend to the next level.

**Presenter:** Andy Wright (University of Southern Indiana), Rashad Smith (University of Southern Indiana). Tara ans (Franklin College), and PJ Woolston (Marian University)

**Moderator/Recorder:** Abby Haworth (Ball State University)

**A2 To Graduation & Beyond: Building a College & Career-Prep Program.**

The education landscape in Indiana is fast-changing and increasingly difficult to navigate.  Come hear how we're addressing those changes, getting students to college, and keeping them there."

**Presenter:** Michael Lipphardt (Lighthouse Academy), Lynise Harris (Lighthouse Academy), and Catisha Toney (Lighthouse Academy)

**Moderator/ Recorder**: Matt Chupp (Purdue University)

**A3 International Student Support in the Midst of Turbulent U.S. Immigration Policy**

As US Laws and Policies regarding immigration evolve, access for international students to US High Schools, Colleges, and Universities becomes even more complex. How are visa approval rates, travel bans, and socio-political issues affecting international students and their access to study in the USA? Hear from Immigration Attorney, Angela Adams, and Purdue’s Director of International Student Services, Christine Collins, about the issues and trends that have been developing within the world of International Student Admission and Services.

*Presented by the Inclusion, Access, and Success Committee*

**Presenter:** Angela Adams (Adams Immigration Law) and Christine K. Collins (Purdue University)

**Moderator/Recorder**: Janiah Downing (Purdue University)

**A4 Expanded Transfer Recruitment: Marketing, Communications, and Events**

Learn how Indiana University Bloomington has utilized new methods to engage prospective transfer students. From student search, communications, social media (including Snapchat Chats), to transfer-specific visit events and landing pages, find out how these methods have helped IU’s overall recruitment goals.

**Presenter:** Kelly Waggoner (Indiana University) and Jennifer Elliot (Indiana University)

**Moderator/ Recorder:** Anabel Menifee (Ivy Tech Community College)

**A5** **It’s Not About You: The Power of Story in Student Recruitment**

*Are you leading recruitment communications with no formal marketing training?*During this session, you’ll be introduced to the seven universal story points to which all humans respond, detailed in New York Times Best-Selling author, Donald Miller’s, book: “Building a StoryBrand.” You’ll get a behind-the-scenes look at how this powerful marketing framework added structure to Indiana University East’s communications strategy & pushed the needle towards a record-breaking census. You’ll leave with easy-to-use, proven tools that have the potential to significantly influence enrollment for your next term!

**Presenter:** Angie Schultz (Indiana University East) and Molly Vanderpool (Indiana University East)

**Moderator/ Recorder:** Carrie Poehlein (Park Tudor School)

**A6 *Session Pending***

**Session Block B- 11:00-11:45 a.m.**

**B1 Preparing Students Early for College**

1. Establishing strong GPA 2. Test prep 3. Community Service/extracurricular 4. Networking 5. Financial Aid Education

**Presenter**: Cherlisa Richardson (Lawrence Central High School)

**Moderator/ Recorder**: Hilary Deardorff (IU Bloomington)

**B2 You're in Charge, now what?**

Managing and leading teams are extremely difficult and growing is even harder as the competition and pressure of the position increases.  This session is geared for those who are aspiring to grow in our profession and into leadership roles whether that be Associate Director, Director of Admissions or VP of Enrollment Management. Come hear from four veterans with nearly 50 years combined experience about leadership/management styles, tools to equip yourself with, how to conquer the difficulties and ensure you are noticed! Walk away with a plan to be better equipped to be successful in your leadership role.

**Presenter:** Ryan Barbauld (University of Louisville), Nikki Martinez (Valparaiso University), DJ Menifee (Butler University), and Lindsey Speer (Ball State University)

**Moderator/ Recorder:** Samantha Ray (Ball State University)

**B3 "Why Can't Black People Just Let It Go?"**

246 years of slavery + 89 years of segregation = only 64 years of African-Americans living as whole persons in the American fabric. This session takes a brief look at the history of African-Americans in the United States, understanding the #BlackLivesMatter movement and the impact all of this has on the students we serve.

*Presented by the Inclusion, Access, and Success Committee*

**Presenter:** Khala Granville (IU- Bloomington) and Lauren Mixon (IU- Bloomington)

**Moderator/ Recorder:** Kelly Meyer (Roncalli High School)

**B4 Truth and Transparency in College Admissions**

Becoming familiar with the Statement of Principles of Good Practice: NACAC's Code of Ethics and Professional Practices (CEPP); Case Studies highlighting potential pitfalls in admission practices by secondary and post-secondary schools

**Presenter**: Sue Stemen (Park Tudor School) and Lori Green (Butler University)

**Moderator/ Recorder**: Lani Johnston (Westfield High School)

**B5 Strategies for Successful Events**

Recruitment, marketing, event planning, strategic communications, and multi-channel collaboration.

**Presenter**: Jennifer Elliott (Indiana University) and Marni Blair (Indiana University)

**B6 *Session Pending***

**Session Block C- 1:30-2:15 p.m.**

**C1 Panel for college and high school professionals talking about their "why".**

Discover why they do what they do and how it impacts their work/life balance.  Join us for a discussion-based panel presentation about passion, finding your “why” and focusing on what matters most.

**Presenter**: Chris Gage (Hanover College)

**Moderator/ Recorder**: James Crawley (Purdue University)

**C2 How to Get the Most Out of Your College Representative Visit**

Lunch visits, office meetings or group presentations? There are many ways to invite a college reprehensive into your school. Bringing experiences from both sides of the desk, this presentation is designed to offer best practices on ways to get the most of your time with a college reprehensive.

**Presenter**: Alex Bauer (St. Mary's College) and Lukas Mendoza (Saint Joseph High School)

**Moderator/ Recorder**: Carrie Poehlein (Park Tudor School)

**C3 UndocuReady: How to prepare undocumented students for higher education**

With the current political climate surrounding immigration, many undocumented students are experiencing greater uncertainty toward their educational goals. This session will provide professionals with a greater understanding of the barriers and obstacles undocumented students often face and deconstruct preconceived notions surrounding their status as it pertains to a higher education. By focusing on the microlevel, we aim to equip professionals with the tools necessary to guide students toward success.

*Presented by the Inclusion, Access, and Success Committee*

**Presenter:** Gloria Diaz (IUPUI), Cindy Gil (IUPUI), and Alyssa Luna (IUPUI)

**Moderator/ Recorder:** Stephanie Hollister (Purdue University)

**C4 ICHE Transfer Initiatives Update**

Representatives from the Indiana Commission for Higher Education will provide updates on transfer initiatives and how they help Indiana students. Topics include: Core Transfer Library, Statewide Transfer General Education Core, Transfer Single Articulation Pathways, Dual Credit, AP, and Early College High School, Indiana e-Transcript, and the TransferIN.net website. Ample time will be provided to enable questions and discussion.

**Presenter**: Presenters: Dawn Clark and Tari Lambert (Indiana Commission for Higher Education)

**Moderator/ Recorder**: Kelly Meyer (Roncalli High School)

**C5 Supervising, Utilizing, and Engaging Students in your Admissions Office**

After a great conversation last year about ways to use current students to help recruit prospects, we want to dive deeper into supervision ideas and concepts. How do you supervise students while on the road? Are you utilizing them to their best abilities? Join us for a conversation on supervision.

**Presenter**: Abby Haworth (Ball State University) and Brooke Huser (Ball State University)

**Moderator/ Recorder**: Matt Gillam (Indiana University)

**C6 A Solution for a Flawed System: The SCOIR College Network**

What if colleges could find students who are interested in their university and connect with them during the search process? What if students were more confident in their college choice, minimizing the gap between acceptance and enrollment, and reducing transfer rates? With the use of a College Network, we believe we can open the lines of communication during the college admissions process to find actionable answers and solutions to these questions and more. Join us during this session for an open discussion regarding these topics. Utilizing technology and innovation, see what SCOIR has already created for all constituents of the application process, discover the

possibilities of a college admissions network, and see how SCOIR is already making it

happen.

**Presenter**: Gerry McCrory, Founder & CEO

**Moderator/ Recorder**: Marni Blair (Indiana University)

**Session Block D- 2:30-3:15 p.m.**

**D1 IACAC 101: Serve. Lead. Grow**

As you look for ways to grow within the profession, join the IACAC leadership for conversation. Learn of opportunities for you to get involved, give back and develop your gifts to better serve our students.

**Presenter**: IACAC Board Members

**Moderator/ Recorder**: Lindsey Speer (Ball State University)

**D2 Standards Based Grading in the High School setting**

Authentic assessment of knowledge and skills is vital to future student success. Grades based on a percent or 100 point scale have inherent flaws. Standards Based Grading is a research based assessment strategy that more accurately communicates a student’s mastery of content and gives validity to high school letter grades.

**Presenter**: Tom Zobel (Whiteland Community High School), Dr. Cameron Rains (Clark Pleasant Community Schools), and Shannon Fritz (Whiteland Community High School)

**Moderator/ Recorder**: Hilary Deardorff (IU Bloomington)

**D3 Yes, Rural Students of Color Do Exist**

There are roughly 2 million students of color living in rural communities and only 53% of these high school graduates go on to college. These students are often overlooked in research and college recruiting strategies, but face many of the same barriers as their urban counterparts. This session takes a look at how high school professionals and college admission teams can better serve and recruit these students.

*Presented by the Inclusion, Access, and Success Committee*

**Presenter:** Khala Granville (IU Bloomington), Hilary Deardorff (IU Bloomington) and Alecia Kissel (The Kenzie Academy)

**Moderator/ Recorder:** Anabel Menifee (Ivy Tech Community College)

**D4 They’re All Scared, Here’s How You Can Help**

It’s been called the other “4-letter F word,” and it’s driving just about every decision that prospective students make throughout their college search. Fear is a very real thing, yet most admissions counselors never ask about it or don’t know how to work it into their conversations. This session will outline the different fears that students have during their search (using survey data), discuss how you can help alleviate them, and explain how doing so will give you an edge over your competitors.

**Presenter**: Jeremy Tiers (Director of Admissions Services- TCS and Keynote Speaker)

**Moderator/ Recorder**: Lani Johnson (Westfield High School)

**D5 How Demographics Are Shifting Way We Think About Recruitment and Enrollment**

WICHE’s high school graduation projections have long detailed the coming “demographic cliff” in the 2025-2029 time frame – a national decrease of nearly 10%. This will impact different institutions in different ways, and while your current focus may be on achieving your enrollment goals for the coming year, now is the time for current and emerging enrollment leaders to more fully understand changes that are coming and to be prepared to navigate them. This session will detail the WICHE data as well as new, more detailed higher education demand projections by Nathan D. Grawe from his recent book, Demographics and the Demand for Higher Education, to help you and your institution plan for these changes. Join us for a discussion detailing how enrollment leaders are using this data to prepare their fellow institutional leaders and to update their recruitment strategies.

**Presenter:** Jacqueline Acosta (College Board) and Rashad Smith (University of Southern Indiana)

**D6 *Session Pending***

**Moderator/Recorder:** Michelle Miller (Marian University)

**Session Block E- 3:30-4:15 p.m.**

**E1 Private Colleges: Financial & Academic Advantages**

Private colleges, financial benefits, graduation rates, career future, internships

**Presenter**: Ginny Johnson (SAGE Scholars), Ray Brown (Valparaiso University), and Kim Bennett (Trine University)

**Moderator/ Recorder**: James Crawley (Purdue West Lafayette)

**E2 You Can Go Too!: Increase college attendance**

A student is more likely to believe they can go to college if they go through the entire application process. In order to graduate, students must complete at least one application. Once they receive a decision letter, they have met the requirement. This workshop will outline an implementation process as well as ways to strategically work with all students to ensure success. Information on the immediate benefits, ways to counter adversity, and impact of long-term outcomes will also be shared.
We implemented this requirement with the class of 2016. We tracked their progress through regular meetings with students. We increased the percentage of students gaining admission to four-year schools. In addition, we raised the percentage of students attending any type of post-secondary institution. With the following class, class of 2017, our percentages increased again. Requiring students to apply to at least one four-year schools helped us reach our goal of increasing the number of students that gain admission and attend. The college counselor worked closely with students and parents through this process and developed support structures within the school to ensure success. Over the course of four years, percentages rose from close to 75% to 98% of graduates attending a four-year college.
We will share our historical context, rationale, process, and results of implementing this requirement. Attendees will learn best practices as well as lessons learned from our process. We will also share ways to build rationale amongst the school community and resources used. A learning outcome for the session is for attendees to be able to articulate the benefits of implementing a new graduation requirement of applying to at least one four-year school and its possibility in their school. While we plan to share our experience, we also plan to include time for attendees to share in small groups.

**Presenter**: Lukas Mendoza (Saint Joseph High School)

**Moderator/ Recorder**: Stephanie Hollister (Purdue University)

**E3 LGBTQ+ and College Admissions; a real conversation about access and support.**

Are student from LGBTQ+ backgrounds and allies properly represented in your admissions marketing materials? Are campus visits considering their needs? What about issues with coming out, college visits, bias in admissions practices, and promoting LGBTQ services? The answers to these questions and more can be found in this session. Join us as representatives from Purdue University-West Lafayette, Indiana University-Bloomington, and Indiana University Purdue University Indianapolis present and lead a roundtable discussion on these topics and more.

*Presented by the Inclusion, Access, and Success Committee*

**Presenter:** Douglas Bauder (IU Bloomington), Lowell Kane (Purdue West Lafayette), Taylor Dooley (IUPUI)

**Moderator/ Recorder**: Janiah Downing (Purdue University)

**E4 Mentorship Essentials: Not just for New Professionals**

Mentorship is often presented as a professional development resource for emerging career professionals. Further, the need for mentors may become even more essential later in one's professional life as the stakes become higher and professional goals become more distinct. This session hopes to explore the importance of mentorship at all levels of career growth and will discuss topics related to choosing a mentor, areas of collegial support, changing mentorship roles, and paying it forward. Members of the Professional Development Committee share their experiences with mentorship in a round-table discussion.

**Presenter**: Carrie Poehlein (Park Tudor School), Nicole Martinez (Valparaiso University), Lindsey Speer (Ball State University), and Kelly Meyer (Roncalli High School)

**Moderator/ Recorder**: Samantha Ray (Ball State University)

**E5 The Free Money Search: Pushing Your Students to Find It**

Scholarships, financial aid, accessing college, funding college wisely, essays, best practices, competitiveness, funding plan, comparing college costs

**Presenter**: Bill Wozniak (INvestEd)

**E6 *Session Pending***

**Educational Sessions- Wednesday, February 19**

**Early Bird Session- 8:00-9:00 a.m.**

We will be offering early bird “hot topic” sessions for both the high school and college side during this time session. We will be posting these hot topic sessions on the website mid- December.

**Session Block F- 9:15-10:00 a.m.**

**F1 Partnering for Big Time Success**

Since its launch in June 2015, more than 6 million students have utilized Official SAT Practice on Khan Academy (OSP). In this interactive conversation, participants will learn about new efforts in Indiana that bring together higher education institutions with K-12 schools to expand opportunities for college success and opportunity in the state. These unique partnerships have resulted in concrete, replicable initiatives focused on serving students, positively influencing behavior, and supporting of the use of OSP. Learn from higher education and K-12 leaders engaged in these partnerships, pilot strategies, and early successes.

**Presenter**: Megan Dorton (Purdue University), Stephanie Stephenson (Indiana University), and Jacqueline Acosta (College Board)

**Moderator/ Recorder:** Megan Dorton (Purdue University)

**F2 Quantitative Assessment for New Students: Effectively Measuring Quantitative Literacy Across the Curriculum**

Assessing Quantitative Literacy of Incoming Students

**Presenter**: Matt Brown (Earlham College)

**Moderator/ Recorder**: Hilary Deardorff (IU Bloomington)

**F3 Session *Pending***

**Presenter:**

**Moderator/ Recorder**: Samantha Ray (Ball State University)

**F4 Becoming Human to Students and Families**

Come learn some new ways to build rapport with families on and off campus, as well as illuminating some of the big ticket items occupying the world of current students. We’ll be discussing ways to break through the “school spiel” when talking to students, how to make our universities seem more approachable, and also delve into the impact of mental health on this generation’s day-to-day life.

**Presenter**: James Crawley (Purdue West Lafayette) and Alex Barret (Ball State University)

**Moderator/ Recorder:** Andrea Mofield (Trine University)

**F5 Making a Career in Middle Management**

Are you in that three to eight-year time frame in your office? Wondering where your career is headed next and if it is time to move up or move out? Join Illinois ACAC's Middle Management Institute committee members and past attendees to hear about how Middle Management Institute impacted their careers and how you can attend the 2019 Institute. Our presentation is designed to be an informal, Q and A type of session that encourages our admissions colleagues to consider attending the 2019 Middle Management Institute.

**Presenter**: Michelle Miller (Marian University), Laura Schutt (Butler University), and Nick Sanders (Park University)

**F6 *Session Pending***

**Session Block G- 10:15-11:00 a.m.**

**G1 Are We There Yet? - Utilization of Slate CRM in Progress Tracking**

Data management, Slate CRM, Report building, Counselor training

**Presenter**: Anna Gawlik (DePauw University)

**Moderator/ Recorder**: Megan Dorton (Purdue University)

**G2 New! New! New! Find out what’s New with College Board Programs!**

Advanced Placement - New Processes; SAT -New Fee Waiver Benefits; Updates with CB programs, tools and services.

**Presenter**: Mark Parson (The College Board)

**Moderator/ Recorder**: Abby Haworth (Ball State University)

**G3 The Future of DACA Students in Indiana: A Legal Perspective**

Immigration Law Attorney, Angela Adams, returns to update us on state and federal changes for students with Deferred Action for Childhood Arrivals (DACA). This session will focus on what these updates mean for DACA students who would like to pursue higher education in the United States, including advising on in-state tuition, financial aid and scholarships, professional licensing for DACA students, and getting sound immigration legal advice. Information about scholarship opportunities and FAFSA will be provided as well as a list of Indiana immigration attorneys updated by NAFSA.

*Presented by the Inclusion, Access, and Success Committee*

**Presenter:** Angela Adams (Adams Immigration Law)

**Moderator/ Recorder:** Ashley Hardy (Marion University)

**G4 Wonder Women: Balancing Motherhood, Leadership & Life.**

Balancing it all can be challenging. Working mothers need encouragement, mentors and the truth behind how to be professionally successful. In this session, panelists from both secondary and post-secondary schools in various leadership roles will share their professional journey as mothers - revealing their work-life balance tips, professional development and their attempt to do it all. The goal of this session is to leave the audience feeling informed, supported and encouraged in the college admission profession.

**Presenter**: Nicole Martinez (Valparaiso University), Kate Coffman (Franklin College), Aimee Rust-Scheuermann (Hanover College), Kelly Meyer (Roncalli High School), and Carrie Poehlein (Park Tudor School)

**Moderator/ Recorder**:

**G5 The First 30 Days: Impactful Interactions for a Successful, Connected Admissions Team**

Creating a welcoming office environment; Training Manuals and Resources; Onboarding Team: Supervisor, Trainers, and Onboarding Partner; Scheduling training effectively; Balancing desired training outcomes; Shadowing & the sign-off process; Encouraging continued professional development
**Presenter**: Samantha Ray (Ball State University) and Allison Murray (Ball State University)

**Moderator/ Recorder**: Anabel Menifee (Ivy Tech Community College)

**G6 *Session Pending***