



**FOR THE  
LOVE OF**  
ART, EDUCATION, AND  
SCHOLARSHIP

**ANNUAL CONFERENCE 2024**  
The Sheraton at Keystone Crossing  
February 26–28



**Schedule of Events**

The Indiana Association for College Admission Counseling presents

# ANNUAL CONFERENCE 2024

For the Love of Art, Education, and Scholarship

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## 2024 CONFERENCE COMMITTEE

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Erica Lay—Indiana Tech

Stacie Vctor—INACAC Executive Assistant

Kathy Pivonka—Cathedral High School

Ange Huffman—Purdue University

Jill Butcher—Rose Hulman Institute of Technology

Ty Garricken—Ball State University

Kyle Grubbs—Manchester University

Lindsey Speer—Ball State University

Linda Christy—International School of Indiana

Kiara Cross—Ben Davis High School

Megan Dorton—Purdue University

Dr. Tara Evans—Ruffalo Noel Levitz

Lani Johnston—Westfield High School

Ashley Pell—Indiana University Bloomington

Meaghan Rysedale—Hoosier Academic Coaching

Laura Slokowski—North Central High School

Catie Taylor—University of Evansville

Rebecca Titone—Vincennes University

Kelly Waggoner—Indiana University Bloomington

## CONFERENCE PARTNERS

Event Photography

Happy Hour Reception Entertainment

Erica Danyell Photography

DJ MaryJane

## SCHEDULE AT A GLANCE

All conference activities will take place on the 2nd floor of the Sheraton Hotel

### MONDAY, FEBRUARY 26

First-Timers Session	2:00 p.m. — 4:00 p.m.
Forum for Admission and Enrollment Leaders	2:00 p.m. — 4:00 p.m.
Conference Registration	3:00 p.m. — 7:00 p.m.
Pre-Conference Workshop: Leading with Your Why	4:00 p.m. — 6:00 p.m.
Networking Reception	6:00 p.m. — 7:30 p.m.

### TUESDAY, FEBRUARY 27

Past Presidents' Breakfast	7:30 a.m. — 8:30 a.m.
Conference Registration	7:30 p.m. — 3:00 p.m.
Exhibition Floor Open	7:30 a.m. — 5:30 p.m.
Continental Breakfast	8:00 a.m. — 10:15 a.m.
Opening Session & Keynote Speaker	8:30 a.m. — 10:15 a.m.
Session Block A	10:30 a.m. — 11:20 a.m.
Session Block B	11:30 a.m. — 12:20 p.m.
Membership Meeting, Awards, & Luncheon	12:30 p.m. — 1:45 p.m.
Session Block C	2:00 p.m. — 2:50 p.m.
Session Block D	3:00 p.m. — 3:50 p.m.
Happy Hour & Raffle	4:00 p.m. — 5:30 p.m.

### WEDNESDAY, FEBRUARY 28

Conference Registration	7:30 a.m. — 9:00 a.m.
Exhibition Floor Open	8:00 a.m. — 12:15 p.m.
Session Block E	8:30 a.m. — 9:20 a.m.
Session Block F	9:30 a.m. — 10:20 a.m.
Session Block G	10:30 a.m. — 11:20 a.m.
Session Block H—Special Interest Groups	11:30 a.m. — 12:00 p.m.
Lunch & Closing	12:15 p.m. — 1:15 p.m.

# MONDAY, FEBRUARY 26

## Conference Registration

3:00 p.m. — 7:00 p.m.

Plaza Foyer

## PRE-CONFERENCE OPPORTUNITIES

### First-Timers Session

2:00 — 4:00 p.m.

Suites 2 & 3

INACAC is hosting a First Timers Pre-Conference session this year geared toward staff who are either new to the field of college admissions, college counseling, and/or new to INACAC! This tailored session will help you work through how to find your sweet spot as a new counselor, discussing the realities of being a newcomer to the field, and how to successfully navigate the sessions, socials, and introductions. We want this session to be about you in your career (not only your career), so everything will be centered around self-care and tools to master that. We will gather for a Pre-Conference workshop and again at the end of Conference for a “First Timers Wrap Up”, to reflect on your experience before we each go our separate ways into the next season of work.

### Forum for Admission and Enrollment Leaders

2:00 — 4:00 p.m.

Suites 6 & 7

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 is for senior leadership on the college-side\*\*\***

### Pre-Conference Workshop: Leading with Your WHY: Setting the Conditions to Empower, Inspire, and Education ALL Children from ALL Backgrounds

4:00 — 6:00 p.m.

Plaza D & E

In the book *Onward* by Elena Aguilar, she quotes, “When you know yourself well....you gain clarity on your purpose in life and work. In this empowering, introspective session, we will explore the great value of examining our WHY as leaders, counselors, & teachers and how it compels us to fight through adversity for the sake of children and families. Drs. Coleman, Smith, and Dinkins will share their journey from living in poverty to teaching and leading in the world’s most important profession, education. Please join us as we hope to empower, inspire, and maybe even educate you about the importance of leading with your WHY.

#### Session Objectives:

- Participants will be introduced to the habits of resilient educators.
- Participants will discuss the importance of setting the conditions for vision casting for children.
- Participants will learn the importance of investigating your WHY and using it to fuel the work we do for children.
- Participants will leave feeling empowered, inspired, and educated.

# MONDAY, FEBRUARY 26

## Networking Reception

6:00 p.m. — 7:30 p.m.

Plaza Foyer

# TUESDAY, FEBRUARY 27

## Past-President's Breakfast (Invitation Only)

7:30 — 8:30 a.m.

Suite 15

## Conference Registration

7:30 a.m. — 3:00 p.m.

Plaza Foyer

## Exhibition Floor Open

7:30 a.m. — 5:30 p.m.

Plaza Foyer

## Continental Breakfast

8:00 — 10:15 a.m.

Plaza Ballroom

## OPENING SESSION & KEYNOTE SPEAKERS

8:30 – 10:15 a.m. | Plaza Ballroom

### Alan and Malina Bacon, Co-Founders of GANGGANG



Malina Simone Bacon is the founder and executive director of GANGGANG working to make the art industry an equitable and reparational space. Mali has raised more than \$4 million toward efforts for the first-of-its-kind cultural startup, serving as the Creative Director of BUTTER: A Fine Art Fair and co-curator of We. The Culture. – both featured in The New York Times. Mali sat in on the Host Committee as chair of the arts and culture committee for All Star 2024 and through her work challenges personal perspectives toward more equitable thinking. “We can only change the world by changing cities. Changing cities starts with people.” Mali is a Ball State graduate, activist, artist, and a proud wife and mother to two wonderful girls.



Alan Bacon is the founder and president of GANGGANG, in addition to serving as co-curator for BUTTER: A Fine Art Fair and We. The Culture an exhibition by The Eighteen Art Collective. Alan is a passionate thought leader who works to innovate and introduce culture toward creating more equitable opportunities for artists and creatives. Alan most recently was a member of the Host Committee as chair of the arts and culture committee for All Star 2024 in Indianapolis bringing to life the original idea of an NBA Tip Off Ceremony. Alan is an Indiana University graduate, musician, style icon, and a proud father and husband.

#### GET CONNECTED:

[mali@ganggangculture.com](mailto:mali@ganggangculture.com)

[alan@ganggangculture.com](mailto:alan@ganggangculture.com)





## SESSION BLOCK A

10:30 — 11:20 a.m.

+Denotes sessions beneficial for first-time attendees

\*Denotes sessions sponsored by the Inclusion, Access, and Success Committee

### **A1: Get Creative: Engage, Motivate, and Empower Your Staff and Colleagues**

**Suites 2 & 3**

Understanding how we are motivated—coupled with having the support and space to engage in activities that feed this motivation—allows us to live out our why and put our passions to work. Whether you serve in a supervisory or mentoring role or are a part of a team, understanding how people view, are inspired by, and complete their work is a key to our everyday success. With this awareness and a little creativity we can identify opportunities to empower staff to engage in sculpting their own experience. When our team members are internally motivated, value the work they are doing, and are tapped in to the bigger picture, they are ready to step in and lead in important and impactful ways. Together, let's think outside the box and share these strategies, tapping into our own why along the way.

**Presenters:** Lindsey Speer (Ball State University) and Sasha Thieme (Indiana University Bloomington)

### **A2: Building Energy for Comprehensive School Counseling**

**Suites 4 & 5**

Indiana is building statewide comprehensive school counseling efforts, thus creating enthusiasm from school counselors around the state. This momentum stems from the development of a new comprehensive model, partnerships across state agencies and organizations, additional funding and networking opportunities. Hear how Indiana's Department of Education is working collaboratively with our state school counseling association to bring renewed energy into counselor learning, networking, leadership, advocacy, and wellness. Join us as we share our journey, lessons learned, and what's ahead with suggestions for creating similar efforts.

**Presenters:** Rebekah Frazer and Michelle Clarke (Indiana Department of Education)

### **A3: Highlighting the True You: Prioritizing Non-Academic Factors in the Admission Process**

**Suites 6 & 7**

Incorporating non-academic factors in the admission process is key to enrolling a well-fit, diverse population on college campuses. During this session, we'll discuss:

- The importance of the shift to character driven admission review in tandem with academic factors;
- How colleges can begin to create the process to move their admission review in this direction, and;
- How counselors can assist students in showcasing their true self in an authentic, meaningful way.

**Presenters:** Tom Bear and Regina Atkins (Rose-Hulman Institute of Technology), and Mary Beth Petrie (DePauw University)

### **A4: The Introvert's Guide to Success in the College Admission Profession**

**Suites 8, 9, & 10**

The college admission profession is known for being a profession of extreme extroverts. But what if you're an introvert? In this session, attendees will learn more about introversion, identify their introversion type, and receive tips on how introverts can succeed in the college admission profession.

**Presenter:** Ashley Hardy (DePauw University)

# TUESDAY, FEBRUARY 27

## **A5: Low-Cost, Affordable Gap Year Options**

**Suites 11 & 12**

Gap years don't have to be expensive. Learn about low-cost gap year options for your students. The session will cover opportunities, internships, national service, and domestic gap year options. We will also discuss approaches to finding scholarships and financial aid.

**Presenter:** Stephanie Hall (Culver Academies)

## **A6\*: Poverty and the College Student: How Can Enrollment Managers Help?**

**Suite 15**

This session will help college admissions personnel and high school counselors gain a greater perspective of how pervasive poverty is in college-going populations today. Participate in a poverty simulator and leave with tools to evaluate your institution's best practices surrounding students in poverty.

**Presenter:** Sara Barker and Mikayla Galgerud (Ball State University)

## **A7\*: Engaging and Recruiting Gen-Z and Diverse Populations**

**Suite 16**

Higher Education is constantly evolving and looking for best practices to recruit, retain, and graduate students. During this presentation, we will provide you with engaging information about recruiting Gen-Z and diverse populations. We will introduce Gen Z, finding ways to engage, recruitment trajectory and shifts, how to target these students, and provide a recruitment plan.

**Presenters:** Antonio Quiles-Matias and Bradley Dickerson (University of Cincinnati)

## **BREAK & EXHIBITS**

**11:20 — 11:30 a.m. | Plaza Foyer**

## **SESSION BLOCK B**

**11:30 a.m. — 12:20 p.m.**

*+Denotes sessions beneficial for first-time attendees*

*\*Denotes sessions sponsored by the Inclusion, Access, and Success Committee*

## **B1: Updates from the Indiana Transfer Council**

**Suites 2 & 3**

The Indiana Transfer Council promotes collaboration and innovation amongst professionals that work with transfer student in an effort to promote and environment where student thrive as they pursue their degree. Join us for updates and learn how to get involved. You do not need to work directly with transfer students to attend this session.

**Presenter:** Kelly Waggoner (Indiana University Bloomington) and Chris Sherck (Ball State University)

## TUESDAY, FEBRUARY 27

### **B2+: Admissions as a Performance Art**

**Suites 4 & 5**

How often are you called upon to perform as an admission counselor? Admissions, as well as acting, requires its players to read their audience, tell a story, and enrapture their listeners. This session will give admissions counselors a performance perspective on how to read and connect with their audience whether that performance is for a college fair, high school visit, or information session. If all the world's a stage, then come learn how to play your part.

**Presenter:** Taylor Malayer (DePauw University)

### **B3: The Power of Community Engagement**

**Suites 6 & 7**

Leveraging the power of community engagement through peer influence. Why does Gen Z spend time mimicking the behavior of “trending” strangers on TikTok or participating in the latest challenge on social media? To be part of a collective experience—an intangible community. There are millions of college-bound students across the world asking similar questions, having similar conversations, and sharing similar concerns. Now more than ever, students are looking for community, belonging, support, and validation, and they've grown tired of traditional marketing and sales tactics. Through a variety of both quantitative and qualitative evidence, we will explore ways in which institutions can tap into the power of lead engagement on ZeeMee and leverage their existing prospective student communities to further their enrollment goals.

**Presenter:** Harrison “Soup” Campbell (ZeeMee), Rebekah Keith (Anderson University), and Kate Coffman (University of Indianapolis)

### **B4: 7-10th Grade College Readiness with Purdue Early Outreach**

**Suites 8, 9, & 10**

In this session, participants will discover the 7-10th grade college readiness practices used by Early Outreach Coordinators at Purdue University. An engaging presentation will explain the differences between outreach and recruiting and why outreach is important. Following the presentation, there will be a panel discussion highlighting current practices and how best to engage the community in early outreach/pre-college efforts.

**Presenters:** Alex Pettigrew (Purdue University), Katie Sperka (Girl's Inc. of Greater Indianapolis), and Tylar Hansen (YMCA of Greater Indianapolis)

### **B5: Your Friendly Neighborhood Admission Pro: Establishing and Maintaining a Regional Recruitment Presence**

**Suites 11 & 12**

Are you considering establishing a regional admission position? Are you curious about what it's like to be a regional? Meet a team of regional recruiters who have established new territories and maintained a school's presence. We'll cover how to get started as a regional and best practices for ensuring success.

**Presenters:** Julie Nelson (Xavier University), April Lynch (Syracuse University), Lisa Winker (University of Florida), Megan O'Rourke (Providence College), and Mike Melinder (Kent State University)



## TUESDAY, FEBRUARY 27

### **B6: Increasing College Outcomes through Intentional Scholarship Matching**

**Suites 13 & 14**

In today's educational landscape, it is vital to equip students with the tools they need to secure the financial resources required for their postsecondary education. Linton-Stockton High School's Counseling Office has undertaken a transformative approach to enhance college outcomes for its students by actively engaging in intentional scholarship matching. This session will delve into the strategies, best practices, and lessons learned in the pursuit of increasing the dollar value of scholarships for students at Linton-Stockton.

**Presenters:** Alicia Breedlove and Lisa Denham (Linton-Stockton High School)

### **B7\*: The New College Admissions Landscape: Fallout from the US Supreme Court Decisions**

**Suite 15**

This session will explore the U.S. Supreme Court's decisions on race-conscious admissions and its repercussions on both secondary and postsecondary counselors and institutions.

**Presenters:** Brandon Curry (Indiana University Fort Wayne) and Sara Barker (Ball State University)

### **B8\* \*: Managing the Influence of Bias in Education**

**Suite 16**

This session is designed to educate participants on bias within education and how it can impact our interactions with students. Participants will gain awareness and strategies on how to deconstruct various types of bias.

**Presenters:** Janai Weeks (Indiana University Bloomington), Jocelyn Ortiz (University of Indianapolis), Maddie Bigham (Butler University), and Mikayla Galgerud (Ball State University)

## LUNCHEON, AWARDS, & MEMBERSHIP MEETING

Sponsored by INACAC Premium Members

12:30 — 1:45 p.m. | Plaza Ballroom

## SESSION BLOCK C

2:00 p.m. — 2:50 p.m.

*+Denotes sessions beneficial for first-time attendees*

*\*Denotes sessions sponsored by the Inclusion, Access, and Success Committee*

### **C1\*: The Four "P's" for Diverse Prospects**

**Suites 2 & 3**

The session will cover how to help students from historically marginalized communities and identify the college/university that fits their needs through four specific points. Through the four P's (population, programs, places and spaces, and products) students will have a better sense of how institutions welcome and support them throughout their college experience.

**Presenter:** Kimberly Stewart-Brinston (Indiana University Bloomington)

## TUESDAY, FEBRUARY 27

### **C2+: FAFSA Info and Solutions in a Time of Change**

**Suites 4 & 5**

With all the changes in the 2024-25 FAFSA season, your friends at INvestEd are here to help. Join us for our session where we'll share updates to the FAFSA, what we've been seeing in the field, best practices to assist students in the process, and how we can help with the FAFSA as a graduation requirement. We'll also share trends in paying for education beyond high school, tips on how you can help families plan early, and options for a full year of financial aid literacy.

**Presenters:** Bill Wozniak and Matt Kreig (INvestEd)

### **C3+: Introvert Incognito: How to Survive as an Introvert in the Field of College**

**Suites 6 & 7**

#### **Admissions Counseling**

What does it mean to be an 'introvert' in the profession of college admissions counseling? In a field that values effusive and outgoing overtures to both students and families, how does 'the introvert' navigate our chosen profession? Is there a place for us? In this session, learn how to celebrate what an introvert brings to our field and how to avoid burnout and re-energize in a field where extroversion seems to be expected at all times.

**Presenters:** Carrie Poehlein and Shar Sutton (Park Tudor School), Lindsey Speer (Ball State University), and Sacha Thieme (Indiana University Bloomington)

### **C4: Roundtable Discussion: Ask the VP**

**Suites 8, 9, & 10**

Whether you are new to college admission or have been working in an admission office for twenty years, there are likely questions and topics of interest to you that haven't come up in any professional development setting or your own office. A panel of enrollment leaders from around the state will come with one to three topics each, but you are in the driver's seat.

**Presenters:** Lori Green (Butler University), Jill Sifuentes Shur (Valparaiso University), Krissy Surface (Purdue University—Fort Wayne), and P.J. Woolston (Indiana University—Indianapolis)

### **C5+: Onboarding throughout the Admission Cycles: Best Practices and Metrics for First-Year Counselors**

**Suite 11 & 12**

Coming into the field of admissions at any point in the recruitment cycle can be challenging to quickly integrate, learn, and perform. Admissions professionals come from so many different backgrounds that could include career changes, so how do you best support them? In this session, we will outline best practices for training and onboarding through the admission cycle. We will review realistic standards to benchmark your counselors throughout the year. This session is for new counselors that want to learn the basics and for seasoned professionals that oversee the onboarding and training process at their respective institutions.

**Presenters:** Sarah Collazo, Alana McConnell, and Amy Nicholas (Marian University)

## TUESDAY, FEBRUARY 27

### **C6: StriveScan 201—Streamlining your College Fair Data**

**Suites 13 & 14**

INACAC, plus hundreds of other college fairs nationwide utilize StriveScan for student barcode scanning. Learn how to streamline your StriveScan data operations and team management. Learn how to integrate StriveScan with your CRM, optimize staff account permissions, securely incorporate alumni reps, and process different data formats.

**Presenters:** Erin Sheehan (StriveScan)

### **C7: Empowering Tomorrow's Professionals: Elevating Student Leaders for Career Success**

**Suite 15**

Struggling to find and retain strong student workers? Need ways to provide elevated responsibilities and leadership opportunities to student workers? Is advancing student workers into professional staff something you'd like to offer? Join representatives from Manchester University, including several current students, as we share an advancement plan used with admissions student workers the past five years.

**Presenters:** Brandi Chauncey, Trevor Johnson, Jacob Sweet, and Melissa West (Manchester University)

### **C8\*: Inclusivity by Design: Rethinking Accessibility in College Admissions Counseling**

**Suite 16**

Join our workshop on accessibility in college recruiting where we'll explore the crucial aspects of accessibility that can revolutionize your approach to marketing, events, and personal communications. In this engaging session, we will delve into accessibility principles, the power of intentionality, and a deeper understanding of what accessibility truly means. Get ready to broaden your perspective and make your recruitment strategies more inclusive, equitable, and effective. Let's work together to create a more accessible higher-ed future for all!

**Presenters:** Mercedes Farias (Valparaiso University), Dr. Lau M. Ortiz Mercado (Culver Academy), and Erika Cole (Indiana State University)

## BREAK & EXHIBITS

2:50 — 3:00 p.m. | Plaza Foyer

## SESSION BLOCK D

3:00 — 3:50 p.m.

*+Denotes sessions beneficial for first-time attendees*

*\*Denotes sessions sponsored by the Inclusion, Access, and Success Committee*

### **D1: Dual Credit, Advising, & Financial Aid: Insights from a Four-Year Institution for High School Counselors**

**Suites 2 & 3**

Dual credit is shown to help students feel and be more prepared for many facets of higher education, and Indiana has a robust policy environment supporting both K-12 and higher education in pursuit of offering dual credit opportunities. With the rollout of the 30-credit hour general education Indiana College Core, or ICC, high school counselors are carrying a heavier burden than ever in terms of supporting students and educating families, along with day-to-day tasks. Whether or not your high school offers the ICC, dual credit can and does have long-term impacts on students' academic plans and financial aid opportunities. You'll hear real-life examples of dual credit benefits and unintended consequences from one four-year institution's dual credit program director.

**Presenter:** Jaclyn Dumond (University of Southern Indiana)

## TUESDAY, FEBRUARY 27

### **D2: Let's Talk the Future of INACAC Sanctioned College Fairs**

**Suites 4 & 5**

Each year, the INACAC Educational Calendar Committee reviews numerous college fair proposals for the upcoming travel season. Putting the pieces of the puzzle together to have a successful travel season for both the fall and spring is becoming increasingly demanding. In our opinion, streamlining the process is essential. Join the Calendar Committee to have a robust conversation and open forum to discuss what needs to change in order for fairs to be more successful in the future and learn about House Bill 1002. Whether you are a college fair coordinator, admissions counselor, director, or VP, we want you to attend and your voice to be heard! Our goal is to have an informed conversation amongst both sides of the desk to ultimately benefit all.

**Presenters:** Ryan Barbauld (Next Grad) and the Educational Calendar Committee

### **D3: Irreplaceable: Using AI to Complement the Human Element in Admissions**

**Suites 6 & 7**

Articles, commentary, and predictions regarding the use of AI in college admissions have reached a fever pitch. In a profession that is so grounded in the human element, we do not need to worry about AI taking over our work. In fact, this is the ideal time for critical thinking about how it can allow us to better serve students, manage limited resources, and effectively represent our institutions. As stated in the book *Human Work*, "People need to focus on what makes us different from machines by developing our knowledge, skills, and abilities through a learning system that puts human capabilities and values first." What does this mean in the world of enrollment and college admissions? This session will review the latest research and practices regarding the use of AI in admissions and offer space for discussion and sharing with the goal to develop a collective understanding of best practices.

**Presenters:** Sacha Thieme (Indiana University Bloomington) and P.J. Woolston (Indiana University Indianapolis)

### **D4\*: Best Practices for Collaboration between High School and College Admissions Counselors**

**Suites 8, 9, & 10**

What are ways that high school and college admissions counselors can work together throughout the year? This session, presented by a mother-daughter duo, will talk about best practices to enhance the relationship and awareness on both sides of the desk with regard to the fall travel season, high school visits, job responsibilities, misconceptions on the high school and college side, and tips to help make your planning and programming schedules go smooth!

**Presenters:** Linda Christy (International School of Indiana) and Quinci Miller (Purdue University)

### **D5: Personalized and Relational Advising for a Transformational Experience**

**Suites 11 & 12**

The single-advisor approach ensures students benefit from developing a meaningful relationship with one advisor throughout their Culver journey, thus fostering a transformational advising experience. This session presents a living case study and highlights the celebrations and challenges the school has faced from inception through planning and into implementation as we live out year three of a four-year plan.

**Presenter:** Stephanie Hall (Culver Academies)

# TUESDAY, FEBRUARY 27

## D6+: How to Talk so Students Will Listen

Suite 15

Designed for new admissions counselors, and led by a former educator, this session reviews classroom management techniques that counselors can use to encourage student engagement with their presentations. We will discuss differences in learning styles, as well as management methods to lead students through a variety of presentation types.

**Presenter:** Emily Hancock (University of Indianapolis)

## D7: Common App, and College Admissions

Suite 16

Common App is committed to increasing the number of students from low- and middle-income communities applying to college by 2030. Partnering with counselors and CBOs is essential to this work. Join us to discuss innovative ways to remove barriers, advise, and celebrate students on their postsecondary journey.

**Presenters:** Meredith Lombardi (Common App) and Jennifer Martin (Salem High School)

## HAPPY HOUR & RAFFLE

4:00 — 5:30 p.m. | Plaza Ballroom

**CASH ONLY** and for a good cause — this year's RAFFLE will include a creative array of theme baskets and boxes. Raffle tickets will be available for purchase starting at lunch on Tuesday through Happy Hour. Proceeds will go directly to the **INACAC Scholarship Fund**. All drawings will take place during Happy Hour.

### Raffle Tickets (*Cash Only*)

\$5 = 1 ticket | \$10 = 5 tickets | \$20 = 10 tickets



Valparaiso  
University

Thank you to **Valparaiso University** for sponsoring an open bar. Complimentary beer, wine, soda, and water will be provided for the entire reception.



The Happy Hour Reception will feature entertainment by **DJ MaryJane** and a 360 photo booth provided by the event photographer **Erica Danyell Photography**.

# WEDNESDAY, FEBRUARY 28

## Conference Registration

7:30 — 9:00 a.m.

Plaza Foyer

## Exhibition Floor Open

8:00 a.m. — 12:15 p.m.

Plaza Foyer

## SESSION BLOCK E

8:30 — 9:20 a.m.

*+Denotes sessions beneficial for first-time attendees*

*\*Denotes sessions sponsored by the Inclusion, Access, and Success Committee*

### **E1\*: Bringing Joy and Lessening Anxiety Throughout the College Admissions Process** Suites 2 & 3

Discover a refreshing approach to student support! Join this session to explore the power of a values-aligned, emotionally agile perspective in your interactions with students. We will go through practical strategies that will reduce both their stress and yours and amplify joy during the college admission journey and beyond. As a bonus, you'll gain access to worksheets for you and your students to make this process even more effective.

**Presenters:** Anne Johnson (EducationalPath Consulting LLC), Sarah Simpkins (Sarah Simpkins Counseling), Karen Matthews (Herron-Riverside High School)

### **E2: Let's Talk the Future of INACAC Sanctioned College Fairs**

Suite 4 & 5

Each year, the INACAC Educational Calendar Committee reviews numerous college fair proposals for the upcoming travel season. Putting the pieces of the puzzle together to have a successful travel season for both the fall and spring is becoming increasingly demanding. In our opinion, streamlining the process is essential. Join the Calendar Committee to have a robust conversation and open forum to discuss what needs to change in order for fairs to be more successful in the future and learn about House Bill 1002. Whether you are a college fair coordinator, admissions counselor, director, or VP, we want you to attend and your voice to be heard! Our goal is to have an informed conversation amongst both sides of the desk to ultimately benefit all.

**Presenters:** Ryan Barbault (Next Grad) and the Educational Calendar Committee

### **E3: Building Blocks to a Successful Campus Visit Event**

Suites 6 & 7

The campus visit is one of the most important steps in a student's college search process and involves a multitude of people to pull off a successful event. In this session, you will hear from representatives at various institutions on the processes and ways that we have successfully organized and carried out a campus visit event. We will discuss ways to engage your campus partners, work internally with your admission team, and how to involve current students in the process.

**Presenters:** Jessica Cavaiani (Valparaiso University), Andrea Sadler (Ball State University), and Catie Taylor (Evansville University)



## WEDNESDAY, FEBRUARY 28

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### **E4: Reflections and Advice from a One-Person Transfer Admissions Team**

**Suites 8, 9, & 10**

This session shares insights from the transfer specialist at the University of Indianapolis. We will share about the nuances of transfer versus freshman admission, as well as discuss best practices for small school transfer teams, how to leverage limited resources, collaboration across campus offices, and strengthening transfer pathways as students enter your university.

**Presenter:** Ben Houston (University of Indianapolis)

### **E5: Climbing the Campus Career Ladder: Navigating the Shift to Supervisor**

**Suites 11 & 12**

Let's be honest, making the jump from coworker to supervisor can be intimidating. This session aims to equip admission counselors with the skills to transition successfully into a supervisory role. We'll explore how to set new boundaries with former coworkers, mastering conflict as a manager, and ways to implement positive change on your team and in your office.

**Presenter:** Emily Breytung (Valparaiso University)

### **E6: College and Career Counseling Resources**

**Suite 15**

Toolkit of resources to use with students grades 8-12 for college and career counseling. Included are classroom activities, websites, and resources for working with students individually. Other topics include NCAA eligibility, students with learning differences, Scholarships, Career Research, College Search, College Go Week activities, Graduation Pathways, and more.

**Presenters:** Jennifer Martin (Salem High School)

### **E7+: 10 Difficult Questions (and their Answers)**

**Suite 16**

This session will tackle 10 difficult questions that exist in the world of college admissions. From early outreach, first-generation topics to LGBTQIA, and mental health resources in college, this session will ask you 10 difficult questions and provide you with 10 insightful answers.

**Presenters:** Leah Alburtus (Indiana University—South Bend), Rodney Ewing (Marian University), Amanda Huynh (Ball State University), and Delaney Raker (University of Saint Francis)

## BREAK & EXHIBITS

9:20 — 9:30 a.m. | Plaza Foyer

## SESSION BLOCK F

9:30 — 10:20 a.m.

*+Denotes sessions beneficial for first-time attendees*

*\*Denotes sessions sponsored by the Inclusion, Access, and Success Committee*

### **F1: Bridging the Gap: How to Launch a Team-based Networking Organization** Suites 2 & 3

This session is designed to offer a new perspective and framework on how to create connection across teams. We will discuss the importance of promoting networking, collaboration and familiarity with colleagues within your office and throughout your organization. We will show participants how to launch a professional networking group specifically geared toward new employees within their first few years in the college admissions and counseling profession.

**Presenters:** Alex Hodge and Janai Weeks (Indiana University Bloomington)

### **F2: Phone Calls, Emails, Mail...Galore! C'Mon: Get the Hint, I'm Not Interested** Suites 4 & 5

Eight emails, three voice mails, and several pieces of mail...all in one day from vendors trying to sell you the greatest thing since sliced bread. "Act now, don't wait!" Annoying (maybe), but what if you compare the amount of information we send a student on a regular basis? Join a panel of higher education professionals with 150+ years of combined experience as we dive into our similarities when it comes to goals, priorities, and outcomes. Navigate ways to have informed conversations amongst both sides of the desk to ultimately benefit future students on your campus!

**Presenters:** Ryan Barbauld (NextGrad), Harrison "Soup" Campbell (ZeeMee), Bart Harvey (Valparaiso University), Lani Johnston (Westfield High School), Kathy Pivonka (Cathedral High School), and Lindsey Speer (Ball State University)

### **F3: Unlocking Potential: Revitalizing Staff Advancement in College Admissions** Suites 6 & 7

Retention of professional staff within admissions is an ongoing battle for many offices. Join us as we explore how we've intentionally nurtured talent, fostered inclusivity, and enhanced professional development opportunities to reshape the career growth framework within our undergraduate admissions office.

**Presenters:** Brandi Chauncey and Melissa West (Manchester University)

### **F4\*: Only Six Hours, 40 Minutes, and 35 Years Until I'm Done with Work: Avoiding and Combating Burnout in Higher Education** Suites 8, 9, & 10

Merriam-Webster defines burnout as "exhaustion of physical or emotional strength or motivation usually as a result of prolonged stress or frustration." Join us as we dive into the science behind burnout, what causes employees to experience it, and how to combat and avoid it, specifically in the field of higher education where work-life balance is often a challenge.

**Presenters:** Ingrid Bruss (University of Evansville), Mia Gurgevich (Valparaiso University), Kaitlyn Schrank (University of Southern Indiana), and Sarah Woroncow (Saint Mary's College)

## WEDNESDAY, FEBRUARY 28

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### **F5: What's in it for Me? Creating Individual Narrative Journeys for a Personalized Student Search Campaign**

**Suites 11 & 12**

Gen Z students are the most marketing-savvy audience ever. They can spot (and choose to ignore) a general, cookie-cutter message from a mile away. In this session, we'll discuss how Indiana State University, in partnership with Spark451, has turned the broad outreach efforts of student search into a hyper-personalized narrative journey for each prospective student, creating a more informed, engaged, and connected inquiry and applicant pool. Join us and learn the best practices strategies that will build affinities among your target audiences resulting in stronger conversions and yield rates in your enrollment funnel.

**Presenters:** Pete Colbert (Spark451) and Hailey Faith (Indiana State University)

### **F6: Exploradoor: Resources for Work-based Learning and Career Exploration for Middle and High School Students**

**Suite 15**

High school counselors will gain insight into Exploradoor.com, a nonprofit providing free online resources for work-based learning and career exploration. This session equips counselors to guide students in exploring career options, making informed decisions before graduation, and preparing for a successful future.

**Presenters:** Caroline Abeleda and Diane Cruz Burke (Exploradoor)

### **F7\*: Ethical Recruiting Practices for Undocumented and DACA Students**

**Suite 16**

In this session, we will discuss the challenges faced by undocumented and DACA students as they explore their options for higher education in Indiana. What practices have Indiana colleges historically used to enroll this student population and where are we today? Undocumented high school graduates experience specific obstacles while researching postsecondary education options.

**Presenters:** Haley Flamion (University of Southern Indiana), Katie Hinh (Purdue University), and Desiree Perez (Saint Mary's College)

## BREAK & EXHIBITS

10:20 — 10:30 a.m. | Plaza Foyer

## SESSION BLOCK G

10:30—11:20 a.m.

*+Denotes sessions beneficial for first-time attendees*

*\*Denotes sessions sponsored by the Inclusion, Access, and Success Committee*

### **G1+: Transfer Matters**

**Suites 2 & 3**

Understanding how to talk to high school and college students about the transfer process is important. Nearly 40 percent of all full-time, first-college students begin at a community college. Another 65,000 students make a lateral transfer. Let's discover ways to introduce the idea and talk about the process with all students.

**Presenters:** Kathleen Ferrero and Quinci Miller (Purdue University) and Kelly Waggoner (Indiana University Bloomington)

### **G2+: INACAC 101: Get INVOLVED**

**Suites 4 & 5**

Interested in getting involved in INACAC? Hear from INACAC Leaders and Committee Chairs about ways to get involved in the Association.

**Presenters:** INACAC Officers and Board Members

### **G3+: Help! I Feel Like an Imposter**

**Suites 6 & 7**

Have you ever felt like you were going to be exposed as a fraud? In this session, I will share my experience with imposter syndrome when I first started in my position as an admissions counselor in higher education fresh out of college. I will explain what imposter syndrome is, how to identify it, explain the different types, and how to overcome it.

**Presenter:** Aleyah Cork (Purdue University)

### **G4: Water Your Garden: Onboarding and Professional Development for Admissions Professionals**

**Suites 8, 9, & 10**

This session showcases effective methods for onboarding and professional development plans, including how to onboard new team members, plan a staff retreat, and effectively incorporate diversity programming. Via presentation, resource sharing, and discussion, attendees will walk away with at least one way to strengthen their team.

**Presenters:** Emily Hancock and Jocelyn Ortiz (University of Indianapolis)

### **G5+: 30 in 30: Tips and Strategies for Admissions Professionals**

**Suites 11 & 12**

Join us for a high-speed journey through the world of admissions counseling in "30 in 30," a session designed to equip admissions professionals with essential tips and strategies for success. Presenters will cover 30 invaluable tips and strategies in 30 minutes to enhance your effectiveness in guiding prospective students toward their academic and career goals while also growing in your own professional role. Time will also be dedicated for an interactive Q&A. Be ready to learn, engage, and enhance your approach to admissions counseling in just 30 minutes!

**Presenters:** Megan Dorton (Purdue University), Koryn Parsons (University of Southern Indiana), and Stephanie Stephenson (Indiana University Bloomington)

## WEDNESDAY, FEBRUARY 28

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### **G6: Increasing College Attainment: Strategies and Successes from South Bend Community School Corporation**

**Suite 15**

This session will provide attendees with a comprehensive overview of the “Preparing for College and Career” course implemented by SBCSC. We will explore the course’s objectives, curriculum, and the integration of the college and career readiness platform SchoolLinks, emphasizing its role in enhancing students’ post-secondary awareness and encouraging exploration of college and career opportunities.

**Presenter:** Jennifer Pittman (South Bend Community School Corporation)

### **G7: High School Counseling Model for Multilingual Students and Families**

**Suite 16**

Learn how to set up a comprehensive program that allows your school to support multilingual learners and their families through personal challenges, academic growth, and postsecondary opportunities. We will cover how to communicate with families, create common ground, help faculty and staff support learners of all language levels, and utilize community resources and organizations to increase positive outcomes.

**Presenters:** Morgan Gomez and Pam Nixon (Lawrence North High School)

## BREAK & EXHIBITS

11:20 — 11:30 a.m. | Plaza Foyer

# WEDNESDAY, FEBRUARY 28

## BLOCK H: SPECIAL INTEREST GROUPs (SIGs)

11:30 a.m. — 12:00 p.m.

+Denotes sessions beneficial for first-time attendees

\*Denotes sessions sponsored by the Inclusion, Access, and Success Committee

### H1: Transfer SIG

Suite 2 & 3

**Presenter:** Ben Houston (University of Indianapolis)

### H2: Middle Management SIG

Suites 4 & 5

**Presenter:** Terry Gilbert (Purdue University)

### H3\*: Latino SIG

Suites 6 & 7

**Presenters:** Lucas Mendoza (Saint Joseph's High School), Lau Ortiz Mercado (Culver Academies), and Jocelyn Ortiz (University of Indianapolis)

### H4\*: First Timers SIG

Suites 8, 9, & 10

**Presenter:** Stephanie Hollister (Purdue University)

### H5\*: Black and African American SIG

Suites 11 & 12

**Presenter:** Jordan Dexter (Rose-Hulman Institute of Technology)

### H6: Rural and Small Town SIG

Suite 15

**Presenter:** Erika Cole (Indiana State University)

### H7\*: Asian American and Pacific Islander SIG

Suite 16

**Presenter:** Katie Hinh (Purdue University)

## LUNCH & CLOSING

12:00 — 1:15 p.m. | Plaza Ballroom



Angie Cooksy Ed.D. is a growth-focused leader in higher education serving as Interim Associate Vice Chancellor for Enrollment Management at Southern Illinois University Edwardsville (SIUE). With 15+ years of experience, Angie's passions lie in creating spaces for leaders to grow and develop as they explore options and opportunities within enrollment management and higher education.

Host of the podcast *Elevating Admission Voices*, co-creator of Elevate—a seminar series designed for women in higher education enrollment management—for the Illinois Association for College Admission Counseling (IACAC), and currently serving as IACAC President-Elect, Angie subscribes to the professional motto, "there is room for everyone at the table, so scoot over and pull up a chair."



## MARK YOUR CALENDARS

### 2024 National Conference

September 26–28, 2024 | Los Angeles, CA

### 2024 Summer Institute (for New Professionals)

July 22–24 2024 | DePauw University – Greencastle, IN

### 2025 INACAC Conference

February 24–26, 2025 | The Sheraton Hotel at Keystone Crossing—Indianapolis

## Thank you for joining us for the 2024 INACAC Conference!

Please take a moment to share your thoughts about Conference. Your feedback is extremely valuable to us as we prepare for future conferences and events.



**General  
Conference Survey**



**Educational  
Sessions Survey**

## Provide a gift for the INACAC Scholarship Fund

In 2023, INACAC launched its inaugural Scholarship for high school seniors that attend or are planning to enter an Indiana college or university. Scholarships range from \$500 to \$1,000 and are paid directly to the school of the students' choosing for assistance with tuition, fees, books, or housing and food expenses.

If you are able, gifts are optional and greatly appreciated.  
Donations can be made by scanning the QR code.  
*Please type "Scholarship" in the Reference field.*



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