

Ohio Association for  
College Admission Counseling  
Annual Conference and GWI 2018

Be AWARE of the

IDEAS  
OF MARCH



Registration In

Sunday, March 11 to Tuesday, March 13, 2018  
Hilton Polaris, Columbus, Ohio

## **OACAC Program Welcome**

Welcome Colleagues! I am excited to invite you to the 2018 Annual OACAC Conference. This year's conference will be held in the spring on March 11-13, 2018, at the Polaris Hilton near Columbus, Ohio. It is also combined with the Guiding the Way to Inclusion Conference, so that you may attend both conferences for one price, at one time.



In this profession we do the important work of helping students go on to higher education, but we also build relationships with our colleagues. This year our theme is Be Aware of the IdeAs of March (a little play on words)! Our goal with this year's conference is to deliver an educational, informative, quality conference with the necessary updates about our rapidly evolving profession. But, it is also an opportunity to connect with colleagues, celebrate accomplishments, have fun, and get re-energized as we head towards the end of the school year!

We are thrilled that our conference will include Rob Franek, Editor-In-Chief of The Princeton Review as our keynote speaker on Monday, and Scott Jaschik, Editor of Inside Higher Education as our keynote speaker on Tuesday! We also have a great program of educational topics planned, a chance to eat in the Polaris area on Monday night, and time network and have fun.

Please mark your calendars for March 11 – 13, 2018 and join us at the Polaris Hilton!

**Sincerely,**

**Nancy E. Gibson**  
**OACAC President-Elect**

## SCHEDULE OF EVENTS



### Sunday, March 11

11:00 a.m. – 6:30 p.m.  
11:00 a.m. – 6:30 p.m.  
11:00 a.m. – 6:30 p.m.  
12:00 p.m. – 12:25 p.m.  
12:30 p.m. – 1:15 p.m.  
1:30 p.m. – 2:15 p.m.  
2:30 p.m. – 3:15 p.m.  
3:30 p.m. – 5:00 p.m.  
5:00 p.m. – 6:00 p.m.  
5:30 p.m. – 6:30 p.m.  
6:30 p.m. – 8:30 p.m.

Registration Open  
Silent Auction Open  
Exhibitor Area Open  
GWI Welcome & Keynote  
GWI Session Block I  
GWI Session Block II  
GWI Learning Community  
GWI Fireside Chat  
First Timers Welcome  
Mix & Mingle  
Annual Conference & GWI Buffet Dinner  
• OACAC President's Welcoming Remarks  
• Presentation of Warren Scholarships  
• Association Awards & Election Results  
Presidents Reception

8:30 p.m. – 11:00 p.m.

### Monday, March 12

7:00 a.m. – 5:00 p.m.  
7:00 a.m. – 11:00 a.m.  
7:00 a.m. – 8:30 a.m.  
7:30 a.m. – 8:30 a.m.  
8:00 a.m. – 5:00 p.m.  
8:30 a.m. – 8:50 a.m.  
  
9:00 a.m. – 6:30 p.m.  
9:00 a.m. – 9:45 a.m.  
10:00 a.m. – 10:45 a.m.  
11:00 a.m. – 11:45 a.m.  
12:00 p.m. – 1:45 p.m.  
  
2:00 p.m. – 2:45 p.m.  
2:45 p.m. – 3:15 p.m.  
3:15 p.m. – 4:00 p.m.  
5:00 p.m. – 6:00 p.m.  
6:00 p.m. – 8:00 p.m.  
8:30 p.m. – 11:30 p.m.

### Local Counselors Day

High School Counselors Hospitality Room Open  
Registration Open  
Buffet Breakfast  
Past Presidents' Breakfast  
Silent Auction  
NACAC Speaker, Sherri Geller, Board Director and Co-Director of College Counseling at Gann Academy  
Exhibits Open  
Session Block I featuring Student Panel powered by GWI/IAS  
Session Block II featuring TED talks  
Session Block III featuring TED talks  
Lunch  
• OACAC Business Meeting  
• Keynote Speaker: Rob Franek – Princeton Review  
Session Block IV & GWI Power Panel  
Dessert Reception  
Educational Session Block V & GWI Roundtable Discussion  
Mix & Mingle  
Dinner on your own – Polaris  
Conference Social

### Tuesday, March 13

7:45 a.m. – 8:45 a.m.  
9:00 a.m. – 9:45 a.m.  
10:00 a.m. – 10:45 a.m.  
11:00 a.m. – 11:45 a.m.  
12:00 p.m. – 2:00 p.m.  
  
2:00 p.m. – 4:00 p.m.

Buffet Breakfast  
Session Block VII  
Session Block VIII featuring TED talks  
Session Block IX & GWI Roundtable Discussion  
Lunch / Keynote - Scott Jaschik – Editor - Inside Higher Education  
• Keynote Speaker: Scott Jaschik, Editor of Inside Higher Education  
Special Interest Group Meetings

## Keynote Speaker Biography

### **Rob Franek, Editor-in-Chief at The Princeton Review**

Rob Franek, Editor-in-Chief at The Princeton Review, is the company's primary authority on higher education. Over his 24-year career, he has served as a college admissions administrator, test prep teacher, author, publisher, and lecturer. As the chief college expert at The Princeton Review, Rob has visited more than 50 colleges a year for more than a decade.



He is lead author of the company's annual books, *The Best 382 Colleges* (August 2017) and *Colleges That Pay You Back: The 200 Schools That Give You the Best Bang for Your Tuition Buck* (January 2017). Rob also authored *Colleges That Create Futures: 50 Schools That Launch Careers by Going Beyond the Classroom* (2nd Edition May 2017) and co-authored *If the U Fits: Expert Advice on Finding the Right College and Getting Accepted* (March 2014).

Prior to joining The Princeton Review in 1999, Rob was a college admission administrator at Wagner College (New York City) for six years. He earned his B.A. at Drew University in Political Science and History, and is a member of the university's Board of Trustees. A lifelong history buff, he conducts historical walking tours of New York City for Sweet City Tours, a company he founded. Rob, 45, lives in Manhattan. Follow his Tweets at @RobFranek .

## Keynote Speaker Biography

### **Scott Jaschik, CEO and Editor of Inside Higher Ed**

Scott Jaschik is editor and one of the three founders of Inside Higher Ed. He leads the editorial operations of Inside Higher Ed, overseeing news content, opinion pieces, career advice, blogs and other features. Scott is a leading voice on higher education issues, quoted regularly in publications nationwide, and publishing articles on colleges in publications such as *The New York Times*, *The Boston Globe*, *The Washington Post*, *Salon*, and elsewhere.



He has been a judge or screener for the National Magazine Awards, the Online Journalism Awards, the Folio Editorial Excellence Awards, and the Education Writers Association Awards. Scott served as a mentor in the community college fellowship program of the Hechinger Institute on Education and the Media, of Teachers College, Columbia University. He is a member of the board of the Education Writers Association. Scott grew up in Rochester, N.Y., and graduated from Cornell University. He lives in Washington.





## 2018 Annual Conference Sessions

This is a tentative list of topics and their target audience, and session are still being added to the schedule for conference. Please check [www.oacac.org](http://www.oacac.org) for updates.

### **10th Anniversary of How America Pays for College Survey**

*Audience: All*

Sallie Mae introduced the How America Pays for College project in 2008 with the idea that we would identify how people are paying for college, and whether reliance on types of resources used change over time. This session will delve into details about understanding attitudes and values associated with attending and paying for college, exploring perceptions of value and the role that costs play in the going to college decision making process.

### **A Transfer Perspective: Why Community College Collaboration is Important**

*Audience: High school*

Did you know that community colleges are home to 45% of the collegiate population in the United States? Learn about how your students can start their pathway towards a career or bachelor's degree at your local community college or regional campus. Topics to be covered include diverse student demographics, transfer pathways and tips, and how you can work with your local community college representatives. Session attendees will have the opportunity to participate in an interactive discussion covering community college-related myths and scenarios that one might encounter with students at various stages of their college search process.

### **Charlottesville, What's Next: Recruiting Multicultural Students To PWIs**

*Audience: All*

The traditional college experience is enhanced through diversity of thought, perspective, and life events that prospective students bring to their respective campuses. After the events of August 12, 2017 admission offices throughout the country have been forced to address the stark reality that many students juggle while navigating predominantly white, heteronormative, male-centered, cisgender campuses. Recruiting multicultural students requires a level of

national and cultural awareness that can be translated to one's individual campus climate. This session will examine a series of national events that directly impact the recruitment of students from diverse backgrounds and will promote best practices as it pertains to communicating information pertaining to DACA, campus resources that enhance cultural awareness, and the importance of prioritizing student safety. Attendees will learn strategies to prepare themselves for delicate conversations, and how to best support students and families from multicultural backgrounds.

### **College Credit Plus Updates**

*Audience: All*

College Credit Plus continues to evolve, with new rules coming out that will affect students participating in the 2018-19 school year. This session will include information from the Ohio Department of Higher Education and the Ohio Alliance for Dual Enrollment Partnerships on changes to the program and CCP best practices in school counseling and college admissions.

### **College Updates for K12 Counselors**

*Audience: High School*

This session will provide important updates for K12 counselors related to the SAT, PSAT/NMSQT, and Advanced Placement. Topics to be covered include: improved reports for educators and students, changes coming to AP in 2019, and a new way to offer the SAT on a school day.

### **Curtain Call: The Encore-Worthy High School Visit**

*Audience: All*

The high school visit is more than a presentation. It's a performance. To leave the audience wanting more, performers must challenge the audience and engage them in meaningful ways. Combining student development theories, performance tactics, and public speaking approaches, this session will inspire presenters to re-imagine the high school visit.





## **Developing and Managing an Effective Student Ambassador Program**

*Audience: College*

Student Ambassadors are often the face of the campus and often leave the greatest impression on prospective students and their families. This session will discuss the hiring, training, branding, and on-going personal development of student ambassadors who can make a significant impact on the campus visit and the prospective students and families we serve. Practical advice will be offered on refining student ambassador roles as an effective recruitment tool.

## **Generation Station: Understanding Your Students to Design the Perfect Campus Event**

*Audience: College*

From Baby Boomers to Millennials, this TED-talk style session will discuss the defining characteristics of the students and families that embark on the search for the perfect college.

We will examine generational traits and strategies for developing campus visits, open houses, information sessions and other events to target each generation's individual needs. While Millennials are technology-savvy and smart phone enthusiasts, Baby Boomers tend to prefer face-to-face interaction and pen and paper vs. computer use. Meanwhile, Generation X students often desire information presented to them quickly and succinctly. Exploring the many different traits of these populations will provide greater understanding of each generation seen on college campuses today. Knowing how to serve each specific student group based on their commonly observed needs and behaviors will enable more effective and successful campus programming and events.

## **Helping First in Family Students Develop a College Roadmap**

*Audience: All*

Students who are first in their family to attend college often find it difficult to navigate the college process as they often lack a family member with first-hand collegiate experience. This session will review the background and challenges these students face. Student aid and enrollment representatives from Ohio colleges will share how they help first in family students overcome challenges at their institutions. The session will review a planning and preparing for college timeline and provide tools and resources to help these families develop a roadmap to attend and pay for college.

## **Hidden Gems for High School Counselors – How to Effectively Use Regional Representatives**

*Audience: High school*

As the number of colleges and universities who are adopting regional recruitment models increases, high school counselors have more opportunities to utilize admissions representatives. During this session we will discuss the multitude of ways in which high school counselors can best use regional representatives in their area. We will also discuss the variety of events regional representatives can offer their students and how to best learn about these opportunities!

## **How Did I Get Here? - How to Retain Professionals In a Historically Short Term Profession**

*Audience: College*

"It's either two years or twenty." This seems to be the mantra of both freshly minted and well-seasoned admissions professionals. When looking at careers in higher education, specifically admissions, the trend seems to weigh heavy on short-term employment and light on long-term retention. How can we as mid- to upper-level administrators foster an environment of growth, passion, and support for those who will work two to three years in the profession? This session will cover a few ways to start the conversation of retention given from the perspective of a young professional in higher education.

## **How to Better Advise the Student Looking For a Religiously Affiliated College**

*Audience: High school*

Do you know what a Hillel is? Can you name an out-of-state Christian school? Have you ever heard the term parietals? If your answer is "No." to any of these questions, this session is for you! College counseling is a full-time job in itself, and trying to advise a student looking for a religiously affiliated college may be a daunting task for a counselor, especially if that religion is outside of your knowledge base. This session will focus on common terms, concerns, and requests that come up with students looking for religiously affiliated colleges (with a focus on Catholic, Jewish, and Christian colleges). Religious affiliations of colleges run the gamut from marginal to more conservative. We will also discuss how to help students find the best fit within this gamut to suit both their religious and lifestyle needs. This session is intended for both public and private school counselors.



### **Managing Up: What Your Boss Really Wants From You**

*Audience: All*

Ever wondered what your boss is really thinking? Ever wondered if your latest proposal was worth your supervisor's time? How should you communicate? When should you communicate? We will discuss all of this and more during this panel session of professionals who have had their own challenges with managing up or meeting the demands and expectations of their supervisors. With over fifty years of experience, this panel will help you prepare to effectively work with your supervisor.

### **Providing Multidimensional Support to LGBTQ Students**

*Audience: All*

With laws and regulations continually changing, along with the social/cultural shifts regarding LGBTQ+ rights and appropriate supports for the community, it can be difficult to navigate how to be the best resource to these students. This session provides helpful suggestions, updated legal information, and data collected directly from students in the LGBTQ+ community - providing insights into their world and what they feel will be beneficial to them - to be used as a resource for educators moving forward.

### **From Prospect to Enrolled: Reaching Your Goals Through Structured Communications**

*Audience: College*

This session will provide an overview of how automated communication plans are structured to allow admission counselors to focus on travel during travel season while seamlessly shifting into yield season with the support of strategic communications. From communicating with prospects to inviting prospects and inquiries to events tailored to move them along the funnel, this session will highlight effective strategies in personalized communication throughout the admission cycle.

### **Show Up. Speak Up. Stand Out. Shape Your Performance For Promotion.**

*Audience: College*

Whether you're an admission staff member in a large office with inflated titles or a small office with little room for advancement, you're likely planning your next steps in your career and craving an opportunity. This TED-talk style session will challenge your

motivation, your direction, your performance, and your passion...purposefully. If you want to stand out and shape your performance for a meaningful promotion, this talk will shake AND build your confidence with motivation for embracing failure, taking ownership, and seeking accountability, all while catching the attention of administration.

### **Social Media Professionalism within Admissions**

*Audience: All*

Whether you are a director or student ambassador, This session will talk about the do's and don'ts of social media professionalism with all admission staff. What is and isn't covered by the first amendment, and how to keep your free speech. It will also cover different social media guides from schools for all levels of admissions.

### **Supporting Urban African American Male Persistence in College**

*Audience: All*

Using a case study approach of one African American male college student, this session will investigate and identify the underlying social factors that supported the student's persistence in college during his freshman year at a predominantly white institution (PWI) in the Midwest. The study revealed the supporting social factors of this student prior to enrolling in college, and the factors contributing to his retention while in college. Data was collected through participant observation, informal interviews, as well as formal interviews. This study provides a better understanding of the social relationships necessary to support the persistence of the urban African American male college student.

### **What Would You Do? Ethics and the SPGP**

*Audience: All*

In the college admissions world, institutional priorities and pressure to meet enrollment goals are ever-increasing, while school counselors are sometimes faced with dilemmas of honestly presenting students while still supporting them. NACAC's Statement of Principles of Good Practice provides an ethical framework for decision-making, and a set of guidelines for ethical practices that keep student interests in focus. Join this interactive session to learn more about the SPGP and to participate in case study discussions where you can put your knowledge to the test!

### **What's on the Horizon for Student Financial Aid**

*Audience: High School*

This session will provide insights for what upcoming changes might be in store for the federal financial aid process. Highlights will include potential changes for the federal aid process, the impact of PPY on the FAFSA process and how Ohio measures up on the national FAFSA completion scale. Come with your questions about the financial aid process.

### **First Timers' Session**

Is this your first time to the OACAC Annual Conference? Come kick back and relax with other first timers at a welcome session just for you! This session will provide you with the opportunity to network with other first time attendees while also gaining valuable insight from more seasoned conference veterans. This session will also provide some best practices in how to navigate the conference sessions and information on getting involved with OACAC/ NACAC. First Timers will get to hear from other professionals in the field on how attending the OACAC Annual Conference has impacted them all the while meeting some new friends along the way. Don't forget your business cards!

### **It's Silent Auction time!**

The 10th Annual Conference Silent Auction will offer attendees a variety of great items to bid on. The auction will run during the day on Monday and benefits the Charles L. Warren Memorial Heritage Scholarship Endowment Fund. Interested in donating an auction item? Contact Hannah Rosen at [h.rosen30@csuohio.edu](mailto:h.rosen30@csuohio.edu).



### **Conference Refund Policy**

Refunds will be given upon written request for cancellations at least two weeks before the first day of the conference. After that, written requests for refunds postmarked within two weeks of the conference can be submitted to the registration chair for his or her approval. Pre-registration fees will be honored up to five days prior to a conference. Registrations after that will be subject to the on-site fee (per the discretion of the registration chair). No partial refunds will be given for day/days missed of a multi-day conference. Refund checks for fees will be issued no sooner than 30 days after the end of the conference. If a credit card was used for payment, the amount refunded will be by check and will be less the credit card processing fee(s). Reimbursement requests must be submitted within 60 days of an event. Requests after the deadline will not be honored unless approved in advance through a written statement to the OACAC president and treasurer.