

# BREAK AWAY

with Ohio Association for  
College Admission Counseling.



**& SPRING INTO ACTION**

**Guiding the Way  
to Inclusion (GWI)  
and Annual Conference**

**March 26-27, 2017  
Hilton Polaris  
Columbus, OH**



**Registration Deadline: March 20.  
Hotel Deadline: February 24.**

## **Welcome Colleagues!**

It is my honor to invite you to the Annual OACAC Conference. This year's conference will be held in the spring, March 26 and 27, at the Polaris Hilton in Columbus, Ohio. Like last year, we will combine it with the Guiding the Way to Inclusion Conference, so that you may attend both conferences for one price, at one time. Please join us for an informative and fun combined conference.

Reflecting upon my twenty-six admission seasons, I have come to the conclusion that our profession is about one thing: relationships. Certainly we build these relationships with our students and their families. But just as importantly, we build relationships with our colleagues on our side of the desk and on the other side of the desk. I count people from our profession as many of my best friends. Thinking back to my first Annual Conference, I was nervous, exhausted, and overwhelmed. But, this experience would prove to be one of the most valuable of my career. At this conference I met future mentors and lifelong friends. The OACAC Annual Conference is our chance to gather, learn, befriend, and support each other.



Our theme this year is Spring Break. We know that this time of year is tricky (as they all have become) and that many of you may even be on your own spring breaks at the time of the conference. Please join us if you are able to. Our goal with this year's conference is to provide necessary updates and education about our rapidly evolving profession. But, it is also our opportunity to build and share friendships with our brothers and sisters in arms. Our conference will include Jeff Schiffman, Director of Admission at Tulane University, as our keynote speaker, a great program of educational topics from program chair Kayla Rickels, and time for friendship and fellowship.

Please mark your calendars for March 26th and 27th, and join us at the Polaris Hilton!

Sincerely,

Jeff Stahlman  
OACAC President-Elect



# 2017 GUIDING THE WAY TO INCLUSION & OACAC ANNUAL CONFERENCE

## MARCH 26 AND 27, 2017 SCHEDULE OF EVENTS

### Sunday, March 26

- 12:00 p.m. – 6:30 p.m. Registration Open  
12:00 p.m. – 6:30 p.m. Silent Auction Open  
12:00 p.m. – 6:00 p.m. Exhibitor Area Open  
1:00 p.m. – 1:30 p.m. GWI Welcome & Keynote Speaker  
1:40 p.m. – 2:30 p.m. GWI Session Block A  
2:40 p.m. – 3:30 p.m. GWI Session Block B  
3:30 p.m. – 4:30 p.m. GWI Fireside Chat  
5:00 p.m. – 6:00 p.m. First Timers' Welcome  
5:30 p.m. – 6:30 p.m. President's Social in ballroom  
6:30 p.m. – 8:30 p.m. Annual Conference & GWI Buffet Dinner  
• OACAC President's Welcoming Remarks  
• Presentation of Warren Scholarships  
• Association Awards & Election Results  
9:00 p.m. – 11:00 p.m. Conference Social

### Monday, March 27

- 7:00 a.m. – 9:00 a.m. Registration Open  
7:30 a.m. – 8:30 a.m. Buffet Breakfast  
7:30 a.m. – 8:30 a.m. Past Presidents' Breakfast  
9:00 a.m. – 3:00 p.m. Exhibits Open  
8:00 a.m. – 3:00 p.m. Silent Auction  
8:30 a.m. – 8:50 a.m. NACAC Speaker, Tamara Siler, Board Director and Director of Admission and Coordinator of Minority Recruitment at Rice University  
9:00 a.m. – 9:50 a.m. Educational Session Block I & GWI Power Panel  
10:00 a.m. – 10:50 a.m. Educational Session Block II featuring new 7-minute TED Talks!  
11:00 a.m. – 11:50 a.m. Educational Session Block III & GWI Student Experience Panel  
12:00 p.m. – 1:30 p.m. Joint Plenary Session: GWI & Annual Conference  
• OACAC Business Meeting  
• Keynote Speaker: Jeff Schiffman, Director of Admission, Tulane University  
1:40 p.m. – 2:30 p.m. Educational Session Block IV featuring new 7-minute TED Talks!  
2:30 p.m. – 3:00 p.m. Dessert in Exhibitors' Area  
3:10 p.m. – 4:00 p.m. Educational Session Block V  
4:15 p.m. – 5:15 p.m. Silent Auction Payment & Pickup Time  
Committee Meetings

## CONFERENCE SOCIAL

### Break Away Bay 9:00 PM – 11:00 PM

Though the spring is here, your break is near, so get away on “Break Away Bay.” Oh no! The OACAC has been shipwrecked! We must evacuate now and get to land! Being stuck on an island isn’t so bad... you’re away from your job, so have a few laughs. Have a few drinks, relax by the fan, or show off some moves and dance all you can. The treasure is here, let the hunt begin, don’t forget your map from when you first checked in. Help is near yet still hours away, bring the kid at heart to the games you once played. Cast your lines and hook you a duck, no matter the color take chance at your luck. If this is for you, we hope that you “Break Away” for the night and “Spring” into the Conference Social!

## VENDOR INFORMATION

### Exhibitors and Sponsors

Are you interested in exhibiting your products or services within OACAC? From advertisement in the program to sponsoring a conference event, we have several opportunities available for you to meet with professionals face-to-face at the OACAC Annual Conference and Guiding the Way to Inclusion! This year, exhibitors can choose from an array of options including room sponsorship, table displays, logo advertisement and more. If you are interested in being an exhibitor or sponsor for Annual Conference, please contact either Meredith Graham ([meredithg@collegewise.com](mailto:meredithg@collegewise.com)) or Annalise Kelleher ([a.kelleher@csuohio.edu](mailto:a.kelleher@csuohio.edu)).

## KEYNOTE SPEAKER:

Jeff Schiffman,  
Director of Admission  
Tulane University,  
New Orleans, LA



I was born and raised in Washington, DC, but love my adopted home in New Orleans. I spend much of my time travelling the world recruiting international students for Tulane but also love coming back to the USA to recruit my SoCal students. In my free time, I enjoy anything related to health and fitness: snowboarding, lacrosse, pumping iron at the gym, fantasy football, triathlons, and indoor cycling. I’m the alumni advisor for my fraternity, Sigma Phi Epsilon, and I teach a variation of a spinning class called RIDE at a studio not far from campus.

To learn more about Jeff and check out his blog, please visit [http://admission.tulane.edu/counselors/jeff\\_schiffman.php](http://admission.tulane.edu/counselors/jeff_schiffman.php).



## **FIRST TIMERS' RECEPTION**

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. You will hear from NACAC representative, Tamara Siler, as well as Candace Boeninger, our current OACAC President. 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 to "break away" with! 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 Sunday and 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).

# **REGISTER TODAY!**

## **HOTEL INFORMATION**

### **HILTON COLUMBUS/POLARIS**

8700 Lyra Drive

Columbus, OH 43240

TEL: +1-614-885-1600

FAX: +1-614-885-1605

<http://www3.hilton.com/en/hotels/ohio/hilton-columbus-polaris-CMHPOHF/index.html>

**Room Fee: \$125 Single/Double**

**Hotel Deadline: February 24, 2017**

Attendees can call the hotel directly at (614) 885-1600 or 1-888-864-8055 for reservations. Individuals must indicate their group affiliation when making reservations.

### **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.

## 2017 ANNUAL CONFERENCE SESSIONS

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

### **HOW REGIONAL ADMISSIONS PROGRAMS CAN BENEFIT BOTH SIDES OF THE DESK**

Christopher McCoy, University of South Carolina; Jennifer Waning, Marian University; Kelly Watson, University of Alabama; Blaine Mannering, Hanover College

*Audience: All*

Regional Admissions (having admissions staff based remotely in an area outside of the traditional admissions office) is a growing trend in college admissions. This panel of Ohio-based regional admissions professionals will discuss various topics such as how High School counseling offices can benefit from having an admissions staff member in their area, how college admissions offices manage regional admissions programs, and how regional admissions professionals connect with one another and their offices while not being physically based on campus.

### **ALL MEANS ALL: HOW INCLUSIVE PRACTICES CHANGED THE COLLEGE GOING PROCESS IN ONE LARGE URBAN SCHOOL DISTRICT**

Margie Glick, Higher Education Compact of Greater Cleveland, and Anthony Battaglia, Director of Career and College Career Readiness, Cleveland Metropolitan School District

*Audience: All*

In the Cleveland Metropolitan School District [CMSD] inclusion is twofold. It means creating an environment where the diverse needs of its learners are met and it means developing strong partnerships with community based organizations who are equally committed to helping students reach their academic and professional goals. This presentation will highlight how a renewed focus on inclusion in the college going process has led CMSD to increase the number of students who are applying to, enrolling in, and graduating from college.

### **WORKING WITH UNDOCUMENTED YOUTH TO FIND RESOURCES TO PAY FOR COLLEGE**

Jeff Johnston, Sallie Mae, and Gregory Guzman, Ph.D.; Executive Director at Diocese of Toledo Northwest Ohio Commissioner for the Ohio Commission on Hispanic and Latino Affairs (OCHLA)

*Audience: All*

Undocumented youth (DACA students) have exhibited the ability to succeed in High School but find it difficult to find the financial resources available to help them pay for college. This session will focus on the steps necessary to help them find the scholarships and loan programs that will allow them to attend and pay for a college education.

### **A TRUE COLLEGE ACCESS INVESTMENT: DENISON COLUMBUS ALLIANCE SCHOLARSHIP.**

Ashley Logan, I Know I Can; Nancy Gibson, Denison University; Marion Meadows, I Know I Can; Jesse Yeager, Denison University

*Audience: All*

Fall 2016, Denison University announced a new program titled, Denison-Columbus Alliance Scholarship – a new partnership with I Know I Can to make college more accessible for Columbus City Schools (CCS) students. As part of the new initiative Denison University will fund up to 20 full-tuition scholarships for CCS graduates. This session highlights collaborative strategies of support for future growth including pre-collegiate training, career planning, and a commitment to community engagement for students. The attendees of this session will recognize the importance of collaboration between an urban school district, a community partner, and a local university in enhancing post-secondary attainment, persistence, and completion.

### **COLLEGE CREDIT PLUS UPDATES**

Michele Brown, The Ohio State University, and  
Tim Dorsey, Cuyahoga Community College

*Audience: All*

College Credit Plus allows students to earn college credit before graduating from High School. Members of the Ohio Alliance of Dual Enrollment Partnerships will discuss the latest updates in state law, share best practices and answer questions about the program.

### **HELPING STUDENTS BUILD THEIR COLLEGE LIST: A CASE STUDY APPROACH**

Kathy Moore, Upper Arlington High School, and  
Stephanie Krosnosky, Bexley High School

*Audience: High School*

The session will look at case studies of High School seniors. Each case will identify a student and describe factors that play a role in the college selection process. This interactive session will allow audience members to read through each case and begin identifying important characteristics that can be used to begin building a strong college list. Presenters will go over each case, sharing the "results" of each student's list and why they chose that particular school.

### **PREPARING ALL STUDENTS TO BE SUCCESS READY**

Tisha Lewis, Ohio Department of Education, and  
Kayla Mack, Ohio Department of Education

*Audience: High School*

All students need to be prepared for successful postsecondary transitions. How many of your students are graduating ready for success? Based on a recent national study, 47% of High School students are graduating without being prepared for college or career. In this session, we'll share Career Connections resources and strategies available to provide students with grade-level examples that link their schoolwork to career fields. You'll leave with tools that you can use within your classroom and school to get all students prepared for success.

### **ONWARD AND UPWARD: CAREER PATHS FOR PROFESSIONAL PROGRESSION IN OUR FIELD**

Charlie Runyan, Westerville South High School;  
Kristen Dickerson, Gahanna-Lincoln High School;  
Derek DuBose, The Ohio State University; Cari  
Schultz, Columbus School for Girls; Amanda  
Sohl, The College Board; Jeff Stahlman, St.  
Charles Preparatory School

*Audience: All*

Over the last 20 years, college and university admission and enrollment management has become more all-encompassing and demanding with professionals having the potential to shape the future of higher education. Although our field has grown over the last 20 years, how to advance in our profession remains somewhat ill-defined and confusing especially for young professionals who were uncertain about how to enter the field in the first place (NACAC, 2014). Join a diverse panel of education professionals in this highly interactive session discuss their career trajectories and provide tips for moving on and up in our field.

### **HELPING THE STUDENT THAT WANTS TO DRIVE A TANK, AN F-22, OR A SUBMARINE**

David Breckenridge, St. Charles Preparatory  
School

*Audience: High School*

Does the sweat start to trickle down your back or does your throat go dry every time a student comes in to ask how they can get an appointment to a service academy or a ROTC scholarship? As an Air Force Academy Liaison Officer for nearly 35 years I get that question all the time. This session will give you lots of tips to help your students. We will look at academic preparation, extra-curricular activities, the application process, Congressional nominations, and more. We will talk about West Point, the Naval, Air Force, and Coast Guard Academies, and ROTC scholarships. What if your student gets none of these? They still have options! Join me and I will help you de-mystify the whole process.

### **COUNSELOR BOOKING MADE EASY**

Ilario Cursaro, Springfield High School and Jr. High School

*Audience: High School*

Utilizing a free-for-educator online tool, students can book their own (non-crisis) appointment for the counselor allowing for counselor preparation and effective time management. Complete with website “buttons”, the online site is also easily shareable with parents/community and other staff members to see counselor availability and scheduling of appointments.

### **DEVELOPING EFFECTIVE PARTNERSHIPS WITH PARENTS IN THE ADMISSIONS PROCESS**

Jane Watkins, My College Advocate, and Craig Ullom, Vice President of Student Affairs (Retired), Ohio Wesleyan; Katie Lovera, Associate Director of Admission, Otterbein University; Colleen Biederman, Guidance Counselor, Westerville North High School

*Audience: High School*

Parents continue to be important and influential co-investors of their child’s college experience. Many parents are searching for ways to continue engagement in their child’s life during this important transition from High School to college and beyond. This session will explore how college counselors can work in partnership with parents to prepare them for their evolving role in the college selection and transition process. Findings from a survey of parents will be shared as a catalyst to examine how college counselors can help parents be effective partners by creating interventions that optimize parent involvement while maintaining a student-centered college admission process. Participants will be encouraged to share practical strategies that they have found to be effective in working with parents.

### **YOUNG, BLACK AND GIFTED: ADDRESSING THE NEEDS OF GIFTED STUDENTS IN THE ADMISSION PROCESS**

William Coleman, University of Dayton

*Audience: College*

Navigating the undergraduate admission process can be a daunting task for many. “Gifted” students, or students with strong academic potential, have a unique set of experiences, not to mention if this is a student of color. This session seeks to identify key factors in decision making for gifted, underrepresented students and challenge professionals to consider the implications this may have in the admissions process.

### **FAKE SMILE: THE PROLOGUE OF THE C STUDENT**

Nloh Masango-Dlbo, Miami University

*Audience: College*

When working with students in higher education, we often come across students with immense talent, charisma and intelligence. Although we as educators may notice these qualities in students from building relationships, it is not always so obvious when looking at their academic grade reports or test scores. Students today apply and come into college with issues at home, school and everywhere in between, making it hard to keep their education a priority at all times.



### **BEING THE RIGHT-HAND WOMAN/MAN & LOVING IT**

Marcy Ritzert, Muskingum University, and Greg Landis, The University of Akron

*Audience: College*

Many young admission professionals have starry eyed dreams of leading a team of their own, becoming a director of an admission office someday. This is one of the most high achieving goals one can reach and something to aim for. However, for some professionals, this idea couldn't be farther from their career plan. Join some very seasoned Associate Directors who have spent years being the Right-Hand people of their Directors and love each moment of being a really great second in command.

### **RECRUITING STUDENTS OF COLOR: USING ALL YOUR RESOURCES**

Rochelle Shields, Northern Kentucky University

*Audience: College*

Are you looking to create programs or events that will enhance and increase your recruitment efforts? GEAR-UP! This is an interactive workshop that will provide tools on creating visitation programs for students of color. You will receive information that will assist you not only in your recruitment efforts, but will support your retention efforts. Tips will be shared on the importance of utilizing your campus partners, community partners, High School counselors and current students. Participants will spend time working in groups creating a presentation geared towards the students they serve.

### **INVOLVING FACULTY IN RECRUITMENT – THEIR IMPACT IS MORE IMPORTANT THAN YOU MIGHT THINK!**

Collin Palmer, The Ohio State University at Mansfield, and Terri Bucci, PhD. The Ohio State University at Mansfield

*Audience: College*

Through intentional effort, our campus has increased the involvement of faculty in the recruitment and yield processes with great success! Picking the right faculty and not burning them out is key. Do you want to grow a specific program on campus? Are faculty trying to find ways to be involved and fulfill their service requirements? This session will provide examples of when faculty involvement is most beneficial, how to ask for their help, and how to share the ownership of enrollment goals with your colleagues across campus.

### **THE CAMPUS VISIT THROUGH STORYTELLING**

Aaron Berger, Kent State University, and Marcy Ritzert, Muskingum University

*Audience: College*

The presenters will be discussing campus visits at different institution types that utilize a similar approach to the execution of a campus visit. Different institution types present different types of challenges. The ultimate idea is a storytelling approach which leads to a positive campus visit experience. This approach is rooted in the tour guide's own positive campus experience and their ability to share that while also informing families about the institution. The presenters will arrive at a set of tenants or ideals that no matter the institution type, admissions officers would like our tour guides or campus ambassadors to aspire to adopt with their approach. This can offer a refreshing take because the pressure is off the student and he or she can rely less on facts and figures and more on his or her own experience – of which they are their own expert!