

OACAC ANNUAL CONFERENCE
& GUIDING THE WAY TO INCLUSION



**STRONGER
TOGETHER**

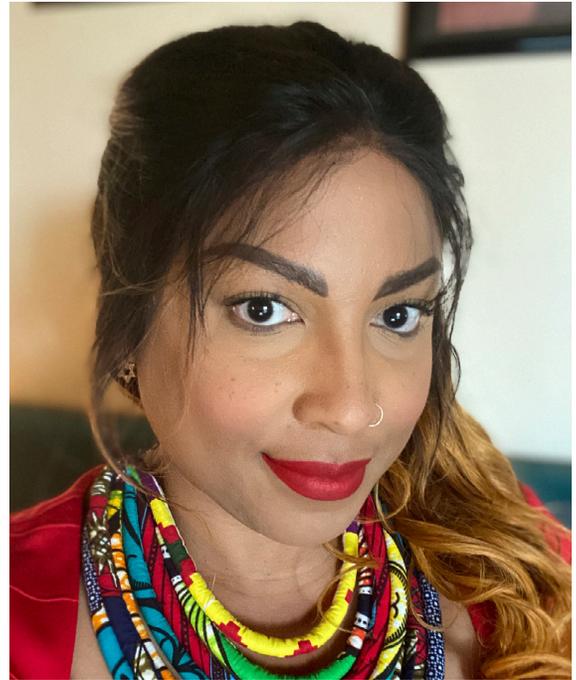
2021 | CLEVELAND, OHIO



MARCH 15TH & 16TH



OHIO ASSOCIATION FOR
COLLEGE ADMISSION COUNSELING



Welcome!

We are so thrilled to have you join us for Ohio Association for College Admission Counseling Guiding the Way to Inclusion and Annual Conference - Stronger Together. We extend our welcome to all the eminent speakers and guests from Ohio and across the country from different walks of life, sharing their knowledge and vast experience with our diverse membership. Choosing a profession in education is a very high calling; we hope this event provides you the opportunity to network with colleagues, learn best practices, and share your experiences as education, access, and inclusion champions.

OACAC aims to Educate, Advocate, Connect, and Prepare. We are here to support and uplift individuals in our profession. May you find encouragement as you listen to presenters, participate in sessions, and interact with fellow members and friends. We hope you will join us in the work ahead as we strive to make the Ohio Association for College Admission Counseling the **strongest** advocate for our profession.

OACAC President-Elect,
Courtney Johnson-Benson

Courtney



2021 CONFERENCE SCHEDULE

MONDAY, MARCH 15TH

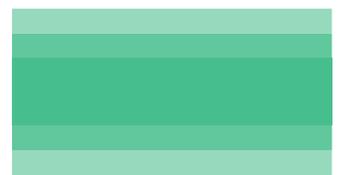
- 10:30-11:00am** GWI Welcome and Land Acknowledgement
11:00-11:50am GWI Keynote - Dr. Ken Schneck
Sponsored Break - 10 minutes - Sponsored by Next Level Prep and Wisr, Inc.
12:00-12:50pm GWI Session Block (2)
Sponsored Break - 1 hour - Sponsored by Naviance/Intersect
2:00-3:00pm GWI Session Block (2)
3:00-3:50pm First Timers Session - OACAC Presidential Team
3:50-4:00pm Virtual Networking Break Sponsored - Sponsored by Sallie Mae and College Board
4:00-4:50pm Conference Sponsor Presentation - Strive Scan
Sponsored Dinner Break - 1 hour - Sponsored by The Ohio Tuition Trust Authority
6:00-7:00pm Awards and Scholarships
7:10-7:30pm Educational Drag Show (Entertainment Block A) - Dr. Lady J
7:00-8:30pm Live Band (Entertainment Block B) - Elec Simon and Friends

TUESDAY, MARCH 16TH

- 9:00-9:50am** Annual Conference Keynote - Dr. Angel Perez
10:00-10:50am OACAC Session Block 1 (3)
Sponsored Break - 10 minutes - Sponsored by ACT, Inc. and ACT|NRCCUA
11:00-11:50am OACAC Session Block 2 (3)
12:00-12:50pm Lunch/Virtual Networking - Sponsored by Capture Higher Ed
1:00-1:50pm OACAC Session Block 3 (3)
2:00-3:00pm Rural School Administrators - Candace Boeninger - Moderator
Sponsored Break - 10 minutes - Sponsored by Niche and Unibuddy
3:10-4:00pm Student Panel - Marion Meadows - Moderator
4:00-4:45pm Business Meeting and Closing Remarks - OACAC Executive Board

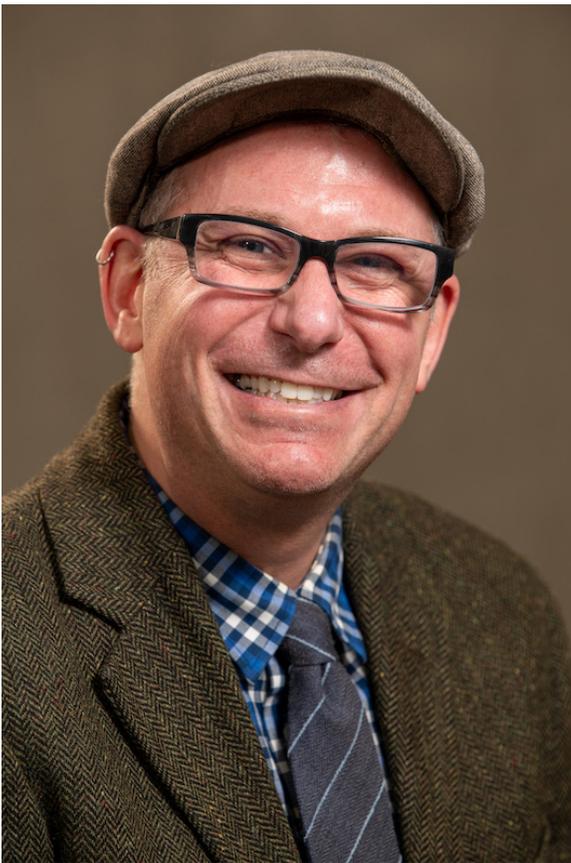
STRONGER TOGETHER

EDUCATE. ADVOCATE. CONNECT. PREPARE.





2021 CONFERENCE KEYNOTE SPEAKERS



DR. KEN SCHNECK

Ken Schneck is the Editor of The Buckeye Flame, Ohio's LGBTQ+ news and views digital platform. He is the author of *Seriously...What Am I Doing Here? The Adventures of a Wondering and Wandering Gay Jew* (2017), *LGBTQ Cleveland* (2018), *LGBTQ Columbus* (2019), and *LGBTQ Cincinnati*. For 10 years, he was the host of *This Show is So Gay*, the nationally-syndicated radio show. In his spare time, he is a Professor of Education at Baldwin Wallace University, teaching courses in ethical leadership, antiracism, and how individuals can work with communities to make just and meaningful change.

Be sure to join us for **VIRTUAL COLLEGE FAIRS**

Presented by
THE OHIO ASSOCIATION FOR COLLEGE ADMISSION COUNSELING



DR. ANGEL B. PÉREZ

Dr. Angel B. Pérez is CEO of the National Association for College Admission Counseling (NACAC). In this role, he represents nearly 14,000 admission and counseling professionals worldwide committed to postsecondary access and success. He is the primary voice of the association to government, media, and global partners. Pérez is recognized as a national thought leader and is a sought-after speaker on issues of educational equity, access, and success in American education.

Prior to his arrival at NACAC, he served for 22 years as a leader in higher education where his work was described as transformative. He most recently served as vice president for enrollment and student success at Trinity College (CT), where he also taught in the educational studies department.

Pérez is passionate about public policy as a platform for change. During his tenure in higher ed, the governor of Connecticut appointed him to the New England Board of Higher Education, and he was chosen by the Gates Foundation to serve on Forward50, a group of leaders presenting higher ed solutions to Congress. In 2019, a Forbes article named him the greatest influencer in college admission. Dr. Pérez's work has been featured in many media outlets including The New York Times, The Washington Post, NPR, and CBS Evening News.

MONDAY, MARCH 15TH

10:30AM

GWI WELCOME & LAND ACKNOWLEDGMENT

Brenda Gerhardt & Alexandra Bradley

GW Chairs Brenda Gerhardt and Alexandra Bradley will kick off our GWI programming with a warm welcome and words of wisdom. President-Elect Courtney Johnson-Benson will facilitate our first Indigenous Land Acknowledgement in an effort to be more conscious of the land on which we live and work and its first inhabitants.

11:00AM

KEYNOTE ADDRESS | DR. KEN SCHNECK



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SPONSORED BREAK

10 MINUTES



Next Level Prep

• PREPARED STUDENTS • BRIGHT FUTURES •



MONDAY, MARCH 15TH

12:00PM

COURAGEOUS CONVERSATIONS: INTENTIONALLY CONNECTING WITH STUDENTS MINUS THE BLIND SPOTS

Donita Jackson | School and College Counselor, Indian Hill High School

As professionals working with students while they make their journey through college admissions, we have the opportunity to interact with many young people from varying backgrounds. For the professionals that thrive on assisting other people, these roles are often exhilarating. Helping students and families through this process can be prodigious. Part of our human condition warrants that we are often prone to operate through various levels of bias in our thinking. Sometimes that thinking can inadvertently steer our thoughts, words and subsequent actions in ways we didn't intend. Sometimes, we may wrongly judge others based on our own experiences and not theirs. In this session, participants will be guided through a series of exercises and conversations facilitated by high school students. The purpose of their chat is to help admissions professionals become more aware of potential blind spots in the recruiting process. With information regarding identity, the Johari Window, Kahneman's System 1 and System 2 thinking, all who participate in the session will leave with a renewed sense of making authentic connections with students in the application process.

12:00PM

THE PROPOSAL: THEY SAID YES!

Sofia Closson | Admissions Counselor, International Recruitment, Capital University

In late 2018, I wrote a proposal that used data from Capital University and the US census to advocate for international travel for recruitment of undergraduate students. By using data and a simple proposal format, I was able to present my findings in a way that was concise and appealing to enrollment leaders. In November 2019, I traveled to Dakar, Senegal on behalf of Capital University, and early indicators are that it was a successful trip. My institution had not traveled internationally for recruitment in over a decade, so I initially struggled with how to advocate for this endeavor when there was no recent framework. I'll talk about the outcomes of my proposal, but more importantly, how you can build your own! My goal is for you to walk away with a plan of how to put your great ideas into action.

1:00-1:50PM

SPONSORED BREAK FROM NAVIANCE/INTERSECT



Supporting Students to Reach Their College Goals

Help students identify their strengths, explore careers, create academic plans, and match to best-fit educational opportunities to reach their education and life goals.

Naviance & Intersect at OACAC Conference 2021



Win an Amazon Echo Show:

Schedule a meeting with us and enter for a chance to win an Amazon Echo Show. Schedule now at hobsons.com/OACAC



Attend our "Painting with Class" event:

Join us after the conference on March 16 to network with your peers and learn how to paint a masterpiece. Sign-up at hobsons.com/event/oacac-painting-with-class



MONDAY, MARCH 15TH

2:00PM

IT'S GETTING CROWDED IN HERE: RETAINING RELEVANCY IN THE NONPROFIT SPACE

Gerri Jenkins | Executive Director, Mahoning Valley College Access Program (MVCAP)

There is no shortage of efforts and programming to provide assistance to high school students who are seeking to take the next step in life after high school graduation. While this is a good thing, it results in a difficulty - a lack of collaboration and communication among service providers, all doing good work, which can result in duplication of offerings. This session will address the efforts of one nonprofit organization, designed to lead the way, which was forced to reinvent itself - a process that it still underway and will continue for the foreseeable future.

2:00PM

WORKING DIFFERENTLY TOGETHER: A UNIFIED APPROACH TO SUMMER MELT

Kayla Ritter-Rickels | Senior Manager, Community Engagement, NRCCUA

Leslie Hattermer | School Counselor, Grades 10-11, Woodward Career Technical High School

Kelsi Goins | Assistant Director of Admissions, University of Cincinnati

Danielle Reid-Filak | CCP College Specialist, Activities Beyond the Classroom

Summer is a time that can feel like a "no man's land" for a college bound student - - - a high school graduate that is not quite enrolled in college. Come to learn how one school district and three college campus admission offices joined together to tackle summer melt together through mutual accountability and a different way of working together.

3:00PM

FIRST TIMERS' SESSION

Come learn about all the benefits being a member of OACAC has to offer. Explore ways to get involved with the organization and how to best navigate all the opportunities available through OACAC. During this session you will chat with seasoned OACAC veterans that have served in various capacities for many years. They will share why they got involved and why they continue to stay involved.

Be sure to attend this session to learn more about our organization and hear from the OACAC Presidential Team.....P.S. there will be trivia and a prize!



OACAC

OHIO ASSOCIATION FOR COLLEGE ADMISSION COUNSELING

MEMBERSHIP HAS IT'S BENEFITS

NETWORK

1,200+
Members

LEARN

Professional
Development

LEAD

Webinars,
Workshops
and more!

Ask how to join today or visit oacac.org

EDUCATE | ADVOCATE | CONNECT | PREPARE

MONDAY, MARCH 15TH

4:00PM —————

STRIVESCAN PRESENTATION

STRIVE



SCAN

SPONSORED DINNER BREAK
5:00-6:00PM

Ohio's



COLLEGE ADVANTAGE

6:00PM —————

AWARDS & SCHOLARSHIPS



Join as we celebrate our colleagues and acknowledge our Warren Scholars!



JACK SCOTT AWARD RECIPIENTS

The Jack Scott Award is the highest honor the Ohio Association for College Admission Counseling can bestow upon an individual. The criteria used to select a recipient is service and dedication to OACAC; contributions to the profession of high school guidance and college admission; and qualities such as humility, professionalism, dedication, fairness, and unselfishness.

John T. Amy
Virginia Bica
Bob Blake
Donna Pugh Blevins
James Blosser
Martha Booth
Michele Brown
Agnes Cloud
Thomas Colaner
Paula Compton
Mary Lou Culp
Ken Davenport
Rae Ann DiBaggio

Burton Dunfield
Richard Eastop
Kim Ebrecht
Tom Fanning
Sandy Farris
John Frahlich
Mary Lu Flynn
Jean Frehse
Carl Gerbasi, Jr.
Mary Grimaldi
John Hattendorf
Mike Homza
N. Kip Howard

Betty Jane Hull
Cass Johnson
P J Jorgensen
John Martin
Carolyn McAngell
Mary Rowe Moore
Byron Morris
Paul Napier
Jerry Phillips
Dave Pohlman
Bruce Riddle
Charles Schuler
Kristy Smith

Richard Smith
Sally S. Sprunk
Steve Steinhilber
M. Jeanne Talley
Gary Weidner
Gary Williams
Kevin Witham
Robert Yochum
Fred Ziegler
Sherman Dean
Jeff Stahlman

LIFE MEMBER AWARD RECIPIENTS

The Ohio Association for College Admission Counseling awards life membership to recognize long meritorious service to our profession (a minimum of ten years). This award is also recognition of significant participation and contribution to the activities of OACAC.

John T. Amy
Myron Achbach
Joe Banks
Gwen Bailey
Jim Barr
Marilyn Bauer
Art Bennett
Carl Bewig
Virginia Bica
Robert Blake
Donna Pugh Blevins
James Blosser
Martha Booth
Timothy Boylan
Michele Brown
Thomas Canepa
Paula Mccumber Carroll
Thomas Colaner
Paula Compton
Mary Lou Culp
Ken Davenport
Mark Davis
Paul Deutsch
Rae Ann DiBaggio
Karen Dickerson
Nancy Dowling
Burton Dunfield

Richard Eastop
Kimberly Ebbrecht
Janet Elfers
Beverly Ellis
Tom Fanning
Sandra Farris
MaryLu Flynn
Mabel Freeman
Jean Frehse
John Frahlich
Tina Garland
Carl Gerbasi, Jr.
Harry Gerlach
Edgar Gibson
Nancy Gibson
Sue Gilsdorf
Thomas Glick
Mary Grimaldi
Dick Gulbenkian
John Hattendorf
Beth Heiser
Ralph Hoffines
N. Kip Howard
Betty Jane Hull
Virginia Imhoff
Rhonda Inderhees
Robert Jackson

Cass Johnson
Patricia Jorgensen
Aaron Kellenberger
Linda Knicely
Anna Laura Kingzett
Michael Kish
Giles Krueger
John Kushan
Greg Landis
Ellen Lehman
Joel Liles
Marilyn Litton
Mary Lou Martin
John Martin
Carolyn McAngell
Jean Meints
Mary Rowe Moore
Byron Morris
James Mottice
Paul Napier
Robert Neel
A. James Norton
Janie O'Shaughnessy
Dan Pohl
David Pohlman
Ed Rhine
Marcy Ritzert

William Robinson
Charles Schuler
Lavona See
Albert T. Senft
Kent Shirley
Rex Simonds
Sally S. Sprunk
W. Lloyd Sprouse
Ric Stackpole
Jeff Stahlman
Steve Steinhilber
Amy Tomko
M. Jeanne Talley
Randy Trostel
James Walters
Phyllis Wells
Annabele Whalen
Robert Yochum
Dan Weiss
Lisa Wendel
Kevin Witham
Moiria O'Riordan
Amber Wood
Candace Boeninger
Lynn Dembski
Kimberly Gentile

M. JEANNE TALLEY HUMAN RELATIONS AWARD RECIPIENTS

The M. Jeanne Talley Human Relations Award recognizes those individuals/organizations who have given above and beyond to those in need and given meritorious service.

1989 Father Ronald Nuzzi	1997 James McCann	2005 Mila Cooper	2014 Linda Knicely
1990 M. Jeanne Talley	1998 Sherdene Brown	2006 Jose Trevino	2015 I Know I Can (Columbus, OH)
1991 William Davis	1999 Ricardo Lucio	2007 Tally Hart	2016 Tally Hart
1992 Veronica Thomas Michael D. Hall	2000 Martino Harmon	2008 Chip Murdock	2017 Chip Murdock
1993 Chloenette Amos	2001 Mary Babcock	2009 Nancy Gibson	2018 Nancy Gibson
1994 Joan Tussing	2002 Geoff Morton	2010 Ericka Walker-Smith	2019 Donita Jackson
1995 Yvonne Sems	2003 Marsha Mockabee Maggie McClendon	2011 Ann Donahue	2020 Kate Webster
1996 Cathy Epsy	2004 Art Brooks	2012 MorraLee Keller	
		2013 Andrea Tracy	

NEW MEMBER AWARD RECIPIENTS

The Ohio Association for College Admission Counseling began the new member award in 1993. It was inaugurated to recognize significant contributions of those members with less than five years' involvement with OACAC.

1993 Paul Bravo Lori Dietsch Lisa Peterson Lavona See	2001 Jill Oakley-Jeppe Marcy Ritzert Doug Ruschman	2008 Derek DuBose Adrea Spoon	2016 Brenda Aversch Megan Claycomb Lindsay Czech Jae Denson
1994 T. David Garcia Lisa Cornelius Jane O'Shaughnessy	2002 Tricia Howard Michael Kabbaz Kristen Pugh	2009 Emily Buehler DeLane Crutcher Jill Okey	2017 Nicholas Blair Munhofen Chape Ovalle
1995 Jeff Stahlman Charlotta Taylor	2003 Brian Saul Ericka Walker	2010 Zakiya Collins 2011 Katrina Caldwell	2018 Scott Jackson Courtney Johnson-Benson
1996 Eric Bono Dante Connell Aaron Kellenberger Sheri Wintringer	2004 Brooke Butler Joanne Landers Jeremy Cubranich Jen McCamis	2012 Seneca Bing Derek Brinkley Stacey Dorr Ryan Routh	2019 Kaetlynn Wise 2020 Kailee Aston Isabella Williams
1997 Patrick Galloway Kelli Reavling Cobb Kristy Messer	2005 Ben Shoemaker Jen Collignon Alisa Dentinger Mandy Steiner	2013 Connie Brannon Dustin Dunlavy Stephanie Lukezic	
1998 Patty Frazer Lori Wright	2006 Nadia Leary Ann Neely Craig Sohl	2014 Katy Marshall Kayla Ritter-Rickels Jessie Carter Catie Geraci	
1999 Kimberly Bennett Montique Cotton	2007 Brian Collins Kristen Dickerson Sheri Gross Ja'-Alycia Roberson	2015 Stephanie Ratkovich Kathy Moore Norris Cottrell Laren Beese	
2000 Allison Duchene Julia Horning Denise Porter Tricia Renner			

MONDAY EVENING ENTERTAINMENT!

EDUCATIONAL DRAG SHOW
7:00-7:30PM



DR. LADY J

“Doctor of Drag,” and Director of Programming, Outreach, and Education at Studio West. Dr. Lady J will share stories about her climb to fame as a drag queen and how she navigated higher education as an openly queer student. Dr. Lady J is a non-binary, trans woman who holds a doctorate in Musicology from Case Western Reserve University and is the world’s first drag queen with a Ph.D. dissertation on drag history. She is a working drag queen whose research and educational outreach focus on obliterating the erasures of queer performance from history and bringing forward the contributions drag performers have made to politics, music, film, fashion, and popular culture.



Website: <http://www.theonlyladyj.com>

Social Media: Instagram @theonlyladyj

Facebook: theonlyladyj

MONDAY NIGHT CON'T...

LIVE BAND

7:00-8:30PM

ELEC SIMON AND FRIENDS

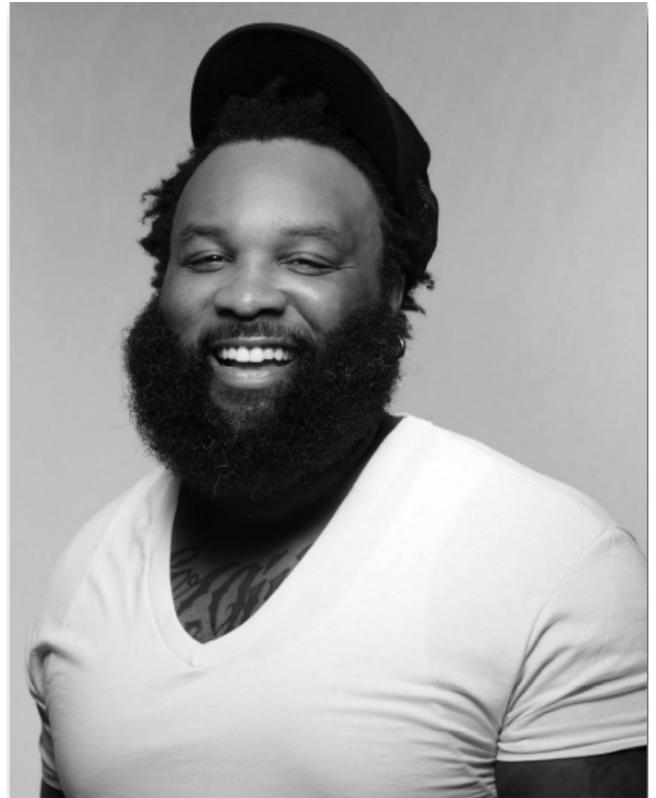
Join former STOMP cast member and Northeast Ohio native Elec Simon and his friends as they heat up the virtual stage to help raise money for the OACAC Charles L. Warren Memorial Scholarship. After his time with STOMP, Elec decided to return to his home in Canton, Ohio, where he felt the need to give back to his community. Dear to his heart was the subject of anti-bullying. As a child, Elec had lost his best friend to bullying. He realized he could use his music as a platform to create change.

Instagram: @elecsimon

Facebook: EWAYNE10

Twitter: @ElecSimon

Video: https://www.youtube.com/watch?v=M3mvMHNX_2o



TUESDAY, MARCH 16TH

9:00AM

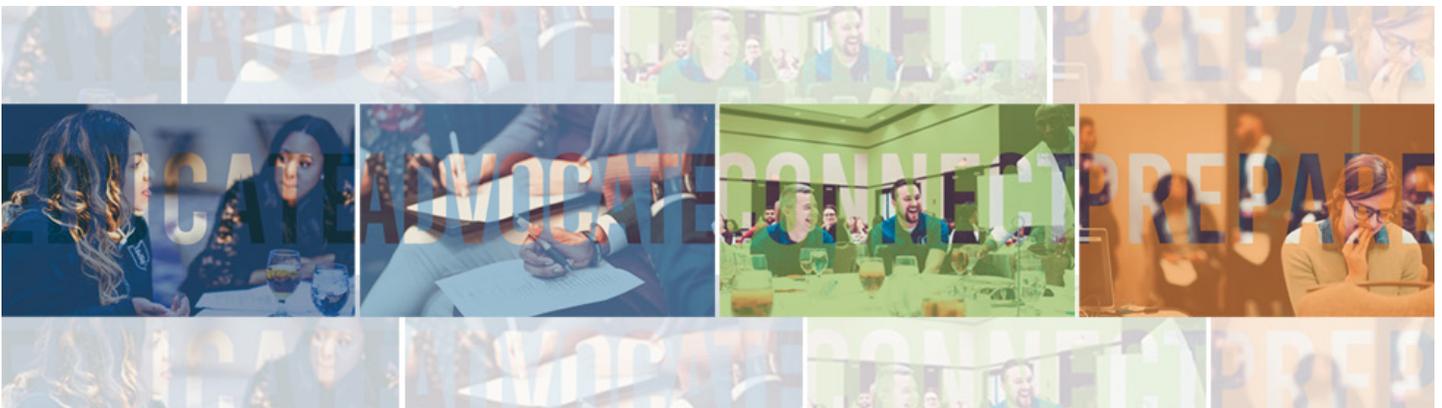
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TUESDAY, MARCH 16TH

10:00AM

LEVERAGING TECHNOLOGY TO STRENGTHEN COLLEGE ADVISING PROGRAMS

Chris McCoy | Department Chair for College Advising, St. Xavier High School

Learn how one school has adapted to change by leveraging technology to strengthen their college advising program. Within one year this college advising office has changed college exploration platforms, implemented online student and family appointment scheduling, eliminated numerous paper form processes, migrated advising resources for students and families to an online learning platform, discovered new ways to communicate with one another, and much more. Get practical tips and also hear about lessons learned through the process.

10:00AM

IS YOUR COLLEGE'S PRE-ENROLLMENT SERVICE DELIVERING ENROLLMENTS?

Rick Montgomery

Your current pre-enrollment service is very likely a hidden influence in your recruiting success. The question is: How does YOUR college measure up? Prospective students and parents are demanding more and better customer service in an increasingly competitive market. Fresh data from a nationwide Higher Ed study offers insights into what is, and isn't, effective customer service during the college selection process. Over 10,000 prospective students candidly shared what you should be doing to ensure your college's service delivery is having the desired positive impact on enrollment. The study uncovered that colleges who recognize the value of customer service, especially during the pre-enrollment phase, are more attractive to prospective students and parents. We'll share proven techniques that can be used immediately to clearly and powerfully differentiate your institution.

10:00AM

HOW YOUR STUDENTS CAN MAXIMIZE THEIR FINANCIAL AID!

Charlie Maynard | CEO, Going Merry

The three most important to-do's in financial aid are 1) completing the FAFSA, 2) applying to scholarships (particularly local ones), and 3) understanding and comparing your financial aid letters. In this session, we'll go through how to do each from one place. We'll do this through a live demo of Going Merry, a one-stop financial aid application platform used by 18,000 high schools across the US. 70% of our students say they are not applying to some colleges because of their costs. They also describe the process of working out how they'll pay for college as stressful and overwhelming. Our view is that the biggest driver of this is the lack of transparency. It starts with students not actually knowing the real cost of each college they are considering (sticker prices are irrelevant to most students). And it goes right the way through to the complex web of subsidized, unsubsidized, parent plus, and private loans. We want to give counselors resources to make this process more transparent for their students

TUESDAY, MARCH 16TH

11:00AM

BUILDING CREATIVE DELIVERY SYSTEMS FOR COLLEGE-READINESS PROGRAMMING

Craig Heath

As many college-readiness programs in high schools are dealing with limited resources, it is becoming more necessary to be creative when planning on how to deliver programs to students. This session will present practical ideas on creatively using the resources you have to create a comprehensive program for your students.

11:00AM

FROM HIGH SCHOOL INTO HIGHER ED: DIVING INTO THE SUMMER MELT PHENOMENON AT AN URBAN SCHOOL DISTRICT

Tammy Zillox | Adjunct Professor & K-12 Educator, Xavier University & Cincinnati Public Schools

Summer melt is a national phenomenon that occurs when high school graduates intend to matriculate into higher education immediately following graduation but end up not doing so. This phenomenon is widespread across the country and enables the poverty cycle to continue. Over the last decade, national studies conducted to understand the summer melt phenomenon have identified three factors that create barriers to matriculation for high school graduates who succumb to summer melt: financial, paperwork, and home circumstances (Castleman, Arnold, & Wartman, 2012). The purpose of this phenomenological case study is to gain a better understanding of the transition between high school graduation and matriculation into higher education for low-income graduates of a specific school district in Southwest Ohio. A sufficient number of matriculated and non-matriculated graduates were recruited to identify factors that contributed to the summer melt phenomenon and to describe how another small group of matriculated graduates overcame similar factors. Due to a minute representation of the student population, the results of this study cannot be taken as representative of all graduates of this school district, however, the findings of this study can serve as a starting point for future studies.

11:00AM

THE VISION BEYOND THE APPLICATION: TRANSCENDING THE TRANSACTION BY BUILDING RELATIONSHIPS WITH ADULT, TRANSFER, AND ONLINE STUDENTS

Hala Abou-Dahech | Senior Transfer Specialist, University of Toledo

Robyn Marrufo | Manager, Transfer Admissions, University of Toledo

College fairs, campus visits, applications, “the numbers”. They are all part of our world of college admissions. At times, the role can feel simply transactional with many conversations taking place through a phone or behind a screen. This presentation will examine the value of traditional “1:1” meetings with students and their families. These appointments personalize the admission path for students; they provide a voice for each student to plan his/her future, and a safe place to ask questions about that journey. Our job as admissions professionals is to add value to higher education by providing access to opportunities for a brighter future. At The University of Toledo, we have found that shifting our transfer and post-traditional admissions focus to the relationship-building model has provided value to our students, our team as professionals, and the institution.

TUESDAY, MARCH 16TH

12:00PM

LUNCH & VIRTUAL NETWORKING SPONSORED BY



Stronger Together.
DRIVEN BY RESULTS.

Ask about enrollment management's only **Outcomes-Based Pricing.**

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1:00PM

TEAMWORK INSPIRES LEADERSHIP

Beth DaLonzo | Account Executive 5-12 Client Relations Ohio West, ACT

Sherman Dean II | Director of Admissions, Hiram College

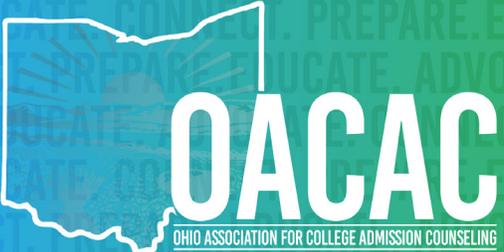
Dave Dietrich | Director of Recruitment & Admissions, The Ohio State University College of Food, Agricultural, and Environmental Sciences Wooster

Kim Ebbrecht | Senior Director of Programming, I Know I Can

Diane Kanney | Director of Enrollment, The Ohio State University at Newark

Wes Grunden | Assistant Director of Admissions, The Ohio State University at Newark

With over 60 years of experience in higher education, we have stories to share, advice to give and key insights into how young professionals should think about and plan for their career advancement. If teamwork inspires leadership, all members of your team will feel connected, important, valued and appreciated. As we like to say, "Teamwork makes the dream work!" Participants should come prepared to confidentially share questions that will ignite great conversations and a renewed spirit about how each of us plays a role in successful leadership.



JOIN TODAY!
MEMBERSHIP HAS IT'S BENEFITS!

EDUCATE. ADVOCATE. CONNECT. PREPARE.

TUESDAY, MARCH 16TH

1:00PM

CREATING A CAMPUS ENVIRONMENT THAT SUPPORTS ALL STUDENTS

Darcy Haag Granello, Ph.D. | Professor, Counselor Education, The Ohio State University

College students arrive on campus with significant mental health concerns that are more than can be adequately addressed solely by the college counseling center. Instead, the entire campus must work together to create a campus culture of care where each department or program at the university, even those not traditionally directly involved in mental health care, understands their role in helping students thrive. In this presentation, members of a University Task Force will describe how a campus-wide approach to student suicide prevention and mental health has reconceptualized how members of the campus community understand their role and has empowered a university community to engage. Panel members are the director of the university's suicide prevention program, director of the university counseling center, a faculty member not previously connected to mental health initiatives, a student, and a director from the office of university communications. Together, they will describe how one university developed a long-term strategic plan for a campus-wide approach to suicide prevention and mental health that engages many different offices and individuals at the university.

1:00PM

THE ROAD TO SUCCESS IS COVERED IN DATA

Cecilia Castellano | Vice President for Strategic Enrollment Management, Bowling Green State University, Division of Enrollment Management

This session will cover how the use and understanding of data and data sets can benefit enrollment professionals from a very functional user perspective. The session provides tactical approaches for anyone who is a little weary of the vast amounts of data in admissions and enrollment units to users who want to grow understanding of data and how to apply it to achieve results. Real examples and problem solving discussion as well as a discussion on how the art and science of enrollment management can come together to achieve goals.

STRONGER TOGETHER

TUESDAY, MARCH 16TH

2:00PM

RURAL SCHOOL ADMINISTRATORS

Candace Boeninger | Vice President for Strategic Enrollment Management, Ohio Univesity

This will be a round table discussion session around the rural student. We hope to provide rural school counselors the chance to let institutions know what they, and their students need. Also, institutions can also share what they are doing to serve rural students. NACAC Rural Student Special Interest Group information will also be shared.

3:10PM

STUDENT PANEL

Marion Meadows | Associate Director, I Know I Can

This session sponsored by OACAC Inclusion, Access, and Success Committee will give conference participants a unique opportunity to hear about the college search process directly from high school seniors. The student panelists will discuss the highlights and challenges they encountered throughout the process and provide feedback with their high school counselors and college admissions offices. Come prepared to learn and ask questions!

4:00PM

CLOSING REMARKS & BUSINESS MEETING

OACAC Presidential Team

OACAC business meeting will provide an opportunity to hear updates regarding the organization, upcoming events and information with plans for the 2021 and beyond. We hope you join us to hear from the OACAC Presidential Team and to welcome the newest members of the Executive Board to the OACAC family.

Thank you
FOR JOINING US!

From the GWI & OACAC Annual Conference Committee

THANK YOU, SPONSORS



Now part of ACT®, the National Research Center for College and University Admissions™ (NRCCUA®) is a data science and research organization with four offices across the U.S. For 45 years, ACT | NRCCUA has been a leading provider of data, technology and programs serving students, high school educators, colleges and universities. These solutions represent the link between students making important life decisions and those providing the resources and information they need to succeed in their post-secondary lives. In 2017, NRCCUA launched Encoura™ Data Lab to enable institutions to make real-time strategic and operational decisions to meet their unique enrollment goals. For more information, visit <https://www.encoura.org>



ACT is a mission-driven, nonprofit organization dedicated to helping people achieve education and workplace success. Grounded in 60 years of research, ACT is a trusted leader in college and career readiness solutions. Each year, ACT serves millions of students, job seekers, schools, government agencies and employers in the US and around the world with learning resources, assessments, research and credentials designed to help them succeed from elementary school through career. To learn more, visit us at act.org.



Capture Higher Ed is a leading marketing and recruitment firm that helps university admission offices identify, convert and enroll the right students. Capture's managed service approach is built on its Behavioral Intelligence Platform (BIP), which combines marketing automation and predictive modelling to support a prospective student's entire enrollment journey — from unknown website visitor to enrolled student. Powered by machine learning, the platform integrates solutions like digital advertising, social marketing, email, search consulting and much more. This enables Capture's teams of experts and data scientists to generate the industry's strongest results for client institutions, from hitting application conversion targets to achieving net tuition goals.

THANK YOU, SPONSORS

The College Board is a mission-driven not-for-profit organization that connects students to college success and opportunity. Founded in 1900, the College Board was created to expand access to higher education. Today, the membership association is made up of over 6,000 of the world's leading educational institutions and is dedicated to promoting excellence and equity in education. Each year, the College Board helps more than seven million students prepare for a successful transition to college through programs and services in college readiness and college success - including the SAT and the Advanced Placement Program. The organization also serves the education community through research and advocacy on behalf of students, educators and schools.



A leader in education technology, Hobsons helps more than 15 million students to identify their strengths, explore careers, match to best-fit educational opportunities, create academic plans, and reach their education and life goals. More than 14,000 K-12 and higher education institutions partner with Hobsons and leverage our expertise and our solutions -- Naviance, Intersect, and Starfish -- to improve college and career readiness, college recruiting and admissions, and higher education student success to support millions of students.



Next Level Prep provides effective, affordable ACT/SAT preparation for high school students. Our six-hour seminar demystifies the ACT or SAT by explaining its structure, the academic content covered on it, and testing and time-management strategies students can employ to maximize their performance. Students learn specific, tangible strategies to answer more questions correctly, how to decipher questions designed to thwart their performance, and specific academic content that regularly appears on the ACT or SAT. By partnering with high schools, we can attract a maximum number of students, thereby affecting a school's college entrance exam profile while keeping costs per student at a minimum. You may view our 3:32 informational video at <https://nlpohio.com> or contact Dave Dobos (dave@nlpohio.com, 614-580-7380) with any questions.



Next Level Prep
• PREPARED STUDENTS • BRIGHT FUTURES •

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Sallie Mae believes education and life-long learning, in all forms, help people achieve great things. As the leader in private student lending, we provide financing and know-how to support access to college and offer products and resources to help customers make new goals and experiences, beyond college, happen. Learn more at SallieMae.com

STRIVE  SCAN

Capture Higher Ed is a leading innovator of marketing platforms and services for enrollment management and university advancement. Capture's Behavioral Intelligence Platform (BIP) offers solutions throughout the student decision journey: ENGAGE, APPLY, AID and ENROLL. With industry-leading marketing automation, fully managed services and AI-powered predictive modeling - all built specifically for higher education - Capture gives universities the control needed to target interested students in relevant ways that increase engagement, drive admissions and improve retention. Founded in 2011, Capture has served hundreds of higher education institutions and programs across the country while being recognized by Inc. 5000 as a fastest-growing U.S. company.



For the last 30 years, Ohio's 529 Plan has provided families in and out of Ohio flexible options and educational resources to invest for education expenses after high school. Ohio 529 Plan can be used at any federally accredited four-year college or university, two-year community college, trade or vocational school, and certificate program across the country. Tax-free withdrawals when the funds are used for qualified higher education expenses like tuition; room and board; computers, related equipment and services and required fees. New this year is the addition of apprenticeship programs. Any Ohio taxpayer who contributes to Ohio's 529, CollegeAdvantage may deduct their contribution from their Ohio taxable income up to \$4,000 per year, per beneficiary with unlimited carry forward on larger contributions. Ohio's 529 Plan, CollegeAdvantage, is offered and administered by the Ohio Tuition Trust Authority, a state agency under the Office of the Chancellor of the Ohio Department of Higher Education.

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Niche is where students choose their college. Whether a school is already on their list or the perfect fit they haven't yet discovered—Niche connects students to the colleges that are uniquely right for them. Our enrollment marketing solutions enable our 1,700 partners to build genuine connections that nurture interest into visits, applications and enrollment. By supporting over 27 million students and families, Niche is changing how colleges and universities connect with students and build their future classes.



Unibuddy powers decisions through peer to peer connections. Delivering an experience which is simple, personal and authentic, combining humanity, technology and direct experience to unlock life's choices.

We match prospective students with your current students, giving them real-time access to real people with relevant interests.



Trusted by 300+ institutions around the world www.unibuddy.com.

Wisr creates an innovative and unique way to foster peer-to-peer connections at scale by building a comprehensive engagement platform for prospective, admitted, and incoming students. Wisr's capabilities are critical in helping universities continue to recruit effectively in a post-pandemic environment by creating a seamless experience between virtual and in-person interactions, meeting the needs of each student on each unique college search journey.



COMMITTEE MEMBERS

2021 GWI and Annual Conference Committee

Chair	Courtney Johnson-Benson	The University of Akron
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GWI Chair	Brenda Gerhardt	University of Dayton
GWI Chair	Alleigh Bradley	Columbus State Community College
Program Chair	Chris McCoy	St. Xavier High School
Program	Dr. Pamela Ellis	Compass Education Strategies
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Vendors/Sponsors	Ed Recker	Sallie Mae
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Vendors/Sponsors	Ken Sigler	Capture Higher Ed
First Timers' Session	Kaetlynn Wise	University of Mount Union
Entertainment	Chris Stimler	University of Akron
Tech/Evaluations Chair	Scott Jackson	The University of Toledo
Publications Liaison	Scott Jackson	The University of Toledo
Fund Raising	Maira O'Riordan	St. Edward High School
Fund Raising	Desi Gould	St. Edward HS School
Fund Raising	Sarah Zachrich	Bowling Green State University

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Thank you!

WE ARE SO GLAD YOU WERE ABLE TO ATTEND OUR 2021
GUIDING THE WAY TO INCLUSION AND ANNUAL CONFERENCE!

WE HOPE YOU WILL JOIN US NEXT YEAR!



MARCH 15TH & 16TH

