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Welcome, Friends and Colleagues, to the 2016 WACAC Conference

We are all aware that some seemingly seismic shifts will be occurring in the world of college admission in the next year. I don't think it will be the Perfect Storm that many fear, but something for which we need to prepare.

This fall, we will see alterations to the admission cycle created by the prior-prior-year (PPY) financial aid processing. At the same time, the long awaited changes to admission testing will also create some waves in our work. A new application may also send ripples into our waters. As professionals, we can only guess at the outcomes these changes will create. However, as long as we stand together to weather the storm—it too shall pass.

We have sailed these waters as professionals many times. Although the currents and waves may change, we can be guided by the constants of our profession. Our guiding stars remain:

- Equal access for all students to higher education
- Finding fit and match in the college search,
- And above all—our common values and ethics.

The past year started with a tidal wave of excitement as Western played host to the 71st annual NACAC Conference in San Diego. We welcomed a record breaking attendance of over 7,500 colleagues from around the globe. The Local Advisory Committee, and each and every volunteer, was critical to the success of the event.

I want to take a moment to thank all of the hard working WACAC Committee Chairs and Delegates for all their work and dedication over the past year. There are so many paddling our collective WACAC boat, and we are all grateful for their service to the organization.

The 13th annual GRAC Conference was a huge success and will lead to WACAC writing legislation to help reduce the 1,000:1 student to counselor caseload in California (the worst ratio in the nation). Please join efforts with GRAC to make visits in Sacramento and in your local community. We can serve our elected officials by being the beacon for college access. It is a critical mission as our state braces for a 1.5 million shortage of college graduates in our labor pool over the next decade. Let's give our students the chance they deserve.

A tip of the hat also to the Professional Development team that guided us through so much of our programming this year.

We had another great Leadership Development Institute in January, and a new Share Learn Connect in Sacramento was added to the very successful series of one-day conferences that took place at five locations throughout the state. We have set our sight on the Central Valley for our next addition to SLC. Another successful District Directions program also took place in Campbell, marking the 5th district served.

Thank you to Matt Fissanger and Radia Alouche and all of LMU for opening their campus to WACAC yet again. The conference committee has been hard at work planning this year’s event. I hope many will take advantage too of the IDEA Pre-Conference and all the amazing sessions, and fun, they have planned.

Our strength is our diversity, and our size, and more importantly our shared mission. Please, take a moment to view the WACAC Profile on the inside back cover to get to know WACAC and our impact. Change is constant, and together we can navigate our way through another admission cycle no matter the storm.

It has been a pleasure to work with so many great people over the years. We long to hear your stories and will ask you share your personal tales of purpose and leadership over the next year—www.wacac.org/tell-my-story.

May the wind always be at your back, happy sailing!
WEDNESDAY, JUNE 1
9:00 am to 5:00 pm
Conference Registration
7:00 to 8:00 am
Pre-Conference and IDEA Registration
9:00 to 11:00 am
Exhibit Hall Set-Up
8:00 to 11:45 am
IDEA Institute
8:00 to 11:45 am
Pre-Conference Sessions
11:00 am to 12:45 pm
Exhibit Hall Open
12:00 to 12:45 pm
First Timers/Mentors Lunch
1:00 to 2:00 pm
Opening Session
2:00 to 6:00 pm
Exhibit Hall Open
2:25 to 3:20 pm
Session A
3:35 to 4:30 pm
Session B
6:00 pm
Dinner
7:30 pm
Social and Dessert

THURSDAY, JUNE 2
7:30 to 10:30 am
Conference Registration Open (closes at 10:30 am)
7:45 to 8:30 am
Local Counselor Breakfast
8:30 to 11:00 am
Exhibit Hall Open
8:45 to 9:40 am
Session C
8:30 to 10:45 am
Deans and Directors Meeting and Breakfast
9:55 to 10:50 am
Session D
11:00 am to 12:15 pm
Business Meeting
12:15 pm
Box Lunches
12:45 to 2:00 pm
College Fair
1:00 to 6:00 pm
Exhibit Hall Open
2:10 to 3:05 pm
Session E
3:20 to 4:15 pm
Session F
4:30 to 6:00 pm
Exhibitor Wine & Cheese
6:00 to 8:00 pm
WACAC Olympics
9:00 pm
Movie: How I Got Into College

FRIDAY, JUNE 3
7:45 to 8:45 am
Past Presidents’ Breakfast, invitation only
Committee Meetings
SIG Meetings
9:00 am
Central Plant
9:00 am
Children’s Center
9:00 am
Communications Arts
9:00 am
Daum Hall
9:00 am
Daum Hall Annex
10:00 am
Fewana Hall
11:15 am to 12:45 pm
Branch and Closing

Make sure you are tagging #WACAC2016 and are following @WACAC on Twitter and Facebook!

THURSDAY, JUNE 2
#TIL (Today I Learned)
Tweet, facebook, Insta, and share what you’ve learned from your colleagues’ presentations. Be sure to tag #TIL and #WACAC2016 so we can track your posts!
Example: #TIL how to utilize alumni from Pomona College Sr. Assistant Dir. Conor O’Toole @WACAC2016

THURSDAY, JUNE 2
#WACAColympics
Join the social through social media! Use #WACAColympics to stay up to date on the competition. See who takes home WACAC gold, silver, and bronze!
Example: Getting ready to dominate Catalogue Discus in #WACAColympics at #WACAC2016

FRIDAY, JUNE 3
#IMO (In My Opinion)
Reflect on your favorite part of WACAC with #IMO (In My Opinion). You can follow up with #IMO the best part of #WACAC2016 was… or #IMO the most important thing we can do as academic professionals is…
Example: #IMO the best part of #WACAC2016 was when Jeff Morrow had a rap battle with Ed Devine.
EXECUTIVE BOARD

WACAC EXECUTIVE BOARD

Ed Devine, Lafayette College
President

Peggy Hock, Saint Lawrence Academy
Past President

Jeff Morrow, Oaks Christian School
President-Elect

Sonia Ryan, St. Mary’s College High School
Admissions Practices

Omar Zazueta, Claremont McKenna College
Admissions Practices Chair-Elect

Vanessa E. A, University of Colorado, Colorado Springs
College Fairs

Samantha Schreiber, Pomona College
Communications

Kevin Dyerly, University of Redlands
Development

Jamilla Jamison, Harvey Mudd College
Diversity, Equity and Access

Kris Zavoli, Notre Dame de Namur
Trustee, Government Relations

Breanne Boyle, Collegewise
Governor Relations, Chair Elect

Angie Goss, Spanish Springs High School
Nevada Issues

Gregg Murray, Viewpoint School
Inter-Associations

Andy Loiser, Sage Hill School
Membership

Lauren Popkowski, Oaks Christian School
Professional Development

Naomi Grisham, Miramar College
Transfer Advocacy

Andres Castillo, Montebello USD, Retired
Treasurer

CONFERENCE PLANNING COMMITTEE

CONFERENCE CHAIR

Peggy Hock, Saint Lawrence Academy

PROGRAM

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Anna Takahashi, Eastside College Prep
Maureen Eagle Geiberg, University of Southern California
Arun Ponnusamy, Collegewise
Kristin Collins, Pepperdine University

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Sonia Arora, The Archer School for Girls
Neelam Salva, University of Southern California
Amy Hammer, Chapman University

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Emily Wright, University of Arizona
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Laurie Callaway, College of Saint Benedict & Saint John’s University

NICK Keller, University of Minnesota
Garrett Addison, Chapman University

Eric Wilson, Saint Louis University
Bridget Jones, Colorado State University

IDEA CONFERENCE

Jamilla Jamison, Harvey Mudd College

OPENING AND CLOSING SESSION

Katy Murphy, Bellarmine
College Preparatory

LOCAL COUNSELORS

Carly Flockett, Marymount High School
Lisa Saldias, University of San Diego

MENTORSHIP AND FIRST TIMERS

Barbara Schutt, Orchard Hills School
Katy Murphy, Bellarmine College Prep

SCHOLARSHIPS

Gabrielle McColgan, Castilleja School

VOLUNTEER COORDINATOR

Meredith Britt, de Toledo High School

THANK YOU TO THE CONFERENCE VOLUNTEERS

On behalf of the entire WACAC Conference Committee, we would like to thank all who donated their time and expertise to make Sea Change a reality. We could not have done it without you! This year, volunteers assisted with Conference and IDEA Institute registrations, Wednesday evening’s social, educational sessions, and wherever they were needed. Volunteering for WACAC is always fun! I encourage you to give back and connect with colleagues at WACAC 2017, our 50th anniversary conference.

Meredith Britt, Volunteer Chair
WACAC HAS 13 COMMITTEES THAT SUPPORT THE MISSION OF THE ORGANIZATION

Admission Practices
The Admission Practices Committee was established to educate admission and counseling professionals, as well as nonmembers within the profession, on the ethical standards adopted and promoted by NACAC.

College Fairs
The College Fairs Committee assists in coordinating all WACAC College Fairs and provides leadership in coordinating NACAC-sponsored college fairs in the Western region.

Conference
The Conference Committee is responsible for developing, coordinating, and implementing the annual conference. Responsibilities include session development, registration, hospitality, local arrangements, and publicity.

Communications
The Communications Committee is responsible for informing the membership about the organization’s activities and events and engaging the membership in discussions about issues relevant to the college admission profession. These efforts span a variety of media, including WACAC’s website, bi-weekly email blast, and social media platforms. The Committee is also responsible for maintaining consistent and professional messaging and branding of the organization's communication.

Development
The Development Committee looks at the long-term goals of the organization and creates an organized development plan to assure the funding of our organization for many years to come.

Diversity, Equity, and Access
The Diversity, Equity, and Access Committee provides leadership to ensure that issues of cultural and ethnic diversity remain at the forefront in the thoughts and actions of WACAC members and the educational community.

Fiscal Policy
The Fiscal Policy Committee (FPC) reviews the Fiscal Policy annually and recommends revisions to the board for final approval.

Governance and Nominations
The Governance and Nominations Committee monitors established procedures for nomination and election of officers of WACAC, solicits names of candidates, and holds the election. This committee also monitors the WACAC bylaws.

Government Relations
The Government Relations Committee (GRAC) is the political arm of WACAC. GRAC serves as a conduit between the federal government, as well as the state governments of California and Nevada. GRAC provides opportunities for involvement nationally and locally. Members communicate with legislators, plan the WACAC Legislative Conference, and provide feedback to the membership.

Inter-Association
The Inter-Association Committee is responsible for developing a shared agenda for counseling with similar organizations in California and Nevada. This committee coordinates presentations on legislative advocacy topics to articulate a common agenda for counseling and college admissions throughout the region.

Membership
The Membership Committee is responsible for growing the membership of WACAC and for educating members and non-members about the benefits of WACAC membership.

Nevada Interests
The WACAC Nevada Interests Committee is responsible for activities and issues that pertain to Nevada. The Nevada Interests Committee will cover a variety of activities and issues and will inform the organization’s Nevada membership about current activities and events.

Professional Development
The Professional Development Committee is responsible for creating professional training opportunities for college counseling professionals of all types.

Transfer Advocacy
The Transfer Advocacy Committee (TAC) serves Transfer Center Coordinators and Directors and the interests of transfer students at community colleges. This committee provides transfer-specific professional development opportunities and supports special projects and initiatives that serve transfer students.

To get involved, visit WACAC.org/committees.
**WACAC MEMBERS WHO HAVE RECEIVED NACAC AWARDS**

- **Emery Walker**, Gayle C. Wilson Award, 1979
- **Sally Needham**, Gayle C. Wilson Award, 1987
- **Roger Campbell**, Gayle C. Wilson Award, 1998
- **Joe Allen**, Gayle C. Wilson Award, 2001
- **Jack Wright**, Human Relations Award, 1985
- **Laurice Sommers**, Human Relations Award, 1994
- **Jean Fetter**, John B. Muir Editor’s Award, 1997
- **Michael Smith**, John B. Muir Editor’s Award, 1998
- **Antonio Solorzano, Jr.**, Margaret E. Addis Award, 2001
- **Katy Murphy**, Margaret E. Addis Award, 2002
- **Sonali Perera Bridges**, Rising Star Award, 2002
- **Laura Young**, Rising Star Award, 2008
- **Kavin Buck, Elsa Clark, Esther Hugo, Loretta Whitson,** Excellence in Government Relations Award, 2007
- **Esther Hugo**, Gayle C. Wilson Service to Education Award, 2011
- **Carolyn Barnhart**, Gayle C. Wilson Service to Education Award, 2013
- **Samantha Schreiber**, Rising Star Award, 2015

**MURDOCH/FINKS NEW ADMISSION COUNSELOR AWARD**

(PREVIOUSLY NAMED THE EMERY WALKER AWARD)

The Murdoch/Finks Award is presented to a college level admission officer who has five or fewer years of experience in the profession and has shown an active interest in WACAC by serving on WACAC committees, volunteering to help with WACAC conference, events, fairs, etc., and a dedication to serving the needs of students.

- 1989: Chris Hickey
- 1990: Raelia Alouache
- 1991: Carrie Besnette
- 1992: Jana Hee
- 1993: Kelly Farland
- 1994: Marcela Mejia-Martinez
- 1995: Minh-Ha Hoang
- 1996: Kevin LumLung
- 2000: Sonali Perera Bridges
- 2001: Tim Ford
- 2002: Elizabeth Mejia
- 2003: Rakin Hall
- 2004: Alistair Grant
- 2005: Gina Aguira
- 2006: Nathan Falstreau
- 2007: Laura Young
- 2008: Conner Keese
- 2009: Jessica Martin Velasco
- 2010: Jenna Payan
- 2011: Anne Aubert-Santelli
- 2012: Todd Hicks
- 2013: Celina Ng
- 2014: Suzanne McDonald
- 2015: Julio Mata
- 2016: Lisa Saldias
JOSEPH P. ALLEN HUMAN RELATIONS AWARD

The Joseph P. Allen Award was established to honor a professional dedicated to the principles of equal opportunity and equal access to college. With experience at UC Santa Cruz and the University of Southern California, Joe served as one of the Deans of the College Board’s Summer Institute for many years, meeting and training young professionals in all areas of recruitment, admission, and the benefits of our field. From the very beginning he did much to champion the underrepresented student and while he had a great mind for looking at the larger picture, he never forgot that each number and statistic was tied to a human being. The Joseph P. Allen award is presented to an individual who has encouraged and supported traditionally underrepresented students in the transition from high school to college.

1985 Jim Montoya 1996 Bob Laird
1986 Judy Mays 1996 Rae Lee Siporin
1987 Roy Lucero 1997 Katy Murphy
1988 Joan Lynch 1998 Esther Hugo
1989 Eric Gravenberg 1999 Georgia Webb
1990 Francie Tidy 2000 Arnie Kaminsky
1991 Richard Roth 2001 Charles Moore
1992 Gordon Chalmers 2002 Alfred Herrera
1993 Marcia Whaley 2003 Ludim Seja De Manzano
1994 Charles Mason 2004 Bill Henley
1995 Michael Padilla 2005 Linda Loya
2000 Doren Finks
2001 Susan Bonoff
2002 Robynne Royster
2003 Frank Key
2004 Alice Kleeman
2005 Angel Perez
2006 Joanne Higgins Leslie
2007 Frieda Lee
2008 Maureen Roadman
2009 Anna Takahashi
2010 Barbara Simmons

THE STEVE HANKINS AWARD

The Steve Hankins award was established in recognition of a consummate professional who dedicated himself to encourage new counselors to consider admissions as not a way station in life, but as a life’s calling. Steve was instrumental in the development of WACAC from a fledgling organization into a growth and service organization in the 1990’s, including founding both the WACAC and NACAC college fairs in California. He was probably best remembered as a person who was always the one who would ask “newbies” if they had dinner plans before a conference. The Steve Hankins award was established in recognition of a consummate professional who dedicated himself to encourage new counselors to consider admissions as not a way station in life, but as a life’s calling. Steve was instrumental in the development of WACAC from a fledgling organization into a growth and service organization in the 1990’s, including founding both the WACAC and NACAC college fairs in California. He was probably best remembered as a person who was always the one who would ask “newbies” if they had dinner plans before a conference.

1992 Nora Fisher 2000 Anne Rossier
1993 Esther Lugo 2001 Carol Estes
1994 Jennifer Fairley 2002 Jennifer Rudolph
1995 Heather Shepherd 2003 Rachel Livingston
1996 Vivian Tuck 2004 Chris Herrington
1997 Mary Fitzpatrick 2005 Dewey Wilmoth
1998 Holly Watkins Dines 2006 Mariona Norman
1999 Kris Ragland 2007 Edgar Montes
2000 Teri Kuwahara
2001 Sharon Neuman
2002 Ah Young Chi
2003 JT Thomas
2004 Guadalupe Navarrette
2005 Linda Clark
2006 Andrew Losier

KATY MURPHY WACAC SERVICE AWARD

Presented to a WACAC member who has displayed outstanding service to WACAC and/or NACAC, exceptional service to the community, responsiveness to the needs of students and families in the school-to-college transition, significant research in admissions or field directly related to college admission and sustained, long-term commitment to the principles of our profession.

1981 Jack Wright 1991 Carolyn Barnhart
1982 Martin Tucker 1991 Duncan Murdoch
1983 Steve Hankins 1997 Bonnie Laughlin
1984 Marilyn Blum 1997 Ed Schoenberg
1985 Sherry Smith 1998 Pat Coleman
1988 Katy Murphy 1999 Maria Bowser
1991 Kris Zavoli 2000 Esther Hugo
1992 Bill Henley 2001 Rae Lee Siporin
1993 Elsa Clark 2002 Joe Drummy & Chapman University Admission Staff
1994 Laurice Sommers 2004 Linda Zimring
1995 Marilyn Blum 2005 Barbara Schultz
1996 Paul Ranslow 2006 Matt Fissinger
1997 Elaine Berman
2000 Marc Meredith
2001 WACAC Government Relations Committee
2002 Sue DeRoyster
2003 Jane McClure
2004 Kevin Buck
2005 Peggy Hock
2006 Lori Schmidt
2007 Paul Driscoll
2008 NaDean Krasnove

JUEL LEE MENTORSHIP AWARD

In memory of Juel Lee’s contributions to WACAC through mentoring of fellow professionals, this award is given in recognition of outstanding mentoring involvement in WACAC.

1991 Carolyn Barnhart 2012 Ed Devine
1992 Bonnie Laughlin 2013 Terri Devine
1993 Charlotte Reynolds 2014 Mark Rasic
1994 Tim Scott 2015 Kristen Pina

ARTHUR ARZIOLA MEMORIAL AWARD

2016 Jessica Munoz

WACAC SPECIAL RECOGNITION AWARD

In gratitude and appreciation for the outstanding support given to members of WACAC.

2006 Greg Ferguson
2014 Kris Zavoli
A BIG THANK YOU TO OUR CONTRIBUTORS!
We couldn’t do this without you!

SUSTAINING MEMBERS & DONORS

On Behalf of WACAC, we would like to express our gratitude to the following sustaining members and donors. Please join us in recognizing their commitment to college admissions counseling.

SUSTAINING MEMBERS: $250-$500 FROM JULY 1, 2015-JUNE 30, 2016

Joseph Blassberg
Vanessa Ea
Peggy Hock
Jeana Kawamura
Jason Ma
Katy Murphy
Dan Nannini
Mel Preimesberger (MP College Chat)
Bruce Reed
Sunday Salter
Geoffrey Smith
Aviva Walls
Dewey Wilmot
Andrew Woolsey
Pacific Ridge School
College Guidance
Solutions: Exploring Success
Post High School

DONORS

Breanne Boyle
Jennifer Carleton
Maureen Chang
Lauren Cook
Richard Daily
Joanne Ehret
Keith Gissel
Arnold Icasiano
Allison Lapour
Andy Losier
Brook Masters
Melissa McClellan
Gabrielle McColgan
Cyndi Niendorf
Judy Oberlander
Karina O’Neill
PJ Petrone
Michele Radcliffe
Sonia Ryan
Ethan Sawyer
Eloise Schneider
Edward L. Schoenberg
Mike Sexton
Jennifer Thomas
Mark van Warmerdam

SCHOLARSHIPS

A big thank you to the following organizations who provided scholarships for attendees at the conference:

The College Board
Chapman University
California Institute of Technology

Colleges That Change Lives
Dunn School
University of La Verne
Stellar GPAs and high test scores are imperfect predictors of college readiness. Students with weak executive functioning skills—and their cognitive antecedents—are more likely to struggle academically, socially, and emotionally in college. This session will help counselors and educators identify markers of college readiness through the lenses of psychology and neuroscience.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors

PRESENTERS: Matt Steiner, MA, Director, Compass Education Group
Catie R. Chase, M.A., Independent Educational Consultant & Director of Learning Services, The Archer School for Girls
Oren Boxer, PhD, Clinical Neuropsychologist, Insight Collective
Krista Greenfield, PsyD, Pediatric Neuropsychology Fellow, Insight Collective

Stress vs. Shanti—The Zen Approach to College Admissions

The college application process has become fraught with stressors, leaving students and parents tense and anxious. During this session, the mental health dangers of enhanced stress will be addressed by a psychiatrist, counselors will offer programming suggestions, and admissions officers will discuss ways of lowering levels of stress in our students and families.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community Based Organizations

PRESENTERS: Rebecca Heller, Associate Director of College Counseling, Viewpoint School
Stephanie Rubin, Director of College Counseling, Sierra Canyon School
Kimberly Shapiro, Psychologist, Mission Hospital Behavioral Health
Lee Stork, Western Regional Director, Undergraduate Admission, The George Washington University
Red, White, and Polite: Studying in Canada
Rethink global education and explore opportunities north of the border! Canadian education is noted world-wide for its high quality, unique study opportunities, and diverse student populations, which add to the student’s education and social experience. Academic opportunities, admission policies, and finances will be discussed. US students currently studying in Canada will be on hand to share their experience.

AUDIENCE: Secondary School Counselors, Independent Counselors
PRESENTERS: Rachel Toyen, Coordinator, International Recruitment, University of British Columbia
Stephanie Parker, Student Recruitment Officer, University of Saskatchewan
Whitney Laughlin, Ed. D., Educational Consultant, Victoria, BC and Santa Fe, NM.

Promoting Student Access and Success
With Micro-scholarships
Colleges award billions in scholarships and grants annually, primarily at the very end of high school. Research suggests this timing is too late to impact students’ college aspirations, application decisions, and post-secondary outcomes. Join us to discuss approaches shifting this paradigm to benefit students, high school educators, and colleges alike.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors, Community Based Organizations
PRESENTERS: Travis Fox, Director of Partnerships, Raise.me
Abdul Duso, College Readiness Teacher, Summit Public Schools
Beatriz Zayas, Head Counselor, Southwest High School

Say Goodbye to the SAT—Panel Discussion
With more than 800 colleges standardized test optional, this session will explore the much debated topic of whether use of tests in college admissions is an effective measure of student success. Our panel of experts from both types of colleges and the high school side, will share a variety of viewpoints.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community Based Organizations
PRESENTERS: Poonum Sidhu, Area Manager, Kaplan Test Prep
Ed Devine, West Coast Regional Director of Admission, Lafayette College
Corinne Schell, Director of West Coast Admission and Recruitment, Marist College
Ross Mankuta, Director of College Counseling & Academic Planning, Milken Community Schools
Bob Hurley, Director of College Counseling, Francis Parker School
Susan Pendo, Senior Assistant Director, Office of Undergraduate Admissions, University of California, Berkeley
Joe Twohig, Area Manager, University of California, Berkeley

It’s Always SUNY in New York
This broad-based overview of the State University of New York (SUNY) system will highlight the 65 campuses by type and feature discussion about quality, opportunities, value, and diversity that the SUNY system offers California students. “There is a SUNY campus for every student!”

AUDIENCE: Secondary School Counselors, Independent Counselors, Community College Counselors, Community Based Organizations
PRESENTERS: Andrew Morris, Associate Director of Admissions, Binghamton University (SUNY)
The I in Team: Emphasizing Individual Strengths and Creating a Team Culture

Admission offices frequently find themselves in the position of on-boarding new counselors. How do you successfully integrate new teammates into the fold? How do you capitalize on strengths, navigate change, and stay connected on the road? In this session, we will examine academic literature on best practices for change and group development and provide examples of tools we’ve found useful in shaping a new admissions team at USF.

AUDIENCE: Post-Secondary/Admission Counselors

PRESENTERS: Kelly Mills, Assistant Director of Admission, University of San Francisco
            April Crabtree, Director of Undergraduate Admission and Recruitment, University of San Francisco
            Abigail Jelavich, Assistant Director of Admission, University of San Francisco
            Jonathan Rice, Admission Counselor, University of San Francisco

More than Meets the "I"

This session will be a collaborative discussion for those who identify as a person with an introverted personality type who would like to be seen and “heard” in the office. The goal of the session is to provide resources, support and empower “I” personalities for recognition and promotion.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors

PRESENTERS: Tammie Dedmon-Mason, Senior Assistant Director, USC Undergraduate Admission
            Noel Viramontes, Assistant Director, USC Undergraduate Admission
            Margarita Landeros, College Counselor, Camino Nuevo High School No. 2
            Ruth Portillo, College Counselor, Camino Nuevo High School No. 2

From Eid to Sarvodaya: Developing a Better Understanding of South Asian Students

The last decade has seen a marked increase in the number of students of South Asian heritage. Yet, many educators remain unclear on the location and traditions of the region. This presentation will provide insight into the socio-cultural make-up of the region creating greater cultural competence for counselors.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors, Community Based Organizations

PRESENTERS: Martin Walsh, College Counselor, The Harker School
            Miloni Gandhi, Assistant Director of International Recruitment, University of Southern California

Title IX-One-One

What does Title IX mean as an Admissions Counselor/Representative? Several Universities have come under its scrutiny, and with a microscope on the higher educational system, it is our job to understand the hidden meaning behind a parent asking “How is campus safety?”

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors

PRESENTERS: Mr. Jan Bents, Senior Admissions Counselor, The University of Utah

The Reality of Virtual High School

Online learning is here to stay and the interest is rapidly growing. Learn how online learning can be academically challenging and adequately prepare students for college. We will look at the types of online schools, curriculum guidelines, accreditation and certification, and monitoring students for success.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors

PRESENTERS: Cyndy Locke, Director of College Counseling, Oaks Christian Online School
            Vicki Conway, Director, Oaks Christian Online School
            Amy Harrington, Dean of Students, Oaks Christian Online School
            Christy Cleugh, Director of Curriculum Development, Oaks Christian Online School
Cultivating Student Creativity in College Applications

Whether pursuing the arts formally or exercising a more “informal” creativity (often through hobbies, activism, or entrepreneurial ventures), college-bound students can enhance their applications tremendously by making their creative essence a central ingredient. This session will share tips for eliciting that essence through examples from our years of practice.

AUDIENCE: Secondary School Counselors, Independent Counselors, Community Based Organizations
PRESENTERS: Linda Pollack, Founder & Head Coach, Prep for Art
Nick Soper, Founder & Head Coach, Creative College Prep

Concussion Management—Helping Students Return to School and Extracurricular Activities

An expert panel (Athletic Trainer, Neurologist, and Counselor) will present important information that will assist you in the management of concussions in counseling college-bound students.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors, Community Based Organizations
PRESENTERS: M. Teresa Baldonado, College Counselor, Saint Francis High School
Renee J. Low, PhD, Clinical Neuropsychologist, Swedish Medical Centers- Sports Concussion Clinics
Eli Hallak, M.Ed., ATc, EMT, Director Sports Medicine/Head Athletic Trainer, Faculty, Saint Francis High School

A Balancing Act...Living the Glamorous Life!

This session will provide the perspective of four mothers working on both sides of the profession—admissions and high school college counseling: a single-divorced-mother of two, a married-mother of two, a single-mother of one, and a married-mother of one. They will discuss how they balance it all while keeping it glamorous!

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors, Community Based Organizations
PRESENTERS: Makayla Hall, Senior Coordinator, Regional Admissions & Recruitment, University of Nevada, Reno
Emily Stevenson, Regional Director of Recruitment, Rutgers University—New Brunswick
Jasmin M. Taylor, Director of College Counseling, Francis Parker School
Allison Lopour, Managing Director, Collegewise

You’ve Gotta Have Faith (Or Not!)—Faith and Fit in College Admission

We’ll provide solid, unbiased information so that counselors can make educated comparisons between religiously affiliated and secular colleges. We believe that students should be aware of all of their options while they search for the best-fit colleges for them.

Which is the right fit for your students? Let’s find out!

AUDIENCE: Secondary School Counselors, Independent Counselors, Community Based Organizations
PRESENTERS: Leigh Weissman, College Counselor, Collegewise—Redondo Beach
David Martinsen, Assistant Director of Admission, Villanova University
Laurie Callaway, California Regional Admission Representative, College of Saint Benedict/Saint John’s University
Lynn Maloney, College Counselor, Collegewise—Mission Viejo

You’ve Gotta Have Faith (Or Not!)—Faith and Fit in College Admission

We’ll provide solid, unbiased information so that counselors can make educated comparisons between religiously affiliated and secular colleges. We believe that students should be aware of all of their options while they search for the best-fit colleges for them.

Which is the right fit for your students? Let’s find out!

AUDIENCE: Secondary School Counselors, Independent Counselors, Community Based Organizations
PRESENTERS: Leigh Weissman, College Counselor, Collegewise—Redondo Beach
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Laurie Callaway, California Regional Admission Representative, College of Saint Benedict/Saint John’s University
Lynn Maloney, College Counselor, Collegewise—Mission Viejo
Stop Trying to Make Brochures Happen: Integrating Social Media into Your Communication Strategy

A crash course on why and how to set up social media accounts for your admission office. Learn about digital platforms, examples of content, how to effectively communicate with prospective students, and participate in a brainstorm to get the ideas flowing.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors, Community Based Organizations

PRESENTERS: Samantha Schreibler, Assistant Dean, Pomona College
Noel Viramontes, Assistant Director, USC
Neelam Savla, Senior Assistant Director, USC
Meredith Britt, Associate Director of College Counseling/Associate Dean of Academic Advisement, dellato School High School

What Comes In Affects What Goes Out: Exploring the Impact of Independent School Admission Policies on College Results

This session will explore how independent school entry points in Kindergarten, Middle School, and 9th grade impact college counseling practices and results. Approaches to athletic recruiting, retention, financial aid, and diversity initiatives differ depending on how independent schools admit students. As they clarify a school’s values, admission policies and college outcomes can inform a school’s enrollment management and marketing strategies. Session participants will review data and share their experiences.

AUDIENCE: Secondary School Counselors, Community Based Organizations

PRESENTERS: Rhody Davis, Director of College Counseling, Viewpoint School
Jeff Morrow, Director of College Counseling, Oaks Christian School
Emmi Harward, Director of College Counseling, The Bishop’s School
Tamar Adegbile, Director of College Counseling, Cala School

Humanizing the Admissions Experience: Understanding the Stories of Formerly Incarcerated Applicants

This workshop looks to engage audiences with understanding the emotional and mental journeys, endeavors, and experiences of formerly incarcerated students and student applicants. Through a panel and group discussion, we will look at how 2-year and 4-year institutions can humanize the experience of formerly incarcerated students or students affected by the incarceration system. It is through this journey of developing empathy and compassion that higher education institutions can better serve formerly incarcerated students.

AUDIENCE: Post-Secondary/Admission Counselors, Community College Counselors, Community Based Organizations

PRESENTERS: Nathaniel Tan, Admissions Advisor, UC Berkeley

The 1-Hr Guide to the New UC Essay Prompts

Curious, concerned or confused about the eight new UC prompts? This session has you covered. First we’ll discuss why the essays changed, then we’ll look at some practical ways of approaching each prompt, plus share a few examples you can share with your students.

AUDIENCE: Secondary School Counselors, Independent Counselors, Community Based Organizations

PRESENTERS: Ethan Sawyer, College Essay Guy
Laura Young, Director, Enrollment Management, UCLA School of Arts & Architecture
THURSDAY, JUNE 2

7:30 TO 10:30 AM  CONFERENCE REGISTRATION OPEN (CLOSES AT 10:30 AM)

7:45 TO 8:30 AM  LOCAL COUNSELOR BREAKFAST

This event is for local high school counselors with one day registration. Mingle with colleagues and learn about all that WACAC has to offer.

8:30 TO 11:00 AM  EXHIBIT HALL OPEN

8:45 TO 9:40 AM  SESSION C

Out With the Old; In With the New. UC Is Changing!

After 10 years, the University of California decided to make a significant change. OUT with the old personal statement prompts and IN with a new selection of more personalized questions designed to elicit more specific and relevant information. Learn why we changed and how these questions will help your students.

AUDIENCE: Secondary School Counselors, Independent Counselors, Community College Counselors, Community Based Organizations

PRESENTERS: Lisa Przekop, Director of Admissions, UC Santa Barbara
            Michael McCawley, Director of Admissions, UC Santa Cruz
            Kristina Wong Davis, Director of Admissions, UC San Diego
            Candice Jones, Senior Applications Manager, Info. Tech. Services, UC Office of the President

The Redesigned SAT Suite of Assessments: Understanding Scoring & Reports

The redesigned PSAT/NMSQT was administered in October, and the SAT debuted in March. Review the information the assessments provide you and your students/prospective students. Topics covered will include understanding the new scores, using concordance, getting the most out of the new reporting portal, creating personalized practice through Khan Academy, and understanding the impact of the SAT Suite for higher education recruitment and admission.

AUDIENCE: Secondary School Counselors, Independent Counselors, Community College Counselors, Community Based Organizations

PRESENTERS: Ken Woods, Executive Director, Higher Education Services, College Board
            Jim Bonner, Educational Manager, Higher Education, College Board
            Gary Clark, Director of Undergraduate Admissions, UCLA
            Mark Rasic, College Counselor and Dean, Polytechnic School

RIDING THE WAVES OF FUN!

WEDNESDAY: BINGO NIGHT WITH CELEBRITY CALLERS FROM THE RANKS OF WACAC

Prizes, snacks, and beverages! WACAC Olympic events begin during Bingo. Come out to hear teams compete in “Stump the Admissions Rep.” Each speaker has 30 seconds to prepare a response to a college admissions question and will then be ranked by our distinguished panel of judges.

THURSDAY: THE RETURN OF WACAC OLYMPICS

Kicked off with an opening ceremony parade, teams representing RACC, USC, Chapman, University of Redlands, USD, the Claremont Colleges, Pepperdine, Cal, UCLA, and our host university, LMU, will compete in six events for the coveted WACAC Olympics trophy, not seen by the public since WACAC2010. Food trucks on site, and did we mention beverages?
Reducing Anxiety in College Admissions and Standardized Testing
Learn about best practices and specific tools to utilize growth mindset, learned optimism, mindfulness, selective attention, and grit to lower anxiety throughout the college admissions process and standardized testing. We’ll review several schools’ and top educators’ unique approaches to addressing this high-profile issue.

AUDIENCE: Secondary School Counselors, Independent Counselors, Community Based Organizations
PRESENTERS: Nick Standlea, President, Test Prep Gurus
Jason Gregory, Dean of Student Life, Sonoma Academy

Millennials Recruiting Millennials
Data shows that millennials are far less trusting than their predecessors, so what does that mean for those of us whose job it is to recruit, convert, and retain students? Our strategies and tactics must shift, and as professional millennials we are poised to provide just the right perspective.

AUDIENCE: Post-Secondary/Admission Counselors
PRESENTERS: Kelsey Bradshaw, Assistant Director, USC
Hillary Higgins, Assistant Director, USC
Natalie Guevara, Assistant Director, USC
Alex Alvendia, Assistant Director, USC

Game Changer: The New Way to Connect With Gen Z
Learn how ZeeMee’s free, professional platform not only bolsters college efforts in recruitment, selection, and matriculation in a time-efficient manner, but also how our newest features are forever changing the way you engage and connect with Gen Z.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors, Community Based Organizations
PRESENTERS: Kyle Montgomery, Director of Outreach, ZeeMee
Juan Jayasingh, Co-Founder, CEO, ZeeMee
Maurice Wilkins, Director of Outreach, ZeeMee

For HS/CBO Counselors: Getting Students to the Final List
Presenters will provide classroom activities to help high school students reflect on their individual needs and to research and expand awareness of their college options. Information on research activities and resources as well as a timeline to get the student to the “list” will be provided.

AUDIENCE: Secondary School Counselors, Community Based Organizations
PRESENTERS: Katy Murphy, Director of College Counseling, Bellarmine College Preparatory
Dr. Peggy Hock, Director of College Counseling, Saint Lawrence Academy
Utilizing Peer College Counselors Effectively

We have many responsibilities at school. Why not train students to alleviate some of your work? To reach out to students? In this session, you will be provided with some ideas on how to use students as peer college counselors to help you with your job.

AUDIENCE: Secondary School Counselors
PRESENTERS: Sylvia Yi, College Counselor, El Camino Real Charter High School
Lynsey Shana, College Counselor, El Camino Real Charter High School

Letters of Recommendation—Readers & Writers

Letters of recommendation offer a tremendous opportunity for advocacy, but counselors often have a caseload too large to write detailed, personal letters for all students. This session offers a view into what makes a truly effective letter, as well as ideas and strategies on how to make the process of letter writing more efficient.

AUDIENCE: Secondary School Counselors, Community College Counselors, Community Based Organizations
PRESENTERS: Scottie Hill, Director of College Guidance, The Archer School for Girls
Sarah Thompson, Admission Officer, Pomona College

8:30 TO 10:45 AM  DEANS AND DIRECTORS MEETING AND BREAKFAST

Attendance at this session is limited to senior admissions staff.

9:55 TO 10:50 AM  SESSION D

The Intersections of Diversity and Leadership

Current and former chairs of the WACAC Diversity, Equity & Access (DEA) Committee speak about their involvement in DEA and how that has influenced their career and professional experiences. Panelists will discuss various roles they have held and how they have been able to maintain their commitment to diversity issues throughout their leadership trajectory. In addition, they will share personal experiences related to being an underrepresented professional in the field, developing mentor relationships, expanding the role of a diversity coordinator, and being a voice for diversity and inclusion. We hope this will provide dialogue about what it means to be from an underrepresented background in our profession and how it relates to the work we do in secondary and higher education.

AUDIENCE: Secondary School Counselors, Post-Secondary / Admission Counselors, Community College Counselors, Community Based Organizations
PRESENTERS: Karly Brockett, Co-Director of College Counseling, Marymount High School
Robynne Royster, Director of Admissions, Mills College
Belinda Sandoval Zazueta, Director of Undergraduate Admissions, Redlands University
Jamilla Jamison, Associate Director of Admissions, Harvey Mudd College
Yamilet Medina López, Associate Director of Admissions, University of Southern California

Big Leap: Associate to Director

The work of an Associate level counselor feels endless—more applications, more events to plan. Maybe even some staff management. You’re ready for the next step but what don’t you know about the move up? Join new Directors of Admission as they share important tips and insights into that big leap in your next career move.

AUDIENCE: Post-Secondary/Admission Counselors
PRESENTERS: April Crabtree, Director of Undergraduate Admission and Recruitment, University of San Francisco
College Counseling for the Progressive School

This session will explore different models of college counseling in progressive schools, from the high school and college perspectives. Discussion will include how college admissions officers read students from schools with progressive or alternative curricula. Various models of progressive education will be discussed.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors, Community Based Organizations

PRESENTERS: Jacqueline Pravda, Director of College Counseling, New Roads School
Art McCann, Dean of College Counseling, Crossroads School
Ramiro Campos, Admissions Counselor, University of Redlands
Amy Jarich, Assistant Vice Chancellor & Director of Admissions, UC Berkeley

Show Them the Money: How to Promote Financial Aid Literacy and Improve College Access

Learn strategies for promoting financial aid literacy and awareness, and the role that it plays in helping students find their best college matches. This session will examine research on college financial fit and specific tactics and tools that counselors can use to educate students on financial aid principles and opportunities.

AUDIENCE: Secondary School Counselors, Independent Counselors

PRESENTERS: Tyler Hakes, Director of Marketing, College Raptor
Maria Upmeyer, Assistant Director of Undergraduate Admissions, Dominican University of California


This session will discuss the importance of demonstrated interest in a student’s application process. Come see how colleges use track DI within their CRMs to award scholarships and make admission decisions. Time will be left for questions and lively discussion!

AUDIENCE: Secondary School Counselors, Independent Counselors, Community Based Organizations

PRESENTERS: Tyler Hakes, Director of Marketing, College Raptor
Maria Upmeyer, Assistant Director of Undergraduate Admissions, Dominican University of California

Empowering Transgender and Gender-Nonconforming Students in the College Admissions Process

Choosing a college is challenging and stressful for everyone, but the process can be particularly high-stakes for students who identify as transgender or outside the gender binary. These students can be particularly sensitive to the impact that a campus climate can have on their college experience, so choosing the right school is critical to their wellbeing and success. As a school counselor, you are in a unique position to help transgender and gender-nonconforming students find the colleges where they can thrive.

This session will provide you with a background on the challenges facing transgender students today as well as information about new policies and programs being adopted by many colleges and universities that are designed to support students identifying as transgender or outside the gender binary. If you are interested in becoming a better resource for your transgender and gender-nonconforming students in the college search process, then this session is for you.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors

PRESENTERS: Brad Ward, College Counselor, Menlo School

“It Depends”: Making Sense of the Increasingly Varied Testing Policies at Selective Institutions

Students have greater choice and greater confusion as they seek to make thoughtful decisions regarding admission testing. How can we help students appreciate the context of the alternatives and give testing no more attention than it deserves? Leaders in admissions and advising will help us examine the underlying philosophies and what the data tell us.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community Based Organizations

PRESENTERS: Adam Ingersoll, Principal, Compass Education Group
Timothy Bruno, Dean of Admission, University of Southern California
Jonathan Burdick, Vice- Provost for Enrollment Initiatives, Dean of Admission, University of Rochester
Sharon Alston, Vice Provost for Undergraduate Enrollment, American University
Jeff Morrow, Director of College Counseling, Oaks Christian School
THURSDAY, JUNE 2

Moving the Immovable: Strategies for Engaging Students in the College Application Process

The college application process can have a paralyzing effect on rising seniors. Panic sets in as they wonder, “What do colleges want to see?” “What should I say in my essay?” “How can I set myself apart from the competition?” Learn how one school helps students find focus and confidence as they engage in the application process.

AUDIENCE: Secondary School Counselors, Community Based Organizations
PRESENTERS: Kathy Hath, High School Counselor, Corona del Mar High School
Peter Van Buskirk, Author, Speaker, Trainer, Best College Fit

11:00 AM TO 12:15 PM BUSINESS MEETING AND AWARDS

Your voice is important as we conduct WACAC business.

12:15 PM   BOX LUNCHES

12:45 TO 2:00 PM COUNSELOR’S COLLEGE FAIR

1:00 TO 6:00 PM EXHIBIT HALL OPEN

2:10 TO 3:05 PM SESSION E

Shifting to PPY: Implications for Aid, Admissions, and Counseling

“Prior-prior year” (PPY) is the process whereby a student would apply for federal aid based on income from two years prior instead of the previous year. Expected benefits are that students will be able to apply for financial aid earlier, and that more students will import their income data from the IRS to the FAFSA, making the application more efficient and the resulting calculations more reliable. This session will promote discussion of implications for aid and admission policies and operations, tuition-setting timetables, family expectations, and more.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors, Community Based Organizations
PRESENTERS: Alicia Ortega, Senior Educational Manager, College Board
Patricia Morales, Director of Admissions, University of California, Irvine
Georgette Devries, Associate Vice President and Dean of Admission of Financial Aid, Claremont McKenna College
No More Walking Backwards: Moving the College Tour Forward

Waffle machines, blue lights, and “best of both worlds”—we’ve heard it all again and again on tours. So, how can counselors help students navigate tours successfully? And, how can colleges craft a tour that reflects their identity and not their amenities? Seasoned counselors share their reflections and requests.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors, Community Based Organizations

PRESENTERS: Katherine Folkman, Director of College Counseling, Collegewise, South Bay
Gregg Murray, Associate Director of College Counseling, Viewpoint School

Talking WUE—We Update & Educate

WUE (pronounced “woo-wee”) is the Western Undergraduate Exchange, a regional tuition-reciprocity agreement that enables students from US Western states to enroll at participating two- and four-year public institutions at reduced tuition. The WUE program offered at 150+ institutions has some similarities among all and many variations causing confusion and misunderstandings. Panelists from WUE institutions will explain the commonalities and address the nuances. Counselors will be equipped to assist students look at out-of-state schools that offer WUE and ultimately reduced tuition! The panel has more than 60 years experience in college admissions. All panelists are staff with WUE institutions. We will explain the similarities and discuss the variables.

AUDIENCE: Secondary School Counselors, Independent Counselors, Community College Counselors, Community Based Organizations

PRESENTERS: Gary K. Bednorz, Student Recruitment Specialist, University of New Mexico
Makayla M. Hall, Senior Coordinator, Regional Admissions & Recruitment, University of Nevada, Reno
Keith Gissel, Assistant Director, Colorado Mesa University
Amanda Hotinger, Assistant Director of Admissions, University of Idaho

Designing With Autonomy: A Comprehensive College Counseling Program for Charter Schools

Comprehensive college counseling models vary based on resource availability and school size. Charter schools, specifically, have the added component of being autonomous while still being public schools. This session provides insight on the implementation of research-based practices and components to support charter school students from underrepresented backgrounds access higher education.

AUDIENCE: Secondary School Counselors, Community Based Organizations

PRESENTERS: Margarita Landeros, College Counselor, Camino Nuevo High School No. 2
Ruth Portillo, College Counselor, Camino Nuevo High School No. 2

A (Digital) Culture Dive

Prospects are savvy; they can smell marketing a mile away. Print still has its place, but video is king. Tulane will share how to create authentic, dynamic digital content that immerse prospects in what is nearly impossible to fully experience before enrolling: your campus culture (beignets not included).

AUDIENCE: Post-Secondary/Admission Counselors

PRESENTERS: Lisa Jordan, President, Mindpower Inc.
Jenny Brewer, Mindpower Inc.
Morgan England, Senior Associate Director of Undergraduate Admission, Tulane University

College Admissions en Español

Do you provide information to Spanish speaking families? Looking for additional resources or presentations to better serve your community? Join an in-depth conversation about various kinds of college admission programming and presentations for Spanish speakers currently taking place across California.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community Based Organizations

PRESENTERS: Julio Mata, Senior Assistant Director for Regional Recruitment, Miami University
Maureen Ruiz-Sundstrom, Assistant Director of Admission, Harvey Mudd College
Alejandra Bonilla, Associate College Counselor, La Jolla Country Day School
Comprehensive Look at the Comprehensive Model

Does waiting until spring of junior year to start college counseling still fit the needs of your students and community? Three counselors—one public school, one private school, and one independent counselor—with very different comprehensive college counseling models share highlights of their programs, how they were created, and how they are being received.

AUDIENCE: Secondary School Counselors, Independent Counselors, Community Based Organizations

PRESENTERS: Gregg Murray, Associate Director of College Counseling, Viewpoint School
Philip P J Petrone, Co-Director of College Counseling, Marymount High School
Stacy Kadesh, Independent Educational Consultant, Stacy Kadesh College Consulting

Learn, Explore, Grow, Focus, Apply: The Common Application and the Path to College Enrollment

The Common Application has long been a leader in the college application transaction—that point in time where students complete and submit an application. Now, with a user base of over 1 million students and recommenders, the association is building on its four decade legacy by collaborating with educators, researchers, foundations, and like-minded organizations to expand educational opportunities for all students. Join Common App staff and member colleges for an update on the application system and a discussion of access initiatives that range from virtual advising to FAFSA completion to counselor professional development.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors, Community Based Organizations

PRESENTERS: Jennifer Davis, Marketing and Communications Manager, The Common Application
Alicia Ortega, Senior Educational Manager, College Board

Transforming Student Placement in the Community College System

The Multiple Measures Assessment Project is transforming student placement in the community college system, more accurately placing students and reducing unnecessary remediation. The session will review the initiative, resulting placement recommendations, and how counselors can help increase the percentage of their students starting in college-level Math and English courses.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Community College Counselors

PRESENTERS: Teresa Cummings, Executive Vice President, Educational Results Partnership
John Hetts, Director of Data Science, Educational Results Partnership

Getting to the Self in a World of Selfies: Strategies to Help Applicants Write Powerful Application Essays

In a world where applicants reveal themselves several times a day in selfies, they are increasingly struggling to write original and meaningful college application essays and personal statements. The five presenters—three from the college side and two from the secondary side—will share recommendations to help attendees guide students through brainstorming, writing, editing, and submitting essays that truly communicate powerful messages.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors, Community Based Organizations

PRESENTERS: Rebecca Joseph, Associate Professor, California State University, Los Angeles
Ellen Perlmutter, Assistant Director of Admissions, Cornell University
Sylvia Juarez-Magana, Educational Consultant, Juarez Consulting Inc.
3:20 TO 4:15 PM  
SESSION F

Who Moved the Finish Line?  
Why Recruitment Does Not Stop On May 1.
Our session will focus on how to successfully grow your class late in the cycle. Using Kean University as a case study, we will explore strategies to drive late applications, how to develop plans to drive late deposits, ways to combat summer melt, and how to integrate traditional and digital marketing into the mix.

AUDIENCE: Post-Secondary/Admission Counselors, Community College Counselors
PRESENTERS: Chris Tyburski, TWG Plus
Susan M. Gault, MA, Assistant Director of Admission, University of the Pacific

What About Reaching the Unreachable: Creating Balanced Lists from Unbalanced Perceptions
After weeks of counseling, class presentations, and exhaustive Navianceing, your student walks into your office and says, "I think applying to more REACH schools will increase my chances of getting into one, right?" Despite our best efforts, some families cling to this illogical gem. So how do we reach the unreachable? Join us to learn strategies for helping families create realistic lists and receive practical suggestions for documentation so as to avoid the 'nobody ever told me' response.

AUDIENCE: Secondary School Counselors, Independent Counselors
PRESENTERS: Meredith Herrera, Co-Director of College Counseling, Branson School
Gloria Diaz Ventura, Director of College Counseling, Flintridge Preparatory
Rebecca Heller, Associate Director of College Counseling, Viewpoint School
David Thompson, Associate Director of College Counseling, The Bishop's School

Creating a Virtual College Counseling Program
This session provides insight and ideas on how to create an online college counseling program. It will cover the basics and priorities of building an effective college counseling program and how to create a program in this virtual realm.

AUDIENCE: Secondary School Counselors, Independent Counselors
PRESENTERS: Cynthia Locke, Director of College Counseling, Oaks Christian Online School

Admissions 2030: Designing the Ideal Admissions Process
What is the ideal admissions process? Silicon Valley meets LA for this interactive workshop. Engage with counseling and admissions colleagues in brainstorming exercises with post-it-notes and butcher paper to design the ideal admissions process. This session is facilitated by colleagues from Minerva, High Tech High, and Beverly Hills HS.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors, Community Based Organizations
PRESENTERS: Michael Lai, Student Outreach Lead, North America, Minerva Schools at KGI
Ah Young Chi, Dean of College Admissions, Beverly Hills High School
Rah-Ben Coates, Director of College Advising, High Tech High Chula Vista

How to Support Your Student-Athletes and Their Parents
Working with families of athletes can be an exceptional and often demanding experience. How can we as counselors help calm the frenzy and offer guidance that is effective? This session will provide a toolbox of resources that will help you support both your student athletes and their parents as you help guide them through a unique, ever changing, and frequently challenging process.

AUDIENCE: Secondary School Counselors, Independent Counselors
PRESENTERS: Valerie Johnson, College Counselor, Oaks Christian School
Michael Nation, College Counselor, Oaks Christian School
Gregg Murray, Associate Director of College Counseling, Viewpoint School

Rational and Irrational Concerns About College Admission Testing
Changes to the SAT and ACT have sparked intended and unintended consequences. Testing-related controversy and confusion are at all-time highs. What are the irrational arguments that hold sway, and how can you debunk them smoothly and painlessly? How do these exams actually impact admisibility AND affordability? Two veterans (former frenemies now just friends) will offer an informative (and probably brutally frank) insider’s perspective on the trials and tribulations of admission testing in 2016.

AUDIENCE: Secondary School Counselors, Independent Counselors, Community Based Organizations
PRESENTERS: Paul Kanarek, CEO, Collegewise
Adam Ingersoll, Founder and Principal, Compass Education Group
Flying Under the Radar: Positive Experiences of Community College Transfer to Private Institutions

While many transfer students seek out the clear cut pathways offered by CSU/UCs, many also successfully transfer to and graduate from private schools. This session will highlight positive experiences from community college transfer students at private institutions and explore best practices for counselors/advisors.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors, Community Based Organizations

PRESENTERS: Marvelina Barcelo-Graf, Counselor/Transfer Center Co-Director, Cerritos College
Robert Waldren, Transfer Success Center Coordinator/Counselor, Santiago Canyon College
Thomas Gutto, Director of Transfer Enrollment Services, Loyola Marymount University
Shannon Crogan, Associate Director Admission, Chapman University

Collaboration and Conflict: Strategies for Navigating a Changing School Counseling Landscape

You’ve just learned that one of your juniors is working with an Independent Educational Consultant. Now what? Hear from the experiences of school-based college counselors who have different approaches to navigating this scenario. Participate in laying a foundation for best practices to maximize collaboration and avoid conflict.

AUDIENCE: Secondary School Counselors

PRESENTERS: Steven Mercer, Independent Educational Consultant, Mercer Educational Consulting
Jeff Morrow, Director of College Counseling, Oaks Christian School
Rebecca Munda, Director of College Counseling, Convent of the Sacred Heart
Steffany Perez, Co-Director of College Counseling, Oakwood School

"But We Didn't Even Go Here": A Transplant Admissions Officer’s Guide in Gaining School Pride

As admissions officers, we aim to give prospective students a sense of pride in our institutions during outreach and yield events. But how do we gain pride in a school that WE did not attend? This session explores how “transplant” admissions officers can successfully gain school pride through staff involvements.

AUDIENCE: Post-Secondary/Admission Counselors, Community College Counselors

PRESENTERS: Kristian Floyd, Assistant Director, Office of Undergraduate Admissions, University of California, Berkeley
Henry Tsai, Assistant Director, Office of Undergraduate Admissions, University of California, Berkeley
Tina Jung Wade, Counselor, Transfer Services Coordinator, Diablo Valley College

CSU Update

The CSU is a 23 campus treasure right in our backyard. With a variety of sizes, locations and strengths, the CSU offers something for everyone all with the goal of maintaining affordability. Come hear what’s new, exciting, and available on our CSU campuses with an emphasis on accessing this tremendous resource.

AUDIENCE: High School Counselors

PRESENTERS: Ginger Reyes, Assistant Vice President for Enrollment Management, California State University, Channel Islands

4:30 TO 6:00 PM

EXHIBITOR WINE & CHEESE

Browse the exhibits, enjoy refreshments.

6:00 TO 8:00 PM

WACAC OLYMPICS

WACAC’s signature social event. Come and cheer on the teams.

DINNER ON YOUR OWN

Purchase your own meal from a variety of food trucks.

9:00 PM

MOVIE

Staying on campus and not ready for bed? Join us for a casual gathering and showing of How I Got Into College.
Access, Affordability, and Outcomes: The Coalition Application

A coalition of U.S. public and private colleges and universities is developing an online platform for planning for and applying to college. As part of a commitment to strong outcomes and high graduation rates, this group aims to broaden access to students of all backgrounds by making their institutions accessible and affordable for as many families as possible. This presentation will outline progress the Coalition has made in the past year of development, highlight the benefits of the portfolio that launches this winter and the new application platform that will be implemented next summer for use by students applying for fall 2017 admission. Session participants will preview and evaluate the integrative features of the Coalition Application and the Digital Profile and the Collaboration Platform.

AUDIENCE:  Secondary School Counselors, Independent Counselors
PRESENTERS:  Rachelle Hernandez, Associate Vice Provost for Enrollment Management and Director of Admissions, University of Minnesota Twin Cities
            Paul Seegert, Director of Admissions, University of Washington
            Jarrid Whitney, Executive Director of Admissions and Financial Aid, Caltech
            Omar Zazueta, Associate Dean of Admissions, Claremont McKenna College

Trends in Counselor Fly-In Programs

Targeted towards both secondary and post-secondary professionals, this session will discuss logistical trends associated with Counselor Fly-In programs by referencing survey data from a recent 2015 RACC survey. In addition, secondary counselors will share insights on fly-ins they have attended and offer advice to new counselors on how to make the most out of a fly-in experience. Lastly, secondary counselors will offer their opinions to other counselors and to colleges and universities on what works—and what doesn’t—on these programs.

AUDIENCE:   Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community Based Organizations
PRESENTERS:  Chuck Liddiard, West Coast Regional Admissions Counselor, University of Delaware
            Myra Castro, Independent College Counselor, Castro College Consulting
            Linda Dannemiller, Senior Coordinator of Regional Admission and Recruitment, University of Nevada

Student Search Service®: Tools for Reaching Diverse Student Populations

This update will discuss how new data in Search can be used to meet institutional goals while addressing the challenges and opportunities presented by budget cuts and student demographic shifts. We’ll highlight expanded access to student scholarship opportunities through new partnerships with five of the country’s leading scholarship providers, and the Hispanic Scholarship Fund (HSF), will share how the use of information from the PSAT/NMSQT® will expand access to nearly $180 million in existing scholarship dollars to low-income and minority students.

AUDIENCE:   Post-Secondary/Admission Counselors, Community College Counselors
PRESENTERS:  Eddie Arteaga, Senior Educational Manager, College Board
              Yvonne Berumen, VP of Scholarships and Academic Support, Hispanic Scholarship Fund
Becoming a Leader in Our Profession

There are a number of entry points and opportunities in developing leadership within NACAC, WACAC, and other organizations within our profession. The presenters will describe their own personal paths, give options, and answer questions about individuals’ interests and strengths.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors, Community Based Organizations

PRESENTERS: Dr. Peggy Hock, Director of College Counseling, Saint Lawrence Academy
Dr. Jayne Fonash, Director of School Counseling, Loudoun Academy of Science
Dr. Kim Chaffer Schroeder, Partner, AGS Partners LLC

FA for Counselors: What Does Prior Prior Mean?

The advent of Prior Prior Year FAFSA information is meant to benefit students. As with all new programs there are intended and unintended consequences. The presenters have years of experience in financial aid and counseling, and will be presenting results from a survey of California and Nevada admission officers on their views of how the college admission application and college financial aid application periods and processes will be changed and/or remain the same.

AUDIENCE: Secondary School Counselors, Independent Counselors, Community College Counselors, Community Based Organizations

PRESENTERS: Katy Murphy, Director of College Counseling, Bellarmine College Preparatory
Jim Whitaker, Associate Vice Chancellor for Enrollment, Chapman University

College Access Initiative

Spearheaded by United Way of Tulare County, individuals from educational institutions, community-based organizations, and local government have worked to tackle Tulare County’s low college-enrollment and readiness rates. Through focus groups, goals to increase FAFSA and A-G completion by providing local counselor professional development are changing the college-going culture.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors, Community Based Organizations

PRESENTERS: Alison Recendez, College Access Administrator, United Way of Tulare County & College of the Sequoias
Rosemary Caso, Executive Director, United Way of Tulare County

How to Get More Involved in WACAC—Through GRAC!

Have you ever wanted to get more involved in WACAC? Do you like politics? Do you want to meet some really passionate people? Come and learn about what’s happening in California and Nevada as it relates to education policy and legislation. We’ll also tell you about WACAC’s Government Relations advocacy efforts, and how you can get involved. Participants will gain knowledge on how to participate in the legislative process—it’s more fun than you think!

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors, Community Based Organizations

PRESENTERS: Breanne Boyle, Director & College Counselor, Collegewise
Steven Mercer, Independent Educational Consultant, Mercer Educational Consulting
Angie Goss, College Counselor, Spanish Springs High School

This Regional Life—A Live Radio Show

Inspired by the radio show, This American Life, this one-time, live radio show follows a single theme—Regional Admissions. Throughout the hour, the show’s hosts will follow several stories of how Regional Admissions has impacted the lives of others—high school counselors, admissions offices, students, and Regionals themselves. Join us for an entertaining show to learn how Regionals can impact your life, too.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors, Community Based Organizations

PRESENTERS: Kristy Blue, Director of Admissions—West Coast, Augustana College
Julio Mata, Senior Assistant Director for Regional Recruitment, Miami University
Brittany Slaughter, Regional Associate Director of Admissions, Elon University
A Complete Guide to College Choices for the Visual and Performing Arts

A comprehensive overview of how to find the right fit visual/performing arts college program. Topics include: types of schools, navigating portfolio/audition requirements, and career options post-graduation.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors, Community Based Organizations

PRESENTERS: Laura Young, Director, Enrollment Management, UCLA School of the Arts and Architecture
Edward Schoenberg, College Counselor, Bellarmine College Preparatory

10:10 TO 11:05 AM SESSION H

Sense of Purpose and Persistence Among Students

The session will focus on results and findings from a qualitative and quantitative study that explored the role of sense of purpose in college access and persistence. Based on these findings and literature, the presenter will engage participants in discussion on counseling and education interventions that can enhance students sense of purpose and support them to develop academic goals that align with their sense of purpose. Further, Sense of Purpose Inventory will be provided for counselors and educators to use to support their students.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors

PRESENTERS: Gitima Sharma, Ph.D., Assistant Professor of Counselor Education, Kremen School of Education and Human Development, California State University, Fresno
Dr. Robin Sakakini, Psy.D., School Psychologist & Licensed Psychologist, Director of the High School Academic Success Program and Director of Educational Testing, Oaks Christian School

Game Changer: The New Way to Connect With Gen Z

Welcome to the 21st century! No longer is it just students utilizing mobile technology in their everyday lives. High schools, colleges, and universities have also joined the ranks of mobile technology users, and the impact is being felt by all. Join ZeeMee for an in-depth look at how mobile technology is impacting the college application process, the smart phone is helping to create equity and access, and social media is more than just a mere trend in the college admissions process.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community College Counselors, Community Based Organizations

PRESENTERS: Kyle Montgomery, Director of Outreach, ZeeMee
Juan Jayasingh, CEO, Co-Founder of ZeeMee
Maurice Wilkins, Director of Outreach, ZeeMee

UC Transfer Prep & UC TAP: A Successful Community College Pipeline to UC

All UC campuses host a Transfer Prep program targeting a diverse population of California community college students to raise student preparation and achievement levels so they may successfully transfer to the University of California. Utilizing tools such as the UC Transfer Admission Planner (UC TAP), providing intensive and continued advising, and offering support such as peer mentoring and event programming, UC Transfer Prep has shown that participants are being admitted to UC at a higher rate than the overall transfer population. Come hear how high school students might take advantage of the community college pathway to UC!

AUDIENCE: Secondary School Counselors, Independent Counselors, Community Based Organizations

PRESENTERS: David R. Kamimoto, Associate Director of Admissions—Transfer Preparation Program, University of California, Santa Cruz
Ravinder J. Singh, Research Coordinator, University of California, Office of the President
Alfred Herrera, Assistant Vice Provost of Academic Partnerships/ Director of Center for Community College Partnerships, University of California, Los Angeles
Involving Alumni in the Admissions Process
College alumni are an important constituency that are looking for ways to give back to their alma mater beyond financial donations. They can be a powerful volunteer base to aid in effective recruitment and selection. This session will discuss best practices for engaging alumni and respecting prospective students in the process.

AUDIENCE: Post-Secondary/Admission Counselors
PRESENTERS: Conor O’Rourke, Senior Assistant Dean of Admissions, Pomona College
Erika Yamasaki, Associate Dean of Admissions, Occidental College
Sonia Arora, Associate Director of College Guidance, The Archer School for Girls

Different Start, Same Goal: Alternative Enrollment Pathways—What They Mean for Your Institution and Students
Sometimes the big envelope doesn’t have an offer the student expected. In this session, admission professionals and counselors can learn about spring admission and other alternative enrollment paths that are practiced at several universities. It may not be what students anticipate, but could be a transformative way to start college.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community Based Organizations
PRESENTERS: Jessica Frey, Senior Assistant Director of Spring Admission Program, University of Southern California
Nicole Blake, Associate Director, University of California, Berkeley
Martin Walsh, Counselor, The Harker School

Beyond the Committee: A Peek at the Process of Holistic Admission at Large Public Universities
How do holistic admissions decisions get made when the rep out on the road is not necessarily the one reading those applications? Who IS doing the reading? What factors are considered? What are the admissions reps doing during “reading season” if they are not buried in files? The University of Oregon and the University of British Columbia share their insight into the process.

AUDIENCE: Secondary School Counselors, Independent Counselors, Community College Counselors
PRESENTERS: Claire Dennison, Senior Vice President, Regional Programs & Performance, uAspire
Katy Murphy, Director of College Counseling, Bellarmine College Preparatory

Award Letters: Decoding With Students and Families
Award letters help students and their families understand their financial responsibilities, yet the lack of standardization makes them very confusing. This session will review different award letters, highlighting best practices and potential improvements, and allow time for collaboration around award letter practices that can increase understanding and positively impact our students.

AUDIENCE: Secondary School Counselors, Community Based Organizations
PRESENTERS: Rachel Toyen, Coordinator, International Recruitment, Americas, Middle East, and Africa, University of British Columbia
Moriah Dunning, Assistant Director of Admissions for California Recruitment, University of Oregon

From Surfing to Shakespeare: How Students Should Spend Their Summers
Kids get anxious about summer. Which programs are impressive and which are pay to play? How should students choose between a job lifeguarding and an online history class? We’ll explain the variety of options available and how to help students find ways to make the summer both enjoyable and meaningful.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors, Community Based Organizations
PRESENTERS: Liz Marx, College Counselor, Collegewise
Michael Gulotta, Associate Director of Admission, University of Southern California
Shanell Leggins, Director of College Counseling, Pilgrim School

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Michael Gulotta, Associate Director of Admission, University of Southern California
Shanell Leggins, Director of College Counseling, Pilgrim School
How To Tactfully Manage Lawn-Mower Parents and Difficult Colleagues

The best of parents can have manic episodes when their kids apply to college. Add on colleagues who drop the ball, and you can lose your sanity—unless you know the tricks for communicating in smart, healthy ways. This skills-building workshop shows you how to deal constructively with difficult behavior.

AUDIENCE: Secondary School Counselors, Post-Secondary/Admission Counselors, Independent Counselors

PRESENTERS: Sue DeRuyter, Director of College Counseling, De Toledo High School
            JP Reynolds, Professor, Lecturer, Author, The Business of Confidence

11:15 AM TO 12:45 PM BRUNCH AND CLOSING SESSION

The State of College Admissions

After exploring all of the Sea Changes during the conference, don’t miss this important final session which brings all of our work into focus. Four prominent admissions leaders will be talking about how PPY, the “new” testing, the Coalition Application, and public university funding are and will be affecting new first year students and transfers in the next year.

MODERATOR: Katy Murphy, Bellarmine College Preparatory

PRESENTERS: Jarrid Whitney, California Institute of Technology
            Matt Fissinger, Loyola Marymount University
            Matt Hebert, San Diego State University
            Amy Jarich, University of California, Berkeley
STUDENT RIGHTS in the college selection process.

PARTICIPATION of traditionally underrepresented, underserved populations in postsecondary education and in our profession.

PROFESSIONAL DEVELOPMENT opportunities for our members on the transition from high school to college.

ACCESS to research and resources for our members.

OUR MEMBERSHIP
The Western Association for College Admission Counseling is an organization of leaders in college admission. In existence for over 45 years, we are an affiliate of the National Association for College Admission Counseling.

2,145 MEMBERS
A 55% increase since 2005

University Professionals …….. 39 %
High School Professionals ….. 25 %
Independent Professionals ….. 22 %
Non Profit, student, retired….. 14 %

PROFESSIONAL DEVELOPMENT

ANNUAL CONFERENCE
WACAC’s signature event with workshops covering new ideas, best practices, and current issues around the college admission process.

3 DAY SPRING CONFERENCE
MAY 750 high school, independent, transfer, and admission professionals in attendance

INCLUSION, DIVERSITY, EQUITY and ACCESS (IDEA) CONFERENCE
In conjunction with the annual conference, IDEA provides solutions for professionals serving underrepresented populations.

100 high school, enrollment management, admission, outreach, and recruitment professionals in attendance

LEGISLATIVE CONFERENCE
Trained members work with local Senate and Assembly members and key members of Senate and Assembly committees. Our goal is to share our educational priorities, expertise, and personal stories.

COLLEGE FAIRS

The WACAC College Fair Program is free to the public since 1972, allowing students to interact with admission representatives from a wide range of postsecondary institutions to discuss course offerings, admission and financial aid requirements, and college life in general.

9 College Fairs in CA and NV

9,600 Students attended in 2015

MENTORING
Admission Practices
After Hours Gatherings held for enrollment professionals that include networking, best practices in admission, and other professional development topics.

Leadership Development Institute
LDI is a selective program that provides training and professional development to mid-level managers to prepare them for future leadership roles in the organization and the profession.

DISTRICT DIRECTIONS
WACAC supports one public school district each year by providing comprehensive support and year-long professional development to its administrators and counselors on college and career readiness.

www.limetwig.com 626.744.5252
You may have knowledge and experience in college counseling, but going into private practice creates new challenges. IECA offers a unique combination of business training, peer support, and educational opportunities.

Business Training
IECA runs the finest training for Independent Educational Consultants (IECs). This includes opportunities targeted for newer IECs such as our Mentoring Program that matches you with an experienced member to learn about advising, our intensive Summer Training Institute; monthly webinars offered free to members; campus tours organized exclusively for IECA members; and retreats for veterans in admission.

Peer Support
The backbone of our organization is the peer support from IECA colleagues. Members connect daily through our member-to-member TalkList on any issue they are facing, and gather at conferences and on tours. These connections provide exceptional support.

Conferences & Education
Our two annual conferences provide many educational and networking opportunities over several days with IECs and college admission reps during discussions, the College Fair, and evening activities. Our conferences are large enough to include hundreds of admission reps yet small enough that they have time to really connect with our attendees. Educational sessions feature diverse topics (marketing, admission, counseling skills, LD, financial aid, to name a few). Other regional and local events allow you to participate year-round.

“...I am so thankful that I joined IECA. I have gained so much from the conferences and professional retreats, and the friendships that I have made are invaluable and treasured. What I had not anticipated was the level of support for running my business, the great networking with colleagues across the country, and the number of referrals generated from the search engine on the IECA website.”

—Jan R. Kerchner, IECA (California)