Monterey 2018
THRI VIN A CHANGING ENVIRONMENT

WACAC ANNUAL CONFERENCE • MAY 31 - JUNE 2
Welcome, Friends and Colleagues to the 2018 WACAC Conference

The WACAC annual conference holds a special place in my heart. I still remember the first time I attended and the excitement I felt about meeting folks who share the same excitement for education that I do. The networking and the sessions always left me wanting to change the world, and I took that enthusiasm back to my school and my students. With over 2,000 members, WACAC brings together skilled professionals who possess expertise in many different areas. We form a powerful group, and we continue to make our students the top priority amid the frenzy of the college admissions process.

I want to welcome all of you to beautiful Monterey. Last year we gathered in Visalia; this is the other side of the Central Valley, where our District Directions program is currently working closely with the Salinas Unified School District. By doing this we continue our mission to serve all of California and Nevada. Our work here underscores the commitment we have to increase opportunity for all the students of California and Nevada.

I hope your three days here energizes you as it does me, knowing that the learning, sharing, and networking we do is making a difference in the lives of young people.

Sonia Ryan
Western ACAC President
Director of College Counseling
St. Mary’s College High School
Wednesday, May 30
6:00 PM to 8:00 PM  Student College Fair

Thursday, May 31
7:00 AM to 8:15 AM  Pre-Conference and IDEA Registration & Breakfast
8:30 AM to 1:00 PM  IDEA Institute
8:30 AM to 11:30 AM  Pre-Conference Sessions
9:00 AM to 5:00 PM  Conference Registration
11:00 AM to 1:00 PM  Exhibition Area Open
12:00 PM to 12:45 PM  First Time Conference Attendee/ Mentor Luncheon (by invitation)
1:00 PM to 2:30 PM  Opening Session
2:30 PM to 6:30 PM  Exhibition Area Open
2:45 PM to 3:45 PM  Session A
4:00 PM to 5:00 PM  Session B
5:15 PM to 6:30 PM  Wine and Cheese Reception
6:30 PM  Dinner on your own in Monterey

Friday, June 1  Local Counselors’ Day
7:00 AM to 2:00 PM  Conference Registration
7:30 AM to 8:45 AM  General Breakfast
First-Timers Breakfast
Local Counselors’ Breakfast
8:00 AM to 11:00 AM  Exhibit Hall Open
8:30 AM to 10:45 AM  Dean and Directors Meeting
9:00 AM to 10:00 AM  Session C
10:15 AM to 11:15 AM  Session D
11:30 AM to 1:15 PM  Conference Lunch, WACAC Business Meeting, and Awards
1:00 PM to 5:00 PM  Exhibit Hall Open
1:30 PM to 2:30 PM  Session E
2:45 PM to 3:45 PM  Session F
4:00 PM to 5:00 PM  Counselor College Fair & Involvement Fair
6:00 PM to 10:00 PM  Dinner, Social

Saturday, June 2
7:45 AM to 8:45 AM  Past-Presidents’ Breakfast / Breakfast by Committee
9:00 AM to 10:00 AM  Special Interest Groups (SIG) Meetings
10:15 AM to 11:15 AM  Session G
11:30 AM to 12:30 PM  Featured Speaker & Closing Session

Dinner on your own in Monterey
THANK YOU CONFERENCE VOLUNTEERS!

On behalf of the entire WACAC Conference Committee we would like to thank all who donated their time and expertise to make this Conference a reality. We could not have done it without you! This year, volunteers assisted with Conference registration, Wednesday evening’s student college fair, Friday evening’s social, educational sessions, and wherever else they were needed. Volunteering for WACAC is always fun! I encourage you to give back and connect with colleagues at our next conference in 2019.

Allie Kvidera, WACAC Conference 2018 Volunteer Coordinator
WACAC has 13 committees that support the mission of the organization. We encourage you to consider sharing your time and talents with one of these groups. To get involved, visit WACAC.org/committees.

**Admissions**
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**
Assists in coordinating all WACAC College Fairs and provides leadership in coordinating NACAC-sponsored college fairs in the Western region.

**Conference**
Responsible for developing, coordinating, and implementing the annual conference, including session development, registration, hospitality, local arrangements, and publicity.

**Communications**
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 through a variety of media, including WACAC's website, bi-weekly email blast, and social media platforms. Responsible for maintaining consistent and professional messaging and branding of the organization's communication.

**Development**
Looks at long-term goals of the organization and creates a development plan to assure funding of our organization for years to come.

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

**Fiscal Policy**
Reviews the Fiscal Policy annually and recommends revisions to the board for final approval.

**Governance and Nominations**
Responsible for growing WACAC membership and educating members and non-members about the benefits of membership.

**Membership**
Established to educate admission and counseling professionals, as well as nonmembers within the profession, on the ethical standards adopted and promoted by NACAC.

**Professional Development**
Responsible for creating professional training opportunities for college counseling professionals of all types.

**Transfer Advocacy**
Serves Transfer Center Coordinators and Directors and the interests of transfer students at community colleges by providing transfer-specific professional development opportunities and supporting special projects and initiatives that serve transfer students.

**WACAC Past Presidents**
The Western Association for College Admission Counseling thanks the following individuals (2010 to Current) for their commitment to and exemplary stewardship of the organization. For a complete listing of Past Presidents, please visit wacac.org/about-us/past-presidents/.

- **Jeff Morrow** 2016/17
- **Peggy Hock** 2014/15
- **Robynie Royster** 2012/13
- **Katy Murphy** 2010/11
- **Edward Devine** 2015/16
- **Dan Nannini** 2013/14
- **Greg McCandless** 2011/12

**AWARDS**
Each year, the WACAC Nominations Committee seeks nominations for the following awards to be presented at the Annual Conference. For a complete listing of past award recipients, please visit wacac.org/resources/awards/.

- **Murdoch-Finks New Admission Counselor Award**
  (previously the Emery Walker Award)
  Presented to a college level admission officer with five or fewer years of experience in the profession who has shown an interest in WACAC by service on WACAC committees, volunteering to help with the WACAC conference, events, fairs, etc., and a dedication to serving the needs of students.
  2017 Recipient: Jaimis Ulrich

- **Joseph P. Allen Human Relations Award**
  Established to honor a professional dedicated to the principles of equal opportunity and equal access to college and presented to an individual who has encouraged and supported traditionally underrepresented students in the transition from high school 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 tenets 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.
  2017 Recipient: Jasmin Escobar Taylor

- **Katy Murphy 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.
  2017 Recipient: Radia Alouache

**Steve Hankins Award**
Established in recognition of a consummate professional who dedicated himself to encourage new counselors to consider admissions not as a way station in life, but as a life’s calling, and presented to a secondary school or independent counselor with five or fewer years of experience in the profession who has shown an interest in WACAC by serving on WACAC committees, volunteering to help with WACAC conferences, events, fairs, etc., and a dedication to serving the needs of students. Steve was instrumental in the development of WACAC from a fledgling organization into a growth and service organization in the 1990s, 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 college night and if they didn’t, he’d invite them along.
  2017 Recipient: Lauren Cook

**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.
  2017 Recipient: Michael Elgarico

**WACAC Special Recognition Award**
In gratitude and appreciation for the outstanding support given to the members of WACAC.
  2017 Recipient: Sandra Hayes
On behalf of WACAC, we would like to express our gratitude to the following sustaining members and donors who gave July 1, 2017 through June 30, 2018. Please join us in recognizing their commitment to college admissions counseling.

**SUSTAINING MEMBERS: $250-$500**

- Joseph Bleckberg
- Sue DeRuyter
- Eid Devere
- Kevin Dyerly
- Vanessa Easman
- Sandra Hayas

- Pacific Ridge School College Guidance
  - Maureen Roadman
  - Sunday Saltier
  - Geoffrey Smith

- Mal Pricemongers
  - Aviva Walls
  - Dawsey Wilmot

- Stephen Pultz
  - Andrew Woolsey

- Bruce Reed

**DONORS**

- Radia Alsouche
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- Lynn Maloney
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- Juko Mata
- Melissa McClellan
- Gabrielle McConigan
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- Marcella Mejia
- Juan Meyer
- David Mills
- Phillip Morreno
- Michael Naiton
- Cyndy Niendorf
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- Judy Oberlander
- Kathleen Ossel
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- Susanna Ordway
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- Mike Sexton
- Brittany Slaughter
- Laura Stratton
- David Thompson
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- Jenny Umhofer
- Marilyn Van Loben Sels
- Salima Varni
- Rick Warner
- Mark van Warning
- Teresa Welder
- Jim Whitaker
- Eric Wilson
- Elena Wong
- Andrew Woolsey
- Brooke Yoshino

**SCHOLARSHIPS**

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

**SILVER ($3,000)**
- The College Board

**BRONZE ($2,000)**
- University of the Pacific

**FULL SCHOLARSHIP**
- University of the Pacific Colleges that Change Lives
- Santa Clara University

**ONE-DAY SCHOLARSHIP**
- University of British Columbia

**DISCOVER STUDENT LOANS**
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**ELEMENT451**
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**THE PRINCETON REVIEW**
- Carol Clark
  - carolina.clark@review.com
  - princetonreview.com

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**EXHIBITORS**

- Peggy Hock
- Jeffa Kamwara
- Andy Losier
- Jason Ma
- Kat Murphy
- Sandra Hayas
- Dan Nannini

- Joe Blassberg
- Vanessa Easman
- Kevin Dyerly
- Joseph Blassberg
Beyond The Obvious: Helping Students Build College Lists • SB3
For all counselors, the presentation will include strategies and tactics to use with students and parents in widening their scope of colleges to explore and research.

PRESENTERS: Katy Murphy, M.A., Director of College Counseling, Bellarmine College Preparatory
Dr. Peggy Hock, M.D., Testing Coordinator, Bellarmine College Preparatory
Maria Portada, Executive Director, Colleges that Change Lives

Annual ACT Update: Information You Can Immediately Use! • SC1
This annual update will provide user-friendly insight into ACT changes and how the ACT score reports can be utilized to assist with recruitment, placement, and retention initiatives. Insight will be provided into ACT innovation on the horizon and the free consultation services available to you on your campuses.

PRESENTERS: Don Pitchford, Ph.D., Director Higher Education Partnerships, ACT

Yield Vs. Recruitment: Who Wins in Spring • SC2
After acceptance letters are mailed, admissions offices around the country transition to yield season. Simultaneously, juniors are ramping up their college search. How do we best serve our admitted student population and focus on yield while still providing exceptional support for prospective students?

PRESENTERS: Michael Walden, B.A., Assistant Dean of Admissions, Pomona College
Marie Bury, M.S., Assistant Director of Admission, Chapman University
Annie Mills, M.Ed., Assistant Director of Admission, West Coast Recruitment, DePaul University
Alex Ruiz, M.Ed., Associate Director of Admission, UC Riverside

From Stress to SUCCESS: Finding the Perfect College and How to Pay for It! • SC3
With thousands of options available, helping students decide where to attend college can be a challenging task. This presentation will pave the road to refining choices and how to pay for it! The informative and entertaining workshop covers in-state choices, out-of-state possibilities, the top reasons students choose a college, the various costs, financial aid and scholarship opportunities – merit, need or both!

PRESENTERS: Gary K Bednorz, B.A., Student Recruitment Specialist, University of New Mexico
Chris O’Sullivan, Marist College
Taylor Patterson, Purdue University
Sarah Blank, University College Dublin

Earning Your Four-Year Degree at a Community College • DA1
Because of California’s demand to have a more educated workforce, certain community colleges across the state have piloted CTE baccalaureate programs. With growing industries in the state, these programs will serve a more prepared workforce and a promising future while expanding higher education options to students in technical education.

PRESENTERS: Stephanie Torres, B.A., College & Career Advisor, Counselor Intern, Youth Policy Institute, University of La Verne
Luís Casas, B.A., Retention Coordinator, Counselor Intern, Hathaway Sycamores Child and Family Services
Arturo Munoz Jr., B.A., College and Career Technician, Counselor Intern, Pasadena Unified School District, University of La Verne
Inside the College Admissions Process for Student Athletes • SC4
Supporting student athletes can be challenging as the process varies by division, conference, college, admissions office, and coach. This session will give you a glimpse of the process through the eyes of DI, DII, DIII, and NAIA admissions. A panel of your peers from the NCAA AD Hock Committee will arm you with tools and information in your quest to meet the needs of this unique student and parent population.

PRESENTERS: Valerie Johnson, M.S., College Counselor, Oaks Christian School  
Kelsey Bradshaw, Senior Assistant Director, University of Southern California  
Slade Burns, Assistant Dean of Admissions, Pomona College  
Erik Ellefsen, Academic and College Counselor, Valley Christian High School  
Thomas Gabraith, Ph.D., Director of Athletics, Simpson University  
Matthew Daines, B.A., Admissions Counselor, Cal State Monterey Bay

Transition to College and How it Should Inform Search • DA2
There is a lot of emphasis on college search, but are students making decisions based on what they will experience in college. This session will look at how the realities of the college experience, especially first year, should influence the search process. Consideration to stages of adjustment and keys to college first year success will be discussed. There will be special consideration for first generation/low income students as well as students who venture far from home to attend college.

PRESENTERS: Edward F Devine, B.A., Regional Director of Admission, Lafayette, WACAC  
Jeff Morrow, M.A., Director of College Counseling, Oaks Christian School

How to Support Undocumented Students Pursue College: Information, Resources, and Best Practices • DA3
This presentation will provide educators with a general overview of best practices, information and resources for supporting undocumented students go to college. The presentation includes information about Deferred Action for Childhood Arrival, the CA Dream Act and AB 540 and scholarships. Educators will leave with a basic understanding of the opportunities and resources that undocumented youth and families can access.

PRESENTERS: Estefania Hermosillo, Educators for Fair Consideration (E4FC)

Where Women Find Professional Fulfillment After the Rookie Years: Part II • B1&2
Piggybacking on the 2017 session with the same presenters, the conversation continues about issues women face in the workplace and how the presenters have found fulfillment, stayed engaged, taken on new opportunities and created support systems, the effect of #metoo and movements toward transparency in the workplace, and how to stay sane in a workplace that always seems to be in flux. There will be plenty of time for the audience to share and for question and answer. A good session for female admission/counseling professionals, as well as their supervisors.

PRESENTERS: Laura Stratton, M.Ed., Director of Admission, Scripps College  
Allison Lopour, B.A., Executive Director of Talent, Collegewise  
Elena Wong, B.A., Director, West Coast Admissions, Drew University  
Sonia Ryan, M.A., Director of College Counseling, St. Mary’s College High School

4:00 PM to 5:00 PM

SESSION B

Extraordinarily Ordinary Counseling Students in the Middle of the Pack • SB2
As college admissions, particularly in California, becomes more competitive, the student with a 2.8-3.2 and scores ranging from 1050-1150 feel as if their choices are few and far between. Many feel as if a 4-year college may not even be an option. This session will provide ideas and resources so that we can help students and their families discover the myriad of choices they have.

PRESENTERS: Cynthia Locke, B.A., Director of College Counseling, Oaks Christian Online School  
Betsey Fuller Hayes, M.Ed., Western Regional Director of Admission, Washington College

Camp College for First Generation Students • B1&2
Successful college application campaigns for first generation/low income students are different in scope, timing, and presentation than for students who have greater family resources available. A stand alone one-week program is not sufficient to get this population of students to the finish line. In Northern California we have found that collaboration across CBOS and with high schools and professional volunteers has effectively provided support for students throughout the college application and financial aid process. Models for summer, week-long programs with follow-up throughout the process will be provided.

PRESENTERS: Dr. Peggy Hock, Ph.D., AP Coordinator, Bellarmine College Prep  
Jenny Uribe, B.A., College Access Counselor, Peninsula Bridge

Changing Perceptions on Large Public Universities: The “Backup School” Myth • SB3
Are we misleading students and families or setting them up for disappointment by using the phrase backup school? A discussion of the perception of selectivity and rankings versus the opportunities available, the data reality of outcomes, and best fit for students.

PRESENTERS: David Mills, M.P.A., Assistant Director – California Recruitment, Arizona State University  
Emily Carmichael, M.Ed., Southern California Admissions Counselor, University of Oregon  
Sonia Ryan, M.A., Director of College Counseling, St. Mary’s College High School  
Johnny Rastello, M.A., Director of College Counseling/US Dean, Tarbut V’Torah Community Day School  
Sung Ahn, B.A., Greater Los Angeles Admission Counselor, Arizona State University

The 10 Commandments of Transfer • SC1
What are the 10 most important details to address when counseling a student to transfer? This workshop will identify those factors, and tease out the answers and complexities associated with those answers.

PRESENTERS: Dan Nannini, M.S., Transfer Director Emeritus, Santa Monica College  
Sunday Salter, M.A., Transfer Director, LA Pierce College  
Deborah Wong, Associate Director, Transfer Evaluation, UCLA
Is Faith a Four Letter Word? How to Discuss Faith Based Institutions with Students  •  SC3

Often times there can be stigmas associated with faith-based institutions or schools that have a faith affiliation in name only: students are afraid of what the faith culture will be in practice, are burned out from attending faith based secondary school, or immediately reject research of a school because of its faith affiliation. This panel will discuss how counselors on both sides of the desk have conversations about faith based institutions with students, breaking down barriers and ensuring that a ‘great fit’ for a student is contemplated in a fair manner when considering its faith affiliation.

PRESENTERS: Marissa Carroll, J.D., Director of College Counseling, Villanova Preparatory School
Diana Hernandez, B.S., Admissions Counselor, California Lutheran University
Eric A. Groves, Ph.D., Vice President and Consultant, Enrollment Management
Amy K. Krueger, M.A., Associate Director of College Counseling, Oaks Christian School

The Use and Misuse of Standardized Tests  •  DA1

This workshop will explain what admissions tests actually tell us and how they should be used by students, counselors, and admissions officers. The presenters will explain testing anxiety, focusing on their impact on under-represented students, and discuss how outcomes based on gender, race, ethnicity, and income should inform admissions.

PRESENTERS: Akil Bello, B.A., Director of Equity and Access, The Princeton Review
Falene Serna, M.A., Director of Admission, Pepperdine University
James Murphy, Ph.D., Director of National Outreach, The Princeton Review

Politics, Amiright? Learn How to Actively Advocate for Students  •  DA2

Right now, politics are a bit... weird. Laws are moving about, changes are happening, and it seems like every day there is another worrisome issue on the news. In this session we will not be explaining why politicians do what they do (because who can?) but we will be updating you on what is happening in higher education and counseling at the federal and state level as well as giving you some amazing resources and practical things you can use to affect change!

PRESENTERS: Breanne Boyle, B.A., Senior Director, Collegewise
Jessica Largent, M.Ed., Admission Officer, UC San Diego
Amy Brennen, College Counselor, Insight Education LLC

Perfect Partners = Outstanding Outcomes: Successful Partnerships Between Schools, IECs, Colleges + Test Prep  •  DA3

High School Counselors, college admission counselors, IECs, test prep practitioners working with students, families AND each other can achieve super success and outstanding outcomes in the college search! We will do a deep dive on schools that deepen their great culture of student success through the effective use of resources. This session will illustrate some of the best practices in place to take advantage of the external talents in the community without exposing the students to aggressive marketing practices. Learn how we define our role and collaborate to develop a smarter path! Hosted by a panel with seven+ decades of experience.

PRESENTERS: Paul Kanarek, CEO, Collegewise
Jacobo Kantor, B.A., Director of School Partnerships, Revolution Prep
Gary Bednars, B.A., Admission Counselor, University of New Mexico
Erik Ellefson, M.Ed., College Counselor/Former Principal, Valley Christian Schools

CSU Admissions Evaluations for High School Counselors  •  SC4

Learn how CSU Campuses interpret admission requirements according to the CSU Admissions Handbook. Receive answers to your admission questions and guidance on how to advise your students.

PRESENTERS: Ginger Reyes, Ed.D., Assistant Vice President for Enrollment Management, CSU Channel Islands
Jessica Wagner, B.A., Director of Admissions, CSU Fullerton
Andrew Wright, M.A., M.S., Director of Admissions, CSU Long Beach

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Jacobo Kantor, B.A., Director of School Partnerships, Revolution Prep
Gary Bednars, B.A., Admission Counselor, University of New Mexico
Erik Ellefson, M.Ed., College Counselor/Former Principal, Valley Christian Schools
10 Mega Trends Transforming Independent College Consulting • SC2
Most institutions that independent college consulting is the only segment of college counseling that’s growing. However there’s more to the story. The profession is changing in dramatic and fundamental ways, import for IECs, college admission reps and school counselors to fully understand, as these changes will impact everyone involved in the school-to-college search and application process. This session will examine the most significant trends and how we should respond to them. SC2
PRESENTERS: Mark Sklarow, M.A., CEO (Chief Executive Officer), Independent Educational Consultants Association
Jeana Kawamura
Jon Kerchner

International Admissions: The Basics and Beyond • SC3
Are you interested in learning how to support your students when exploring international university options? Not sure where to start or how to advise? This session is for you! We’ll discuss resources, admission requirements, tuition benefits (yes, it can be cheaper!), and application processes in popular English-speaking destinations including UK, Ireland, Australia, Canada, and other countries in continental Europe.
PRESENTERS: Sarah Blank, B.A., North America Representative, Western Region, University College Dublin
Monica Gallego Rude, M.A., Director, Collegewise

Misadventures on the Road and How to Survive Them/On the Road Again: Conquering Your Next Travel Season • SC4
We all experience the unexpected, unplanned circumstance that requires us to think creatively and respond in the moment. This workshop is intended to help those who have not yet experienced any of these or similar moments cope and recover. The facilitators of this workshop represent high school and four-year universities.
PRESENTERS: Gretchin Harris, M.A., Assistant Director
Kaitlyn Flannery, B.A., Assistant Director, UC Berkeley
Dorie Ravick, M.A., Assistant Director of College Guidance, Charles E. Smith Jewish Day School
Amanda Hottinger, B.S., Regional Director of Admission, Northern California, Texas Christian University
Maureen Ruiz-Sundstrom, B.A., Assistant Director, Harvey Mudd College
Eleonora Wong, B.A., Director, West Coast Admissions, Drew University

Engaging Students for Long-Term Success • SB12
Having a successful tour guide program also means training leaders for your campus. Hear how five differing institutions take on student development by creating energy around joining a team, holding interest as a current guide, and keeping students engaged and recover. The facilitators of this workshop represent high school and four-year universities.
PRESENTERS: Joy Brown, M.A., Senior Admission Counselor, Pepperdine University
Amy Hammers, B.A., Admission Counselor, Chapman University
Kristin Robbins, B.S., Admissions Counselor, Caltech
Shelden Agbayani, B.A., Admission Counselor, California Lutheran University
Dwayne Okpaise Jr., B.A., Admission Counselor, Pitzer College

What You Don’t Know About Learning Differences, Accommodations, and Standardized Testing • DA1
Did you know that taking the PSAT or ACT too early can impede efforts to secure test accommodations? Or that learning differences often remain hidden prior to standardized testing in high school? We’ll answer these questions and more, as well as discuss student privacy issues, updates on test-optional colleges, and techniques for identifying potential LDs.
PRESENTERS: Nick Standlea, M.B.A., Chief Guru, Test Prep Gurus
Johnathan Rastello, M.A., Director of College Counseling, Tarbut V’Teshuvah Community Day School
Marci Lerner Miller, J.D., Attorney At Law, Miller Advocacy Group

Life Hacks: Building Skills for a Successful Transition to College • DA3
Much attention is given to the academic content and skills students should know in order to be college ready, but what about the soft skills to make for a smoother transition to college? Presenters will share information about their programs to fill some of these gaps for students like personal finance, career preparation and “adulting” skills.
PRESENTERS: Anna Takahashi, A.B., Director of College Counseling, Eastside College Preparatory School
Todd Hicks, M.P.A., Director of University Access & Success, Cristo Rey San Jose Jesuit High School
Tim Ranzeatta, M.B.A., Founder, Next Gen Personal Finance

Concussion and the Classroom: How Counselors Can Best Support Their Students Post-Concussion • DA2
A concussion can sideline a student from their sport, but have you considered the impact a sport-related concussion can have on student attendance and academic performance following injury? This presentation will discuss the counselor’s role in facilitating academic support strategies after concussion and considerations that may affect post-secondary admission decisions.
PRESENTERS: Stefanie Miller, B.A., Senior Assistant Director of Admissions, Indiana University
Tricia Kasamatsu, Ph.D, ATC, Assistant Professor and Co-Clinical Education Coordinator, California State University, Fullerton
Dale Miller, M.A., ATC, M.Ed., Assistant Principal, Anaheim High School

10:15 AM to 11:15 AM SESSION D

Has “Fit” Led to Contentment? Stagnation? Ignorance? A Case Against Passivity in the Admissions Process • S2
Many sessions have dealt with “fit.” We will re-examine whether fit simply leads to a college that feels familiar and comfortable. Is that the best pathway for growth for both students and institutions of higher education?
PRESENTERS: Michael Nation, M.A., College Counselor, Oaks Christian School
Curt Nichols, M.Ed., College Counselor, Oaks Christian School
Felone Serna, M.A., Director of Admission, Pepperdine
Monica Gallego Rude, Ed.D. Director, Collegewise

Monterey 2018

ROOM KEY: STEINBECK = SB (Monterey CC) • SAN CARLOS = SC (Marriott) • BONSAI = B (Portola) • DE ANZA = DA (Portola)
5 Ways to Teach Growth Mindset • SB3
Everyone agrees that developing a growth mindset is good for students, but how do educators actively cultivate a growth mindset, and in the process reduce anxiety levels? This session will deliver actionable ideas and best practices on how college admissions counselors can teach growth mindset to students.
PRESENTERS: Jason Gregory, M.A., Assistant Head of School; VistaMar School
Nick Standfast, M.B.A., Chief Guru; Test Prep Guru
Deren Finks, Dean of College Counseling; Cranbrook Schools

College Board Program Results: The Largest Cohort in SAT History • SC1
The first year of performance results on the new SAT sets the baseline for SAT performance going forward. During this session, College Board experts will go through participation and performance data from the SAT, and practitioners will discuss how new trends will impact admission processes in 2018 and beyond.
PRESENTERS: Karly Brockett, B.S., Associate Director; Higher Education Services; College Board
Chris Ferguson, Ed.D., Associate Vice President of Enrollment; Occidental College
Michael Elgarico, M.A., Director of Admissions; California Lutheran University
Margaret Isied, M.A., Academic Counselor; Abraham Lincoln High School

How Much Essay Help Is Too Much? (Zen and the Art of Essay Coaching) • SC2
You’ll be guided through an interactive workshop to develop a greater awareness of your habitual impulses and discover practical tools for offering feedback as we explore the question: When are my values truly aligned with my behavior when it comes to helping students with their essays — and when are they not? Warning: this session may provoke feelings of ambivalence, vulnerability, discomfort, affirmation and empowerment. Handouts provided.
PRESENTERS: Ethan Sawyer, M.F.A., College Essay Guy
Martin Walsh, Harker School

Underrepresented and Empowered: One School’s Approach • SC3
Students who are underrepresented in their school communities may face a range of unique challenges in the college admissions process that many of their peers may not experience. In this session, participants will learn about ways to design college programming that support the needs of students who are underrepresented on your campus. College counseling professionals will also discuss ways you can help promote diversity, equity, and access in the college admissions process.
PRESENTERS: Brooke Smith, Ed.S., Associate Director of College Counseling; Viewpoint School
Rhody Davis, M.Ed., Director of College Counseling; Viewpoint School
Rebecca Heller, M.A., Associate Director of College Counseling; Viewpoint School
Manny Mohareb, M.A., Associate Director of College Counseling; Viewpoint School

Talking To Girls About Attending a Women’s College • DA1
Do you struggle with how to talk to young women about the benefits of a single sex education? Are you unsure of who would be a great fit? Join us for a lively conversation about best practices, common misconceptions, and useful talking points from which counselors can make the case for “why a women’s college.”
PRESENTERS: Lila Bischoff Brassord, B.A., Senior Assistant Director of Admission; Smith College
Victoria Romero, B.A., VP for Enrollment; Scripps College
Tamar Adegbile, B.A., Director of College Counseling; Cate School

The In’s and Out’s of Committee Based Evaluation (CBE) • DA2
As schools look for ways to holistically evaluate thousands of applications before April 1, CBE has garnered attention. But what is it? How can it help improve efficiencies? What are the benefits for both students and counselors? These institutions share their experience and answer FAQs from our colleagues across the desk.
PRESENTERS: Ashley Brookshire, M.P.A., Regional Director of Admission; Georgia Institute of Technology
Damien Fatoglia, B.A., Associate Director; West Coast Admissions; Trinity College
Philip A. Moreno, M.B.A., Director; West Coast Recruitment; Dickinson College

Finding the Right Fit at the Right Time: Benefits of Working at a Variety of Different Higher Ed Institutions from Private to Public and a Range of Selectivity • B12
College reps will tell their admissions stories on how they decided to switch colleges and why they are at their current schools. They will provide tips on mastering the transition and making yourself more marketable long term in the admissions field.
PRESENTERS: Teri Ann Matsuda, M.Ed., Assistant Director of Admissions; Colorado Mesa University
Linda Dannemiller, B.A., Senior Regional Recruitment Coordinator; University of Nevada, Reno
Dennis Yan, M.B.A., Recruitment Coordinator; Northern Arizona University
Lisa Hanson, M.A., Assistant Director of Admissions; Seton Hall University

Athletic Recruiting 101:
A Simple DIY Process for High School and Independent Counselors • DA3
Providing meaningful guidance to your student athletes can be a challenging experience if you don’t first have a strong understanding of the basic “nuts and bolts” of the college athletic recruiting process. Starting their recruiting activities on a timely basis, coupled with the knowledge of the specific steps to take to generate the sincere interest of college recruiters, will best enable your athletes to be successfully recruited. This presentation will spell out Five Easy Steps in a Do-It-Yourself Guide your athletes can follow, independently, to initiate their own recruiting activities with minimal assistance from a high school or independent counselor.
PRESENTERS: Katie Andersen, B.A., College Counselor; Student Athletes, College Fit
Colleen Murray, M.A., Head Counselor; Academy of Our Lady of Peace

Pathways to Affiliate and National Leadership • DA2
Join experienced affiliate leaders from WACAC, Kentucky ACAC and Potomac and Chesapeake ACAC — all NACAC leaders as they describe their very different pathways to leadership and experiences in leadership. Where do you start? How do you advance? How much time does it take away from your family and paying jobs? How does your leadership advantage your institution?
PRESENTERS: Katy Murphy, Director of College Counseling; Bellaonline College Preparatory
Dr. Jayne Fonash, Ed.D., Director of School Counseling; Loudoun County Academy of Science
Chris Reeves, Counselor; Beechwood High School
Shrinking the Ratio: A Technological Tool to Help Students and Counselors Navigate Post-Graduation Possibilities • DA1
The session will focus on Long Beach Unified’s Post-Graduation Readiness Guide. The presenters will describe best practices in using the tool, which converts data into a personalized post-graduation readiness plan, enabling counselors to work more efficiently, while giving students a better chance at avoiding undermatching or otherwise missing opportunities.
PRESENTERS: Michael Fee, M.B.A., Co-Founder, Spotlight
Carol Ortega, M.A., Program Administrator, Counseling, Long Beach Unified School District

Asking Better Questions – of Colleges, of Students, of the Process • DA3
This session will focus on how to find more enlightening questions in the college search process, in essay brainstorming, in choosing essay prompts on the admissions side, and in interviews with an emphasis on how to scale those questions from one-on-one to heartier caseloads.
PRESENTERS: Katie Sprague, M.A., Ed.M., Senior Director of College Counseling, Collegewise
Samantha Schreibler, MSW, Associate Director of College Counseling, Milken Community Schools
Matt Lane, M.Ed., Director of College Counseling, Branson School

Building a Partnership: UC and Community College Collaboration • SB3
Learn more about and hear some tips on a partnership between the University of California and a selected group of California community colleges designed to increase transfer student awareness and enrollment at UC. UC admission/ outreach and community college transfer staff representatives will discuss building the collaboration including outcomes, challenges and lessons learned.
PRESENTERS: Eversa Spears, Associate Director, Advocacy and Partnerships, Undergraduate Admissions, University of California Office of the President
Mike Drish, Deputy Director of Undergraduate Admission, UCLA
Marisa Marquez, Director of Transfer Services & Counselor, Bakersfield College

The Role of Family and Ethnic Identity for First Generation Latinas in the College Choice Process • SC1
This session will introduce the stories of 8 first-generation Latinas and their journey through higher education. Learn about how these women successfully navigated the college choice process, the challenges they encountered, and how family and their feelings about their own ethnic identity played a role in this process.
PRESENTERS: Maria Rodriguez, M.Ed., Senior Assistant Director, University of Southern California

Surviving the College Admission Field as an Introvert • SC3
Is extroversion a requirement for working in college admission? Join our panel of proud introverts to discuss best practices for navigating recruitment travel, professional conferences, and high school visits. Also, learn what introversion actually is and if you might be one of us!
PRESENTERS: Lauren Cook, M.Ed., Dean of College and Gap-Year Advising, Jewish Community High School of the Bay
Andy Loiser, M.A., Director of College Counseling, Francis Parker School
Yamilet Medina Lopez, M.Ed., Associate Director of Admission, University of Southern California

The Personal and the Political: Admissions During Tough Times • SB2
Using an intergroup relations model, we will provide a space to discuss the current political climate and its impact on our work. We believe taking the time to acknowledge this impact will make us more effective in our field. The workshop will be participatory and attendees will be encouraged to share.
PRESENTERS: Angelica Gutierrez, B.A., Assistant Director, Office of Admission, University of Southern California
Jaryn Robbins, M.Ed., Assistant Director, Office of Admission, University of Southern California
David Jones, B.A., Assistant Director, Office of Admission, University of Southern California
Candy Navarro, Ed.D, Ed.M., Director of College Counseling and Advising, Flintridge Sacred-Hart Academy

A 3-Dimensional Look at College Recruitment: How Colleges Plan and Deliver Recruitment and How High Schools Receive It • SC4
School counselors may wonder how colleges develop recruitment plans, while colleges strive to make their plans relevant to students. This session will demystify recruitment from the perspective of a college’s larger enrollment plan, to the individual recruitment planning undertaken by admission representatives, to the effectiveness of recruitment efforts within different student populations.
PRESENTERS: Michael Gulotta, M.Ed., Associate Director of Admission, University of Southern California
Camille Bradshaw, M.A., Assistant Director of Admission, University of Southern California
Mark Rasic, M.Ed., Director of College Counseling, Polytechnic School

Explain Fully on a Separate Sheet: the Special Circumstances Essay • B1&2
How do you help a student who has the right academic credentials, but has a problem on his or her record that requires further explanation? Colleges can be forgiving of arrests, suspensions, etc., when the student owns the problem and explains the recovery fully and persuasively.
PRESENTERS: Hanna Stotland, J.D., Admissions Consultant, Independent
Mel Preimesberger, B.S., Independent Educational Consultant, Founder, MP College Chat LLC

Recruiting (and Parenting) Gen Z Students: Two Perspectives on College Admissions • DA2
This was bound to happen. After working in college recruitment and admissions for many years, eventually we’re faced with the challenge of being both parent and professional while our own children go through the college admissions process. Come hear from parents and their own high school students how they approach this challenge.
PRESENTERS: Gigi McGuire, M.P.A., Assistant Director, California State University, Northridge
Darius G. Riggins, M.A., Director, University Outreach, California State University, Bakersfield

College Admission Testing: Planning & Guidance Tools You Can Use • SB2
Join us for a deep dive into the admission testing landscape of 2018. We’ll share a perspective — with both data and anecdotes — that encourages healthy testing-related behavior by students and parents. We’ll also share tools that allow you to use PSAT and PreACT scores to help students identify testing preferences and goals.
PRESENTERS: Katy Murphy, Director of College Counseling, Bellarmine College Preparatory
Bruce Reed, B.A., Co-founder and Executive Director, Compass Education Group
A Priest, Rabbi, and High School Senior Walk Into an App: Addressing Religious Education and Involvement in the College Process • SB3

This discussion across the desk explores faith-based education and activities, focusing how they can best be understood in the college process. The hope is that such a dialogue will give admission counselors insight into student context and help college counselors guide students in effectively articulating their religious identities and involvement.

PRESENTERS: Brittany Baker-Broussseau, B.A., Assistant Director of Undergraduate Admission, University of Southern California  
Candy Navarro, Ed.D., Ed.M., Director of College Counseling and Advising, Frenzied Sacred Heart Academy  
Amy Krueger, M.A., Associate Director of College Counseling, Oaks Christian School  
Eliot Shavalian, B.A., Associate Director of College Counseling and Academic Guidance, Shalhevet High School  
Ariana Pistorino, B.A., Assistant Director of Undergraduate Admission and Recruitment, Regional Representative Los Angeles, University of San Francisco

Diversity Overnight Programs – Leveraging Community to Yield Underrepresented Students of Color • SC1

It takes intentional effort to recruit and yield the most diverse and talented class. Learn what goes into creating a culturally relevant diversity overnight program that engages the campus community. This session will highlight Unify Night at Santa Clara, and attendees will hear about creative ways and learn best practices for Diversity Overnight Programs.

PRESENTERS: Denise Castillo Chavez, B.S., Assistant Director, Undergraduate Admission, Santa Clara University  
Lupita Yanez, B.S., Assistant Director, Undergraduate Admission, Santa Clara University

All’s Fair in College Fairs • SC2

College fairs are a great way for colleges to connect with prospective students and serve those requiring additional support through the process. But is the current fair format working? We will discuss how to support each other and our students to make a fair beneficial for all.

PRESENTERS: Tyler-Rose Veguez, B.A., Senior Assistant Director of Undergraduate Admission, University of Southern California  
Samantha Schreiber, M.A., Associate Director of College Counseling & Academic Planning, Millen Community Schools  
Jamie Grott, M.A., Senior Associate Director of Admissions, University of Redlands  
Hayley Camin, B.A., Senior Assistant Director of Undergraduate Admission, University of Southern California.

Champagne College Counseling on a Beer Budget • DA3

Learn about eight fresh design thinking ideas to reinvigorate your junior programming. From March Madness college brackets to community building Instagram tours, we will offer creative ways to engage students across large and small caseloads.

PRESENTERS: Greg Murray, M.Ed., Director of College Counseling, Drew School  
Karen Rowe, M.Ed., Director of College Counseling, Sugar Bowl Academy  
Gretchen Gleason, B.S., Director of College Counseling, The Bishop’s School

The Goldilocks Approach to Counselor Letters of Recommendation: What is Too Much, Too Little, and Just Right • SC3

Are you spending too much time on your letters of recommendation or are you not giving them the oomph that they need? This panel will discuss what admissions representatives are really looking for when they read counselor letters of recommendation. The goal being to streamline the process to write concise, effective letters of recommendation without the extra fluff, saving you precious time.

PRESENTERS: Rebecca Helfer, M.A., Associate Director of College Counseling, Viewpoint School  
Brooke Smith, M.A., Associate Director of College Counseling, Viewpoint School  
Becky Chassin, M.A., Assistant Dean, University of Southern California  
Michael Elgarico, M.A., Director of Undergraduate Admission, California Lutheran University

Campus Culture Clash, Contentious Issues, and Impact on Staff • SC4

Debates over free speech, travel bans, racial issues, threats to DACA, controversial speakers . . . there is a lot impacting our campuses. Are you ready to talk about sensitive subjects with your colleagues? Students and families? This roundtable session will foster discussion on how we can get through these challenging times.

PRESENTERS: Kristine Y. Lee, M.A., Associate Director, Office of Undergraduate Admissions, UC Berkeley  
Mike Drish, M.Ed., Deputy Director of Undergraduate Admission, UCLA

Beyond The Bay and LA: UC Recruitment Efforts in the Central Valley • B1&2

Representatives for the Central Valley from the University of California, Berkeley, Davis, Merced, and Los Angeles will discuss barriers high school students from rural communities face, application trends, and recruitment initiatives. The admission officers will then provide insight into how to help students from rural communities make a strong application to the UC system. The session will end with a discussion on how to better encourage students from rural communities access the UC and higher education in general.

PRESENTERS: Scott Wilson, M.Ed., Assistant Director, University of California, Los Angeles  
Erica Sanchez, B.A., Assistant Director, UC Berkeley  
Jorge Garcia, B.A., B.S., Assistant Director, UC Davis  
Maria Martinez Madrigal, M.A., Admissions Advisor – South Valley Region, UC Merced

What to Teach Students about Social Media and College Admissions • DA1

The chances that a student's social media activities will be scrutinized at some point during the transition from high school to college and then from college to career is closing in on 100%. Learning how to use social media tools advantageously to create and dispense an authentic, reflective, discoverable, and informative digital presence has become an essential life skill that is rarely taught in schools. This presentation will introduce counselors to essential social media concepts that must be mastered as social media’s role in the realm of college admissions continues to grow in importance and will then deliver pragmatic instruction on how to counsel students (and their parents) to curate a compelling and informative public digital presence.

PRESENTERS: Mandy Stangeland, M.S., Independent Educational Consultant, Wise Owl College Consulting LLC  
Alan Katzman, J.D., Founder, CEO, Social Assurity LLC

4:00 PM to 5:00 PM  COUNSELOR COLLEGE FAIR & INVOLVEMENT FAIR • SERRA BALLROOM

6:00 PM to 10:00 PM  BEACH PARTY / DODGEBALL TOURNAMENT / DINNER / SOCIAL • MONTEREY BEACH HOUSE, 285 FIGUEROA STREET (10-minute walk from conference)
Saturday June 2

7:45 AM to 8:45 AM  PAST-PRESIDENTS’ BREAKFAST • LOS ANGELES BALLROOM, MARRIOTT

7:45 AM to 8:45 AM  BREAKFAST BY COMMITTEE • SERRA BALLROOM

9:00 AM to 10:00 AM  SPECIAL INTEREST GROUPS (SIG) MEETINGS • VARIOUS LOCATIONS (see Guidebook or Insert)

10:15 AM to 11:15 AM  SESSION G

Talking WUE – We Understand & Explain • SC1

WUE (pronounced woe-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!

PRESENTERS: Gary K Bednorz, B.A., Student Recruitment Specialist, University of New Mexico
Kat Everard, Boise State University
Noelle Clark, Colorado State University - Pueblo
Loretta Klosterman, M.A., Admissions Counselor, Colorado Mesa University
Linda Dannermiller, University of Nevada Reno

Cultivating Relationships between Secondary and Higher Ed • SC2

In this session, admission officers and college counselors from public and private schools will discuss how they work together. What does communication look like, when should/does it happen, and what comes of it?

PRESENTERS: Jenny Schneider, M.Ed., Senior Associate Director of College Counseling, San Francisco University High School
Laura Stratton, M.Ed., Director of Admission, Scripps College
Kristine Y. Lee, M.A., Associate Director, Office of Undergraduate Admissions, UC Berkeley
Gabrielle Dorney, M.A., Co-Director of College Guidance, The Archer School for Girls
Joanne Lewis, M.S., Director, College and Career Center, Palos Verdes High School

Recruiting Underrepresented Students to STEM Fields at Top Research Institution • SC3

UC San Diego’s Office of Admissions established the Triton STEM Summer Academy in 2014 to expand underrepresented minority representation in the STEM fields. Since its inception, our student data has shown that the summer programming is effectively attracting students to our campus while broadening their understanding of the opportunities to be taken advantage of in the STEM areas.

PRESENTERS: Aziz James, M.A., Interim Associate Director of Recruitment and Yield, University of California, San Diego
Jesse Enriques, M.A., Strategic Initiatives Admissions Officer, University of California, San Diego
Kylor Nathan, B.A., Strategic Initiatives Admissions Officer, University of California, San Diego

We All Care: Preparing Counselors and Teachers to Become College Advocates • DA2

Building a college advisory class to support the stages of college planning and application season.

PRESENTERS: Sonia Ryan, Director of College Counseling, Saint Mary’s College High School

Are You Common App Ready? • SB2

The Common Application’s mission of access, equity, and integrity hasn’t changed, but higher education has. Join this discussion of tools, resources, and initiatives including a new transfer application - designed for today’s college applicants and those who support them. We’re ready for change, and we want you to be too.

Maria Upmeyer, B.A., Associate Director of Undergraduate Admissions, Dominican University of California

Women at Work: How Women Can Support Other Women • SB3

We will highlight how women work together to support each other’s successes, horizontal and vertical mentorship so that we can begin to change the narrative within our communities.

PRESENTERS: Yetunde Daniels Rubinstein, M.Ed., Associate Director of College Counseling, Brentwood School
Nikki Chun, Senior Associate Director of Admissions, Caltech

Expanding College Options For All Students • B1&2

This summer a unique partnership between Cal State LA and LAUSD brought 28 LAUSD counselor and teachers together for one intensive month of college access, readiness, and success training. We will present the strategies we presented to help counselors and teachers expand college, attendance, and success options.

PRESENTERS: Rebecca Joseph, Ph.D., Associate Professor, California State University, Los Angeles
Cristian (Cris) Monroy, B.A., Admissions Officer, Pomona College
Phillip A. Moreno, M.A., Director of West Coast Recruitment, Dickinson College
Heather Brown, Coordinator, College Counseling, Los Angeles Unified School District
Erika Lopez, College Counselor, LACES, Los Angeles Unified School District

What Counselors Need To Know About College Financing • DA1

For experienced counselors, the presenters will provide the construct for college financing that results in the amounts and types of financial aid offered to undergraduate students. It is important to understand how decisions at the macro level are made when working with individual students, and about how colleges make financial aid decisions in support of their overall enrollment goals. The purpose of the session is to give those attending an understanding of how college financing works as well as to give tactics and strategies to work with students and college admission officers effectively in learning about and providing information about merit and need-based aid offered at individual institutions.

PRESENTERS: Katy Murphy, Director of College Counseling, Belkarmine College Preparatory
Jim Whitaker, Associate VP Enrollment, Chapman University

11:30 AM to 12:30 PM  FEATURED SPEAKER & CLOSING SESSION • SERRA BALLROOM

ROOM KEY: STEINBECK = SB (Monterey CC)  •  SAN CARLOS = SC (Marriott)  •  BONSAI = B (Portola)  •  DE ANZA = DA (Portola)
As the 50th anniversary WACAC logo design retired this summer, college students who were interested in showing their graphic arts skills in creating the next WACAC brand, submitted entries to the new logo design contest. The top four entries were voted on by our membership with the student winner receiving a scholarship of $250. Here are a few examples of the entries this year.