

2017 IACAC CONGRESS

INDIANA ASSOCIATION FOR COLLEGE ADMISSION COUNSELING

The Indiana Association for College Admission Counseling
Annual Admission and Financial Aid Congress
"A Year of Change"

Sponsored in part by Lilly Endowment, Inc.

Monday-Wednesday, February 20-22, 2017

Indianapolis Downtown Westin Hotel



2017 CONGRESS COMMITTEE

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Program Chairperson	Lani Johnston—Westfield High School
Registration	Catie Taylor—University of Evansville Karen Matthews—Beech Grove High School Jean Howell—IACAC Executive Assistant
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CONGRESS SCHEDULE AT A GLANCE

MONDAY

Congress Registration	4:00 p.m. - 7:00 p.m.
Prior-Prior Year FAFSA	4:00p.m. - 6:00 p.m.
Networking Reception	6:00 p.m. - 7:30 p.m.

TUESDAY

Past Presidents' Breakfast	7:30 a.m. - 8:30 a.m.
Congress Registration	7:30 a.m. - 3:00 p.m.
Open Exhibit Time	7:30 a.m. - 5:00 p.m.
Continental Breakfast	8:00 a.m. - 9:45 a.m.
Opening Session & Keynote Speaker	8:45 a.m. - 9:45 a.m.
Session Block A	10:00 a.m. - 11:00 a.m.
Session Block B	11:15 a.m. - 12:15 p.m.
Membership Meeting, Awards, & Luncheon	12:30 p.m. - 1:45 p.m.
Session Block C	2:00 p.m. - 3:00 p.m.
Session Block D	3:15 p.m. - 4:15 p.m.
Happy Hour and Silent Auction*	4:30 p.m. - 6:00 p.m.

*We accept debit/credit cards along with cash or check for purchase of Silent Auction items.

WEDNESDAY

Congress Registration	7:30 a.m. - 9:00 a.m.
Open Exhibit Time	8:00 a.m. - 10:30 a.m.
Session Block E	8:30 a.m. - 9:30 a.m.
Session Block F	9:45 a.m. - 10:45 a.m.
Brunch & Closing Speaker	10:45 a.m. - 12:00 p.m.



MONDAY, FEBRUARY 20, 2017

4:00p.m. - 6:00 p.m. Grand 3, 2nd Floor
Prior-Prior Year FAFSA: How Did it Affect Us, and How Will We Use it Moving Forward?

During this stimulating Pre-Conference session, the panelists will discuss the hot topic of Prior-Prior FAFSA. We will explore challenges and ways this new change affects recruitment and the future of financial aid. **Brought to you by Indiana Student Financial Aid Administrators (ISFAA)**

Presenters: Heidi Carl and Chip Timmons (Wabash College), Leo Hertling (Purdue University), Marvin Smith (IUPUI)

Moderator and Recorder: Lindsey Speer (Ball State University)

4:00 p.m. - 7:00 p.m. Senate, 2nd Floor
CONGRESS REGISTRATION

6:00 p.m. - 7:30 p.m. House, 2nd Floor
NETWORKING RECEPTION

Join the Professional Development Committee for a networking reception while learning (no formal presentation) about several great opportunities and events coming your way! This is a wonderful time to connect with your IACAC mentor or mentee, network with professionals in our field, reflect on NACAC and step back from the craziness of our every day jobs! Food and refreshments provided!

TUESDAY, FEBRUARY 21, 2017

7:30 a.m. - 8:30 a.m. House, 2nd Floor
PAST PRESIDENTS' BREAKFAST (by invitation)

7:30 a.m. - 3:00 p.m. Senate, 2nd Floor
CONGRESS REGISTRATION

7:30 a.m. - 5:00 p.m. Grand Ballroom Foyer
OPEN EXHIBIT TIME

8:00 a.m. - 9:45 a.m. Grand 4/5, 2nd Floor
CONTINENTAL BREAKFAST

8:45 a.m. - 9:45 a.m.
OPENING SESSION:
Sponsored by Lilly Endowment, Inc.

Dr. Mark David Milliron Grand 4/5, 2nd Floor

Dr. Mark David Milliron is Co-Founder and Chief Learning Officer of Civitas Learning, an organization committed to helping education bring together the best of emerging technology, data science, and design thinking to help students learn well and finish strong on education pathways.

An award-winning leader, author, speaker, and consultant, he has worked with universities, community colleges, K-12 schools, foundations, corporations, associations, and government agencies across the country and around the world. In previous roles, Mark served as the Deputy Director for Postsecondary Improvement with the Bill & Melinda Gates Foundation; founding Chancellor of WGU Texas; Endowed Fellow and Director of the National Institute of Staff and Organizational Development at The University of Texas at Austin; Vice President for Education and Medical Practice with SAS; and President and CEO of the League for Innovation in the Community College.

10:00 a.m. - 11:00 a.m. **Session Block A**
Sessions are coded as C (college), HS (high school), B (both)

A1 Teamwork Makes the Dream Work (B) Grand 3, 2nd Floor

In the ever-changing world of Admissions, a strong partnership between school and admission counselors can help students navigate the process. In this session, learn ways in which counseling offices and admission reps have been able to successfully collaborate and tips for effectively communicating information between both groups.

Presenters: Megan Dorton (Purdue University), Andy White (Butler University), Anna Coyne (Ben Davis High School) Melinda Stephan (Carmel High School)

Moderator and Recorder: Sara Yelich (Purdue University)



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A2 /r/IamACollegeStudent AMA!

Capitol 1, 1st Floor

Everything I wish my counselor knew about my college search (B)

One of the most popular subreddits on www.reddit.com is IAmA, where a user may post "AMAs" ("Ask Me Anything") prompts for others to ask questions about any topic. Today a panel of college students will talk about their college search process and what they wish their school and admissions counselors would've done more or less of during the process. This is a unique opportunity for counselors to ask questions and learn how their strategies are influencing students in positive and negative ways.

Presenters: Kiley Kallenberger & Ashley Hardy (Marian University), College students (various Indiana colleges)

Moderator and Recorder: Abby Haworth (Ball State University)

A3 It's Just Social Media (C)

Capitol 3, 1st Floor

There is a perception that running social media is easy; everyone has a Facebook page or sends snaps to their friends, right? Having an active and productive presence takes much more planning and an ability to justify your effort. Manchester University's social media presence has won awards and has a strong ROI, thanks to planning and rigorous data collection and analysis. Learn more from our recent research as well as what we've learned from unexpected successes and surprising flops. We'll cover content creation, curation, targeting, and new(er) developments such as Facebook Live.

Presenter: Will Patch (Manchester University)

Moderator and Recorder: Rachel Slade (Hanover College)

A4 The Magic Formula for Getting a Read on Prospective Students (C)

Grand 2, 2nd Floor

How many times during the recruitment process have you said to yourself, "I wish I knew what this student was thinking?" This engaging, educational session will teach college admission professionals how to get prospective students (and parents) to open up and provide insights and useful information that will lead to further conversation and ultimately help you come up with a strategy to successfully recruit them. **Sponsored by Tudor Collegiate Strategies**

Presenter: Jeremy Tiers (Tudor Collegiate Strategies)

Moderator and Recorder: Tim Osborn (ACT)

A5 Recruitment Planning for Diverse Student Populations (B)

Capitol 2, 1st Floor

Attendees will learn the nuts and bolts of how to put together a recruitment plan for colleges and universities with input from high schools. **Brought to you by the Inclusion, Access and Success Committee**

Presenters: Dexter Jordan (Rose-Hulman Institute of Technology), Kim Stewart-Brinston (IUPUI), Karen Bush (Pike High School), Khala Granville (Indiana University Bloomington)

Moderator: Tara Evans (Purdue University)

Recorder: Jane Stormer (Hanover College)

A6 Evaluating Private Alternative Student Loan Options (B)

Grand 1, 2nd Floor

Exploring Gap Financing Options. **Brought to you by the Indiana Student Financial Aid Administrators (ISFAA)**

Presenter: Donette Cassman (Sallie Mae)

Moderator and Recorder: Jackie Acosta (College Board)

11:00 a.m. - 11:15 a.m.

BREAK AND EXHIBITS

GRAND BALLROOM FOYER, 2nd Floor

11:15 a.m. – 12:15 p.m. **SESSION BLOCK B**

B1 Trends in Admission and Enrollment Management (B)

Grand 3, 2nd Floor

What are the hot topics facing admissions and enrollment management right now? Join a panel of veteran admission and enrollment management professionals in an interactive discussion of current trends and pressing issues facing our industry.

Presenters: Mitch Warren (Purdue University), Sacha Thieme (Indiana University Bloomington), Lisa Norton (Rose-Hulman Institute of Technology), Mona Bowe (Saint Mary's College)

Moderator and Recorder: Christy Ulsas (Westfield High School)

B2 The CRM: A Weapon, Not a Shield (C)

Capitol 1, 1st Floor

The CRM can be intimidating, from discovering the right one for your office to using it with an ever-changing student audience. Hear from panelists who have gone to battle with the CRM and have made it their weapon, not their shield.

Presenters: Amanda Eaton (Franklin College), Vicky Hidalgo (Hanover College), Tara Teeple (Valparaiso University), Will Patch (Manchester University), Harrison Campbell (Oakland City University)

Moderator and Recorder: Jennifer Bostrom (Franklin College)

B3 How to Implement a Career Fair at Your High School (HS)

Capitol 3, 1st Floor

Whether a student is military, college or workforce-bound, a career is the end result. Making the connections to industries and companies within one's community is valuable for many reasons. Students learn about a myriad of careers within any given company and ways in which these careers work together to accomplish a goal. As a result from the career fair, some of our students have obtained mentoring opportunities, internships and employment.

Presenters: Stephanie Vondersaar (Westfield High School), Allison Spillane (Plainfield High School), Steve Laines (Builders Association of Greater Indianapolis—BAGI)

Moderator and Recorder: Lyndsay Corya (Avon High School)

B4 Minuteman Scholarship Campaign (B)

Grand 2, 2nd Floor

This presentation provides an overview and the nomination process for the Minuteman Scholarship. This scholarship provides 100% tuition, \$10k for room and board, monthly stipend and book stipend for all recipients. Participants will gain better insight into career and scholarship opportunities that exist while serving in the Indiana National Guard. **Sponsored by the Indiana National Guard**

Presenter: Major Josh Keller (Indiana National Guard)

Moderator and Recorder: Ange Huffman (Manchester University)

B5 Racial Tension: Finding and Accepting Reality in the Campus Community (B)

Capitol 2, 1st Floor

Racial unrest continues to be seen across college campuses. Having a feeling of acceptance and belonging by admissions representatives, faculty and staff members on campus, and potential college student peers is a major factor in many students' college decision process and their academic success. This session will be a discussion of models that several institutions have used to foster a welcoming environment for students.

Brought to you by the Inclusion, Access and Success Committee

Presenters: Eric Williams (IUPUI), Monica Johnson (Indiana University Bloomington), Dewain L. Lee (Hanover College), Marie Bigham (Isidore Newman School)

Moderator and Recorder: Lygia Vernon (IUPUI)

B6 High School vs. College: Survival Awareness (B)

Grand 1, 2nd Floor

Can students survive in college? Are students prepared for big changes after high schools? This session will assist in being aware of the differences and challenges of higher education. **Brought to you by the Indiana Student Financial Aid Administrators (ISFAA)**

Presenter: Michael W. McClure (Vincennes University)

Moderator and Recorder: Susie Bremen (North Central High School)

12:15 p.m. - 12:30 p.m.

BREAK AND EXHIBITS

GRAND BALLROOM FOYER, 2nd Floor

12:30 p.m. - 1:45 p.m.

LUNCHEON, AWARDS, & MEMBERSHIP MEETING

Grand Ballroom 4/5, 2nd Floor

Phil Trout, NACAC Past President

Sponsored by Premium Members

Phil Trout, College Counselor at Minnetonka High School (MN), is serving as the Past President of the National Association for College Admission Counseling (NACAC) in 2016-17. A NACAC member for over 30 years, he has served on the Affiliate Presidents Council, the Finance Committee, the Government Relations Committee, the Fund Advisory Board and as Affiliate Presidents Council Coordinator and NACAC Assembly chief delegate. In his affiliate, Minnesota ACAC, Trout has served twice as President, in 2010-11 and 1990-91, as well as on numerous committees. Mr. Trout is in his tenth year as College Counselor at Minnetonka High School. Previously, he served as Director of College Counseling at Mounds Park Academy and as College and Academic Counselor at Illinois Mathematics and Science Academy. He worked at Shattuck-St. Mary's School for more than 25 years as College Counselor and as Director of Admissions and Financial Aid. He has also worked in college admissions at the University of Minnesota, Twin Cities, and at the College of William and Mary.

2:00 p.m. - 3:00 p.m. **SESSION BLOCK C**

C1 Advising Students Interested in the Nursing Profession (HS)

Grand 2, 2nd Floor

The employment of registered nurses is projected to grow at a rate faster than the average for all occupations over the next decade. This session will provide high school counselors with an overview of the nursing profession and provide information on how to advise students with an interest in nursing.

Presenters: Ashley Hardy & Jeanette DeBruhl (Marian University)

Moderator and Recorder: Karen Reinoehl (Trine University)

C2 Complexities and Challenges of the Application Process: A Candid Conversation (B)

Capitol 1, 1st Floor

While multiple options have made the process of submitting applications easier than ever before, there are still many questions that remain for students and counselors regarding what institutions expect or hope to see on those applications. Join us for a candid conversation on topics such as holistic review, demonstrated interest, the high school profile, compelling college essays, and more.

Presenters: Stefanie Niles (Dickinson College), Terry Knaus (Indiana University Bloomington), Nancy Herndon (Hamilton Southeastern High School), Kathy Pivonka (Cathedral High School)

Moderator and Recorder: Lindsey Speer (Ball State University)

C3 Making a Career in Middle Management (C)

Capitol 3, 1st Floor

A panel presentation about Illinois ACAC's Middle Management Institute is available to admission professionals with 3-7 years of experience.

Presenters: Angie Cooksy (Bradley University), Laura Schutt (Butler University), Khala Granville (Indiana University Bloomington)

Moderator and Recorder: Matthew Cramer (Marian University)

C4 ICHE Transfer Initiative Updates (B)

Grand 3, 2nd Floor

Representatives from the Indiana Commission for Higher Education would like to provide updates on transfer initiatives and how they will help Indiana students. Ample time will be provided to enable questions and discussion. Topics include: Core Transfer Library, Statewide Transfer General Education Core, Transfer Single Articulation Pathways, Dual Credit and Early College High School, Indiana e-Transcript, AP and CLEP, and Military.

Presenters: Dawn Clark, Tari Lambert & Jillian Scholten (Indiana Commission for Higher Education)

Moderator and Recorder: Josh Jones (Bradley University)

C5 The Present and Future of DACA (B)

Capitol 2, 1st Floor

In a diverse election, immigration became one of the top issues for political candidates to define their campaigns. Now with the dust just beginning to settle, what is in store for our DACA (Deferred Action for Childhood Arrivals) students, what has already been determined, and what can we do to support this group?

Brought to you by the Inclusion, Access and Success Committee

Presenter: Angela Adams (Indiana University)

Moderator and Recorder: Jane Stormer (Hanover College)

C6 Reforming State Financial Aid: Early Results from Indiana's Credit Completion Legislation (B)

Grand 1, 2nd Floor

Indiana is a national leader in providing low-income students with financial support for college. This has allowed low-income Hoosier greater access to college. However, the gains in access have not been matched with gains in college completion. In response to the low completion rates, Indiana lawmakers passed HEA 1348-2013 requiring financial aid recipients meet credit completion benchmarks to retain aid. This session will highlight the early results of HEA 1348-2013 and recent changes to Indiana's credit completion requirement.

Brought to you by the Indiana Student Financial Aid Administrators (ISFAA)

Presenters: Joshua Garrison (Indiana Commission for Higher Education)

Moderator and Recorder: Shari Sutton (Park Tudor School)

3:00 p.m. - 3:15 p.m.

BREAK AND EXHIBITS

GRAND BALLROOM FOYER, 2nd Floor

3:15 p.m. - 4:15 p.m. **SESSION BLOCK D**

D1 Strategic Planning for Nonprofits (C)

Grand 3, 2nd Floor

Have you been asked to develop a strategic plan for your division, office or institution? Have no fear, this session will outline industry best practices for strategic planning. Attendees will learn the necessary steps in planning to plan, building and leading the plan, and most importantly, operationalizing the plan. Bring your ideas and experiences to share as we discuss collaboration, transparency, buy-in, key performance indicators and critical success factors.

Presenter: Chris Gage (Hanover College)

Moderator: Matt Moody (IUPUI)

D2 The Common Application (B)

Capitol 3, 1st Floor

Join staff from The Common Application 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. A seasoned influencer and partner in the college application transaction—that point in time where students complete and submit an application—The Common Application now has a user base of over 1 million students, a third of which are first-generation, 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.

Presenter: Matt McCabe (The Common Application)

Moderator and Recorder: Susie Bremen (North Central High School)

D3 College Board Reporting Portal Workshop (HS)

Capitol 1, 1st Floor

Based on your current knowledge, how comfortable do you feel using the SAT suite of assessments K-12 Reporting Tool? Improve the Experience! This session offers attendees the ability to achieve/increase comfort levels by providing clear understanding of the content and navigation process of the assessment portal. Participants will feel confident in knowing the different access available and how to navigate the score reporting

portal to get the information they need. After this session you should be able to access, view and print online score reports; understand scores, benchmarks, percentiles and concordance; and learn how to use these reports and enhancements to help you advise your students and plan for the year ahead.

Presenters: Mark Parson (College Board)

Moderator and Recorder: Abby Haworth (Ball State University)

D4 Search vs. Search: What Every Admissions Director Needs to Know (C)

Grand 2, 2nd Floor

Traditional Student Search has historically sat as a function of Admission offices while search engine marketing and digital efforts have been a function of marketing. But it's 2017, and these two types of search now have a "chicken or the egg" dynamic in your enrollment marketing strategy. How do you appear when prospective students are searching online as a result of your student search efforts? What type of presence do you have online for .edu searchers that weren't part of your student search strategy? In this session, we'll review all of the synergies between student search and search engine marketing. We will share some best practices for your student search efforts while you learn more about key digital strategies that can be integrated into your traditional search efforts. The definition of "Search" for higher education is evolving. Are you ready?

Sponsored by Carnegie Communications

Presenter: Jennifer Lonchar (Carnegie Communications)

Moderator and Recorder: Tiffany Powell (Vincennes University)

D5 Engaging Programs for College Access and Success in High Schools (HS)

Capitol 2, 1st Floor

This is a session for high school counselors to collaborate on college access programming events at your school with special emphasis on minority recruitment activities. We will discuss ways to utilize college access and success resources to get more of your students to postsecondary opportunities. Discussions to include Naviance curriculum, 21st Century Scholars support, local events, application workshops, etc.

Brought to you by Inclusion, Access and Success Committee

Presenters: Karen Bush (Pike High School), Pam Nixon (Bishop Chatard High School), Anna Coyne (Ben Davis High School)

Moderator and Recorder: Tim Osborn (ACT)

D6 ScholarTrack: The State's New Financial Aid and Student Support Portal (B)

Grand 1, 2nd Floor

This session will provide a walk-through of the State's new financial aid and student support system. The presentation will showcase exciting new features that will enable users to better track state financial aid awards and increase student success through improved student support dashboards. New ScholarTrack features include, but are not limited to: student portal, parent portal, student awards dashboard, college and high school users, 21st Century Scholars dashboard and more. Join us for an interactive and engaging discussion.

Brought to you by the Indiana Student Financial Aid Administrators (ISFAA)

Presenters: Colby Shank & Emily Sellers (The Indiana Commission for Higher Education)

Moderator and Recorder: Ange Huffman (Manchester University)

4:30 p.m. - 6:00 p.m.

HAPPY HOUR & SILENT AUCTION

Grand Ballroom Foyer, 2nd Floor

**We accept debit/credit cards along with cash or check for purchase of Silent Auction items

WEDNESDAY, FEBRUARY 22, 2017

7:30 a.m. – 9:00 a.m.

CONGRESS REGISTRATION

Senate, 2nd Floor

8:00 a.m. – 10:30 a.m.

OPEN EXHIBIT TIME

Grand Ballroom Foyer

8:30 a.m. - 9:30 a.m. SESSION BLOCK E

E1 Data-Based Decision Making (C)

Grand 2, 2nd Floor

Most of us started in this business because we loved interacting with people. But, to move up, we must develop a better understanding of the “science” of our profession (data and assessment). So, come explore the EXCITING world of the “science” of admissions (stop laughing, this is really cool stuff).

Presenters: Andrew Wright (University of Southern Indiana)

Moderator and Recorder: Matt Moody (IUPUI)

E2 Creating Transfer Partnerships (C)

Capitol 1, 1st Floor

This session will provide some insight on how you can implement transfer recruitment initiatives on your campus. We'll have a panel of representatives to share how partnerships were established with Ivy Tech Community College and Marian University. We'll also discuss the three most common questions asked by transfer students to get you thinking about how to best serve your transfer population.

Presenters: M. Beth Borst & Heather Young (American Honors at Ivy Tech Community College), Julius Edwards & Jeff Jourdan (Ivy Tech Community College), Claire Humphrey (Marian University)

Moderator and Recorder: Mike Jaskoski (Cathedral High School)

E3 How To Get Your Students Registered For College Fairs: The Process (HS)

Grand 3, 2nd Floor

This year the Indiana ACAC will be automating many of its College Fairs. This session will inform and educate High School Counselors on the new system and how to get their students registered quickly and efficiently. In addition they will receive information on bulk registration and how to track their students using the counselor dash board. **Sponsored by GoToCollegeFairs.com**

Presenters: Derrick Winston (Go To College Fairs)

Moderator and Recorder: Hilary Deardorff (Ball State University)

E4 Financial Aid and the Independent Student (B)

Grand 1, 2nd Floor

What makes a student independent for financial aid purposes? Are there any exceptions? What kind of documentation is required? Who decides? Attend this session for discussion of dependency status issues in financial aid. **Brought to you by the Indiana Student Financial Aid Administrators (ISFAA)**

Presenters: Carrie L. Bishop (Ivy Tech Community College)

Moderator and Recorder: Matthew Cramer (Marian University)

WEDNESDAY, FEBRUARY 22, 2017

E5 The Politics of College Choice (B)

Capitol 2, 1st Floor

When politics mingle with social justice issues it creates a need for students to understand a school's political environment socially and administratively when determining fit. This session, from the perspective of a private college, will walk through steps that can be taken to help students and their school counselors understand what to look for and what questions to ask on this matter as well as discuss strategies for colleges and universities to employ in making this important part of fit clear to prospective students. **Brought to you by the Inclusion, Access and Success Committee**

Presenters: Jon Riester & Jane Stormer (Hanover College)

Moderator: Vicky Hidalgo (Hanover College)

Recorder: Karen Bush (Pike High School)

E6 ACT's Holistic Framework (B)

Capitol 3, 1st Floor

With the approval of the Every Student Succeeds Act (ESSA), there is increased recognition of the importance of a more holistic approach that includes both cognitive and non-cognitive skills (e.g., behavior, interests, mindsets, and study skills) for informing student success and better preparing individuals for the workforce. This presentation will introduce ACT's Holistic Framework, which contains four key domains supported by research: core academic skills, cross-cutting capabilities, behavioral skills, and education and career navigation. The Holistic Framework (a) takes into account important developmental periods and transitions, (b) provides alignment between education and work contexts, and (c) recognizes that this expanded set of knowledge and skills can be used in a variety of ways to structure learning and development opportunities (e.g., curriculum) as well as evaluation systems (e.g., assessments) to help all individuals develop the skills necessary for college and career.

Presenters: Tim Osborn (ACT), Tom Bear (University of Notre Dame)

Moderator and Recorder: Ashley Hardy (Marian University)

9:30 a.m. - 9:45 a.m.

BREAK AND EXHIBITS

GRAND 1-3 FOYER, 2nd Floor

9:45 a.m. - 10:45 a.m. SESSION BLOCK F

F1 Recruitment and Support Strategies for 21st Century Scholars (C)

Grand 2, 2nd Floor

The 21st Century Scholars Program provides financial and programmatic support to help eligible Indiana students achieve college and career success. Indiana University Bloomington has engaged partners to develop a robust early outreach, recruitment, enrollment, and retention effort. This session will review these collaborative activities and audience members will be encouraged to share examples of successful efforts in their organizations.

Presenters: Vincent Isom (21st Century Scholars Program), Khala Granville (Indiana University Bloomington, Maria Santa (Indiana University)

Moderator and Recorder: Josh Jones (Bradley University)

F2 Extend Your Recruitment Outreach: Becoming Smart About how to Best Utilize Alumni to Help Market Your Institution (C)

Grand 3, 2nd Floor

With budgets and resources tighter than ever, there's not a better time to think smart about utilizing your best sales people in your recruitment plans. Alumni help admission offices extend their outreach to areas all over the world. Explore ways in which you can effectively develop an organized Alumni Recruitment Team and plan to incorporate them into your recruitment and marketing efforts.

Presenters: Sarah Gallagher Dvorak & Colleen Golden (Saint Mary's College)

Moderator and Recorder: Shari Sutton (Park Tudor School)

F3 Data & Tools to Recruit in the New Assessment Landscape (B)

Capitol 1, 1st Floor

More states and school districts are adopting the SAT® Suite of Assessments than ever before, including Illinois, Michigan, and Colorado. When Advanced Placement® is added, more students engage with College Board assessments before graduation than you might realize. We will explore the policies that have driven changes across the assessment landscape and opportunities for more meaningful outreach to all students. Review the most recent SAT and AP data in Indiana and learn about the increasing value of leveraging College Board Search to connect with prospective students in the Midwest.

Presenter: Jackie Acosta (College Board Midwest Regional Office)

Moderator and Recorder: Jennifer Bostrom (Franklin College)

F4 Professional Judgment Journey: Understanding the Unknown with Special Circumstances (HS)

Grand 1, 2nd Floor

Receive a synopsis of how Professional Judgment can be determined for financial aid through FAFSA. Also explore the anticipation of additional Special Circumstances due to Prior-Prior FAFSA. **Brought to you by the Indiana Student Financial Aid Administrators (ISFAA)**

Presenters: Cathleen Wright (University of Evansville)

Moderator: Sara Yelich (Purdue University)

F5 Leveraging Resources to Help Military-Connected Students (B)

Capitol 2, 1st Floor

This session will offer an intensive and interactive professional development experience to enhance the attendee's understanding of today's military-connected student and strengthen their ability to better serve this growing population from an Admission's perspective. **Brought to you by the Inclusion, Access and Success Committee**

Presenters: Lauren A. Runco (Purdue University)

Moderator: Jane Stormer (Hanover College)

F6 Crowdsource Your Social Media Questions & Ideas (C)

Capitol 3, 1st Floor

Having trouble with making engaging content? Not sure how to measure the ROI of your latest campaign? Have lots of ideas but not getting them out the way you want? Come to share ideas and help colleagues from higher education as we help crowdsource solutions to our biggest questions and concerns! Bring a laptop and some questions or ideas you want to discuss.

Presenters: Will Patch (Manchester University), Josh Bieck (Valparaiso University), Caris Daily (IUPUI)

Moderator: Rachel Slade (Hanover College)

10:45 a.m. – 12:00 p.m.
BRUNCH & CLOSING SPEAKER
Sponsored by Indiana National Guard
Michael Tackett
Grand Ballroom 4/5, 2nd Floor

Michael Tackett is an award-winning journalist who currently serves as the Editor of the Washington Bureau for the New York Times. He grew up in Anderson, Indiana, the son and brother of teachers.

Previously, Tackett worked as the Managing Editor for Bloomberg News, where he helped oversee a team of more than 150 reporters and editors. He also served as the Washington Bureau Chief for the Chicago Tribune, where he worked for twenty-eight years, and helped chart the rise of Barack Obama, and the National Editor for the US News & World Report. As a reporter, he covered six presidential elections.

The Baseball Whisperer is his first book. It was received with widespread praise and is a finalist for The Casey Award, which honors the best baseball book of the year.

He has received the White House Correspondents Association Award for National Reporting for a series he wrote on the influence of lobbyists on politics.

Tackett received his BA in Journalism and Political Science from Indiana University at Bloomington and his JD from The John Marshall Law School. His wife, Julie Carey, is a reporter for NBC4 in Washington. They have two children.

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THANK YOU!

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Thank you for joining us for the 2017 IACAC Admission and Financial Aid Congress! Please be sure to complete your Congress evaluation online. These evaluations are very important to us as we plan for the future.

MARK YOUR CALENDARS!

Middle Management Institute (MMI): June 21-22, 2017 at College of DuPage, Glen Ellyn, Illinois

Summer Institute: July 24-25, 2017 at Manchester University. Learn more at www.iacac.net

2018 IACAC Conference: February 26-28, 2018 at Westin Downtown Indianapolis