



EDUCATION SESSION 5

Thursday, July 12: 10:50am – 12:00pm

CEPP: A New Road Map for Navigating the Winding, Bumpy, and Often Still Being Built Road of Ethics in International Admissions & Counseling

At the NACAC Annual Conference in Boston in September, the 2017 Assembly approved major changes to the Statement of Principles and Good Practices (SPGP) including its name. NACAC's new Code of Ethics of Professional Practices (CEPP) will now serve as a more modern and streamlined set of guidelines for our profession. Whether you work independently, in a high school or in admissions, this session is for you. Join us for interactive case studies to help members see the CEPP in action and an opportunity to share practitioner perspectives about trends in the field. And, as a living and evolving document, this session will serve as an opportunity to share feedback on areas where the CEPP could further support professionals working with international students.

John Wilkerson, Indiana University

International ACAC Admissions/Enrollment Practices Committee Members ,

Audience: BOTH

Theme: Enhancing Counseling - New tools and techniques for college counseling

Room: Weinmann Hall Rm 151

Fast Feedback: Does your High School Profile or University Brochure Hit the Mark?

In this digital age, high school profiles and university brochures are still a critical means of disseminating information to a targeted audience. But what if these vital marketing tools miss the mark? In this interactive session, each panel member will present either a school profile or

university brochure for critique (the audience is encouraged to participate). Audience members are invited to bring their profiles or brochures as examples of either strong material, or material that needs improvement.

William Russo, RDFZ Chaoyang Branch School

Jennifer Tkacz, JT Global Education Services

Robert Arcangel, San Jose State University

Erick Hyde, English Language Programs, University of Pennsylvania

Audience: BOTH

Theme: Enhancing Counseling - New tools and techniques for college counseling

Room: Jones Hall Rm 102

Mind The Gap!

In 2018, colleges and universities are more focused than ever on providing access and scholarship funding for first-generation international students with high financial need. While scholarship funding is crucial to opening the door of opportunity for these students, what happens next? Once first-generation, high financial need students reach a campus, what support, programming, networking opportunities, and community-building should be implemented to help them thrive in a college or university setting?

This session will bring together staff members from both sides of the desk to explore what can be done to ensure that the access provided to first-generation, high financial need students continues far beyond their arrival on campus. From academic and career services, mentoring, and funding for summer programs to help with health care, travel, and family commitments, there is much work left to be done to create a level playing field for these students through their undergraduate years and beyond. Together we hope to share best practices and start a dialogue on how best to serve all of our international students both inside and outside of the classroom. Audience participation will be encouraged.

Kathryn Timlin, Georgetown University

Joan Liu, UWC South East Asia, East Campus

Nikki Baskin, Duke University

Bianca Kwan, The University of British Columbia

Audience: BOTH

Theme: Financial Aid & Access - Helping students find their path and identity

Room: Jones Hall Rm 204

The One-Bag Travel Revolution: Top Travel & Wellness Hacks

Whether you're going for a few days or a few weeks you can carry it all in one bag and have what you need. A commitment to not checking leads to sanity, ease, and wellness on the road. This session will present the concept of One Bag and will include numerous tips and hacks for first time and experienced travelers, tailored specifically for University Admissions and Counseling Professionals. There will be a special focus on incorporating well-being into your travel season. Bring your best ideas - the session will include a break-out style sharing of best practices and experiences.

Jordan England, Foothill + De Anza Colleges
Julie Merendino, American University
Aaron Andersen, The University of British Columbia

Audience: BOTH

Theme: Inspiration & Leadership - Building capacity to support your team's strengths

Room: LBC Stibbs 203 Rm

Changing Landscape of Private College Counseling Business in China: Point of Views from Members

College admissions business is a multi million dollar business in China. Many Chinese graduates from top US colleges returning to home country started their own counseling shops; former admissions officers were hired by companies here to boost their brands; fresh young Ivy league graduates were recruited by firms to counsel students who are a few years younger than them; veteran American college counselors were also lured into this industry making connections via skype to guide them their way to dream schools; Companies and star counselors are charging from 120,000 USD to 300,000 USD for counseling packages; even reasonable packages ranges from 15,000 to 25,000 USD. ; meanwhile, many school counselors made it clear to families that they do not encourage or allow students to work with an outside of school counselor, however, parents still went ahead to sign a contract secretly despite the counselors' advice. There is a silent battle happening. Parents and students are confused.

When is it necessary for students to work with an independent counselor? How can school counselors advise and educate students how to choose outside school counseling help? How does private counseling affect school based counseling?

This session will look at how school counselors and independent counselors can work together to better serve students.

Liheng Bai, Inspire!Education
Bruce Hammond, Kunming No. 1 High School International Center
Rafael Katz, Shanghai Qi Bao Dwight High School
Shawn Moore, Bard College
Shi Wang, Beijing Kaiwen Academy

Audience: BOTH

Theme: Regional Updates - Intel and updates from the ground

Room: Goldring/Woldenberg Business Complex 170

Global Future & the Trump Effect: How Non-U.S. Universities Can Now Attract a Broader Range of Qualified Students

Patterns of student mobility are substantially shifting, and this was occurring well before Trump. Still, universities located outside the U.S. may be the biggest beneficiaries. Many more American students (& international school students) are now looking at universities beyond the U.S. to find right-fit higher education options. How can international universities effectively take advantage of these trends to identify, recruit and attract qualified U.S.-based students? How can counselors effectively take advantage of these trends to guide students to global higher education options? Within this interactive session, data & resources from the College Board and from peer organizations will be leveraged.

Clay Hensley, The College Board

Angolwisye Mwakisu, Jacobs University Bremen

Vicky Chan, University of Hong Kong

Chris Lawrance, The University of Sydney

Audience: BOTH

Theme: University Recruitment 2.0 - Reimagining interactions with students & schools

Room: Boggs 104

The Coalition Application: Where We've Been and Where We're Headed

The Coalition for Access, Affordability and Success launched a new suite of application tools in 2016. This year, there are over 130 colleges and universities offering the Coalition application. Hear from representatives of institutions, public and private, large and small, who will reflect on their experiences as members of the Coalition during year one and two, including one institution that is a single application school using only the Coalition application. Get an overview on how the Coalition application functions for counselors and students alike, a better understanding of its tools and components, and the inside scoop on what to expect with its future development. The presentation will be enhanced by a live demo of the application, and plenty of time for Q&A.

Kim Lovaas, University of Washington

Jacob Wooden, Indiana University

Marco Dinovelli, Rutgers University-New Brunswick

Simon Nascimento, University of Chicago

Ryan Konkright, St. Mary's University

Audience: HIGH SCHOOL

Theme: Enhancing Counseling - New tools and techniques for college counseling

Room: Woldenberg Art Center Freeman Auditorium

College Scholarships and Funding

In this session, High School Counselors will learn how to help their students find scholarships, as well as how to apply for scholarships (including essay writing discussions, and we will discuss what a competitive scholarship applicant looks like), and where to look for other resources of funding. We will discuss, in detail, what types of scholarships are out there, where to find them, when to start applying for scholarships, and how to best navigate this process. We will also discuss the difference between Merit-based and Need-based Scholarships, as well as sport scholarships. We will also discuss supplementing cost with Co-Ops, internships, and research.

College representatives will learn how to find or create scholarships to help yield students and use these scholarships as a recruitment tool. We will discuss specific scholarship options at institutions like the University of Georgia and Columbia College Chicago, for which both international students and U.S. citizens can qualify. In this session you will get an insider's view of how some of these universities developed scholarships, and then used these scholarships as recruitment tools, and how we developed a scholarship marketing campaign, and ultimately how we award scholarships to students.

Chenelle Goyen, University of Georgia

Susan Strow, Columbia College Chicago

Erin Nicolls, Taipei European School

Sara Riggs, Georgia Institute of Technology

Audience: HIGH SCHOOL

Theme: Financial Aid & Access - Helping students find their path and identity

Room: Weinmann Hall Rm 257

10 Tips to Boost Counselor-Parent Relationships

Building trust and rapport with your parent community is key to creating a positive working environment in your counseling office. But gaining trust can be challenging in our fast-paced schools where advice and access to information (either good or bad) is only a google search away, and rumors can spread like viral videos. So how do you win over a parent body that has high expectations of your office and high hopes for their students? Can we drive down anxiety with high impact programming? We hope to share 10 things you can do in your office to build trust with your parent community. The final part of the workshop will include an interactive knowledge share when participants will share their insights and programming tips.

Joachim Ekstrom, Seoul Foreign School

Kathleen Schultz, Dulwich College Shanghai

Audience: HIGH SCHOOL

Theme: Inspiration & Leadership - Building capacity to support your team's strengths

Room: Weinmann Hall Rm 110

A Girls' School? No Way!

Are your students reluctant to consider U.S. women's colleges? Join us for a conversation about overcoming misconceptions and adopting best practices that would allow for counselors to make a convincing case. Galvanized by the Women's March, #MeToo, and #TimesUp movements, we will discuss the special resources and unique opportunities women's colleges provide to equip young women for leadership positions. Attendees will gain a better understanding of the benefits of women's colleges and which students tend to thrive in this environment.

Ruby Bhattacharya, Barnard College

Lauren Dennis, Wellesley College

Jennifer Russell, Bryn Mawr College

Jessica Johnston, Scripps College

Annie Sullivan, Mount Holyoke College

Audience: HIGH SCHOOL

Theme: Regional Updates - Intel and updates from the ground

Room: Boggs 105

What About Sub-Saharan Africa?

Saharan Africa should no longer be an addendum but must be an integral part of campus recruiting and internationalization. This session covers an update on economic, technical, education and demographic developments in Sub-Saharan Africa which are fueling opportunities for International universities and colleges to expand their recruitment and study abroad programs in this area of the world. The session also offers insight on student mobility trends and U.S. recruitment strategies.

Clara Priester, EducationUSA, South Africa

Alice King, EducationUSA, South Africa

Kathryn Suwa, EducationUSA, Nigeria

Andrew Moe, Swarthmore College

Audience: UNIVERSITY

Theme: Regional Updates - Intel and updates from the ground

Room: Weinmann Hall Rm 357

Effective College Visits: Reimagining the Visit Experience for Prospective Students, Families and Counselors

Thinking about how to effectively and positively portray your college to first time or even seasoned visitors and prospective students?

Come learn about new ways to possibly structure the visitor experience from college counselors and admissions reps who themselves have visited over 400 different campuses.

Hear about what works well, what doesn't, and how you might improve or change the way you organize the visit experience for students, families, and counselors - from everything you do on the 'back-end' in terms of ease for students/families to organize and schedule, to the actual tours and information sessions themselves. This session will focus on elements of the experience that some colleges do well and others should consider implementing! It will feature feedback and suggestions from prospective students and families, counselors who have visited in groups, counselors who have attended fly-ins, and even students who have participated in fly-ins as well.

Trevor Sturgeon, TS College Tours

Ray Marx, Colegio Americano de Quito

Joe Giacalone, Marist College

Julie Moloney, University of Notre Dame

Audience: UNIVERSITY

Theme: University Recruitment 2.0 - Reimagining interactions with students & schools

Room: LBC Kendall Cram Rm