

### **Workshops for: Admissions **A** High School **H** Both **B****

#### *Admissions Video 101: Using Online Video Effectively in Admissions Marketing*

The use of video on the web continues to grow almost daily. Everyone from elementary school students to grandparents consumes or creates their own video content almost daily. Yet, college admissions departments largely have not capitalized on this growing trend. This session will share strategies and examples that admission professionals can use to incorporate video into their online communications strategies and engage students and their parents more effectively on the web. **A**

#### *Analytic Data Integration: Easing Reporting Needs*

In this session we'll be showcasing the new Data Integration tool from Rapid Insights. This technology is being used by college and universities to automate and streamline data reporting and analysis. We will show how data can be extracted, integrated and aggregated to create and automate reports. **A**

#### *Analyzing Historical Data: Calling Enrollment Managers*

We will spend the session discussing the benefits of a data driven-shop and looking at the type of reporting Enrollment Managers are doing today. Learn how to analyze student enrollment data and to build analytic models to predict enrollment probabilities for inquiries and applicants. **A**

#### *“Brand Equity”: Is Your College Taking the Best Advantage of Its Market Position?*

This workshop will examine how you can measure your enrollment performance (in admissions and financial aid) relative to your market position and suggest ways to set realistic goals. We will also explore ways to enhance institutional value perception. **A**

#### *Breaking New Ground: Utilizing Alumni Volunteers*

How can you get the most out of recruitment efforts? How can your alumni aid you in breaking recruitment ground in new geographic areas? How can you reach into new recruitment areas while maintaining established relationships with schools? This session is designed with a presentation and open forum in mind for Admissions Representatives and Guidance Counselors to discuss ways to build relationships with institutions of higher education through alumni volunteers. Time-honored methods and new ideas are welcome as we work together to improve recruitment strategies in our respective fields. **A**

#### *Communication to Prospects... Within a Budget!*

In this session we will discuss effective ways to communicate to prospects while staying within budget. Our solutions are not to simply abandon print communication, but to streamline and personalize recruitment efforts and integrate all forms of communication. We will demonstrate examples of how other colleges and universities around the country are dealing with the need to increase “touches” while working within even tighter budgets. **A**

#### *Cultivating Diversity on Campus: Recruiting Minorities On a National, Regional and Local Level*

How diverse is your campus? Join Hobsons for an interactive panel discussion on

how to present your school to minority students during their decision-making process. Hear from schools that have increased minority enrollment by recruiting at national, regional and local levels through a combination of online, offline and direct communication tools. **A**

### *Email Marketing: The Rules Have Changed*

2007 was not a good year for email. New restrictions continue to grow with many ISP's and Microsoft Office 2007 implementing changes that directly impact an institution's ability to effectively reach prospective students electronically. If you don't know the new rule book, you may be impacting your ability to play the game effectively. This workshop session will explain these changes, highlight what admissions offices need to know about their use of email and provide information on ensuring deliverability of the emails you send. We will also discuss and review strategies for effectively integrating email into your prospective student communications. **A**

### *Exploring Transfer: A Model for Two- and Four-Year College Partnership*

The success of the LaGuardia-Vassar Exploring Transfer and LaGuardia-Barnard Intercollegiate Summer Programs indicates that community college students have a strong potential to flourish at senior colleges and can be helped to transfer to selective schools. This workshop will describe the benefits of developing effective partnerships between senior and two year colleges to enable the seamless transfer of these diverse and valuable student populations. **A**

### *The Funnel Has Failed*

The Enrollment Funnel no longer correctly models student behavior during the college selection process. Learn why the Funnel has failed and how a new model, the Box Model, is helping institutions better meet their enrollment objectives. This session is perfect for enrollment managers, marketers and strategists. **A**

### *How to Plan and Organize a Successful Admissions Event*

This session will explore different types of admission events. From hosting a large open house to smaller, more intimate recruitment events, this session will provide a more in-depth look at how to plan for specific audiences, including tips for time management and organization. Attendees will be encouraged to share their ideas and experiences with their colleagues. School and guidance counselors who plan college nights and information sessions will also find this program beneficial and are welcome to attend. **A**

### *Improving the Student Academic Profile and Increasing Net Revenue Through Enrollment Marketing*

How can institutions improve the profile of the incoming class without expanding academic programs or facilities? What are the best strategies and tactics to reach potential students and their families, and to help them understand that your college or university is the right one for them? Experts in enrollment marketing will share knowledge, insights, and experiences (including real results) in student recruitment that can help you increase net revenue and shape both the academic and financial profile of your institution. **A**

### *Internal Branding Management: Educating Inside Constituents, Creating a Common Vision and Winning Support for the Plan*

It's not enough just to form a committee and create a brand plan. If you're blazing a trail you'll need help and support every step of the way. Learn how to rally support at all stages of the process from creation to implementation to achieve long term success. **A**

### *International Recruitment: The Who's, the How's and the Why's*

We will spend the session discussing opportunities in international recruitment. Understand the resources, group versus individual travel and the organizations that can assist in this endeavor. Is international recruitment a worthwhile investment for your institution? **A**

### *Maximizing the Campus Visit Experience & Catering to The Millennials*

This session is designed to aid admission officers in gaining a better understanding of how The Millennials expect to be catered to when visiting campus and how to maximize day visits. Presentation will cover student ambassadors, first point of contacts, welcome centers, tour guides, faculty accessibility, and staff interaction with students and parents. **A**

### *Office Management Skills*

This workshop will concentrate on providing the admissions professional with the skills and techniques needed to run an admissions office effectively, while also equipping you with the ability to manage yourself and the others around you. The workshop will provide you with the know-how and confidence to create a dynamic and stimulating office environment where activities and people work effectively together to achieve goals. **A**

### *Reaching Gen Y Through Cross-Media Communications*

Prospective students from the Gen Y age group use many types of media to find information about products and services, and the methods they use for their college searches are no different. Discover how your school can plug into these students locally, regionally, and nationally via a well-planned combination of online, offline, and direct communication channels. **A**

### *Recruitment Travel: Navigating the Quagmire*

Tips, tricks and tools of the trade. This seminar examines “best practices” to have the most effective travel season ever. **A**

### *Rising Through the Ranks as a College Admissions Professional*

Not sure if this is a career for you? Aspiring to move up the ladder in the admissions profession? This session will look at opportunities for young professionals (rookie – 5 years experience) in college admissions. It will offer valuable tips on how to make the most of each phase of your career, as well as networking and mentoring opportunities. **A**

### *Supervisions Part II: The Ingredients for Effective Performance Programs and Evaluations*

College and university professionals face a challenging, multifaceted work environment. Hear from individuals who manage professionals and support staff, graduate and student assistants, along with competing job demands. At our 2007 NYSACAC conference presentation we discussed strategies, answered questions and shared suggestions to enhance effectiveness in supervising and motivating a productive staff. We will now take the next step and offer expertise on writing more effective performance programs and evaluations. **A**

### *What Is This Generation Called and How Do You Reach Them Through Today's Media?*

How do today's teens use different media outlets? Do they still watch TV and if so, what do they use it for? Radio? Same questions. Print, Internet, text, email, iPhones, social communities... the list goes on! In this workshop, David Mammano will present current research on today's teens. You'll learn who they are, what's important to them, how they use different media outlets and how YOU can reach them. **A**

*When Students Search the Web for Colleges: Insights Into the Pros and Cons*

Surveys of high school students reveal they begin the college search at an early age. Using web-based sources, from institutional websites to social networks, students explore college options before institutions begin their recruitment activities. This “self-search” behavior often results in inaccurate perceptions of cost of attendance, admission criteria, available areas of study and more. Presenters will offer remedies that should be part of a comprehensive recruitment strategy. **A**

*Wiki-enrollment: Managing the Market*

In addition to the pending demographic change, there is a continuing shift in consumer behavior that requires enrollment offices to adjust strategies, marketing practices and capabilities to compete. This session will look at the market from the perspectives of technology, value and networks, and highlight differentiating techniques for this environment. **A**

*A Model for Providing Support Services for College Students with Autism/Asperger's Disorders*

Discussion of the program at Adelphi University (Bridges to Adelphi Project) that provides support services for students on the ASD spectrum. Social, emotional, vocational and executive functioning issues are dealt with. Students receive individual support counseling as well as group activities and a peer mentoring component. **H**

*Bringing Sanity to the “Going to College” Process*

College counselors are overworked and under-supported. In an industry where relationships mean everything, admissions officers are overloaded without efficient relationship development tools at their disposal. Students and parents are confused and fearful of the college process. *Connect!* is simplifying the process for all. **H**

*Career Education is a Must in Today's High Schools*

A proposal for career education in today's high schools; a brief history of career education and how we can integrate it into the curriculum. **H**

*Counseling the College Essay*

College essays are supposed to be concise. But, when admissions officers are asked to pick the best essays, they generally choose long ones. Confused? Come hear this and other paradoxes of the college essay explained by the co-author of a new book on student essays. Participants will learn how they can help students borrow without “stealing” and help them produce an effective essay while not necessarily writing like E.B. White. School counselors can make a difference in their students' essays with limited time and resources. **H**

*Demystifying Pharmacy Admissions: Preparing High School & College Students for Pharmacy Programs*

This workshop will be an exploration of what students should be doing during their high school and college years if they are interested in the field of pharmacy. This session will be a primer on pre-pharmacy, early assurance, Pharm.D., and Pharmaceutical Sciences programs. Learn about these exciting programs, ask questions and share suggestions to help understand the application process. **H**

*Engineer Your Life: Talking to High School Girls About Engineering*

Receive free resources you can use with your students and their parents to help them better understand the nature of engineering, the academic background needed to pursue engineering, and the various career paths available. Developed as part of the Extraordinary Women Engineers Project, this seminar is designed as a train-the-trainer opportunity. **H**

### *Explore SUNY's Honors Programs*

Many SUNY campuses, from research universities to community colleges, offer honors programs. Take this opportunity to learn what SUNY honors programs have to offer your students. Join presenters to explore—What are the benefits of honors programs? Which students are good candidates for an honors program? How can an applicant be considered for an honors opportunity? **H**

### *HELP! I Am a New Counselor and I Need an Orientation*

The first year can be overwhelming for new counselors. We can offer insight to the questions that you have about being a new professional. This session will explore these issues and offer ideas that will help new counselors access an arsenal of information about the admission process. **H**

### *How to Host a College Night*

Explore best practices of hosting college information sessions for students and families. **H**

### *Jumpstart to College: A Series of Workshops for College Bound Seniors*

Practical workshops/lesson plans used at The Young Women's Leadership School of East Harlem. Workshops are intended to assist students through the college admissions process, avoid senioritis, and develop College Survival Skills for first generation college students. **H**

### *Opportunity Programs in New York: HEOP/EOP/SEEK/CD*

An overview of HEOP/EOP/SEEK and CD from the CUNY, SUNY and private level in New York State. **H**

### *Pathways to Partnerships: The School Counselor/Administrator Relationship*

School counselors with both counseling and administrative experience share ideas and strategies for developing supportive working relationships with administrators. Discussion, dialogue and Q & A regarding effective collaborative relationships. **H**

### *Submitting Secondary School Credentials Via Common App Online*

Learn about a new system, beginning in July 2008, which will allow any secondary school instructor or school-based counselor to securely transmit all school forms online to Common Application member institutions. **H**

### *The City University of New York: Study with the Best*

The City University of New York, encompassing 23 institutions offers over 1,250 degree programs to over 226,000 students. Each CUNY campus is unique, but all share the same dedication to excellence and access. CUNY's faculty, who have won many prestigious honors and awards, provide our students with outstanding opportunities for learning and research. The panelists will highlight CUNY's academic programs, student activities, the Macaulay Honors College, The Teacher Academy program, merit scholarship opportunities and the admission process. **H**

### *The Urban Academy*

The Network of 19 Urban Assembly Schools will offer innovative ways of conducting college advising in their schools as well as demonstrate how they collaborate together as a network. **H**

### *Those Lazy, Hazy, Days of Summer...or NOT!*

Choosing how to spend the summer is becoming an increasingly hot topic among

today's high school students. Today, a student's summer plans can take an entire year to develop. Join us as we discuss how to counsel students to choose summer activities that are the best fit for them. **H**

### *2008 SLATE Update*

The session will discuss the Student Lending Accountability, Transparency, and Enforcement Act of 2007. An update will be provided on this new legislation that will affect all our students and families. **B**

### *ABC's of NYSACAC*

NYSACAC provides a great opportunity to become involved in a professional organization within our field. Meet NYSACAC leaders of the past and present to learn of the many committee and leadership positions open to you along with various professional development opportunities. Also, learn the benefits of professional relationships and how to enhance your job performance while expanding your sphere of influence. **B**

### *Are Early Acceptance Programs Beneficial for Students or Just for the College?*

There have been changes in the early decision/action programs that schools claim help relieve pressure on students and make for more thoughtful decisions. Is that true? **B**

### *Changing Traditions: Imposing New Direction*

How do you navigate the office politics of maintaining "traditional" practices when you have been hired to infuse new direction? Join us for strategies to help change a focus to incorporate new ideas and methods in an inherited office. **B**

### *Counseling Financially Disadvantaged Students and Families Through the Financial Aid Process*

Practical strategies for advising financially disadvantaged students and families with regard to financial aid will be reviewed and discussed. Topics to be included are applying for aid, understanding the award letters, what types of institutions may be likely to fund students and suggestions for working with parents. **B**

### *Facilitating a Smooth Transition: Helping First-Generation and Underrepresented Students Acclimate to College Life*

Presenters will discuss the issues that particularly impact a successful transition to campus life for first-generation and underrepresented students. Covering both activities and interventions before students go to college as well as on-campus programming, specific strategies will be shared to help students prepare for and manage the various adjustments. **B**

### *Financial Aid 101*

Are you a School Counselor who has mastered the college counseling part of your job but don't feel comfortable discussing financial aid? Are you an admissions counselor considering a career in admissions and have been avoiding all discussions about financial aid? If your answer is Yes...please join us for an informal discussion about the financial aid process and all the various components to a financial aid package. We promise to keep you awake and interested! **B**

### *How Technology Can Help Parents and Students Communicate Better*

The digital divide is clearly captured in the college admissions process. As more schools and tests require online applications, parents and counselors are less involved in helping children complete the process. Find out ways where technology can bridge the communication gap and that are common among high schoolers. **B**

### *It's All About Access!*

This workshop will highlight various programs at the community, high school and college level which focus on access for underserved students. The floor will be open for discussion to hear new ideas for creating opportunities for students in higher education. **B**

### *"Kidney Donation" and Other Ploys That Don't Work*

Reflections on the state of hysteria in the college admissions process in New York's suburbs. **B**

### *Making Juniors Wait! Reasons We Need to Bring Back the Senior Year*

We need to bring back the senior year (and more than just 1/3 of it) back to the college process. Many students are in need of a full year's worth of exploration to uncover a few institutions which they may call "home." If we truly value "fit," then we will tell the juniors and their parents that they need to wait until after January 1st before we begin to invest heavy amounts of time in their respective college searching. **B**

### *Online College Applications- Hints and Tips for Success: A View From Inside*

This session provides an overview as well as insights on the online application process; including hints and tips for counselors to use when advising students who are applying online, including: completing, submitting and processing online applications. **B**

### *Online Filing of Transcripts and Recommendations: A Guide for Counselors and Colleges*

Learn how one secondary school transitioned from paper to electronic filing and how colleges are managing the data. We will discuss theoretical and practical considerations in producing, transmitting, storing and interpreting electronic transcripts, recommendations and school profiles. **B**

### *Online Networking: It's Not All Bad News*

Media headlines warning of all the ills of online networks have sold countless newspapers. Yet we must not overlook all that we have gained with this new means of forging connections. Online networks have forever changed the way in which people at all stages of life connect. This session will put forth the potential power of the internet, the positive aspects of online networking and discuss how such forms of communication may benefit our students' personal and interpersonal growth. **B**

### *Outreach Programs*

Join us for a discussion of various outreach programs geared toward middle school populations as well as African-American males. **B**

### *Public School & University Partnership: Enhancing Diversity and Closing the Minority Achievement Gap*

In 1993, Syracuse University and the NYC Board of Education envisioned a small high school that reflected the city's ethnic and economic diversity and would have as its theme leadership and public service. This session will be a discussion of the components/activities of the partnership designed to encourage academic excellence, mentor relationship, fund-raising, enrichment activities and the retention and transition from high school to college. This session should be of interest to high school counselors, individuals responsible for minority recruitment and admissions, or those engaged in partnership activities or beginning to explore the idea of establishing one. **B**

### *Taking Back the Process: Empowering Students to Control Their Own College Experience*

The “helicopter parent” provides rich fodder for the media but can be more harmful than humorous. From college search to application to campus life, parents are increasingly over-involved in a process and life experience designed for students. Panelists share strategies that address parental anxiety and enable students to fly on their own. **B**

### *The Art of Relationships: How Technology Has Changed Student Communication*

Technology has changed the way in which our students communicate and understand what is being said. There is an unspoken yet pervasive pecking order known among students today—for example, text over IM, IM over email. Yet, how does this affect our students’ mental health? How does it dictate the relationships they are forming, or ending? Join us for a look at the “new” relationship forming among students. **B**

### *The College Board Advocacy Agenda – Improving Education and Responding to Member Needs*

The College Board’s unique combination of a powerful membership base, strong research capacity, and deep reach into schools, colleges, and universities provides opportunities to bring educators together to positively influence education. College Board advocacy tackles tough and important issues facing K-12 and higher education today. Come hear an update on initiatives designed to improve access to higher education and persistence through the educational pipeline. **B**

### *The College Essay: Shakespeare, Salinger or My Summer Job*

A panel discussion led by professionals from both public and private high schools and post secondary institutions. Panelists will share insights on how to assist students with their essays, discuss how admissions committees review and utilize essays and provide some pointers on actual essay writing. **B**

### *The Common Application Q & A*

Both high school and college admission personnel are invited to attend a lively discussion of the Common Application and Common App Online. **B**

### *The Transition to National Leadership*

This workshop will discuss the ways that NYSACAC leaders (past, present and future!) can prepare for involvement on the national level. **B**

### *The Universal College Application: What is It and How is It Different?*

What happens when you combine two of the most talked about topics in higher education, “online applications” and “the need for colleges to achieve more diversity”? You get the Universal College Application! This session explores what makes the Universal College Application different from other consortium applications and specifically speaks to how the consortium’s universal membership policy and universal access initiatives have helped colleges reach a more diverse applicant pool through the online application. **B**

### *Undocumented Students: Counseling in a New Environment*

This session, led by an immigration attorney, will focus on a definition of the undocumented student, the size of this population, and the counseling challenges they present in the college admissions process. **B**

### *Waitlists: Insurance, Hope, Hype, and Happy Endings*

A discussion of college waitlists from both the college and the high school side. **B**

### *Weathering the Storm: Shifting Demographics and the Impact on Admissions and Financial Aid.*

The U.S. is in the midst of a major demographic shift that will impact the way colleges recruit students and consequently, the way counselors advise students. This session will include projections based on U.S. Census and WICHE data and will include a discussion on trends that attendees have experienced thus far, and tactics they will use in the future to react to this demographic shift. **B**

### *What is Going On in Financial Aid and How is It Impacting Our Students and Our Institutions?*

This has been a tumultuous year in financial aid, with landmark changes in policy being announced by many of the most prominent colleges in the country. How are these changes affecting the broader landscape for other schools, our students and their families? **B**

### *What's New? Online Review!*

Have you ever hurried to the post office to meet the postmark deadline or handled applications with stains and dog eared corners? In our ever changing environment, many admission and guidance offices are becoming paperless. What are the pros and cons of submitting and reviewing applications when the tactile element is removed? Admission officers will share their tales and offer advice. **B**

### *College Readiness and ACT's Educational Planning and Assessment System (EPAS)- Making Meaningful Connections* **A**

### *Using Research to Inform a Publications Program* **A**

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## Fundraising, Entertainment & Other Details

### Fundraising Events

As customary, our conference schedule leaves plenty of time for socializing and an opportunity to catch up with colleagues from around the state. Fundraising events include a golf outing, our ever-popular bocce tournament, a 5K walk/run, a microbrew beer tasting and a silent auction. Our evenings will be filled with activities that enable us to engage in relaxed conversation at the coffee house, eat and drink from regions around the world in the Castle, kick up our heels to the sounds of The Jay Prince Band, and follow our favorite sports teams. On Wednesday night, options will include a sports bar, a coffee house, and an "Around the World" fiesta. Thursday night's dinner will be held on the Quad, and the social will feature a mix of island and rock music. We hope you will come out and enjoy the fun while supporting our wonderful organization.

### Entertainment and Conference Social

NYSACAC is the perfect opportunity to catch up with old friends and mingle with new colleagues. Take advantage of this opportunity at one of the social events held each evening. Relax and unwind at the Sports Bar or coffee house. Bring your "passport" and enjoy eating and drinking food from regions around the globe on Wednesday night and be ready to dance the limbo and move to the music of The Jay Prince Band on Thursday night after our dinner.