



# AMC2022

SAINT MICHAEL'S COLLEGE • VERMONT



**COLCHESTER, VT**  
*June 8 - 10, 2022*

**TUESDAY, JUNE 7, 2022**

3:00PM - 6:00PM	Registration
4:00PM - 6:00PM	Governing Board Meeting

**WEDNESDAY, JUNE 8, 2022**

6:45AM - 7:30AM	College Bus Tour Check-In & Breakfast
7:00AM - 8:30AM	Breakfast
7:00AM - 6:00PM	Registration
7:30AM - 3:00PM	College Bus Tour
8:00AM - 9:00AM	Coming Together Pre-Conference Check-In & Breakfast
8:30AM - 9:00AM	Middle Management Workshop Check-In & Breakfast
9:00AM - 2:00PM	Middle Management Workshop
9:00AM - 3:15PM	Coming Together Pre-Conference
10:00AM - 1:00PM	Community Service Project
11:30AM - 1:30PM	Lunch
2:15PM - 3:15PM	<b>Session I</b>
2:30PM - 3:15PM	New Assembly Delegate Welcome
3:30PM - 4:45PM	Welcome, Keynote, & Awards
6:00PM - 7:30PM	Dinner
8:00PM - 11:00PM	BrewFest

**THURSDAY, JUNE 9, 2022**

6:30AM - 8:00AM	Open Gym/Run Club
7:00AM - 8:30AM	Breakfast
7:30AM - 2:30PM	Registration
8:30AM - 9:30AM	<b>Session II</b>
9:45AM - 11:45AM	NEACAC General Membership Meeting & Awards Ceremony
12:00PM - 1:00PM	Lunch
12:00PM - 1:00PM	Committee Meeting Lunches
1:00PM - 2:00PM	<b>Session III</b>
2:15PM - 3:15PM	<b>Session IV</b>
3:00PM - 6:00PM	Exhibitor Expo
4:00PM - 4:30PM	Professional Development Sessions & Career Resources
4:30PM - 5:45PM	Networking Event
5:30PM - 6:30PM	Coming Together Pre-Conference Social
6:30PM - 8:30PM	Dinner Hosted by Saint Michael's College
8:30PM - 10:00PM	BINGO
10:00PM - 12:00AM	Late Night Entertainment

**FRIDAY, JUNE 10, 2022**

6:30AM - 8:00AM	Open Gym
7:00AM - 8:30AM	Breakfast
8:30AM - 9:30AM	<b>Session V</b>
9:45AM - 10:45AM	<b>Session VI</b>
11:00AM - 12:00PM	Conference Closing

# WELCOME TO VERMONT



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Dear NEACAC Colleagues,

On behalf of the Admission staff and the leadership of Saint Michael's College, we are honored to host you at the 2022 NEACAC Annual Meeting & Conference. It's thrilling to be together in person at long last and to reconnect after a long period of separation. We know that as you've all walked with prospective students and counselors through this time, they too have felt that same disconnection and persevered through all the challenges this pandemic has brought.

As we reflect on those challenges, we're particularly proud of the way Saint Michael's has responded when this spring, President Lorraine Sterritt announced the College's new strategic plan, *Forward with Purpose*. It has long been understood that people who live their lives with clarity of purpose are more successful and more fulfilled, and that they live healthier and more productive lives. The College is making a bold investment in a new team-based advising structure and health education initiatives that will help students define and nurture that clarity of purpose that will be foundational to their success in college, in their careers, and in their lives. The collective impact of the strategic plan is rooted in a multi-million dollar investment in career education, facilities like a state-of-the-art media creation studio, and a trio of mission-centered academic centers related to the environment, global engagement, and creating a more just and equitable society.

Our team often describes to future students that as great philosophical questions dominate the national conversation, there is no better place to be than at Saint Michael's College. We explore and question freely, and our Edmundite Catholic values draw us to create a more just world and welcome everyone who wants to do the same. Our profession is grappling with similarly great questions of justice, equity, and service to students, and I hope this week recharges us and inspires us to live out our purpose.

You are our honored guest at Saint Michael's College, and we are delighted to roll out the purple and gold carpet for you. Soak in your time on campus – take a campus tour, explore the beauty of Burlington and Lake Champlain, witness the students that inspire us every day in action (our undergraduate researchers and 24/7 Fire & Rescue crew will be living alongside you), and don't leave without some good maple syrup. Please let us know if there is anything you need to make your time on campus a success, and cheers to a great AMC!

A handwritten signature in black ink that reads "Kristin McAndrew". The signature is fluid and cursive.

**Kristin McAndrew**

Vice President for Enrollment & Marketing

A handwritten signature in black ink that reads "Michael P. Stefanowicz". The signature is bold and cursive.

**Michael P. Stefanowicz '09**

Director of Admission

## LETTER FROM THE CONFERENCE CHAIRS



Dear AMC Attendees,

Welcome to the 2022 Annual Meeting & Conference (AMC) of the New England Association for College Admission Counseling (NEACAC)! This year we are gathered in beautiful Colchester, Vermont on the campus of Saint Michael's College. The last time we all gathered in person was in 2019 at the University of Rhode Island. Since then, we have each experienced unimaginable challenges in both our professional and personal lives. Challenges that continue to have a lasting impact on our daily lives and the lives of the students and families we serve. We hope that this year's AMC serves as a reminder of the importance of connection amongst colleagues as we are finally able to gather again.

After a successful launch at AMC 2019 and two excellent virtual iterations, we are thrilled to offer the Coming Together Pre-Conference. Inspired by New York State ACAC's Coming Together Conference, this program provides a brave space for higher education professionals to engage in critical conversations to propel our practice of excellence forward. Together, attendees will discuss the impact of how words and actions can bring about change in their professional and personal lives. The Pre-Conference will include an inspired keynote presentation by Dr. Khalil Gibran Muhammad, educational sessions, facilitated discussions, and opportunities for networking and dialogue.

We will be offering over 75 educational sessions throughout the week. Be sure to build your schedule in the Guidebook mobile app as there is so much to discuss and learn! On Thursday we hope you'll join us for a Networking Event where you can connect with fellow attendees via our 'Meet Your Match' program. There will also be plenty of opportunities to meet with sponsors and exhibitors and participate in valuable career development workshops and roundtables.

We are thrilled to be joined by our conference keynote speaker, Paul Tough, author of *The Inequality Machine: How College Divides Us and How Children Succeed*. Following his presentation, attendees are encouraged to ask questions during the Q&A portion of the keynote address. This is a can't miss event!

## LETTER FROM THE CONFERENCE CHAIRS

New this year is our "College Fair To Go" offering! We know how challenging it can be to gather information from a wide variety of colleges in order to support the students you serve, so we will be offering a digital college fair where you will be able to view and download information from colleges and universities in attendance at the conference. We hope you'll take advantage of this valuable resource and refer to it throughout the year!

NEACAC has remained a guiding resource for how we can best serve all populations with whom we work. Don't miss the General Membership Meeting to hear more about the work of the organization's past and future. We are proud of our membership for creating opportunities for open dialogue on these issues and beyond, and hope the conference will facilitate much needed further discussion.

And it wouldn't be an Annual Meeting & Conference without a little bit of fun! On Wednesday, join us as we bring the best of Vermont to AMC during BrewFest. This event will feature local breweries, yummy snacks, music, games, and an all-around good time. Then on Thursday evening, join us for ten exciting rounds of BINGO! You'll have the opportunity to win awesome prizes for a good cause, as the proceeds from BINGO card sales will be donated to NEACAC's Make a Difference Fund.

Last but not least, we want to extend a massive word of thanks to the Annual Meeting & Conference Planning Committee. These 40+ volunteers represent all six New England States and a variety of roles in the admissions and counseling fields. They generously gave their time and energy, spending hours at planning meetings, on committee conference calls, and in conversation with various vendors and stakeholders to ensure a successful and enjoyable conference for all. We are so appreciative of their energy, positive attitudes, and dedication to this committee and to NEACAC as a whole. Planning this conference has been a true act of love and passion and we hope that shows throughout the entirety of your AMC experience.

We hope this conference provides a much needed reset as we look to another season of counseling and supporting students and families. Let this year serve as a reminder of how important it is to come together to learn, reflect, and connect and just how special that can be.

We wish you a wonderful conference!

Your Conference Chairs,



***Eliza Etter***

Annual Meeting & Conference Chair  
University of Rhode Island



***Dr. Courtney Kipp***

Annual Meeting & Conference Chair-Elect  
Greenwich Country Day School

## MOBILE APPLICATION & SOCIAL MEDIA

SCAN HERE TO DOWNLOAD GUIDEBOOK



The Conference Booklet is available digitally through the Guidebook mobile application.

***TO ACCESS THE BOOKLET:***

- 1. Download the Guidebook App (Scan the QR Code Above)**
- 2. Search "NEACAC Annual Meeting & Conference 2022"**
- 3. Click "Download Guide"**

**Make sure your push notifications are turned on for Guidebook so you don't miss important conference updates and reminders!**

- Download the app to personalize your schedule, receive conference news & updates, and access session evaluations.
- Missing the College Fair? Our first ever "College Fair To-Go" will provide the opportunity for member institutions and organizations to showcase their programs (for free!) via a virtual landing page on Guidebook.
- We also want to hear from you! Share your conference findings and fun by using the hashtag #NEACAC2022 across your social channels. Be sure to follow NEACAC on Facebook and Instagram for conference highlights and updates!

## IMPORTANT INFORMATION

- The Annual Meeting & Conference Planning Committee will be wearing black AMC t-shirts on Thursday. They will also be wearing Planning Committee ribbons throughout the conference. Please feel free to ask committee members questions and thank them for their hard work.
- Please make sure you arrive at your first choice session on time; always have a backup session in mind in case your first session is at capacity.
- For any conference questions about on-campus accommodations, please contact 802-654-2566 (hours from 8:00AM-6:00PM). After hours, please contact Public Safety 802-654-2000.
- On Friday, June 10, there will be an admission staff member with a drop box for your key in the residence hall that you are staying in from 7AM-1PM. All attendees must be checked out by 1PM on Friday, June 10th. Please put the key back in the envelope that it came in and place it in the box on your way out. If you leave before 7AM we will have the table set up with the drop box, please simply deposit your keys there.
- BINGO tickets will be on sale for \$5.00 a ticket during open registration hours and during dinner on Wednesday night. Proceeds from BINGO ticket sales will benefit the Make a Difference Fund.
- Raffle tickets will be on sale at the Community Service table during open registration hours. Proceeds from the raffle ticket sales will benefit the Make a Difference Fund. Any winnings not collected will be donated to a future NEACAC program.
- The Annual Meeting & Conference would not be possible without the dedication of volunteers who help with registration, collect BINGO daubers, create informative educational sessions, and so much more. The planning committee and co-chairs would like to extend a thank you to everyone who helped make this conference possible!
- The health and safety of the SMC community and conference attendees is a top priority. Masks are optional in all settings during the conference. Anyone who wishes to wear a mask at any point during the conference is welcome to do so. If you begin to feel unwell while attending AMC, please see a conference representative for local COVID-19 testing resources.

## CAMPUS PHONE NUMBERS

**NEED HELP? USE OUR CONFERENCE TEXTING HOTLINE**  
**(857) 256-1674**

### SAINT MICHAEL'S COLLEGE CONTACTS

Hannah Roque, Onsite Co-Chair (802-989-6328)

Sullivan Miele, Onsite Co-Chair (802-353-8801)

### CONFERENCE CONTACTS

Eliza Etter, Chair (802-598-2090)

Dr. Courtney Kipp, Chair-Elect (508-241-5301)

## CONFERENCE RIBBON KEY

**Red:** Secondary

**Blue:** Postsecondary

**Purple:** Independent Counselor

**Yellow:** Exhibitor

**Orange:** Organization/Retired/Student

## SAINT MICHAEL'S COLLEGE INFORMATION

### CAMPUS SAFETY AND SECURITY

The Department of Public Safety is located at 220 College Parkway in the Robert E. Sutton Fire and Rescue Building, across Route 15 from the south entrance of the college.

**Non-Emergency/Dispatch Number:** 802-654-2000

**Emergency Number:** 802-654-2001

### CAMPUS INTERNET INSTRUCTIONS

Wireless internet is accessible across campus and available to all attendees.

**Network Name:** SMC

**Network Password:** PurpleKnights!

## SAINT MICHAEL'S COLLEGE INFORMATION

### SMOKING POLICY

Smoking, including the use of electronic cigarettes, vaporizers, and marijuana, is prohibited everywhere on campus.

### ALCOHOL POLICY

Alcohol may be purchased or consumed only by conference attendees of legal drinking age (21+). Alcohol can be consumed in any residence hall room or area that has been reserved for a specific function. All bars on campus are cash only.

### ATM

ATM Machines are located on the first floor of Dion (next to the bathrooms) and the first floor of Alliot (next to the bookstore).

### BOOKSTORE

The Saint Michael's College Bookstore is located on the first floor of Alliot, and will be open:

**Wednesday - Friday from 9:00AM to 4:00PM**

### CAMPUS ADDRESS

**Physical Campus Address:** 1 Winooski Park, Colchester, VT 05439

**For your GPS, please use the following:** 132 Campus Road, Colchester, VT 05439

### WELCOME CENTER & CAMPUS TOURS

The Office of Admissions, located in the Hoehl Welcome Center, will be open Wednesday - Friday from 8:00AM to 4:30PM. Campus tours, departing from the Office of Admissions, will run from 1:00PM - 2:00PM on Wednesday June 8, Thursday June 9, and Friday June 10.

### GENDER-INCLUSIVE BATHROOMS

**Alliot Hall** | Second floor

**Cheray Hall** | Second floor

**Jeanmarie/St. Edmund's** | First, Second, and Third Floor

**McCarthy Arts Center** | First Floor

### LACTATION ROOM

The lactation room, sponsored by the Women Council for Admission Professionals, will be located in the Durick Library and will be open from 8:00AM - 4:00PM. There will be an additional lactation room located in Townhouse 301 that will be open from 4:00PM to midnight. Durick Library has a mini fridge, and Townhouse 301 has a full-sized fridge.

## **BUS TOUR JUNE 8 7:30AM - 3:00PM**

Brought to you by the conference subcommittee for Professional and Career Services. Bus Tour attendees will be exploring three area colleges: Middlebury College, the University of Vermont, and Champlain College on Wednesday, June 8. This will be a full-day event occurring before the official start of the conference and will include bus transportation (leaving from Saint Michael's College), a light breakfast, excellent information, campus tours, and lunch. Please note that due to the pandemic and ever changing campus visitor policies, this schedule is subject to change. Pre-registration is required for this bus tour.

## **COMMUNITY SERVICE JUNE 8TH 10:00AM - 1:00PM**

The Annual Meeting & Conference planning committee is excited to offer two community service opportunities during the 2022 AMC! Interested attendees are able to sign up to volunteer at the Vermont Youth Conservation Corps or the Green Mountain Habitat for Humanity. We are thrilled to partner with these local organizations! Pre-registration is required.

## **MIDDLE MANAGEMENT WORKSHOP JUNE 8TH 8:30AM - 2:00PM**

NEACAC's Professional Development Committee will host a workshop for middle managers on Wednesday, June 8. The program will provide an opportunity for individuals to acquire techniques, strategies, and knowledge which will assist them as they continue to progress in their careers. Attendees may include middle managers (assistant, senior assistant, or associate director) who have some leadership/supervisory responsibilities. Attendees will hear from individuals in senior management positions, engage in conversations, review case studies, participate in group work and more. Topics to be reviewed include leading in a pandemic, strategic planning and risk management, employee retention, current trends, necessary technology skills, educating staff on systematic racism, Supreme Court Cases, institutional policy changes and career advancement. Pre-registration is required for this Pre-Conference workshop.

### **PRESENTERS**

**David duKor-Jackson** | Director of Admissions, Massachusetts Institute of Technology

**Jessica Ricker** | Dean of Admission, Wellesley College

## COMING TOGETHER PRE-CONFERENCE



Welcome to the fourth annual Coming Together Pre-Conference (CTC)! This event is designed to create space for higher education professionals and secondary school counselors to come together and engage in conversations focused on diversity, equity, inclusion, and access in our field.

This year, conversations will center around our theme - ***Together, We Rise Up!***

Sessions will offer a variety of opportunities for learning, discussion, and networking across different backgrounds, identities, and experiences. The goal is for every attendee to leave CTC feeling engaged and empowered to take action in a way that will contribute to making higher education a more inclusive and accessible space for each other, as well as students.

## COMING TOGETHER PRE-CONFERENCE SCHEDULE

### WEDNESDAY, JUNE 8th, 2022

8:00AM - 9:00AM	Check-in (Dion Student Center) & Breakfast (Roy Room)
9:00AM - 9:15AM	Welcome & Agenda Overview (Roy Room)
9:15AM - 10:00AM	Keynote/Q&A (Roy Room)
10:00AM - 10:15AM	Transition Time & Break
10:15AM - 11:15AM	Sessions A-C (St. Edmund's Classrooms 102, 104, & 105)
11:15AM - 11:30AM	Transition Time & Break
11:30AM - 1:00PM	Lunch & Networking Hour (Roy Room)
1:00PM - 2:00PM	Sessions D-F (St. Edmund's Classrooms 102, 104, & 105)
2:00PM - 2:15PM	Transition Time & Break
2:15PM - 3:00PM	Discussion & Reflection (Roy Room)
3:00PM - 3:15PM	Closing Remarks (Roy Room)

**CTC activities don't end here! Remember to join us for these additional opportunities during AMC**

**THURSDAY 5:30PM - 6:30PM | CTC Social (International Commons)**

**FRIDAY 8:30AM - 9:30AM | Session 5 - CTC Regroup (Jeanmarie 364)**

## 2022 CTC PRE-CONFERENCE KEYNOTE SPEAKER



9:15AM - 10:00AM | Roy Room

**DR. KHALIL GIBRAN MUHAMMAD**

**Dr. Khalil Gibran Muhammad is author of *The Condemnation of Blackness: Race, Crime, and the Making of Modern Urban America*, a spectacular exploration of how the urban North shaped views of race and crime in American society.**

Muhammad, alongside his long-time friend Ben Austen, host the podcast *Some of My Best Friends Are*—produced by Malcolm Gladwell’s Pushkin Industries. Today a Harvard professor (Muhammad) and an award-winning journalist (Austen), the two invite listeners into their unfiltered conversations about growing up in a deeply divided country. Covering a wide range of topics, from pop culture and history to politics and sports, the series shows us how we can have conversations about race with levity—that we can stumble and still move forward.

Muhammad is the former Director of the Schomburg Center for Research in Black Culture, a division of the New York Public Library and the world’s leading library and archive of global Black history. Much of his research focuses on racial criminalization in modern U.S. history. His work has been featured in a number of national print and broadcast media outlets, including *The New York Times*—notably as one of the contributors to its’ viral 1619 Project, which explores and exposes the true history of slavery in America—*The New Yorker*, *The Washington Post*, NPR, and MSNBC. Muhammad was an associate editor of *The Journal of American History* and prior Andrew W. Mellon fellow at the Vera Institute of Justice. He holds a Ph.D. from Rutgers University, two honorary doctorates, and is on the board of *The Museum of Modern Art*, *The Barnes Foundation*, and *The Nation* magazine.

**CTC PRE-CONFERENCE SESSIONS A-C 10:15AM-11:15AM****A PATHWAYS TO LEADERSHIP FOR BIPOC PROFESSIONALS****Time & Location:** 10:15AM - 11:15AM | St. Edmund's (102)

While efforts to increase access to higher education for BIPOC students have persisted for decades, the focus on the importance of recruiting and retaining BIPOC staff and faculty in leadership positions has only recently garnered widespread attention. The path to these coveted opportunities can be difficult to attain, especially without mentoring and strategic networking. Learn about both challenges and successes from three admissions leaders, and have a frank conversation about our profession.

**Presenters:****Anthony T. Berry** | Director of Admissions at Trinity College**Wanda Surriel** | Director of Admission at Wheaton College**Luis Santiago** | Director of Admissions at Western Connecticut State University**B TOWARDS EQUITY: CHALLENGING TRADITIONAL NOTIONS OF LEADERSHIP****Time & Location:** 10:15AM - 11:15AM | St. Edmund's (104)

Many of our offices place a premium on leadership, especially as it relates to our evaluation of students' readiness for college and the contributions they will make to our institutions. Come learn about how deficit thinking plays out in conversations about leadership and how you can shift to an asset-based mindset, challenge traditional expectations around student leadership, and adopt a more inclusive approach to reviewing student applications.

**Presenters:****Laura Silverman** | Senior Assistant Director of Admissions at Trinity College**Eric Nguyen** | Director of the Center for Inclusive Excellence at Framingham State University**C ADULTING 101: SELF ADVOCACY AT WORK****Time & Location:** 10:15AM - 11:15AM | St. Edmund's (105)

This session will provide attendees with the opportunity to share their experiences with self-advocacy in the workplace while exchanging ideas and practices with each other.

**Presenters:****Mike Brosseau** | Assistant Director of Undergraduate Admission at Bentley University

## CTC PRE-CONFERENCE SESSIONS D-F 1:00PM-2:00PM

### D DIFFICULT CONVERSATIONS: HOW TO ADDRESS ISSUES IN THE OFFICE

**Time & Location:** 1:00PM - 2:00PM | St. Edmund's (102)

This session will provide attendees with an opportunity to share their real-life work experiences as we tackle difficult conversations and interoffice conflict. Led by the presenter, strategies for when to mediate alone, with a colleague, or with HR will be discussed. Come prepared to share and role-play!

**Presenters:**

**Leykia Nulan** | Dean of Admission at Mount Holyoke

### E CBO & UNIVERSITY/COLLEGE PARTNERSHIPS: VITAL AND NEEDED IN TODAY'S WORLD

**Time & Location:** 1:00PM - 2:00PM | St. Edmund's (104)

This session will talk about the importance of partnerships between CBOs and universities/colleges. A strategy for developing partnerships and a case study for connecting with CBOs will be shared.

**Presenters:**

**Jose Garcia** | Assistant Director of Admissions for Diversity at Outreach & Partnerships, University of Richmond

### F BEST PRACTICES FOR SUPPORTING CAREER BOUND STUDENTS

**Time & Location:** 1:00PM - 2:00PM | St. Edmund's (105)

Wondering how to create a robust program model to support students that is inclusive of all post-secondary pathways particularly those that are not 4-year college bound? Come learn about a pilot program Employment Exploratory Pathways Program (EEPP) and how we support students to engage in local direct employment internships to be ready and equipped with the necessary skills to productively engage in the workforce for life after graduation.

**Presenters:**

**Destinee Pray** | Associate Director of College and Career Counseling at Excel Academy Charter Schools

## AREA ATTRACTIONS

### RESTAURANTS

#### Cafe Hot

Coffee and breakfast foods

198 Main Street, Burlington, VT 05401

#### The Skinny Pancake

Serving breakfast all day - crepe style

60 Lake Street Unit 1A, Burlington, VT 05401

#### Sweetwaters

American bistro classics

120 Church Street, Burlington, VT 05401

#### The Farmhouse Tap & Grille

Farm-to-table gastropub and seasonal beer garden

160 Bank Street, Burlington, VT 05401

### SHOPPING

#### Church Street Marketplace

Located in downtown Burlington, you'll find New England favorites like L.L.Bean, Lake Champlain Chocolates, and more!

131 Church St., Burlington, VT 05401

#### University Mall

Vermont's largest enclosed shopping mall  
155 Dorset St., South Burlington, VT 05403

#### Vermont Gift Barn

Gift shop featuring the best Vermont has to offer  
1087 Williston Rd., South Burlington, VT 05403

### FUN AROUND TOWN

**The Burlington Bike Path to Colchester Causeway**

**Shelburne Farm & Vineyard**

**Pearl Street Park Disc Golf Course**

## PROFESSIONAL & CAREER RESOURCES SESSIONS

### Roundtable Discussions Thursday June 9, 4:00PM-4:30PM

**Description:** During this 30 minute session, attendees are encouraged to move between various roundtable discussions based on your interests and field. All sessions are located next to each other making it easy for you to explore different topics and make new connections.

LOCATION	DISCUSSION TOPIC
Dion, First Floor	Letters of Recommendation
Dion, First Floor	School Profile Best Practices
Dion, First Floor	Hot Topics in Admissions
Dion, First Floor	Hot Topics in School Counseling

## Professional Services Resume Reviews

Thursday, June 9 3:30PM-5:30PM | Dion

**Description:** It's always a good idea to refresh and improve your resume, even if you aren't considering a job change. Sign-ups will be available throughout the conference with registration closing 24 hours prior. We will contact you in advance so the reviewer can spend some time with your resume prior to your meeting. Please reach out to Katie Storer (kstorer@bryant.edu) if you have any questions. **Fill out the form below to sign up for 15 minute resume review appointments.**

**SIGN UP FORM (SCAN HERE!)**



## Professional Services An Easy Way to Network

A crowd favorite at NACAC conferences, we're bringing "Meet your Match" to NEACAC.

Brought to you by the Professional and Career Resources Committee, join colleagues for great food and conversation during the networking event on June 9th, from 4:30PM - 5:45PM. When you arrive, grab a button and find your match by looking for a colleague with a button that matches your number. Bring your match to to the designated Meet Your Match prize table!



**WE'RE HIRING! SCAN FOR MORE!**

The 2022 Annual Meeting & Conference is a great opportunity to chat with those looking for their next opportunity. Grab a button at check-in or during our social and networking events to let folks know that your institution is looking for their next amazing team member!

## 2022 KEYNOTE SPEAKER



JUNE 8 3:30PM - 4:45PM | Ross Gym

### PAUL TOUGH

**Paul Tough, journalist and *New York Times* bestselling author of *The Inequality Machine*, is our 2022 Annual Meeting & Conference keynote speaker.**

Paul is a bestselling author and sought-after expert on how students succeed in school, and the financial and societal barriers that all too often hold them back. We've all heard the idea that the college years are the times we'll be most sentimental for as we grow older. But Paul identifies something far deeper than nostalgia in his book, *The Inequality Machine*. With illuminating case studies and new research, Paul identifies that post-secondary education experiences and performance are the factor that matters most in any student's ability to improve their station in life—and financial instability poses an incredible threat to even the most hardworking, bright students trying to make that improvement a reality.

A celebrated journalist and contributing writer to *The New York Times Magazine*, Paul has also contributed work to *The New Yorker*, *The Atlantic*, *This American Life*, *GQ* and *Esquire*. Paul's other books include *How Children Succeed: Grit, Curiosity, and the Hidden Power of Character* and *Whatever It Takes: Geoffrey Canada's Quest to Change Harlem and America*.

**SELECT AWARDS WEDNESDAY JUNE 8, 3:30PM-4:45PM****Congratulations to Our  
2021 & 2022 PROFESSIONALS OF THE YEAR**

The NEACAC Professional of the Year Award identifies individuals whose contributions to the field of college admission and counseling deserve such recognition. These awards honor NEACAC members across the profession, including those affiliated with colleges and universities, high schools, independent counselors, and community-based organizations. Award recipients are strong and ethical advocates for their students and/or their institutions, and have a proven record of accomplishment throughout their careers. They demonstrate honesty, patience, thoroughness, and sensitivity in their work with students, parents, and colleagues. They are mentors, leaders, and consummate professionals.

We are proud to recognize our 2021 and 2022 NEACAC Professionals of the Year:

**2021**

**Ben Amarone** | Albertus Magnus College, CT  
**Annette Bowes** | Dennis Yarmouth Regional High School, MA  
**Christine Carroll** | Sandwich High School, MA  
**Kevin Mayne** | Landmark College, VT  
**Katie Phung** | Bryant University, RI  
**Patti Tomashot** | Stowe High School, VT

**2022**

**Jill Britton** | Westbrook High School, CT  
**Sharonda Dailey** | Buckingham Browne & Nichols School, MA  
**Lynne O'Shaughnessy** | Berwick Academy, ME  
**Cameron Owen** | The NHHEAF Network, NH  
**Dustin Hunter** | Ithaca College, NY  
**Tiffiney George** | Brown University, RI  
**Timothy Chamberlin** | Lake Region Union High School, VT

**SELECT AWARDS WEDNESDAY JUNE 8, 3:30PM-4:45PM****Congratulations to Our  
2022 MARGARET ADDIS MEMORIAL SCHOLARS**

The NEACAC IDEA Committee seeks to recognize candidates who have shown dedication to the field of counseling who, due to lack of funds, are unable to receive professional development opportunities. Please welcome them to the conference and to NEACAC.

**Emmy Charon** | Center for Technology, VT  
**Janet De Leon** | Lawrence High School, MA  
**Emily Ford Mills** | Sharon High School, MA  
**Jackie Gardner** | Aerospace/Hydrospace and Physical Sciences High School, CT  
**Marissa Krebs** | J.M. Wright Technical High School, CT  
**Jessica Lawrence** | Virtual Learning Academy Charter School, NH  
**Amy Loomis** | Winooski School District, VT  
**Meredith McCartney** | Rutland North East Supervisory Union, VT  
**Heidi McLaughlin** | Winooski High School, VT  
**Tyler Meigs** | Missisquoi Valley Union High School, VT  
**Annie Murray** | Alvirne High School, NH  
**Olivia Quagliani** | West Haven High School, CT  
**Mona Savastano** | Salem State University (Upward Bound), MA  
**Lisa Serling** | Virtual Learning Academy Charter School, NH  
**Allison Stebe** | Mt. Abraham Union High School, VT  
**Abby Waceken** | University of Maine at Farmington (TRIO/Upward Bound), ME

**SESSION I WEDNESDAY, JUNE 8, 2:15PM - 3:15PM**

★ Secondary School Counselors      ★ College Admission      ★ Transfer and/or Two Year Colleges

**1 IS THE GRASS GREENER? EVALUATING YOUR CAREER**

**Location:** Jeanmarie (166)



Should you stay? Should you go? Does it have to be one or the other or is there space in between to find the job of your dreams? Where should you fall in the "Great Resignation"? Attend this interactive session where we'll combine research and lived experience to help you navigate what your next right move could be or learn how to advocate for yourself to make your current role match your career goals.

**Presenters:**

**Christina Berardi** | Senior Associate Dean of Admissions at Salve Regina University  
**Dr. Erin Earle** | Director, Campus Visit Experience at The University of Rhode Island

**SESSION I WEDNESDAY, JUNE 8, 2:15PM - 3:15PM****2 EMPTY NEST: TRANSITIONING TO A NEW INSTITUTION FROM YOUR ALMA MATER****Location:** Jeanmarie (362)

High school parents and guardians aren't the only ones who will experience an "empty nest" feeling when transitioning away from their alma mater. Whether you're currently looking to leave your alma mater or you've just accepted a new position at a new institution, come learn about counselors who have made this successful leap and the successes and challenges that come with it all!

**Presenters:****Brooke Porter-Jordan** | Assistant Director of Admissions and Recruitment at Assumption University**Danielle Walsh** | Assistant Director of Admissions at Clark University**Leah Miller** | Assistant Director of Undergraduate Admissions at Champlain College**3 BUILDING BRIDGES THROUGH DUAL ENROLLMENT****Location:** Jeanmarie (281)

Hybrid education created opportunities for new learning opportunities. This session will provide an overview of the dual enrollment partnership between Catholic Memorial and Wentworth Institute of Technology. The "CM-Squared" (Construction Management at Catholic Memorial) collaboration opened the door for students that are not typically enrolled in AP classes to participate in rigorous college-level STEM coursework. This presentation will include the research supporting DE initiatives, logistics for launch, and input from student participants.

**Presenters:****Jack O'Keefe** | Director of Counseling & Student Success at Catholic Memorial**Kristin Tichenor** | Vice President for Enrollment at Wentworth Institute of Technology**4 BLACK STUDENTS AND THE COLLEGE ADMISSION PROCESS****Location:** Jeanmarie (377)

How are you considering the needs of your Black students? From their forthcoming book, *The Black Families Guide to College Admissions: A Conversation about Education, Parenting, and Race*. Senior Associate Dean of Admission at Emory University Tim Fields and college admission expert, Shereem Herndon-Brown, share insights on how school counselors and Black families should approach the ever-evolving college admission landscape as it pertains to HBCUs, PWI's, and cultural understanding surrounding diversity equity and inclusion.

**Presenters:****Timothy Fields** | Senior Associate Dean at Emory University**Shereem Herndon-Brown** | Founder and CEO at Strategic Admissions Advice

**SESSION I WEDNESDAY, JUNE 8, 2:15PM - 3:15PM****5 OH CANADA, STUDYING NORTH OF THE BORDER****Location:** Jeanmarie (168)

With more and more students from across New England choosing to study in Canada, learn more about the structure, funding and logistics of sending your students across the border.

**Presenters:**

**Stephanie Lord** | International Student Recruitment Officer at University of New Brunswick

**6 WHEN THE CRYSTAL BALL IS CLOUDY: COUNSELING AMIDST UNCERTAINTY****Location:** Jeanmarie (364)

Under ideal conditions, college counseling programs are dynamic; with intention, counselors lead students and families through an experience of reflection and growth as they move toward post-secondary education. The constraints of the pandemic have driven many of us to auto-pilot mode just to get by. Join us for a roundtable discussion to hear how counseling colleagues have adapted to both foreseeable and unpredictable factors within admissions: where have we found success, what can we leave behind, and how can we best prepare for what lies ahead?

**Presenters:**

**Lauren Avalos** | Co-Director of College Counseling at Gann Academy

**Christina Cerenzia** | Senior Associate Director of College Counseling at St. George's School

**Erin Regan** | Guidance Department Chair at Norwood High School

**Kathryn Dromey** | School Counselor at Agawam High School

**7 ABC'S OF ADVOCACY****Location:** Jeanmarie (375)

Just knowing what advocacy is can be daunting - let alone getting started with it. This session will explain what advocacy is, how important it can be, and the impact each of us has at the local, state and federal levels.

**Presenters:**

**Tyler Evans Tucky** | Sr. Regional Assistant Director at Miami University

**Sharon Veatch** | School Counselor at Housatonic Valley Regional High School

**Jack Evans** | Assistant Program Director at Saint Louis University

**SESSION I WEDNESDAY, JUNE 8, 2:15PM - 3:15PM****8 QUEERING COLLEGE ADMISSIONS****Location:** Jeanmarie (378)

5.6% of U.S. adults identify as a member of the LGBTQIA+ community — an increase from 4.5% in 2017. Millennials and Gen Zers are more likely to identify as LGBTQIA+ than previous generations, meaning incoming college students are likely to include more openly queer students than ever before. This workshop will provide insight on queer inclusion in the college admission process, best practices, and practical language for navigating preferred names, pronouns, and anticipating the needs of queer students.

**Presenters:****Moxie Mehegan** | Dean of Admission and Financial Aid at Sterling College**9 NAVIGATING INTERNATIONAL ADMISSIONS IN A COVID-19 WORLD: REFLECTIONS AND PROJECTIONS****Location:** St. Edmund's (105)

COVID-19 has sent unexpected shockwaves through every aspect of life, including higher education and the college admissions landscape. Travel restrictions, political unrest, and concerns of safety have all been amplified and created lasting impressions on the minds of international students. This session will dive into lessons learned from the past two years, strategies to continue to support and engage international students, and projections on the future of international admissions enrollment management.

**Presenters:****Greg Dellorco** | Senior Assistant Director at Northeastern University  
**Ali Hennessey** | Associate Director at Northeastern University**10 PERSONALIZE THE PATH TO COLLEGE THROUGH PRECISE EARLY ENGAGEMENT****Location:** St. Edmund's (104)

The looming demographic cliff is forcing college admissions offices to re-strategize. As the number of high school graduates decreases and initiatives to diversify incoming classes continue to increase, high schools and colleges can work together to rethink communications to prospective students. Plus, we will examine how early, personalized engagement supports students' college-going ambitions and application decisions, thanks to incentives and nudges. We'll highlight how colleges and high schools can engage students as early as 9th grade.

**Presenters:****Miles Hodge** | Solutions Consultant at CampusLogic

**SESSION I WEDNESDAY, JUNE 8, 2:15PM - 3:15PM****11 5 THINGS FAMILIES SHOULD KNOW ABOUT FINANCIAL AID****Location:** St. Edmund's (207)

College affordability is a common topic for families. Our session offers insight into how counselors can help students navigate very uncertain circumstances and make their collegiate dreams come true!

**Presenters:****Osamase Ekhator** | Relationship Manager at Citizens**12 LISTENING TO THE STUDENT VOICE: HOW TO MEANINGFULLY ENGAGE TODAY'S STUDENTS****Location:** St. Edmund's (102)

Students' voices are loud and clear today. Growing concerns like financial responsibility and social inclusion can be readily heard from students everywhere. As students' motivations have evolved over the course of the pandemic, colleges and universities have been challenged to change with them. Now, it is even more critical to identify opportunities within your enrollment funnel to meaningfully engage students in a way that speaks directly to their motivations and preferences. In today's session, we'll share the latest research and marketing solutions that can help you deliver the right message to the right student at the right time—and just as importantly, on the right channel—ensuring you bring your best-fit students from admitted to enrolled.

**Presenters:****Patricia Plourde** | Regional Director at Encoura**Reva Levin** | Vice President, Digital Strategy at Encoura**13 SEIZE THE DATA****Location:** St. Edmund's (211)

This session is designed to help you understand what data elements are important when looking to shore up your final admission numbers. While a typical funnel report will show you how a student moves through the cycle, this session will help you better understand what to look for to see who is more likely to move through your funnel.

**Presenters:****Jonathan Scully** | Vice President of Enrollment Management at Elms College**Michael Mazeika** | Director of Admission at Westfield State University

**SESSION I WEDNESDAY, JUNE 8, 2:15PM - 3:15PM****14 WHAT'S YOUR STREAMING PLAN? LESSONS FROM HBO MAX FOR STRETCHED TEAMS****Location:** Cheray (101)

The great resignation hit admissions teams hard. Meanwhile, we're asked to do the level of in-person programs we hosted pre-COVID while also hosting "virtual events" (eek), redundant zooms, and poorly executed virtual fairs. This session will discuss how leading institutions are leveling up their digital strategies with on-demand and simulated content to drive measurable results.

**Presenters:****Mallory Willsea** | EVP, Strategy and Operations at PlatformQ Education**Nicole Lentine** | Director, Outreach and Strategy at PlatformQ Education**15 INTRODUCING THE DIGITAL SAT SUITE OF ASSESSMENTS****Location:** Jeanmarie (380)

In January, College Board announced that starting in 2023, the SAT Suite of Assessments will be delivered digitally. In this session, we will share more about how going digital will create a shorter and less stressful experience for students and educators, and what to expect from the transition.

**Presenters:****Dr. Nicole Gibbs** | Senior Director, External Engagement at College Board**16 EVOLVING THE ADMISSIONS OFFICE TO MAKE DEEPER CONNECTIONS WITH HIGH SCHOOL STUDENTS****Location:** Cheray (111)

With changing enrollment strategies, institutions across the globe are re-evaluating their admissions and recruitment methods. This session covers a new way enrollment leaders can leverage data gathered from the country's largest credential exchange to uncover new recruitment opportunities from high schools and then streamline the admissions processes so that they can more quickly admit students.

**Presenters:****Kevin Martin** | General Manager - Higher Ed at Parchment**Olivia Klingbiel** | Sales Associate at Parchment**WEDNESDAY EVENING ENTERTAINMENT****WELCOME & SELECT AWARDS****3:30PM - 4:45PM | Ross Gym****DINNER****6:00PM - 7:30PM | Alliot****BREWFEST****8:00PM - 11:00PM | 300s Field Tent**

**SESSION II THURSDAY, JUNE 9, 8:30AM - 9:30AM**

★ Secondary School Counselors

★ College Admission

★ Transfer and/or Two Year Colleges

**1 CASE STUDIES IN CAMPUS PARTNERSHIPS: REFLECTIONS OF THREE INSTITUTIONAL INITIATIVES****Location:** St. Edmund's (102)

It's often said that meeting your enrollment goals "takes a village," and admission professionals depend on effective partnerships with academic, student affairs professionals, and other colleagues to be successful. Attend this session to hear reflections on successes as well as some of the challenges of institutional culture, time commitments, and communication challenges that can present obstacles. Whether you're a new or seasoned professional, walk away with some tips and tricks you can use on your own campus to bring collaboration and innovation to your role.

**Presenters:****Dr. Erin Earle** | Director, Campus Visit Experience at The University of Rhode Island**Tim Kelly** | Senior Associate Director at Northeastern University**Michael Stefanowicz** | Director of Admission at Saint Michael's College**2 IF ONLY WE HAD MORE TIME... CONTINUING THE COMMUNITY CONVERSATIONS****Location:** Jeanmarie (362)

The IDEA Committee has sponsored several Community Conversations: Equity Gaps in the Digital Divide (May '20), Kids Who Disappear (June '20), and #BlackAtSchool / #BlackInCollegeAdmission / #BlackInCollegeCounseling: The Sobering Truth About the Black Experience at Our Institutions (July & August '20). Two years have passed and these topics are still relevant. Let's continue the conversations, review the individual and collective action steps that were taken, and outline some new goals. Didn't attend the original sessions? No problem!

**Presenters:****Sharonda Dailey** | Associate Director of College Counseling at Buckingham Browne & Nichols School**3 TO ED OR NOT TO ED: A SUCCESSFUL MULTI-YEAR PROGRAM FOR FIRST GENERATION COLLEGE-GOERS****Location:** Jeanmarie (281)

In this session participants will learn how one school implemented an early decision awareness program and receive tools and resources to engage in similar programming at their own institutions or organizations.

**Presenters:****Ashley LaCavalla** | Director, College & Career Office at Match Charter Public High School**Theresa Pickens** | Assistant Director, College & Career Office at Match Charter Public High School

**SESSION II THURSDAY, JUNE 9, 8:30AM - 9:30AM****4 EXAMINING NACAC'S GUIDE TO ETHICAL PRACTICE IN COLLEGE ADMISSION****Location:** Jeanmarie (375)

The NEACAC Admission Practices Committee will go over the ins and outs of NACAC's Guide to Ethical Practice in College Admission. We will look at realistic dilemma's and how members can handle different ethical admission conundrums on both sides of the desk.

**Presenters:**

**Lynne O'Shaughnessy** | NEACAC Admission Practices Co-Chair

**5 HOW TO CREATE A SENSE OF BELONGING, USING TECHNOLOGY****Location:** Jeanmarie (168)

Student expectations are increasing All. The. Time. If you want to meet those expectations and drive student engagement and enrollment, a smart technology solution can help. Students have high expectations when it comes to communication with prospective schools. Schools need to be laser focused on how they engage with the prospects at all stages of the funnel. If you want to drive student engagement then you need to incorporate a platform whose sole focus is doing exactly that. But that's not all. Technology can also help you widen breadth of access, serve diverse communities, and create more inclusive, accessible experiences for prospective students. We'd love to show you how an under-one-roof student engagement platform can enable you to drive student engagement and create a sense of belonging.

**Presenters:**

**Kelsi Harris** | Senior Account Executive at Gecko

**Brian Augustine** | Senior Account Executive at Gecko

**6 SUPPORTING AND SAFEGUARDING STUDENT WELLBEING IN THE UK****Location:** Jeanmarie (377)

The wellbeing of students has never been so important! We are seeing an increasing number of US students explore options to study in the UK but how are they supported? Proud of our diverse student population, UK universities place huge importance on making sure international students and those from a minority background are supported to help them settle into university life. During this session we look at how the UK promotes positive wellbeing and inclusivity.

**Presenters:**

**Tim Pilkington** | Senior International Officer at University of Essex

**Peter Brimstone** | International Officer at Queen's University Belfast

**Raluca Pasare** | International Officer at University of Manchester

**SESSION II THURSDAY, JUNE 9, 8:30AM - 9:30AM****7 NAVIGATING THE COLLEGE SEARCH PROCESS FOR STUDENTS WHO LEARN DIFFERENTLY****Location:** Jeanmarie (378)

This presentation is designed to de-mystify the college search process for students who learn differently. It includes the wide range of accommodations, supports and programs that exist in post-secondary education today, the legal landscape, assessing the right level of support for individual students, the kinds of questions students and families should be asking, the importance of disclosing and how it impacts outcomes, and whether college is the right next step for a particular student.

**Presenters:****Karen Goudey** | College Counselor at Eagle Hill School**Ferne Bork** | Assistant Director of Admissions and Training Coordinator at Landmark College**8 STUDENT WELLNESS (AND OUR WELLNESS, TOO) AMID CURRENT APPLICATION TRENDS****Location:** Cheray (101)

This session considers the well-being of our students and ourselves as we approach the 2022-2023 application season, a time college applicants will have experienced most of high school during the pandemic. Panelists from both sides of the desk will share thoughts and invite discussion about stress-inducing trends that have become ever more pronounced— trends such as SSARs, communications related to missing documents, deferrals, early decision, wait list, etc. and an increasingly transactional process overall.

**Presenters:****Bill McMurray** | Director, College Counseling & Guidance at Bishop Fenwick High School**Alyssa Frank-Reichman** | Director, College Resource Center at Boston Latin School**Danielle Wells** | Associate Director at Boston College**Kathy Strand** | IEC at College Search U**Kennedy Carlick** | Senior Assistant Director at New York University**9 THE NECESSITY OF INNOVATIVE TEAMS IN EDUCATION, AND HOW TO DEVELOP THEM!****Location:** St. Edmund's (104)

The session will review the elements that comprise team climate for innovation, change and efficiency. This session will discuss the development and evolution of creativity and innovation in teams using shared perception and norms as a foundation. Participants will gain an understanding of how to create and innovative climate in their team or organization.

**Presenters:****Jean Main** | Associate Dean for Enrollment at Tunxis Community College**Curtis Antrum** | Director of Admissions at Norwalk Community College

**SESSION II THURSDAY, JUNE 9, 8:30AM - 9:30AM****10 ONBOARDING NEW STAFF MEMBERS IN ADMISSIONS****Location:** St. Edmund's (207)

Employee turnover is inevitable in all professions, but turnover in admissions offices especially can put a strain on enrollment efforts at critical points in the cycle. In this session, we will share our experiences with onboarding new admissions staff members, go over onboarding manuals and resources, getting an onboarding system started if your office doesn't have a formalized process yet, and share how effective and consistent onboarding increases office efficiency, staff retention and reduces costs associated with hiring in higher education.

**Presenters:****Kay Scanlan** | Assistant Director of Admission at Salve Regina University**Allison Sherlock** | Regional Associate Director of Admission at Saint Michael's College**11 DIGITAL TRENDS YOU CANNOT IGNORE****Location:** St. Edmund's (211)

The digital landscape is changing constantly and at warp speed and institutions not staying up with the trends are falling behind their competition. In this session we will explore macro digital marketing trends that every higher education marketer should know and embrace. From this session you will walk away with not only the heavy hitting top trends but see meaningful examples on how you can incorporate these trends into your marketing execution and stay one step ahead of the competition.

**Presenters:****Jaime Oleksik** | AVP, Enrollment & Marketing Strategy at Carnegie**12 CAMBRIDGE INTERNATIONAL: GROWTH AND STUDENT SUCCESS IN THE U.S.****Location:** Jeanmarie (166)

As a worldwide, not-for-profit education organization, Cambridge Assessment International Education touches communities in over 11,000 schools, in more than 160 countries, and has doubled AS and A Level courses in US high schools in the past two years. Join us to learn how Cambridge International is growing throughout the US, the success of our students in their subsequent university courses, and the resources available for US college and university admissions, registrars, and faculty.

**Presenters:****James Bishop** | Higher Education Manager, Northeast US & Canada at Cambridge Assessment International Education

**SESSION II THURSDAY, JUNE 9, 8:30AM - 9:30AM****13 NEACAC POC AFFINITY SPACE****Location:** Cheray (111)

A space for members of NEACAC who identify as people of color to gather and discuss our work in admissions/college counseling, current events, and other topics pertaining to us.

**Presenters:****Member Services Committee****LUNCH SESSIONS THURSDAY, JUNE 9****1 WORKING LUNCH SESSIONS AND COMMITTEE MEETINGS****Time & Location:** 12:00 PM - 1:00 PM

These lunch meetings are specifically for those who are currently serving on these committees. All other attendees will have lunch provided in Alliot.

GRAC (Government Relations) | St. Edmund's (205)

IDEA | Cheray (116)

Professional Development | Cheray (123)

Margaret Addis Memorial Scholars | Cheray (211)

**2 SUMMER INSTITUTE 2019, 2020, AND 2021 REUNION LUNCH****Time & Location:** 12:00 PM - 1:00 PM | St. Edmund's (Farrell Room)

Come catch up with your NEACAC Summer Institute mentors, faculty members, and fellow attendees. Discuss your experiences in the profession to-date, explore next steps for your professional aspirations, and have your questions answered. Reflect back on your discussions during Summer Institute and look ahead for what is yet to come in your professional journey. Participants and faculty from Summer Institute 2019, 2020, and 2021 are welcome and encouraged to attend this reunion!

**3 ANTI-RACIST COLLABORATIVE LUNCH & LEARN****Time & Location:** 12:00 PM - 1:00 PM | Cheray (201)

Please join us for the continuation of our April and May Coffee Chats! This lunch is a great opportunity for those interested in potentially attending this summer's Anti-Racist Collaborative, a signature event born out of the collaboration between the IDEA Committee's Anti-Racist Initiatives and Inclusive Policies & Practices Subcommittees.

## NEACAC 2022 AWARDS

### NEACAC GENERAL MEMBERSHIP MEETING & AWARDS CEREMONY

Thursday, June 9 9:45AM - 11:45AM | Ross Gym

Please join us at the General Membership Meeting & Awards Ceremony to find out what's happening in NEACAC and to announce the winners of this year's NEACAC IDEAL, NEACAC Rising Star, William S. Neal Award, and Harry R. Carroll Distinguished Service Award. Be sure to attend for a chance to win a conference registration to the 2022 NACAC Conference!

#### WILLIAM S. NEAL AWARD

The William S. Neal Award recognizes a NEACAC member with at least ten years of experience who works in the field of college admission and counseling. William S. Neal (1936-2004) was a quintessential New Englander whose warm, steadfast leadership and guidance touched the lives of many students, families, and counselors during his thirty-two years in the profession, including twenty-four years as the chief admission officer at Norwich University and Elmira College. Bill served in many capacities of leadership on the regional and national levels, but was perhaps most familiar at our regional college fairs and during the Annual Meeting & Conference where he mentored new college admission and high school counselors throughout New England. The William S. Neal Award passes Bill's torch to a NEACAC member who has been engaged in association activities and who has shown particular commitment to students and the profession, with promise for continued service and leadership.

#### NEACAC IDEAL AWARD

NEACAC is fully committed to the opportunity for all students to attend a college or university. The NEACAC IDEAL (Inclusion, Diversity, Education, Access, and Leadership) Award seeks to recognize an individual, institution, or organization who has demonstrated consistent and long standing commitment to issues of access, including but not limited to: students of color, first-generation college students, low-income students, undocumented students, and LGBTQ students. This award is presented to either individuals or institutions that are actively engaged in activities associated with access. Factors considered in selecting the recipient of this award include a long standing commitment to these principles and positive outcomes for students attending college.

**The 2021 NEACAC IDEAL Award was presented to Jami Silver.**

## NEACAC 2022 AWARDS

### NEACAC RISING STAR AWARD

The NEACAC Rising Star Award recognizes an individual or program with no more than five years of NEACAC membership that exemplifies excellence and dedication to serving the needs of students in the transition from high school to college. These individuals or programs are striving to make a difference within NEACAC through their work, utilizing nontraditional approaches to traditional challenges.

**The 2021 NEACAC Rising Star Award was presented to Andrea Breen.**

### HARRY R. CARROLL DISTINGUISHED SERVICE AWARD

With this award, NEACAC recognizes Harry R. Carroll (1924-1982) for twenty-five years of dedicated service to the University of New Hampshire and Colby College. To honor his memory, NEACAC is proud to dedicate its Distinguished Service Award as the Harry R. Carroll Distinguished Service Award. This award is presented to those individuals in the admission and counseling professions whose outstanding contributions and achievements deserve special recognition. His standards of academic excellence, his dedication to fair and impartial work on behalf of students, and his commitment to the ethical standards of the admission profession set a mark which will be remembered by high school and college colleagues across the nation. With a sense of fair play and good humor, Harry Carroll provided leadership, guidance, and wise counsel to the admission profession in New England and throughout the United States.

**The 2021 Harry R. Carroll Award was presented to Chizu Shiono.**

### NEACAC 2022 ESSAY CONTEST WINNERS

**Connecticut:** Nia Gatison, Hamden High School (Hamden, CT)

**Maine:** Maddox Fessenden, Oak Hill High School (Wales, ME)

**Massachusetts:** Basak Çelik, Northfield Mount Hermon (Gill, MA)

**New Hampshire:** Alex Thibeault, Nashua High School (Nashua, NH)

**Rhode Island:** Baya Ginsburg, East Greenwich High School (East Greenwich, RI)

**Vermont:** Charlie Wallace, Richford Junior Senior High School (Richford, VT)

**SESSION III THURSDAY, JUNE 9, 1:00PM - 2:00PM**

★ Secondary School Counselors      ★ College Admission      ★ Transfer and/or Two Year Colleges

**1 GOOD TROUBLE: HOW TO SPEAK TRUTH TO POWER****Location:** St. Edmund's (102)

Do you have great ideas but don't know how to get people to hear them? Are you frustrated but don't know how to make a difference? Do you know what to do when your first attempt gets shot down? Attend this session to hear from four feather rustlers to learn how to become a more effective change-maker, speak up to power when you have an opinion, and how to get in some good trouble.

**Presenters:****Amy Cembor** | Senior Associate Dean of Admission at Providence College**Dr. Erin Earle** | Director, Campus Visit Experience at The University of Rhode Island**Daisy Ogunedo** | Associate Dean of Admission, Diversity Recruitment & Access at Stonehill College**Emily Roper-Doten** | Dean of Admission and Financial Aid at Olin College of Engineering**2 AS THE WORLD TURNS: LEADING A TEAM IN AN EVOLVING PROFESSION****Location:** Jeanmarie (362)

In the past few years, we've seen the needs and preferences of admissions professionals change. This has necessitated an equivalent evolution in the demands on managers. Join us in a facilitated discussion to share ideas for best practices and collaborate on solutions to move our teams forward. In addition to providing context for current staffing challenges, presenters will also offer leadership and team building resources.

**Presenters:****Christina Berardi** | Senior Associate Dean of Admissions at Salve Regina University**Anthony Berry** | Director of Admissions at Trinity College**3 BREAK ON THROUGH TO THE OTHER SIDE!****Location:** Jeanmarie (281)

Ever thought about switching to college counseling from admissions, or vice versa? This session will provide a candid reflection and discussion on school culture and fit, job differences, and how to discern if this is the right move for you!

**Presenters:****Dr. Courtney Kipp** | Associate Director of College Counseling at Greenwich Country Day School**Madeleine Bergstrom** | Director of College Counseling at Cheshire Academy

**SESSION III THURSDAY, JUNE 9, 1:00PM - 2:00PM****4 (NOT) BORN IN THE USA: SUPPORTING STUDENTS & THEIR NON-AMERICAN BORN PARENTS****Location:** Jeanmarie (375)

Approximately one-third of students enrolled in US universities are from immigrant families. College access and affordability for students in immigrant communities is more critical than ever, but families across the economic spectrum find it difficult to speak “admissions.” What effective practices can help overcome the unique challenges and barriers they encounter? Experienced counselors will present strategies that work. Bring your ideas and programs to share as we discuss how we can collaborate across the desk.

**Presenters:**

**Monica Gallego Rude** | Assistant Director at Lasell University  
**Lindsey Alves** | Director of Programs at Minds Matter Boston

**5 SPRING IS THE NEW FALL****Location:** Cheray (111)

Covid put us all in a new flux! Colleges/Universities need to adapt to post pandemic reality as enrollments decline and the value of post-secondary education is being questioned. School Counselors and colleges can work collectively in assisting students earlier in identifying institutions that may be a good fit by offering more opportunities and programming in the spring vs. the fall. This just may be the new turning point in exchanging historical fall college recruiting to the spring. Come learn first-hand how both sides of the desk are coming together to better serve our students.

**Presenters:**

**Karen Gerrior Mariani** | Associate Director of Regional Admission at High Point University  
**Laura Robitaille** | Regional Recruiter- New England at Rutgers University  
**Tara Dowling** | Director of College Counseling at Worcester Academy  
**Kathryn Dromey** | School Counselor at Agawam High School

**6 WHICH COLLEGES ARE THE BEST MATCH FOR A MAJOR IN ...?****Location:** Jeanmarie (377)

This workshop will focus on helping counselors identify a range of two or four year post-secondary schools that match the major or program their students are considering. Strategies and resources will be provided as well as examples of what might be a good fit. Participants will also be encouraged to share their knowledge and experience.

**Presenters:**

**David Berrill** | Counselor Educator at University of St. Joseph

**SESSION III THURSDAY, JUNE 9, 1:00PM - 2:00PM****7 DID COVID KILL THE SAT AND ACT?****Location:** Jeanmarie (378)

It's confirmed cannon that video killed the radio star, but has COVID managed to off the SAT and ACT, too? Let's view this question through various lens so that we may deem if it's indeed curtains for those pesky tests. Rob Franek, The Princeton Review's Editor-in-Chief, will lead this discussion and serve up our most pressing questions. He'll use surveys of college brass, college students, college bound students and their families to lead the presentation.

**Presenters:****Robert Franek** | Editor-in-Chief at The Princeton Review**8 NEACAC LGBTQ+ AFFINITY SPACE****Location:** Cheray (201)

A space for members of NEACAC who identify as LGBTQ+ to gather and discuss our work in admissions/ college counseling, current events, and other topics pertaining to our community.

**Presenters:****Member Services Committee****9 HOW XR TECHNOLOGY IS CHANGING STUDENT RECRUITMENT AND ENGAGEMENT****Location:** St. Edmund's (104)

This session explores the impact of VR and AR technology in student recruitment and outreach. We'll explore tips and tactics for universities to film their own VR campus tours and to integrate VR media into their conventional social media presence.

**Presenters:****Keating Sherry** | Vice President of Outreach at Campus 360

**SESSION III THURSDAY, JUNE 9, 1:00PM - 2:00PM****10 MORE THAN JUST TOUR GUIDES****Location:** Cheray (101)

Student Ambassadors are the gem of all colleges and universities. Join us for this interactive session where we will talk about ways to utilize your student ambassadors beyond campus tours. You'll hear from two admission professionals about how a private and public institution utilize their students.

**Presenters:****Brianna Montecalvo** | Admission Advisor at University of Rhode Island**Michaela Tarmey** | Associate Director of Admissions for Student Engagement at Northeastern University**11 PROCESSING THE PROCESS: WORKING TOGETHER TO STREAMLINE SYSTEMS TO MEET THE NEEDS OF HIGH SCHOOLS AND ADMISSIONS OFFICES DURING THE PANDEMIC & BEYOND****Location:** St. Edmund's (211)

You've seen the headlines: "High School Counselors Navigate SEL, College Applications amid Youth Mental Health Crisis." "College Admissions Crazy than Ever!" "Admissions Offices Overwhelmed." We're all under more pressure than ever before. Join your high school and higher ed colleagues for candid conversation as we discuss the competing interests for our time, with the goal of brainstorming potential solutions that streamline processes and ease the way for students, high schools, and busy admissions offices.

**Presenters:****Tyler Evans Tucky** | Sr. Regional Assistant Director at Miami University**Deborah Schwager** | Director of School Counseling at Canton High School**12 APPLYING TO THE MILITARY SERVICE ACADEMIES & ROTC SCHOLARSHIPS****Location:** Jeanmarie (166)

Applying to a military service academy is a complex and daunting process. Who is a good fit? What steps does it entail? How can your student be more competitive? Join two former military officers and admissions professionals to demystify this process and support your students.

**Presenters:****Lisa Hillhouse** | IEC, Founder at Hillhouse College and Career Advising**Chris McMunn** | Associate Director, Admissions & Operations at United States Coast Guard Academy

**SESSION III THURSDAY, JUNE 9, 1:00PM - 2:00PM****13 ADMISSION AND THE NON-TRADITIONAL STUDENT****Location:** St. Edmund's (207)

The Finish What You Started program at the University of Rhode Island has been supporting non-traditional students for over 10 years. Working with adults learners is rewarding and requires an individual approach to admissions. Come learn strategies that have helped build a successful program at URI.

**Presenters:**

**Nancy Rabidoux** | Degree Completion Coordinator at University of Rhode Island

**SESSION IV THURSDAY, JUNE 9, 2:15PM - 3:15PM**

★ Secondary School Counselors

★ College Admission

★ Transfer and/or Two Year Colleges

**1 VOICES: A NEACAC LISTENING SESSION****Location:** Cheray (101)

During each Annual Meeting & Conference, members of the Executive Board host an open forum and listening session for members to voice ideas and thoughts on the direction and initiatives of the Association. Primary participants in this session include the President, President-Elect, and the Executive Director.

**Presenters:**

**Erik DeAngelis** | President of NEACAC

**Kathi Moody** | President-Elect of NEACAC

**Christina Doyle** | Executive Director of NEACAC

**2 PATH TO PERSISTENCE: SUPPORTING FIRST GENERATION STUDENTS TO THE FINISH!****Location:** St. Edmund's (102)

First generation students are more likely to come from under-served backgrounds and therefore less likely to persist in their education. This session will give background on first-generation students' struggles and advice to educators on both sides of the desk to implement in their work with first-generation students. Together, we can help first-generation students find their right college fits and achieve academic and social success in college and beyond.

**Presenters:**

**Dr. Courtney Kipp** | Associate Director of College Counseling at Greenwich Country Day School

**Katie Phung** | Senior Assistant Director of Admission & Multicultural Recruitment at Bryant University

**SESSION IV THURSDAY, JUNE 9, 2:15PM - 3:15PM****3 SPRING HIGH SCHOOL ADMISSIONS VISITS - A CASE STUDY****Location:** Jeanmarie (362)

Is the fall of senior year too late to hold high school admissions visits? For the first time, Westborough HS (MA) shifted its college visit schedule from the fall of senior year to the spring of junior year. Join us to learn how our spring visit schedule went, the benefits and drawbacks from both the high school and college perspective, and data collected from over 100 colleges across the country about their spring visit plans.

**Presenters:****Ross Wolfson** | School Counseling Department Head at Westborough High School**Laura Robitaille** | Regional Recruiter – New England, Recruitment & Outreach at Rutgers University–New Brunswick**Courtney Cyr** | Senior Associate Dean of Admission at Hofstra University**4 LET'S TALK ABOUT (HOW WE TALK ABOUT) COLLEGE AFFORDABILITY****Location:** Jeanmarie (281)

According to some predictions, colleges may soon cost \$100,000 per year. How we talk about the cost of college is becoming more important at all stages in this process, and especially complex as the pandemic continues to add to the financial uncertainty of many families. This session will explore terminology, tools and best practices from both sides of the desk. Join the discussion for new ideas to guide students.

**Presenters:****Christina Berardi** | Senior Associate Dean of Admissions at Salve Regina University**Maggie Gilman** | Director of College Counseling, DEI Coordinator at New Hampton School**Tim Kelly** | Senior Associate Director of Admissions at Northeastern University**5 MAKING THE HIGHER EDUCATION LEXICON ACCESSIBLE TO UNDERREPRESENTED STUDENTS****Location:** Jeanmarie (168)

In creating a college going culture in your counseling practice, consider the language, and names of offices and programs students will need to access on a college campus. In this session, let's think beyond college acceptances, and brainstorm ways to provide helpful tools for underrepresented students.

**Presenters:****Diana Gingles** | Associate Dean/Transfer Coordinator at Providence College

**SESSION IV THURSDAY, JUNE 9, 2:15PM - 3:15PM****6 HOW TO MOVE UP, OUT, AND AROUND POSITIONS IN PUBLIC AND PRIVATE SECTORS****Location:** Jeanmarie (364)

Thinking about a change in your job title or responsibilities? Or are you thinking about applying to another institution? What is it like to leave a professional staff position and move into a Non-Unit Professional (NUP) position if your employer supports a union membership? Are you thinking of leaving the State system and taking a job at a private institution or vice versa? What are the pros and cons of working in each of these systems? Rhian, Beth, and Dan have years of experience through current and past career positions at public and private institutions, the New England Transfer Association (NETA) Board, and positions on their Union boards. These three professionals are ready to offer transparent advice about negotiating and the politics and dynamics of our systems if you want to move up, out, and around higher education institutions.

**Presenters:****Rhian Waterberg** | Associate Director of Admissions—Health Sciences at Mass Bay Community College**Beth Fullerton** | Transfer Counselor at Quinsigamond Community College**Dan Connolly** | Managing Associate Director at Suffolk University**7 BREAKING THE ICE: TERRITORY MANAGEMENT 101****Location:** Jeanmarie (377)

Just getting started in admissions? Been recruiting for a few years but taking on a new market? Looking to enhance a feeder territory? This session will provide some tried and true methods on how to excel in your recruitment markets using relationship building, marketing and data analysis.

**Presenters:****Ian Sonia** | Director of Admissions Recruitment and Marketing at Emmanuel College**Liz van Luling** | Associate Director of Admissions at Champlain College**Matthew Hyszcak** | Senior Admissions Counselor, New England Region at University of Louisville**8 HOW IEC AND SCHOOL COUNSELORS CAN WORK TOGETHER****Location:** Jeanmarie (378)

Counseling Collaboration Guidelines to help school counselors and independent educational consultants work as a team. This shared student-focus should drive all counselors and IECs to break free of their silos and explore the best ways to work collaboratively. Learn about the guidelines for working together to improve practices and reach more students.

**Presenters:****Patti Tomashot** | Director of School and College Counseling at Stowe High School**Cara Ray** | IEC and Founder at Climb to College

**SESSION IV THURSDAY, JUNE 9, 2:15PM - 3:15PM****9 NACAC 101****Location:** Cheray (111)

The purpose of this session is to provide NEACAC members with a better understanding of the work of NACAC. Members of the NACAC Board will discuss its new mission and vision, provide information about governance and priorities, and its work with NEACAC and other affiliates.

**Presenters:****Vern Granger** | Director of Admissions at University of Connecticut, NACAC**Cornell LeSane** | Vice Provost for Enrollment Management at College of the Holy Cross**10 THE COLLEGE SEARCH BEYOND THE NUMBERS: AN EMOTIONALLY INTELLIGENT APPROACH****Location:** St. Edmund's (104)

The college search is more than just numbers (GPA/Test Scores/Level of Rigor). A campus is not just a place a student goes to, but a place where they will live. There is much more that needs to be considered by a student. In this session we will look at other aspects of the college search that goes beyond the typical metrics and provide insight for students to consider as they build their list. This journey is full of emotions and things like mindset, social identity, cultural identity, campus culture are all things to consider before they apply. Resources will be provided to assist students make an emotionally intelligent college list.

**Presenters:****Henry DelAngelo** | School Counselor at Joel Barlow High School**Emily Stanley** | Senior Associate Director of Admission at Lasell University**11 IDENTIFY NOW...CONVERT TODAY...ENROLL TOMORROW****Location:** Jeanmarie (166)

We are in a period of hyper transformation for Enrollment Management. From identification and communication plans, to incorporating machine learning technologies that increase speed to relevance that accommodate stagnant budgets and limited travel, we are measuring everything for its efficacy. Join us for a discussion with enrollment management leaders and industry experts as we explore how successful enrollment teams use behavioral intelligence to reframe and maximize their focus on Identifying, Converting, and Enrolling students

**Presenters:****Christopher Harris** | Senior Enrollment Strategist at Capture Higher Ed**Ryan Patten** | Director of Admission at Colby-Sawyer College**Michael Crowley** | Enrollment Solutions Consultant at Capture Higher Ed

**SESSION IV THURSDAY, JUNE 9, 2:15PM - 3:15PM****12 UNLOCKING HIGHER ED: A CASE FOR BANNING THE BOX ON COLLEGE APPLICATIONS****Location:** St. Edmund's (207)

Elitism is foundational to sustaining higher education institutions' title as paragons of exclusivity. Colleges and universities gate-keep against subordinated communities deemed unworthy, undesirable, and uncontrollable—qualities regarded as threatening to their perpetuity. This makes achieving post-secondary success much more difficult and far-fetched for particular groups of people. Folks with criminal records, even those that are expunged, are asked to disclose this information on college applications. In this session, we will explore educational exclusion data points and discuss systemically oppressive narratives. So, join me for a transparent conversation on how banning the box on college applications creates a more equitable and accessible higher education!

**Presenters:****Lariona Jacobs** | Junior Cohort and Access Advisor at College Visions**THURSDAY EVENING EVENTS****EXHIBITOR EXPO****3:00PM - 6:00PM | Dion, Archway Lounge****PROFESSIONAL & CAREER RESOURCES SESSIONS****4:00PM - 4:30PM | Various Locations****NETWORKING EVENT****4:30PM - 5:45PM | Dion, 3rd Floor****COMING TOGETHER PRE-CONFERENCE SOCIAL****5:30PM - 6:30PM | International Commons****DINNER HOSTED BY SAINT MICHAEL'S COLLEGE****6:30PM - 8:30PM | 300s Field Tent****BINGO****8:30PM - 10:00PM | Ross Gym****LATE NIGHT ENTERTAINMENT****10:00PM - 12:00AM | 300s Field Tent**

**SESSION V FRIDAY, JUNE 10, 8:30AM - 9:30AM**

★ Secondary School Counselors

★ College Admission

★ Transfer and/or Two Year Colleges

**1 CAREER COUNSELING: A BETTER WAY FOR ALL****Location:** Jeanmarie (166)

We've all heard the calls for more career counseling - but education and career guidance are not mutually exclusive. At the NHHEAF Network, we are incorporating career exploration and guidance into existing practices of college advising. Join us to learn how integrating career counseling is furthering our goals of supporting school counselors, guiding students to best-fit pathways, and, most importantly, helping students achieve their education and career goals via self-discovery and data driven insights.

**Presenters:****Shelby Miuzzo** | AVP, College Planning & Outreach at The NHHEAF Network**Joe Atchinson** | VP, Community Engagement & Lending Programs at The NHHEAF Network**2 DEVELOPING A COLLEGE ACCESS MINDSET THROUGH STAFF TRAINING****Location:** Jeanmarie (362)

Learn about implementation of a professional development series that helped our counselors learn how to adjust their practices to work with the unique needs of low-income students. These practices have taken the traditional approach of finding out what the student wants to study and replacing it with: "Who do you want to become in college?" This series approached topics such as the history of college access, student self-efficacy, understanding intersecting identities and student relationship building.

**Presenters:****Alexander Patturelli** | Assistant Director of Undergraduate Admission at Regis College**Marissa Caluori** | Senior Admission Counselor at Regis College**3 ENROLLMENT MANAGEMENT SUPERVISOR PANEL - LEARNING FROM EACH OTHER'S EXPERIENCES****Location:** St. Edmund's (102)

Come listen to a panel discussion of current supervisors discussing their experiences being a supervisor and their advice to those that are supervisors or hope to be one soon. This discussion will be focused on how to build a more inclusive working environment, build a strong supervisee-supervisor relationship, communicate more effectively, manage a multi-generational workforce, supervise in a remote/hybrid work environment, and their thoughts about the differences between managing and leading.

**Presenters:****Alex Fronduto** | Assistant Teaching Professor at Northeastern University**Eliza Etter** | Senior Assistant Director, Communications and Marketing at the University of Rhode Island**Chris Flaherty** | Associate Dean of Admission at Stonehill College**Daisy Ogunedo** | Associate Dean of Admission for Diversity Recruitment and Access at Stonehill College**Liz van Luling** | Associate Director of Admissions at Champlain College

**SESSION V FRIDAY, JUNE 10, 8:30AM - 9:30AM****4 SO...WHEN CAN YOU START? ONBOARDING IN CHALLENGING TIMES.****Location:** Cheray (111)

Hiring new staff members mid summer with plentiful time to train them is always the best laid plan, but not always the reality. What happens when your new colleague joins the team in the middle of travel season or the thick of application reading? What about starting new staff virtually? Let's talk about best practices and share ideas for setting our new staff up for success while preserving time and energy.

**Presenters:****Emily Parker** | Associate Director of Admission at Brown University**Christopher Perlongo** | Associate Director of Admissions at University of Vermont**5 TOGETHER, WE RISE UP: CONTINUING THE CTC CONVERSATION****Location:** Jeanmarie (364)**(Coming Together Pre-Conference Attendees)**

3 days, 8 session blocks, and many thoughts later - come unpack your mind with fellow CTC Pre-Conference colleagues.

**Presenters:****Katie Phung** | Senior Assistant Director of Admission & Multicultural Recruitment at Bryant University**6 WHAT'S STOPPING ME?****Location:** Jeanmarie (375)

Am I ready for a leadership position within NEACAC? Do I really have time to volunteer for one more thing? Sometimes a small change in perspective can be all that is necessary to reinvigorate your heart and mind to take on a leadership role. In this roundtable session, we will discuss how to be intentional about career growth through volunteering and break down the barriers we often encounter along the way.

**Presenters:****Christina Cerenzia** | Senior Associate Director of College Counseling at St. George's School**Dr. Erin Earle** | Director, Campus Visit Experience at The University of Rhode Island**Kathi Moody** | Department Head of Guidance and School Counseling at Lynnfield High School

**SESSION V FRIDAY, JUNE 10, 8:30AM - 9:30AM****7 THE GOLD STANDARD IN CAREER ASSESSMENT: JOHN HOLLAND'S SELF-DIRECTED SEARCH (SDS)****Location:** Jeanmarie (378)

The usage of comprehensive career and educational assessments like the Self Directed Search (SDS), allow for student exploration of aspirations, activities, competencies and interests, enhancing the self-discovery and the counsel that career counselors and advisors are able to provide. Trusted for over 50 years, administered more than 40 million times and translated into more than 30 languages, John Holland's Self-Directed Search (SDS) is supported by more than 1,500 published research studies and 2,000 unique published references. During our session we will take a deep dive into the SDS Report that students receive upon completion of the assessment and discuss the many opportunities this report provides for you to use the SDS to make a lasting difference in the lives of your students!

**Presenters:**

**Matt Parks** | Division Head, Career Development & Assessment at Psychological Assessment Resources (PAR) Inc. | The Self-Directed Search (SDS)

**8 SO YOU WANT TO BECOME AN INDEPENDENT COUNSELOR****Location:** St. Edmund's (105)

The growing demands of high school counselors and college admissions counselors are leading many of you to consider other possible ways to do meaningful work with students. This session will explore how to make the transition from school/admissions counselor to independent counselor; the pitfalls, challenges, and rewards.

**Presenters:**

**Craig Plummer** | Independent College Advisor at The College Connection

**Nicole Kelman** | Independent Educational Consultant at New England Educational Consultants

**Maruta Vitols** | Independent Educational Consultant at A+ College Consulting

**Nancy Steenson** | Independent Educational Consultant at Steenson College Coaching

**9 SO YOU'RE THE ONLY ONE: SOLO REPRESENTATION IN COLLEGE ADMISSIONS****Location:** St. Edmund's (Farrell Room)

Join peers from across college counseling/college admissions to talk about how we represent ourselves and our identities in the office through active discussion and sharing amongst peers to learn new concepts and ideas of representing a population of people in an office setting and/or how to better do the work yourself to be an ally and champion of underrepresented populations. This is meant to represent people of all races, genders, sexual orientations, gender identities, religion and more through round table discussions on personal experiences of representing yourself and a community in an office setting.

**Presenters:**

**Mike Brosseau** | Assistant Director at Bentley University

**SESSION V** FRIDAY, JUNE 10, 8:30AM - 9:30AM**10 ENHANCING THE FAMILY/SUPPORTER ENGAGEMENT EXPERIENCE: A CASE STUDY OF URI****Location:** St. Edmund's (104)

Preparing families for their student's transition to college requires a campus-wide collaboration. Learn how the University of Rhode Island's Office of Admission has collaborated accross campus to ensure a seamless and supported journey for parents and supporters throughout the admission cycle.

**Presenters:****Kat Moniz** | Coordinator, New Family & Parent Communication & Engagement at University of Rhode Island**Brianna Montecalvo** | Admission Advisor at University of Rhode Island**Rachel Littlefield** | Coordinator, Welcome Center at University of Rhode Island**11 OPEN FORUM -- ANNUAL OPEN DISCUSSION OF CURRENT TRENDS****Location:** Cheray (101)

As we pick up the pieces from a pretty wild cycle, let's gather for this annual discussion of what we've learned, the key trends we're watching, and the strategies started or under consideration as we look ahead to our next admission and counseling cycle. Open Forum discussion leaders include members of the Current Trends Committee.

**Presenters:****Danielle Wells** | Associate Director of Admission at Boston College**Alyssa Frank-Reichman** | Director at Boston Latin School**Jim Cristiano** | Director of Admission, Transfer Students at Merrimack College**Kathy Strand** | IEC at College Search U**Kennedy Carlick** | Senior Assistant Director at New York University**Jeff Gallant** | Associate Director of Undergraduate Admission at Boston College

**SESSION VI FRIDAY, JUNE 10, 9:45AM - 10:45AM**

★ Secondary School Counselors

★ College Admission

★ Transfer and/or Two Year Colleges

**1 MY SUPERVISOR SAID WHAT?!: UTILIZING TRUE COLORS TO BETTER UNDERSTAND COMMUNICATION PREFERENCES****Location:** St. Edmund's (102)

Do you sometimes feel like you and your supervisor are speaking different languages? Chances are you have different communication preferences! Come to this session to learn more about the typology tool of True Colors, how to communicate with others, and ways to navigate differing preferences. Supervisors with four different preferences will help you leave this session with a better understanding of your supervisor (and yourself)!

**Presenters:****Diane Soboski** | Director of Admissions at Champlain College**Dr. Erin Earle** | Director, Campus Visit Experience at University of Rhode Island**Jonathan Scully** | Vice President of Enrollment Management & Marketing at Elms College**Michael Stefanowicz** | Director of Admissions at Saint Michael's College**2 COVID-19 PANDEMIC & ITS IMPACT ON RECRUITING UNDERREPRESENTED STUDENTS****Location:** Jeanmarie (362)

It's clear the Covid-19 pandemic has taken a significant toll on our students. We read about their stories in their essays and letters of recommendation, but how has the pandemic impacted their decision making process on choosing an institution? Come and learn through data and research on how this pandemic has impacted underrepresented students and strategies counselors can take with them to best support our students.

**Presenters:****Brooke Porter-Jordan** | Assistant Director of Admissions and Recruitment at Assumption University**3 READY, SET, EVENT PLAN!****Location:** Jeanmarie (375)

If you're one of the people on your admission staff responsible for planning events and campus visits, this session is dedicated to you. Whether you work for a small or large university, campus visit and admission event teams are often siloed with their own management, expectations, challenges, and responsibilities. Join our conversation about the ins and outs of admission event planning, and let's unpack the highs and lows of this important role within college admission and enrollment.

**Presenters:****Laura Farrell** | Senior Assistant Director of Transfer Admission at Bryant University**Brianna Montecalvo** | Admission Advisor at University of Rhode Island

**SESSION VI FRIDAY, JUNE 10, 9:45AM - 10:45AM****4 THE FUTURE OF FINANCIAL AID****Location:** Jeanmarie (377)

Financial Aid is always changing (more than ever in 2023) and college costs are always rising. We want to empower guidance/college counselors with education and resources to make sure they can guide their families to an affordable college path. In our experience it is very difficult for high school counselors to provide scalable, specific guidance to their families. We have unlocked a platform and curriculum to support this and want to make sure everyone is aware.

**Presenters:****Matt Carpenter** | Co-Founder at College Aid Pro**5 ONE SIZE DOESN'T FIT ALL: WORKING WITH DIVERSE STUDENT POPULATIONS****Location:** St. Edmund's (104)

When working with students in the admissions process, not every student is going to be the same. Ensuring student success means championing our students' specific needs, inclusive of their personal backgrounds and school/community landscapes. We must work around the table— counselors, advisors, and admissions professionals— to ensure equity and inclusion for meeting the needs of our diverse student populations, while acknowledging these populations are not monoliths.

**Presenters:****Sebastian Ivory** | Assistant Dean of Admission at Wesleyan University**Nathaniel Hayes** | College Access Manager at Thrive Scholars**6 RETHINKING "SUCCESS": COACHING STUDENT AMBASSADORS THROUGH A PANDEMIC & BEYOND****Location:** Jeanmarie (364)

Student ambassador program "success" is often reliant on entry-level counselors with little professional experience to make strategic decisions that will create enrollment "success" as defined by more seasoned leaders. Then a pandemic hit. Campus tour formats changed. Morale-boosting activities evaporated. Staff were emotionally fatigued. This session will address how remote student work was tackled without firm institutional policies, managing blended teams hired before/after the pandemic, and tips to set staff up for endemic "success."

**Presenters:****Emily Rudolph** | Admissions Counselor at Champlain College**Liz van Luling** | Associate Director of Admissions at Champlain College

**SESSION VI** FRIDAY, JUNE 10, 9:45AM - 10:45AM**7 TOP TRENDS AND DRIVERS OF INTERNATIONAL STUDENT MOBILITY IN 2022****Location:** Jeanmarie (281)

Which countries, universities, and degree programs are driving international student demand in 2022? What is the new normal in international student behavior and recruitment? Using data and insights from student flows of more than 5 million internationally mobile students, this presentation will walk through how to approach the international student space in 2022 and beyond.

**Presenters:****James Behrer** | Associate Director, North America at International University Alliance**8 SELF ADVOCACY AS AN ADULT: MY EXPERIENCES AS AN EMPLOYEE WITH A DISABILITY****Location:** Jeanmarie (378)

Struggling to find the words to ask for what you need? Not sure if you're allowed to ask for something? Discuss through personal experiences/needs and learn from one another how to advocate for yourself as a person/employee in an office setting and how it is important to use your voice to ask for the things you need in order to be successful.

**Presenters:****Mike Brosseau** | Assistant Director of Admission at Bentley University**9 THE FUTURE OF STUDENT SEARCH****Location:** Jeanmarie (166)

Creating prospective student lists will be more challenging in a test optional environment. Historically, many leads came from two places: test-taker lists (SAT, ACT, etc.) and in-person recruitment, such as admission counselor travel. These are both now in flux. In this session, I will discuss look-alike modeling and forensic lead generation as crucial Student Search tactics for the future. I also will explore communication best practices and modern brand awareness strategies, including social influencer tactics.

**Presenters:****Nick Balk** | Vice President of University Partnerships at enrollmentFUEL

**SESSION VI FRIDAY, JUNE 10, 9:45AM - 10:45AM****10 RHODE ISLAND ASSOCIATION OF ADMISSION OFFICERS (RIAAO) CONNECTION SESSION****Location:** Jeanmarie (168)

Are you an admission officer in RI? Would you like the chance to meet and network with local RI colleagues? Could you use an opportunity to expand your resume? RIAAO has been around for over 45 years and is committed to providing access to higher education for high school students, adult learners, and those seeking transfer to a RI college or university. Annually, the organization sponsors a fall college fair, a spring college tour for counselors, and scholarships for RI residents, transfer students, and others living in the New England region. Join our session to network with colleagues from RI and learn more about the work RIAAO does on behalf of our local students and counselors. RIAAO provides individuals not only with the chance for professional development but to meet folks from your local area!

If you can't make the session but have some questions please don't hesitate to reach out to [riaapresident@gmail.com](mailto:riaapresident@gmail.com).

**Presenters:**

**Heather Vermillion** | President-Elect, RIAAO, Assistant Director of Admission at Brown University

**Katie Storer** | Past-President, RIAAO Associate Director of Admission at Bryant University

**Rachel Littlefield** | President, RIAAO, Coordinator, Welcome Center at University of Rhode Island

**CONFERENCE CLOSING****ROSS GYM****11:00AM - 12:00PM**

Please join your colleagues for the final event of the 2022 Annual Meeting & Conference. We will present our community service proceeds to the NEACAC Make A Difference Fund. We will also recognize the NEACAC Essay Contest winners and announce the site of the 2023 Annual Meeting & Conference. Finally, be there as we pass the gavel and hear from our new NEACAC President.

***Snacks will be available after the closing ceremony to take on the go, a formal lunch will not be served.***

## 2022 NEACAC AMC PLANNING COMMITTEE

### CONFERENCE CHAIRS

<b>Eliza Etter</b>	University of Rhode Island
<b>Dr. Courtney Kipp</b>	Greenwich Country Day School

### ADMINISTRATION

<b>Christina Doyle</b>	NEACAC
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### ADVISORY

<b>Emily Parker</b>	Brown University
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### ONSITE

<b>Hannah Roque</b>	Saint Michael's College
<b>Sullivan Miele</b>	Saint Michael's College

### COMING TOGETHER PRE-CONFERENCE

<b>Katie Phung</b>	Bryant University
<b>Ashley Willis</b>	Merrimack College
<b>Cortney Lima</b>	College of the Holy Cross
<b>Denisse Huezo-Rosales</b>	Simmons University

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<b>Liz van Luling</b>	Champlain College
<b>Abby Meachem</b>	PlatformQ
<b>Laura Farrell</b>	Bryant University

### PROFESSIONAL & CAREER SERVICES

<b>Madeleine Bergstrom</b>	Cheshire Academy
<b>Anna Mednick</b>	Endicott College
<b>Katie Storer</b>	Bryant University
<b>Melissa Sibley</b>	UMASS Amherst

### PROGRAMMING

<b>Rachel Littlefield</b>	University of Rhode Island
<b>Tony Sylvester</b>	Brown University
<b>Amanda Wulle</b>	DePaul University
<b>Emily Casey</b>	Wentworth Institute of Technology
<b>Greg Breen</b>	Curry College
<b>Katie Congdon</b>	Northeastern University
<b>Mark McGrath</b>	Community College System of NH
<b>Melinda Prentakis</b>	College Guidance Network

### SOCIAL PROGRAMMING

<b>Chris Flaherty</b>	Stonehill College
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<b>Jarrett Saunders</b>	UMASS Amherst
<b>Mike Brosseau</b>	Bentley University

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<b>Danielle Walsh</b>	Clark University
<b>Dustin Hunter</b>	Ithaca College
<b>Nicole Curvin</b>	Middlebury College

### WELCOMING & REGISTRATION

<b>Carlo Fierimonte</b>	Wentworth Institute of Technology
<b>Alex Fronduto</b>	Northeastern University
<b>Stella Santos</b>	Champlain College

*\*Italicized name indicates committee chair*

## GRANT DONORS

Thank you to all the organizations that provided a grant to this year's conference.



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# Saint Michael's College Campus Map

