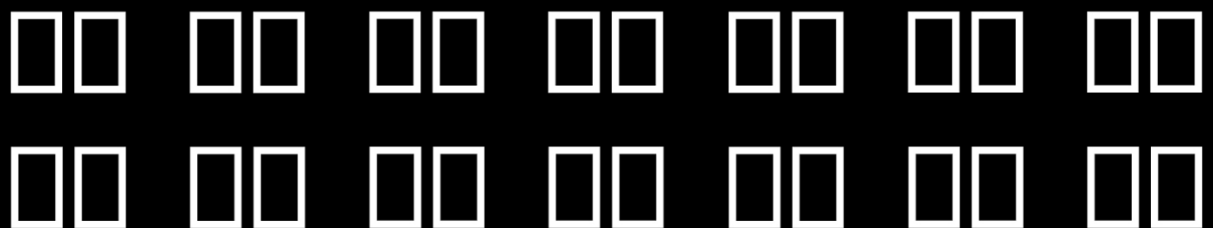




NEACAC



ANNUAL MEETING & CONFERENCE 2017



**AT KEENE STATE COLLEGE
MAY 31 - JUNE 2, 2017**

NEACAC FALL 2017 COLLEGE FAIRS

Western New England University

Sunday, September 10, 2017 • 2:00-4:00 p.m. • Alumni Healthful Living Center

University of Vermont

Tuesday, September 19, 2017 • 6:30-8:30 p.m. • Patrick Gymnasium

Wednesday, September 20, 2017 • 9:00-11:00 a.m. • Patrick Gymnasium

Mount Wachusett Community College

Wednesday, September 20, 2017 • 9:00-11:00 a.m.

Vietnam Veteran Memorial Fitness Center, Gardner Campus

University of Massachusetts, Dartmouth

Sunday, September 24, 2017 • 12:00-2:00 p.m. • Tripp Athletic Center

University of Maine, Orono

Monday, September 25, 2017 • 6:30-8:30 p.m. • UMaine Fieldhouse

Tuesday, September 26, 2017 • 9:00-11:00 a.m. • UMaine Fieldhouse

University of Southern Maine

Tuesday, September 26, 2017 • 6:30-8:00 p.m. • Sullivan Gymnasium (Portland Campus)

Southern New Hampshire University

Wednesday, September 27, 2017 • 6:30-8:00 p.m. • Athletic Complex

Thursday, September 28th, 2017 • 9:00-11:00 a.m. • Athletic Complex

University of New Hampshire

Monday, October 2, 2017 • 6:00-8:00 p.m. • Lundholm Gymnasium; Field House

Tuesday, October 3, 2017 • 9:00-11:00 a.m. • Lundholm Gymnasium; Field House

Northern Essex Community College

Wednesday, October 4, 2017 • 6:00-8:00 p.m. • Recreation Center

Berkshire Community College

Thursday, October 5, 2017 • 9:00-11:00 a.m. • Paterson Field House

Sacred Heart University

Tuesday, October 10, 2017 • 6:00-8:00 p.m. • William H. Pitt Health & Recreation Center

Worcester Polytechnic Institute (WPI)

Sunday, October 15, 2017 • 2:00-4:00 p.m. • Sports and Recreation Center

WELCOME INFORMATION

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WELCOME TO KEENE, NEW HAMPSHIRE



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Wisdom to make a difference.

Admissions Office

229 Main Street
Keene, NH 03435-2604
800-KSC-1909 (603-358-2276)
(603) 358-2767 fax
keene.edu/admissions

Welcome to Keene State College!

What an honor and privilege to learn that the Annual Meeting & Conference was coming to Keene State! On behalf of the entire college community, I am excited to welcome you to Keene. We are confident that you will fall in love with our college on Main Street just as we have.

Beyond the exciting events of the conference, you have the opportunity to explore the city of Keene, New Hampshire with all it has to offer in shopping, dining, hiking, biking, golf and so many more attractions. Three days is hardly enough time to touch the surface of all that we have to offer on our campus and beyond.

The NEACAC Mission Statement pledges to lead, support and advance the work of counseling, admission and enrollment professionals by promoting ethical responsibility, professional development, and state, regional and national advocacy as they help all students realize their full educational potential, with particular emphasis on the transition to postsecondary education. I encourage you to consider this mission as you decide how to spend your time at the Annual Meeting & Conference. Choose sessions wisely and consider how you can learn, listen and collaborate on topics that will best meet the needs of your students and school during these challenging times.

This year's Annual Meeting & Conference promises to bring topics that address the changes in our profession and how we can embrace those changes to support students in reaching their goal of attaining a college degree. I've been inspired by the words of Keene State's President, Anne Huot, during her inaugural address, when she told the students, "I came here for you. I'm an Owl for life." These words continue to remind me that we are here for the students and all that we do should support their dreams.

Welcome to Keene State! Enjoy your time in Keene and take advantage of all the program has to offer so you will be inspired to return to your school with the energy and enthusiasm to take on another year!

Sincerely,

A handwritten signature in black ink that reads "Margaret Richmond". The signature is fluid and cursive, with a large, stylized "M" and "R".

Margaret Richmond
Director of Admissions

LETTER FROM THE CONFERENCE CHAIRS



Welcome to the 2017 Annual Meeting & Conference of the New England Association for College Admission Counseling in beautiful Keene, New Hampshire! This quaint college town, along with Keene State College, will be our host for the next few days. We are pleased to once again be returning to a state institution for the first time since 2006.

Keene State's campus offers a variety of options to connect and recharge with your colleagues. We hope that you'll take the time to enjoy the nature options around you, as well as frequenting some of the wonderful local establishments. You'll notice in our conference schedule that this year we've included even more time for networking, including sponsorship breaks where you can spend time talking with our Exhibitors in between sessions, a formalized networking reception, and social gatherings.

Yet again, we are pleased that this year's conference will offer a multitude of sessions on a diverse range of topics that impact the work we do in our professional and personal lives. Our hope is that these topics promote and encourage an open dialogue, and inform you on issues that allow you to better serve the students and families you work with on a daily basis. We would like to extend a heartfelt thank you to all of our presenters for generously giving of their time and volunteering to share their expertise with our attendees.

In a year where many policy changes have taken place, both at the state and national level, NEACAC has remained a guiding resource for how we can best serve all populations that we work with. Many members striving to ensure that their students will be well cared for and respected have turned to colleagues in the field to help ensure that practices we are exploring are just and promote equality. We are proud of our membership for opening dialogue on these issues, and hope that many of the sessions presented this year will facilitate much needed discussions.

We are pleased to host a number of special guests throughout the next few days. Beginning with our Welcome and Keynote on Wednesday afternoon, you'll hear from Liz Murray – renowned author, inspirational speaker and subject of the made for TV film, *Homeless to Harvard*. We also will hear from incoming NACAC Board President, David Burge, who will be with us for the duration of the conference, and will serve as one of our presenters.

An important aspect of our Annual Meeting & Conference is the opportunity for the Association to reflect on those we serve and give back. On Wednesday morning, a group of volunteers will visit Keene High School where they will help prepare current juniors for the college admissions process. In addition to this local outreach program, we will once again be collecting unused toiletries throughout the conference to donate to the Monadnock Center for Violence Prevention. All proceeds from the sale of BINGO cards, raffle tickets and the NACAC 2017 bracelets will be donated to the NEACAC Make a Difference Fund and the NACAC Imagine Fund.

Lastly, we'd be remiss if we did not take a moment to honor and thank our Planning Committee. No aspect of this conference would be possible without their tireless dedication and enthusiasm. These fifty-one volunteers from all segments of our membership, who represent every New England state, have given their time and talents over the past year to ensure that this conference is a success. They've designed, implemented and now will execute every facet of this conference; and have successfully done so while performing the day-to-day duties of their full time jobs. We are so fortunate to have such an accomplished, skillful and gifted group of professionals. They will be available to assist you throughout the conference, and will be designated by their Planning Committee ribbons. Please feel free to ask them any questions you have, and join us in thanking them for all their hard work over this past year.

We hope that you greatly enjoy this year's conference and leave armed with new information and resources, feeling refreshed and renewed in the work that you do; but also having reconnected with longtime friends, and having created some new ones. Enjoy the Conference!

Your conference chairs,

Diane Soboski
College of the Holy Cross

Michael Iorio
Saint Anselm College

MOBILE APPLICATION & SOCIAL MEDIA

The *Conference Booklet* is available using the *Guidebook mobile application*.
Download the app to personalize your schedule, receive conference news & updates, and access session evaluations.

To access the booklet:

1. Download the Guidebook app
2. Search "NEACAC Annual Meeting & Conference 2017"
3. Click "Download Guide"

We want to hear from you! Share your conference findings and fun by using the hashtag **#NEACAC2017** on *Facebook, Instagram, Twitter, and LinkedIn*. Throughout the conference we will be highlighting your posts.

Upload your photos to *Guidebook* and we will share them during the week.

If you are on *Snapchat*, make sure to use the different AMC filters!

SCHEDULE OF EVENTS

TUESDAY, MAY 30, 2017

- 3:00 p.m. - 6:00 p.m. Conference Registration Open
- 4:00 p.m. - 6:00 p.m. Governing Board Meeting

WEDNESDAY, MAY 31, 2017

- 7:00 a.m. - 9:00 a.m. Breakfast
- 7:00 a.m. - 6:00 p.m. Conference Registration Open
- 9:00 a.m. - 1:00 p.m. **Pre-Conference Options***
 - Data-Driven Travel Planning: Everyone is Doing it, but How Well?
 - College Counseling Web-Shop: Getting Hands-On with Coalition, Common App, CSS Profile, and FAFSA
 - When Your, um, Public Speaking Needs Some, um, Work: Improving Public Speaking & Communication Skills
 - Middle Management Workshop
- 10:00 a.m. - 1:00 p.m. Community Service Project*
- 12:00 p.m. - 2:00 p.m. Lunch
- 1:00 p.m. - 2:30 p.m. Newcomers Program: Welcome Session
- 3:00 p.m. - 4:30 p.m. Welcome & Keynote Speaker
- 4:45 p.m. - 5:45 p.m. Session I
- 6:00 p.m. - 7:30 p.m. Dinner
- 8:00 p.m. - 1:00 a.m. BINGO & Evening Entertainment featuring *Version Six*

THURSDAY, JUNE 1, 2017

- 6:45 a.m. - 7:30 a.m. Zumba
- 7:00 a.m. - 7:30 a.m. Indoor Cycling
- 7:00 a.m. - 8:30 a.m. Breakfast
- 7:00 a.m. - 3:00 p.m. Conference Registration Open
- 8:30 a.m. - 9:30 a.m. Session II
- 9:30 a.m. - 10:00 a.m. Sponsorship Break
- 10:00 a.m. - 12:00 p.m. Membership Meeting & Awards Ceremony
- 12:00 p.m. - 1:30 p.m. Lunch
- 1:30 p.m. - 2:30 p.m. Session III
- 2:30 p.m. - 3:00 p.m. Sponsorship Break
- 3:00 p.m. - 4:00 p.m. Session IV
- 5:00 p.m. - 6:00 p.m. Annual 5k Run/Walk*
- 5:30 p.m. - 7:00 p.m. Networking Reception & Harry R. Carroll Award Presentation
- 6:30 p.m. - 8:00 p.m. Dinner
- 8:00 p.m. - 1:00 a.m. Dueling Pianos & Late Night Entertainment Options

FRIDAY, JUNE 2, 2017

- 7:00 a.m. - 8:00 a.m. Restorative Yoga
- 7:00 a.m. - 8:30 a.m. Breakfast
- 8:45 a.m. - 9:45 a.m. Session V
- 10:00 a.m. - 11:00 a.m. Session VI
- 11:15 a.m. - 12:00 p.m. Conference Closing Ceremony

* Requires pre-registration

IMPORTANT INFORMATION

- The Annual Meeting & Conference Planning Committee will be wearing red AMC polos 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.
- Attendees who wish to receive CE (Continuing Education) credit may pick up the required form at the registration area in the L.P. Young Student Center.
- We will be voting on several pieces of NEACAC business during this year's Annual Meeting on Thursday. A star on your name badge indicates that you are a NEACAC voting member and will receive a ballot card upon entering the Meeting. Please make every effort to attend!
- After the location of each session, there is a number in parentheses that corresponds to the building number on the Campus Map, located on the back cover of this program.
- Please make sure you arrive to your first choice sessions on time; always have a backup session in mind in case your first session is at capacity.
- No cash...no problem! Raffle tickets and BINGO cards may be purchased with a debit/credit card. Proceeds support the NACAC Imagine Fund & NEACAC Make A Difference Fund.
- Fitness waivers are required for all fitness options and will be available at Registration. Space is limited in the indoor cycling class on Thursday morning, so please sign up ahead of time at Registration as well.
- A lactation room will be available to all attendees of the conference. This room is conveniently located in the L.P. Young Student Center near the Registration area. The room will be open on Tuesday from 12:00 p.m. - 7:00 p.m., Wednesday-Thursday from 8:00 a.m. - 9:00 p.m., and Friday from 8:00 a.m. - 12:00 p.m. The lactation room is sponsored by the Women Council for Admission Professionals (WCAP).
- Residence Life staff will be available in each of the hall lobbies until 12:00 a.m. After that time, please contact campus safety with any housing-related problems.
- For any conference questions or concerns please contact the Annual Meeting & Conference Chairs Diane Soboski (781-718-9809) and Michael Iorio (978-821-2415).
- Please wear your Conference lanyards throughout your time at Keene, including off-campus entertainment events.
- The Annual Meeting & Conference would not be possible without the dedication of volunteers who help with registration, collect BINGO daubers, welcome our Newcomers, 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!

CONFERENCE LANYARD COLOR KEY

Red: Secondary
Blue: Postsecondary
Purple: Independent Counselor

Yellow: Exhibitor
Orange: Organization/Retired/Student

KEENE STATE COLLEGE — CAMPUS INFORMATION GUIDE

CONFERENCE CONTACTS

(Conference Questions, Housing Issues, and Concerns):

Diane Soboski (781-718-9809)

Michael Iorio (978-821-2415)

KEENE STATE COLLEGE CONTACTS:

On-Site Chairs:

Sasha Watt (603-504-2040)

Liz Cahoon (603-313-4918)

CAMPUS SAFETY & SECURITY:

Keene State College Department of Campus Safety is located in Keddy House (on the corner of Wyman Way and Main Street).

For non-emergencies, dial 603-358-2228.

For emergencies, dial 911.

CAMPUS INTERNET INSTRUCTIONS:

Wireless internet access is available across campus and is available to all attendees. If using a smart phone or tablet, select

KSC_Student. If using a laptop, select **KSC_Guest**, open a web browser, and enter your email address when prompted.

SMOKING POLICY:

Smoking tobacco products cannot be used within 25 feet of any facility on campus, this includes vaping.

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.

PARKING:

Parking is available anywhere on campus except for the parking lots directly behind Elliot Center, Putnam Science Center, and Fiske Hall.

ATM:

A TD Bank ATM is located on the first floor of the Lloyd P. Young Student Center. Additional ATMs and banks are located on Main Street within walking distance of campus.

BOOKSTORE:

The Keene State College bookstore and Owls Roost convenience store, located on the first floor of the Lloyd P. Young Student Center, will be open Wednesday-Friday from 8:30 a.m.-4:30 p.m.

CAMPUS ADDRESSES:

Physical Street Address: 229 Main Street, Keene, NH 03435

Check-in is located in the L.P. Young Student Center, Blake Street, Keene, NH 03435

AREA ATTRACTIONS

Keene State College is just steps from shops and restaurants in downtown Keene, NH, and only a few miles from hiking trails, a golf course, and other area attractions. We hope you enjoy your time off campus in this beautiful area of New England!

RESTAURANTS

THE STAGE RESTAURANT & CAFÉ | 30 Central Square

Located at the center of downtown Keene, The Stage features unique, contemporary American cuisine in a relaxing, artistic atmosphere. The Stage offers classic comfort food staples, elegant and high-end creations, tantalizing cocktails, and homemade desserts.

<http://www.thestagerestaurant.com/>

THE WORKS | 120 Main Street

Award-winning bakery cafe featuring authentic boil-and-bake bagels, artisan breads, baked goods, salads, soups, sandwiches, wraps, and fresh brewed coffee. For breakfast, enjoy different varieties of VT cream cheeses.

worksbakerycafe.com

FIREWORKS | 22 Main Street

The unique heat produced in our 700-degree stone oven releases rich, dynamic flavors in our thin crust pizza and many other dishes. At Fireworks, we use only the best ingredients available to us at all times.

fireworksrestaurant.net/keene

ELM CITY BREWING COMPANY | 22 West Street

Located in the Colony Mill Marketplace, Elm City Restaurant & Brewery features handcrafted ales & lagers, as well as freshly prepared lunch & dinner 7 days a week, using local ingredients and beer in many of the dishes.

elmcitybrewing.com

TACQUERIA ODELAY | 44 Main Street

The food at Odelay is always fresh. Every salsa, marinade, and salad dressing is made in-house. Nothing artificial. Nothing pre-packaged. Just quality food and tons of great flavor.

tacoodelay.com

FRITZ | 45 Main Street

Panini, burgers, wraps, salads, and of course belgian fries.

fritzkeene.com

NICOLA'S TRATTORIA | 51 Railroad Street

From the romantic, soft palate of the dining room, to the striking, bold design of the bar, this is a place where everyone can feel at home. Classic dinners, nouveau specials, and Italian artisan pizzas are yours to enjoy!

facebook.com/NicolasTrattoria

RAMUNTO'S | 176 Main Street

Brick oven pizza, calzones, salads, and sandwiches.

ramuntos.com

LUCA'S MEDITERRANEAN CAFE & THE MARKET AT LUCA'S | 10-11 Central Square

Luca's Cafe features mediterranean sit-down meals. The Market at Luca's has freshly made panini, homemade soups, and our showcase filled with culinary delights prepared each day.

lucascafe.com and themarketatlucas.com

PRIME ROAST COFFEE COMPANY | 16 Main Street

Serving Terra Nova, our own brand of organic, fair trade, small-batch coffee, and homemade local food.

primeroastcoffee.com

BREWBAKERS | 97 Main Street

A community cafe and roasting company. One of Yankee Magazine's favorite coffee roasters.

brewbakerskeene.com

ATHENS PIZZA | 133 Main Street

Greek style pizza, calzones, salads, and sandwiches.

broadwaypizzaanddeli.com

AMICCI'S PIZZA | 90 Main Street

Italian style pizza, calzones, salads, and sandwiches.

amiccisonline.com

LOCAL BURGER | 82 Main Street

Burgers, fries, shakes, and more - from local produce, products, and services.

localkeene.com

WAXY O'CONNOR'S IRISH PUB & RESTAURANT |

401 Winchester Street

Authentic Irish bar with a mix of traditional Irish food and American classics.

waxys.com/locations/keene

THAI GARDEN | 118 Main Street

Traditional Thai food.

thethaigardengroup.com

SCORES SPORTS BAR AND GRILL | 82 Main Street

Menu includes appetizers, salads, sandwiches, and burgers.

www.scoreskeene.com

MARGARITAS | 77-81 Main Street

Mexican restaurant and bar.

margs.com/locations/new-hampshire/keene

PEDRAZAS | 45 Central Square

Mexican restaurant and bar.

facebook.com/PedrazasMexicanRestaurant

AREA ATTRACTIONS

ATTRACTIONS

MONADNOCK STATE PARK | Route 124, Jaffrey, NH

3.8 mile round trip hike. Approximately 3 hours. Moderately steep.

monadnocktravel.com/mountain-hiking-climbing-mt-monadnock.html

BRETWOOD GOLF COURSE | East Surry Road, Keene, NH

Our lush, superbly maintained 36 holes play along the picturesque Ashuelot River, which lazily meanders its way through the two courses.

bretwoodgolf.com

KEENE ICE - Skating Rink | 380 Marlboro Street, Keene, NH

\$5.00 per skater. \$4.00 skate rental.

keeneice.com

KEENE PATHS | 312 Washington Street, Keene, NH

Our walking, biking, and jogging paths. Enjoy your journey through forests, fields, and a vibrant downtown filled with shops and restaurants.

keenepaths.com

TUESDAY, MAY 30 • AT A GLANCE

TIME	EVENT	LOCATION
3:00 p.m. - 6:00 p.m.	Conference Registration Open	L.P. Young Student Center, West Dining Room (#11)
4:00 p.m. - 6:00 p.m.	Governing Board Meeting	L.P. Young Student Center, Mountain View Room (#11)

WEDNESDAY, MAY 31 • AT A GLANCE

TIME	EVENT	LOCATION
PRE-CONFERENCE OPTIONS*		
7:00 a.m. - 9:00 a.m.	Breakfast	Zorn Dining Commons (#12)
7:00 a.m. - 6:00 p.m.	Conference Registration Open	L.P. Young Student Center, West Dining Room (#11)
9:00 a.m. - 1:00 p.m.	Data-Driven Travel Planning: Everyone is Doing it, but How Well?*	Rhodes Hall, N212 (#5)
9:00 a.m. - 1:00 p.m.	College Counseling Web-shop: Getting Hands-On with Coalition, Common App, CSS Profile, and FAFSA*	Mason Library, Computer Lab (#19)
9:00 a.m. - 1:00 p.m.	When Your, um, Public Speaking Needs Some, uh, Work: Improving Public Speaking and Communication Skills*	Rhodes Hall, N213 (#5)
9:00 a.m. - 1:00 p.m.	Middle Management Workshop*	Rhodes Hall, N210 (#5)
10:00 a.m. - 1:00 p.m.	Community Service Project	L.P. Young Student Center, Atrium Conference Room (#11)

* Requires pre-registration

NOTES

**PRE-CONFERENCE &
WEDNESDAY**

BACK OF TABBED DIVIDER #2

WEDNESDAY, MAY 31 • AT A GLANCE

TIME	EVENT	LOCATION
PRE-CONFERENCE OPTIONS*		
12:00 p.m. - 2:00 p.m.	Lunch	Zorn Dining Commons (#12)
1:00 p.m. - 2:30 p.m.	Newcomers Program: Welcome Session	L.P. Young Student Center, Mabel Brown Room (#11)
2:00 p.m. - 3:00 p.m.	New Assembly Delegate Welcome	L.P. Young Student Center, Atrium Conference Room (#11)
3:00 p.m. - 4:30 p.m.	Welcome & Keynote Speaker	L.P. Young Student Center, Mabel Brown Room (#11)
4:45 p.m. - 5:45 p.m.	CONFERENCE SESSION I	
<div>Secondary</div> <div>College</div> <div>Secondary and College</div>	Email Communication: The Worst-Kept Industry Secret	Putnam Science Center, 129 (#10)
	Improv Workshop	Rhodes Hall, N116 (#5)
	Millennial Managers	Putnam Science Center, 101 (#10)
	Building Meaningful Relationships Between Secondary Schools and Colleges	Rhodes Hall, S203 (#5)
	Tertiary Recruitment 101: California Case Studies	Rhodes Hall, N120 (#5)
	Recruiting a Diverse Student Body is a Two-Way Street	Putnam Science Center, 302 (#10)
	Jumping Sides: Trading the Travel Bag for Naviance	Putnam Science Center, 275 (#10)
	Networking: How It Can Be More Than Just Exchanging Business Cards	Putnam Science Center, 126 (#10)
	Inside the Nursing Application Process	Putnam Science Center, 282 (#10)
	Roundtable Discussion on Admission Testing	Rhodes Hall, N212 (#5)
	Change and the Admission Process: Impacts On Students, School Counselors, and Admission Staff	Putnam Science Center, 102 (#10)
6:00 p.m. - 7:30 p.m.	Dinner	Zorn Dining Commons (#12)
8:00 p.m. - 10:00 p.m.	BINGO	Zorn Dining Commons (#12)
10:00 p.m. - 1:00 a.m.	Evening Entertainment featuring <i>Version Six</i>	L.P. Young Student Center, Mabel Brown Room (#11)

* Requires pre-registration

COMMUNITY SERVICE

Please join us for several opportunities to support and connect with local communities during the conference this year.

Educational Service Project: Join us for our annual community service project on Wednesday, May 31 from 10:00 a.m. - 1:00 p.m. We will be engaging in a college workshop for juniors at Keene High School.

If you would like to participate, but did not sign up when you registered for the conference, please check in by 10:15 a.m. on Wednesday at the Community Service table located in the registration area in the L.P. Young Student Center, West Dining Room (#11).

Toiletries Donations: We are continuing the tradition of collecting unused toiletries to donate to a local community-based organization. This year all donations will go to the Monadnock Center for Violence Prevention. Donations may be dropped off at the Community Service table during open registration hours. The admission office or school district that donates the most toiletries will receive a special prize at the Closing Ceremony!

Raffle & BINGO Cards: Raffle tickets & BINGO cards will be on sale at the Community Service table during open registration hours, as well as at major conference events. Raffle winners will be notified by text message, and names will be posted on the NEACAC Facebook group and Twitter feed (@NEACAC). Winners will also be announced at the conference welcome and the closing ceremony. Proceeds from raffle ticket & BINGO card sales will benefit the Make a Difference Fund & the NACAC Imagine Fund.

PRE-CONFERENCE WORKSHOPS

1 DATA-DRIVEN TRAVEL PLANNING: EVERYONE IS DOING IT, BUT HOW WELL?

Location: Rhodes Hall, N212 (#5)

Data has become a driving force in our industry. Everyone seems to have it, but are they using it to the best of their abilities to plan travel? This workshop will explore what data is out there and how to efficiently use it to meet specific enrollment goals. Attendees will benefit from engaging in an interactive, data-driven, travel planning exercise. The workshop will encourage idea-sharing to explore the best off-campus travel initiatives for your office and will show you how to leverage data to increase your ROI.

Panelists: Kate Gerbode-Grant, Educational Manager, Higher Education Services, The College Board
Debra Johns, Associate Director of Admissions, Yale University

2 COLLEGE COUNSELING WEB-SHOP: GETTING HANDS-ON WITH COALITION, COMMON APP, CSS PROFILE, AND FAFSA

Location: Mason Library, Computer Lab (#19)

Utilizing computers, participants will get hands-on experience in this workshop. We will take a deep dive into the online platforms students and families need most for college access: the Common Application, CSS Profile, and FAFSA, as well as provide an introduction to the Coalition Application. Join experts as they walk through the student experience for each and highlight the capabilities of these technologies, common pitfalls to avoid, and updates for 2017-2018.

Panelists: Liz Cheron, Dean for Undergraduate Admissions, Northeastern University
Matt DeGreef, Dean of College Counseling and Student Enrichment, Middlesex School
Peter Jennings, Director of College Counseling, Concord Academy
Deborah Nichols, Associate Director of Financial Aid Operations, Keene State College
Annie Reznik, Executive Director, The Coalition for Access, Affordability, and Success
Shari Trabucchi, Assistant Director of Financial Aid, Saint Anselm College

3 WHEN YOUR, UM, PUBLIC SPEAKING NEEDS SOME, UH, WORK: IMPROVING PUBLIC SPEAKING AND COMMUNICATION SKILLS

Location: Rhodes Hall, N213 (#5)

As admission professionals, we regularly receive trainings on new initiatives and current trends. However, we often neglect a set of basic skills that are critical to our success: public speaking and interpersonal communication. From high school visits and college fairs, to meeting with families and working with office staff, effective communication is key in our everyday professional lives. Whether you are looking for a tune-up or you have never truly practiced these skills, this session will offer pointers and techniques and inspire new confidence for all attendees. Work with individuals who have made public speaking and communication their passion and their career to enhance your skill set and advance yourself professionally.

Panelists: Amy Cembor, Senior Associate Dean of Admission, Providence College
Erin W. Earle, Ed.D., Director, Campus Visit Experience, University of Rhode Island
Dr. Gary Bouchard, English Department Chair, Saint Anselm College

PRE-CONFERENCE WORKSHOPS

4

MIDDLE MANAGEMENT

Location: Rhodes Hall, N210 (#5)

NEACAC's Professional Development Committee will host a workshop for middle managers working at colleges and universities. This program will provide an opportunity for individuals to acquire techniques, strategies, and advice that will assist them as they continue to progress in their careers. Attendees will likely be at the assistant, senior assistant, or associate director level and have some leadership and supervisory responsibilities within their office. During the workshop, attendees will hear from individuals in senior management positions at a variety of institutions and will have the opportunity to engage in discussion with colleagues. Topics to be covered include team-building, reporting, communication techniques, and career advancement.

Panelists: Jim Fowler, Vice President for Enrollment Management, Salve Regina University
Grant Gosselin, Vice President, Dean of Admission and Student Aid, Wheaton College
Amy Tiberio, Dean of Admissions, Roger Williams University

Endorsed by the NEACAC Professional Development Committee

NEWCOMERS PROGRAM WELCOME SESSION

1:00 P.M. - 2:30 P.M.

Location: L.P. Young Student Center, Mabel Brown Room (#11)

This session is the kickoff of the Newcomers Program that spans the duration of the Annual Meeting & Conference. It is designed to optimize your experience as a first-time conference attendee. We will begin by welcoming you to the conference and providing helpful information on how to maximize your experience. From there, you will be introduced to your mentors—an enthusiastic and knowledgeable team of NEACAC professionals—who will help you navigate the Conference, answer any questions you may have, and provide networking opportunities for you to meet fellow Newcomers, in addition to creating important professional contacts.

Facilitators: Steve Genovese, Senior Admissions Counselor, University of New England
Heidi Merrill, Associate Director of Admission, Mount Holyoke
Kate Botelho, Associate Director of Undergraduate Admission/Director of Freshman Recruitment, Lasell College
Patrick Brennan, Senior Admission Counselor, Providence College

ASSEMBLY DELEGATE WELCOME

2:00 P.M. - 3:00 P.M.

Location: L.P. Young Student Center, Atrium Conference Room (#11)

Newly elected Assembly Delegates will meet with our Chief Delegate, Jon Westover, to learn about their new role in the organization and prepare to represent the organization at Assembly during NACAC in Boston. All current NEACAC delegates are also welcome to attend.

ANNUAL MEETING & CONFERENCE WELCOME

3:00 p.m. - 4:30 p.m. ■ L.P. Young Student Center, Mabel Brown Room (#11)

Remarks from...

Diane Soboski, Associate Director of Admission, College of the Holy Cross, Conference Chair
Michael Iorio, Director of Admission Recruitment, Saint Anselm College, Conference Chair-Elect
Dr. Anne Huot, President, Keene State College
David Burge, Chief Executive Officer of the National Association for College Admission Counseling

Keynote Speaker, Liz Murray



Formerly homeless, Liz Murray transformed her life of despair into an inspiring journey of determination, hope, and hard-won success.

The child of drug-addicted parents who routinely ate from dumpsters and sought refuge at all-night subway stations to survive, Liz Murray was homeless at age 15—and fending for her life. Determined not to be defined by her circumstances, she recognized education as the key to a fresh beginning and a whole new way of living. She earned her high school diploma in just two years and won a scholarship to Harvard University that would turn her bleak circumstances into a future filled with limitless possibility. With sincerity, maturity, and graciousness, Murray takes audiences along on her personal

journey from street smarts to classroom triumphs, instantly becoming an inspiration to both student groups and business audiences alike in need of the motivation to overcome their own obstacles. The subject of Lifetime Television's Emmy-nominated original film, *Homeless to Harvard*, Murray completed her degree at Harvard in 2009. Her memoir, *Breaking Night: A Memoir of Forgiveness, Survival, and My Journey from Homeless to Harvard (2010)*, was an instant success making the *New York Times*' best-seller list the first week of release.

Special Guest, David Burge

Chief Executive Officer of the National Association for College Admission Counseling



David Burge has served as Vice President for Enrollment Management at George Mason University since July 2015.

Prior to his current post, he served as Executive Director of Admission Services at Arizona State University and oversaw the execution of new student enrollment strategy for undergraduate and graduate, domestic and international students. Other professional history includes multiple positions within the Office of Admissions and Scholarships at the University of Kansas and as Associate Dean of Admissions at the University of Nebraska-Lincoln. Mr. Burge also served as President of the Great Plains Association for College Admission Counseling from 2006 to 2008, was a member of the NACAC Technology Committee, and Faculty

Director of the NACAC Admissions Middle Management Institute from 2011-2016.

His academic background includes two degrees from the University of Kansas: an undergraduate degree in English Literature and a master's degree in Educational Policy and Leadership.

The Community Service Committee will announce some raffle winners during the Welcome, so please bring your raffle tickets! Participants must be present to win. All others will be notified throughout the conference via text, the NEACAC Facebook group, and @NEACAC Twitter feed.

NEACAC 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.

The 2017 NEACAC Professionals of the Year are:

Brennan Barnard, The Derryfield School, MA

Mary Dunn, Salem State University, MA

Courtney Kipp, Northeastern University, MA

Sally McCarthy, Harwood Union High School, VT

Peter Miller, Anna Maria College, MA

Daniel Monahan, Cheshire Academy, CT

Mazel Tov
Sherri Geller

Congratulations to our colleague
for an outstanding year of
NEACAC leadership!

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SESSION I WEDNESDAY, MAY 31, 2017, 4:45 P.M. – 5:45 P.M.**1 EMAIL COMMUNICATION: THE WORST-KEPT INDUSTRY SECRET****Location:** Putnam Science Center, 129 (#10)

Join us in a conversation about the do's and don'ts of email marketing. We will cover best practices, current trends, analytics, and effective designs that will allow you to communicate effectively. Designed to be interactive, this session encourages questions and input from the audience.

Presenters: Eliza Etter, Assistant Director of Admissions, University of Vermont
 Tony Sylvester, Coordinator, Admission Marketing & Advertising, University of Rhode Island

2 IMPROV WORKSHOP**Location:** Rhodes Hall, N116 (#5)

Improv can be funny, but it also can help you improve on many of the critical skills necessary for success in our jobs. Do you frequently need to speak publicly or think on your feet? Would you like to be more confident in yourself? Come learn how to develop these skills and more!

Presenters: Tim Cushing, Associate Director of Admission, Wheaton College
 Sean Racine, Assistant Director of Admission, Saint Anselm College
 Diane Soboski, Associate Director of Admissions, College of the Holy Cross

3 MILLENNIAL MANAGERS**Location:** Putnam Science Center, 101 (#10)

The rise of millennial managers in admission offices is ever-present, so come learn more about social media norms, assets, and opportunities related to the millennial work ethic. Whether your new supervisor is a lot younger than you, or you are a millennial eager to move up in the profession, this session will cover everything you need to know from the perspective of young enrollment professionals who proudly boast their millennial credential.

Presenters: Sara Brookshire, Director of Admissions, Brandeis University
 Timothy Kelly, Senior Associate Director of Admissions, Northeastern University
 Michael Stefanowicz, Director of Admission, Saint Michael's College
 Lauren Kudisch, Associate Director of Admission, Boston University

4

BUILDING MEANINGFUL RELATIONSHIPS BETWEEN SECONDARY SCHOOLS AND COLLEGES

Location: Rhodes Hall, S203 (#5)

Strong relationships between college admissions professionals and school counselors are the backbone of NEACAC and help all of us support students and families in meaningful ways. Learn from voices on both sides of the desk (and bring your ideas to share!) about best practices in initiating and strengthening these relationships.

Presenters: Cristan Harris, Director of College Counseling, The Williams School
Liz Cheron, Dean of Undergraduate Admissions, Northeastern University
Caroline Higgins, Guidance Counselor, Westwood High School
Jon Westover, Senior Associate Director of Admissions, University of Massachusetts, Amherst

5

TERTIARY RECRUITMENT 101: CALIFORNIA CASE STUDIES

Location: Rhodes Hall, N120 (#5)

This session will highlight how several different institutions have successfully approached recruitment in a tertiary market; specifically, California. Presenters will discuss strategies for high school/college fair selection, budgetary considerations, marketing campaigns, and even how to find things to do in your downtime. While California will be used as our frame of reference, all topics will be applicable to recruitment in any tertiary market.

Presenters: Jason Laperriere, Associate Director of Admission, Wheaton College
Christopher Gray, Associate Director of Undergraduate Admission/Director of Operations, Lasell College
Rachel Poulton, Assistant Director of Admissions, University of Massachusetts, Amherst

6

RECRUITING A DIVERSE STUDENT BODY IS A TWO-WAY STREET

Location: Putnam Science Center, 302 (#10)

Often times students from diverse backgrounds have a village of support to help them achieve their dream of attending college. Hear counselors' perspectives on how to best advise students of color, LGBTQ students, first-generation students, as well as students from other diverse backgrounds through the application process. We often have presentations on how to recruit students from the college's perspective, but this session focuses on what questions students should be asking about campus culture and how colleges can best communicate their policies and support systems to students from all backgrounds. Presenters will share best practices when working with this population of students and how to partner effectively with community based-organizations.

Presenters: Cicily Shaw, Director of College Counseling, Boston Trinity Academy
Nick Figueroa, Regional Admissions Director, Northeast, City Year
Chanda Womack, Founding Executive Director, Alliance of Rhode Island Southeast Asians for Education
Nigel Robinson, Support Services Advisor, The Steppingstone Foundation

7 JUMPING SIDES: TRADING THE TRAVEL BAG FOR NAVIANCE

Location: Putnam Science Center, 275 (#10)

Join a candid conversation with three long time admissions professionals who made unexpected jumps from admission to college counseling. We will share why we did it, what we've learned, what we wish we'd known, and how we feel after surviving the first year.

Presenters: Jeff McAdam, Associate Director of College Counseling, Kents Hill
Madeleine Bergstrom, Senior Associate Director of College Counseling, Cheshire Academy
Rich Veres, School Counselor, Agawam High School

8 NETWORKING: HOW IT CAN BE MORE THAN JUST EXCHANGING BUSINESS CARDS

Location: Putnam Science Center, 126 (#10)

Why network? Join us to discuss the myriad benefits to networking, both personal and professional. Hear some anecdotes from our panelists who represent both sides of the desk and leave with some tips to enhance your personal and professional network.

Presenters: Amy Cembor, Senior Associate Dean of Admission, Providence College
Erin Regan, School Guidance Counselor, Sharon High School
Christopher Charron, Guidance Counselor, Bishop Feehan High School
Jason Cloutier, New England Regional Recruitment Director, Xavier University

9 INSIDE THE NURSING APPLICATION PROCESS

Location: Putnam Science Center, 282 (#10)

Do you have more and more students applying to nursing programs? What makes a student competitive in the process? What options are available for students that are not looking for a direct entry program or are considering a different route from the typical Bachelors of Science in Nursing? Join us as we answer these questions in detail and demystify some of the misconceptions of the nursing application process.

Presenters: Julie Lanman, Associate Director of Admission, Saint Anselm College
Jacklyn Haas, Associate Director of Admission, Salem State University
Katelyn Germano, Assistant Director of Admission, Salve Regina University

10 ROUNDTABLE DISCUSSION ON ADMISSION TESTING

Location: Rhodes Hall, N212 (#5)

Join us for a round table discussion about college admissions testing. What has changed in the past year and what can you expect moving forward? We will share some data about the redesigned SAT and have an open discussion about what you are seeing in your schools in regards to the SAT, ACT, and AP exams. We will also be sharing information on our partnership with ACT, Inc. You will leave this workshop feeling informed and current on the world of admissions tests.

Presenters: Christine Lilley, Manager, Pre-College Programs, Kaplan Test Prep
Sherry Brass, Manager, Pre-College Programs, Kaplan Test Prep

11

CHANGE AND THE ADMISSION PROCESS: IMPACTS ON STUDENTS, SCHOOL COUNSELORS, AND ADMISSION STAFF

Location: Putnam Science Center, 102 (#10)

Change over the decades is the constant, but much has stayed the same. Changing technology and demographics; evolving professional structures and expectations combine to challenge core desires of access and counseling. Students find vast amounts of information available, but their developmental readiness to engage this transition is largely unchanged. Join this conversation with admission staff, counselors, and parents about successfully managing and reconciling these changes and challenges.

Presenters: Robert McGann, Director of Admissions, University of New Hampshire
Peg Richmond, Director of Admissions, Keene State College
Maureen O'Dea, Director of School Counseling, Londonderry High School

WEDNESDAY EVENING ENTERTAINMENT

BINGO

8:00 p.m. - 10:00 p.m.

Zorn Dining Commons (#12)

It wouldn't be NEACAC without...BINGO! Join us for great prizes and special guest callers. As always, BINGO cards will be available for \$5 — cash or credit cards accepted!

LIVE MUSIC

10:00 p.m. - 1:00 a.m.

L.P. Young Student Center, Mabel Brown Room (#11)

After BINGO, come check out **Version Six**. **Version Six** is primarily a cover band that plays a wide variety of dance tunes from the 60's to today's top hits. The band also enjoys writing and playing original songs!

Complimentary food will also be available for those in need of a late-night snack!

Please wear your Conference lanyard to the event.

NOTES

THURSDAY

BACK OF TABBED DIVIDER #3

THURSDAY, JUNE 1 • AT A GLANCE

TIME	EVENT	LOCATION
6:45 a.m. - 7:30 a.m.	Zumba	Recreation Center and Spaulding Gym, Multi-Purpose Room (#17)
7:00 a.m. - 7:30 a.m.	Indoor Cycling	Recreation Center and Spaulding Gym, Spin Studio (#17)
7:00 a.m. - 8:30 a.m.	Breakfast	Zorn Dining Commons (#12)
7:00 a.m. - 3:00 p.m.	Conference Registration Open	L.P. Young Student Center, West Dining Room (#11)
7:15 a.m. - 8:30 a.m.	Keene State College Secondary Counselor Breakfast	Zorn Dining Commons, Second Floor (#12)
8:30 a.m. - 9:30 a.m. CONFERENCE SESSION II		
<div>Secondary</div> <div>College</div> <div>Secondary and College</div>	Recruiting Underrepresented Populations: Establishing Strong Relationships to Find Campus Leaders	Rhodes Hall, N212 (#5)
	A Comprehensive Toolkit for US Counselors Working With International Students	Putnam Science Center, 129 (#10)
	More Than a Logo: How Market Research & Brand Cultivation Impacts Admission	Rhodes Hall, S203 (#5)
	Not Everyone Gets a Trophy: Teaching Students It's Okay to Fail	Rhodes Hall, N116 (#5)
	ACT Updates for 2016-2017	Rhodes Hall, N120 (#5)
	Transfer 101: A First-Year Counselor's Guide to Transfer Students	Putnam Science Center, 154 (#10)
	What Secondary Counselors Should Know About the Art School Application	Rhodes Hall, N213 (#5)
	411 on Transition from the College Disability Professional Perspective	Putnam Science Center, 282 (#10)
	Engaging and Retaining Student Volunteers	L.P. Young Student Center, Mountain View Room (#11)
	Leveraging the Community College & Four Year College Partnership	Putnam Science Center, 275 (#10)
	Hidden Influences: Revealing the Unspoken Perceptions that Impact Your Enrollment	Putnam Science Center, 101 (#10)
	The IBCP: Education for the 21st Century	Putnam Science Center, 127 (#10)
	Supporting Trans and Non-Binary Students in the Admission Process	Putnam Science Center, 126 (#10)
	Sponsorship Break	L.P. Young Student Center, Flag Room/Atrium (#11)
9:30 a.m. - 10:00 a.m.	Sponsorship Break	L.P. Young Student Center, Flag Room/Atrium (#11)
10:00 a.m. - 12:00 p.m.	Membership Meeting & Awards Ceremony	L.P. Young Student Center, Mabel Brown Room (#11)
9:30 a.m. - 4:30 p.m.	Exhibitor Expo	L.P. Young Student Center, Flag Room/Atrium (#11)
12:00 p.m. - 1:30 p.m.	Lunch	Zorn Dining Commons, (#12)
12:00 p.m. - 1:30 p.m.	NEACAC Committee Meetings	Zorn Dining Commons, Second Floor (#12)

THURSDAY, JUNE 1 • AT A GLANCE

TIME	EVENT	LOCATION
12:00 p.m. - 1:30 p.m.	Secondary School Counselor Working Lunch	Alumni Center, Centennial Hall (#6) L.P. Young Student Center, Mountain View Room (#11)
12:00 p.m. - 1:30 p.m.	NEACAC Summer Institute 2016 Reunion Lunch	Zorn Dining Commons, Faculty Dining Room (#12)
1:30 p.m. - 2:30 p.m. CONFERENCE SESSION III		
Secondary College Secondary and College	Reaching Higher to Ensure ALL Students Graduate Career and College Ready	Putnam Science Center, 275 (#10)
	College Counselors on Your Campus, Ready to Be Wowed. Now What?	Putnam Science Center, 126 (#10)
	Navigating Campus in a Post-Trump Era	Putnam Science Center, 101 (#10)
	New SAT Mid-year Review: Doing More with Data	Rhodes Hall, N116 (#5)
	"Can I Say That?": Managing Difficult Conversations Across the Desk to Support the Admission Process	Rhodes Hall, S203 (#5)
	Counseling the Person First Throughout the Athletic Recruiting Process	Putnam Science Center, 102 (#10)
	Providing Guidance for Families About College Cost and Student Debt	Rhodes Hall, N212 (#5)
	Emerging Admission Professionals Round Table Discussion	Morrison Hall, N110 (#8)
	Writing Letters of Recommendation for Impact	Rhodes Hall, N120 (#5)
	International Admission: Shangri-La or Same Old Song?	Putnam Science Center, 161 (#10)
	Design & Marketing for Admission Professionals	Rhodes Hall, N210 (#5)
	The SPGP is Changing!	Putnam Science Center, 127 (#10)
2:30 p.m. - 3:00 p.m.	Sponsorship Break	L.P. Young Student Center, Flag Room/Atrium (#11)
3:00 p.m. - 4:00 p.m. CONFERENCE SESSION IV		
Secondary College Secondary and College	Designing a College Prep Curriculum for Underrepresented Populations: Teaching Students Critical Transition & Advocacy Skills	Putnam Science Center, 154 (#10)
	Is There Such a Thing as the "Perfect School Profile"?	Putnam Science Center, 102 (#10)
	Discussing Issues of Race and Ethnicity in the Application Process	Morrison Hall, 110 (#8)
	Current Trends Open Forum	Putnam Science Center, 101 (#10)
	Navigating the Mobile Preference of Gen Z High School Students	Putnam Science Center, 161 (#10)
	The Challenges to Disclosure: College Admission and Student Wellness	Rhodes Hall, N212 (#5)
	The American College Application Campaign in New England	Putnam Science Center, 275 (#10)

THURSDAY, JUNE 1 • AT A GLANCE

TIME	EVENT	LOCATION
3:00 p.m. - 4:00 p.m.	CONFERENCE SESSION IV	
Secondary	Wikipedia & Haikus: Unconventional Methods to Hire & Train Student Ambassadors	Rhodes Hall, N116 (#5)
College	Sorry, Not Sorry: How to be Assertive in Your Communication	Rhodes Hall, S203 (#5)
Secondary and College	Real World Road Rules	Putnam Science Center, 126 (#10)
	Global Warming: International Admission in the Hot Seat	Rhodes Hall, N120 (#5)
	Winning the Moments That Matter: Google's Guide to a Digital, Full-Funnel Approach to Admissions	Putnam Science Center, 175 (#10)
5:00 p.m. - 6:00 p.m.	Annual 5k Run/Walk*	Recreation Center and Spaulding Gym (#17)
5:30 p.m. - 7:00 p.m.	Networking Reception & Harry R. Carroll Award Presentation	L.P. Young Student Center, Flag Room/Atrium/Lawn (#11)
6:30 p.m. - 8:00 p.m.	Annual Meeting & Conference Celebratory Dinner	Zorn Dining Commons (#12)
8:00 p.m. - 10:30 p.m.	Evening Entertainment featuring Dueling Pianos	L.P. Young Student Center, Mabel Brown Room (#11)
10:30 p.m. - 12:30 p.m.	Acoustic Set with David Weber and Pete Caruso	L.P. Young Student Center, Night Owl Cafe (#11)
10:30 p.m. - 1:00 a.m.	Off-Campus Entertainment	Downtown Keene

* Requires pre-registration

GROUP FITNESS CLASS: ZUMBA

6:45 a.m. - 7:30 a.m. ■ Recreation Center and Spaulding Gym, Multi-Purpose Room (#17)

Join us Thursday morning for Zumba, taught by Mary Beth! She will energize you for a great day of sessions.
Fitness waivers, available at Registration and prior to class, must be signed before participating.

GROUP FITNESS CLASS: INDOOR CYCLING

7:00 a.m. - 7:30 a.m. ■ Recreation Center and Spaulding Gym, Spin Studio (#17)

Join Keene State's Laura Mielke for a workout that will get your heart pumping before your full day at AMC!
Space is limited in this class, so please sign up ahead of time at the Registration table.
Fitness waivers, also available at Registration, must be signed before participating.

KEENE STATE COLLEGE SECONDARY SCHOOL COUNSELOR BREAKFAST

7:15 a.m. - 8:30 a.m. ■ Zorn Dining Commons, Second Floor (#12)

Keene State College invites our secondary school counselor colleagues to join us for breakfast.
Come learn more about our programs and admission process.

SESSION II THURSDAY, JUNE 1, 2017, 8:30 A.M. – 9:30 A.M.**1 RECRUITING UNDERREPRESENTED POPULATIONS: ESTABLISHING STRONG RELATIONSHIPS TO FIND CAMPUS LEADERS**

Location: Rhodes Hall, N212 (#5)

Discuss ways to find unique candidates who may otherwise go unnoticed. What characteristics do you seek? How do you assess grit? For admission officers, we will address how to identify and recruit students who improve campus culture. For counselors, we will address how to advise students to put their best foot forward.

Presenters: Erin McElligott, Director of College Counseling, Prospect Hill Academy Charter School
Karen Vargas, Associate Dean of Admission for Multicultural Recruitment, Providence College

Moderator: Theresa Urist, Global Director of University Counseling, The Aga Khan Academies

2 A COMPREHENSIVE TOOLKIT FOR US COUNSELORS WORKING WITH INTERNATIONAL STUDENTS

Location: Putnam Science Center, 129 (#10)

Last year, a NEACAC group collaborated with the NACAC International Initiatives Committee on the *The Counselor Toolkit* — a thorough resource for US high school counselors working with international students enrolled in their schools and those embarking on the college admission process. We will explore how to use the *Toolkit* and other relevant NACAC resources, the reasons for its development, and have open discussion with colleagues.

Presenters: Joyce Vining Morgan, Independent College Counselor
Anne Richardson, Chair International Initiatives Committee (NACAC), Director of College Counseling, Kents Hill School
Brenda Poznanski, Director of School Counseling/Admissions, Bishop Guertin High School

Endorsed by the NEACAC Ad-Hoc Committee on Resources for Counselors of International Students

3 MORE THAN A LOGO: HOW MARKET RESEARCH & BRAND CULTIVATION IMPACTS ADMISSION

Location: Rhodes Hall, S203 (#5)

Rebranding an institution's message and identity is a highly complex yet critically important endeavor that impacts the entire organization. Successful results require thoughtful market research, community-wide input, focus groups with prospective audiences, and organizational partnerships. Explore methods and gain valuable insights on how one college used all of these approaches and more to navigate a complex brand dilemma.

Presenters: Grant Gosselin, Vice President, Dean of Admission & Student Aid, Wheaton College
Dana Edwards, Vice President and Partner, SimpsonScarborough

4 NOT EVERYONE GETS A TROPHY: TEACHING STUDENTS IT'S OKAY TO FAIL**Location:** Rhodes Hall, N116 (#5)

Julie Lythcott-Haims' *How to Raise an Adult* received national accolades for its insight into the issue of over parenting and its lasting impact on children's development. Join us for a discussion of how these themes relate to the students (and parents) we work with and explore what we can do to ensure that our students are gaining the necessary experiences to take charge of their lives with confidence and competence.

Presenters: Diane Soboski, Associate Director of Admission, College of the Holy Cross
 Madeleine Bergstrom, Senior Associate Director of College Counseling, Cheshire Academy

5 ACT UPDATES FOR 2016-2017**Location:** Rhodes Hall, N120 (#5)

This session will go over updates to the ACT test. We will discuss changes to ACT reporting, the ACT writing test, ACT test prep, and the PreACT. We will also explore ACT's growth across New England and throughout the country.

Presenter: Sean Corcoran, State Lead, ACT

6 TRANSFER 101: A FIRST-YEAR COUNSELOR'S GUIDE TO TRANSFER STUDENTS**Location:** Putnam Science Center, 154 (#10)

Does the thought of a transfer walk-in make you break into a cold sweat? This session will teach you what transfers are looking for from the admission office. Soon, you'll be an old pro at helping transfers, even when your transfer counselor is away!

Presenters: Dayna Bradstreet, Assistant Director of Undergraduate Admission, Simmons College
 Beth Fullerton, Transfer Counselor, Quinsigamond Community College

Endorsed by the New England Transfer Association

7 WHAT SECONDARY COUNSELORS SHOULD KNOW ABOUT THE ART SCHOOL APPLICATION**Location:** Rhodes Hall, N213 (#5)

Admission representatives from several New England art schools will demystify the art school application process for counselors. We will answer questions such as: What is a portfolio and how are they evaluated? How can a high school counselor with no art background help art students navigate the process? Join us in an engaging conversation about art school types, academics and testing, portfolio preparation and review, pre-college programs, and more.

Presenters: Bryana Gonzalez, Admissions Counselor, Massachusetts College of Art and Design
 Thomas Duncan, Admissions Counselor, School of the Museum of Fine Arts at Tufts University
 Jonathan Lindsay, Vice President of Enrollment Management, New Hampshire Institute of Art

8 411 ON TRANSITION FROM THE COLLEGE DISABILITY PROFESSIONAL PERSPECTIVE**Location:** Putnam Science Center, 282 (#10)

This session will deepen your understanding of what is needed for a student with disabilities to make a successful transition to college. You will learn how to support the student by increasing their independence and self-actualization. Learn the importance of empowering the students and not allowing excuses to lower the bar of their potential. You will walk away with information on how to provide both a supportive environment for students, as well as tools that allow the students to develop independence and a true sense academic success.

Presenter: Melanie Morel, Assistive Technology Coordinator, Keene State College**9 ENGAGING AND RETAINING STUDENT VOLUNTEERS****Location:** L.P. Young Student Center, Mountain View Room (#11)

Transitioning to an unpaid student model has led us to rethink how students engage with our offices. Over the last two years, we have each had successes and challenges, and we have learned unexpected lessons about holding students accountable and creating opportunities for growth. Whether your students are paid or volunteer, we hope to share strategies we have used to retain students who are actively engaged and enthusiastic about their work in admission.

Presenters: Kelsey Cromie, Assistant Director of Admission, Wheaton College
Amy Chung, Assistant Dean of Admission, Stonehill College**10 LEVERAGING THE COMMUNITY COLLEGE & FOUR YEAR COLLEGE PARTNERSHIP****Location:** Putnam Science Center, 275 (#10)

Learn from two Massachusetts public colleges about how they have turned their partnership into a pipeline strategy and true collaboration. Framingham State University and Mass Bay Community College will share experiences and advice on how to create new partnerships or strengthen existing ones that can result in more students in both enrollment funnels.

Presenters: Lisa Slavin, Assistant Vice President of Enrollment Management, Mass Bay Community College
Shayna Eddy, Associate Dean of Admissions, Framingham State University*Endorsed by the NEACAC Two-Year Colleges Committee***11 HIDDEN INFLUENCES: REVEALING THE UNSPOKEN PERCEPTIONS THAT IMPACT YOUR ENROLLMENT****Location:** Putnam Science Center, 101 (#10)

This groundbreaking national study, co-sponsored by public and private colleges across the U.S., uncovers the things prospective students hold back from colleges during the college search process. Insights from nearly 20,000 college-bound students provide key takeaways on how to have more impactful conversations with prospective students and more powerful mass communication strategies.

Presenters: Rick Montgomery, Senior Enrollment Strategist, Longmire and Company
Dr. Dean Libutti, Vice Provost for Enrollment Management, University of Rhode Island
Janis Peters, Ed.D., Associate Professor and Coordinator for Student and Parent Concerns, Curry College

12 THE IBCP: EDUCATION FOR THE 21ST CENTURY**Location:** Putnam Science Center, 127 (#10)

Skills-based learning, academic rigor, reflection, and engagement: the IB Career-related Programme combines the academic depth and breadth of IB courses with CTE courses. CP students are college and career ready and they are enrolling in top universities around the world. Join us to learn more about this exciting new offering from IB.

Presenters: Rachelle Bernadel, University Relations Administrator, International Baccalaureate Organization
Kelly Weir, IB Career-related Programme Product Manager, International Baccalaureate Organization

13 SUPPORTING TRANS AND NON-BINARY STUDENTS IN THE ADMISSION PROCESS**Location:** Putnam Science Center, 126 (#10)

What questions should colleges be asked about support, residential life, and campus climate? What should college counselors share in their recommendation letters when a student may be out at school but not at home? How can we all work to best support students as they move from high school to college?

Presenters: Ellen Johnson, Director of Undergraduate Admission, Simmons College
Moira McKinnon, Director of College Counseling, Berwick Academy
Kashema Jennings, Internship Coordinator, East Granby High School

NEACAC GENERAL MEMBERSHIP MEETING & AWARDS CEREMONY**10:00 a.m. - 12:00 p.m. ■ L.P. Young Student Center, Mabel Brown Room (#11)**

Please join us at the General Membership Meeting & Awards Ceremony to find out what's happening in NEACAC and to recognize the recipients of the Margaret Addis Memorial Scholarship, as well as the announcement of the winners of this year's NEACAC IDEAL, NEACAC Rising Star, and William S. Neal Awards.

We will also be voting on important pieces of membership business; come and lend your voice!
Be sure to attend for a chance to win a conference registration to the 2017 NACAC Conference in Boston!

CONGRATULATIONS TO OUR 2017 MARGARET ADDIS MEMORIAL SCHOLARS**Madrine Straker**, Warren Harding HS, CT**Nina Davidson**, Chelsea High School, MA**Tony Wells**, Steps to Success—Brookline High School, MA**Mikhail Darlington**, Squashbusters, MA**Diana Mastrocola**, City On A Hill Public Charter School—Circuit St, MA**Stacie Brimmage**, Dynamy Youth Academy, MA**Marilyn Flo**, Burncoat High School/Educational Talent Search, MA**Ellen Bakker**, Pioneer Charter School of Science I, MA**Rachele Hartley**, Oceanside High School, ME**Tyler Seidenberg**, Stevens High School, NH**Ashley Lafond**, Goffstown High School, NH**Kyle Virgin**, Upward Bound, Keene State College, NH**Julie Finnegan**, Castleton University, VT**Daniel Bumbarger**, North Country Union High School, VT**Rebecca Copeland**, Upward Bound, Keene State College, NH

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

ANNUAL MEETING & CONFERENCE SCHOLARSHIP RECIPIENTS

We are proud to offer conference registration scholarships for NEACAC members to attend the Annual Meeting & Conference. Congratulations to the following scholarship recipients:

NEACAC Scholarship recipients:

Lynne Bossart, Muse College Consulting LLC, CT
Anne Richardson, Kents Hill School, CT
Tiffany Currie, Revere High School, MA
Kathryn Moody, Lynnfield High School, MA
Heather Toyen, Avon High School, CT
Bill Jack, Wesleyan University, CT

RIAAO (Rhode Island Association of Admission Officers) Scholarship recipients:

Mary Beth Rodrigues, The Met High School, RI
Elizabeth Afonso, Narragansett High School, RI

Transfer Counselor Scholarship recipients:

Matt Adams, North Shore Community College, MA
Lisa Barrett, North Shore Community College, MA
Rebecca Brownstein, Quinsigamond Community College, MA
Michelle Cubelli Harris, North Shore Community College, MA
Tamika Davis, Tunxis Community College, CT
Caroline De Jesus, Boston Higher Education Resource Center, MA
Beth Fullerton, Quinsigamond Community College, MA
Reina Koistinen, Nashua Community College, NH
Jody Lefkowitz, Norwich Regional Adult Education, CT
Patricia Turner, GEAR UP, VT
Donna Walker, Cape Cod Community College, MA
Cynthia Zeldner, Manchester Community College, CT

NEACAC 2017 AWARDS

The 2017 award recipients will all be announced during the Awards Ceremony.

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 2016 NEACAC IDEAL Award was presented to Mario Silva-Rosa from Assumption College, Worcester, MA.

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 2016 NEACAC Rising Star Award was presented to Eliza Etter from University of Vermont, Burlington, VT.

WILLIAM S. NEAL AWARD

The William S. Neal Award recognizes an individual and NEACAC member with at least five and no more than fifteen years of experience who works in the field of college admissions 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 at the regional and national levels. He was perhaps most recognized at our regional college fairs and during the annual 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.

The 2016 William S. Neal Award was presented to Joe DiCarlo from Worcester State University, Worcester, MA.

LUNCH

12:00 p.m. - 1:30 p.m. ■ Zorn Dining Commons (#12)

NEACAC COMMITTEE MEETINGS

12:00 p.m. - 1:30 p.m. ■ Zorn Dining Commons, Second Floor (#12)

Website Ad-Hoc

Professional Development

Two-Year Colleges

Membership Services

Government Relations Advisory Committee

SECONDARY SCHOOL COUNSELOR WORKING LUNCH

Hello From the Other Side: Changes in the Admission Landscape

Alumni Center, Centennial Hall (#6) or L.P. Young Student Center, Mountain View Room (#11)

**This lunch will take place in two different locations. Please refer to the card you were given at registration for your assigned location.*

How has the first year of the Coalition Application gone from the college perspective? What has Prior-Prior Year meant for the way admission and financial aid officers do their jobs? How have recent federal laws affected admissions operations? How does a social media presence work for—or against—students in the admission process? Learn more about the changes admissions officers are facing these days, and what it means for the work we do on both sides of the desk.

Panelists:

Andrew Carter, Senior Associate Director of Admissions, The College of the Holy Cross

Erik DeAngelis, Associate Director of Admission, Brown University

Jacklyn Haas, Associate Director of Undergraduate Admissions, Salem State University

Andrew Palumbo, Dean of Admissions and Financial Aid, Worcester Polytechnic Institute

Amy Tiberio, Dean of Admission, Roger Williams University

Michael Stefanowicz, Director of Admission, Saint Michael's College

NEACAC SUMMER INSTITUTE 2016 REUNION LUNCH

12:00 p.m. - 1:30 p.m. ■ Zorn Dining Commons, Faculty Dining Room (#12)

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 what was discussed last summer at Providence College and look ahead for what is yet to come in your professional journey.

SESSION III THURSDAY, JUNE 1, 2017 , 1:30 P.M. – 2:30 P.M.**1 REACHING HIGHER TO ENSURE ALL STUDENTS GRADUATE CAREER AND COLLEGE READY****Location:** Putnam Science Center, 275 (#10)

Michelle Obama launched Reach Higher in 2014 to support the goal that more high school graduates pursue education beyond high school. Does your school counseling program or college admission office provide activities which support this goal? Learn how Reach Higher improves opportunities for all students, what is happening in your state/region, and how to get involved.

Presenters: Christine Luzi, School Counselor, Blackstone Valley Technical High School & Adjunct Faculty, Bridgewater State University, Department of Counselor Education
 Jon Westover, Senior Associate Director of Admissions, University of Massachusetts, Amherst
 Deb Johns, Associate Director of Admissions, Yale University
 Bill Pepin, Director of Guidance, North Smithfield High School

Moderator: Bob Bardwell, Director of School Counseling, Monson High School

Endorsed by the NEACAC Government Relations Advisory Committee

2 COLLEGE COUNSELORS ON YOUR CAMPUS, READY TO BE WOWED. NOW WHAT?**Location:** Putnam Science Center, 126 (#10)

Counselor tours are an excellent way to showcase your campus. Hear from a panel consisting of two college counselors who have participated in numerous campus visits both domestically and internationally, and one former college admission representative who, in his previous role, planned counselor visit programs. This interactive discussion will focus on ideas, hints, and specifics about how to make your campus memorable for every college counselor.

Presenters: Robert MacLellan, Director of College Counseling, Hebron Academy
 Anne Richardson, Director of College Counseling, Kents Hill School
 Jeff McAdam, Associate Director of College Counseling, Kents Hill School

Endorsed by the NEACAC IDEA Committee

3 NAVIGATING CAMPUS IN A POST-TRUMP ERA**Location:** Putnam Science Center, 101 (#10)

The election of Donald Trump brought joy and inspiration to some, while bringing up feelings of fear and hopelessness to many others. Join us as we hold a constructive dialogue about what our roles are as educators, what students have experienced on their respective campuses, and ways we can provide support and safety to students throughout this presidency.

Presenters: Kaitlyn April, Senior Assistant Director of Admissions and Multicultural Recruitment, Emmanuel College
 Karen Vargas, Associate Dean of Admission, Providence College
 Ann Foye, Associate Director of College Counseling, Pingree School

Endorsed by the Northeast Consortium Bridging Access to College

4

NEW SAT MID-YEAR REVIEW: DOING MORE WITH DATA**Location:** Rhodes Hall, N116 (#5)

College Board launched online score reporting portals for K-12 and Higher Education professionals. These data-rich portals offer focused information, make daily work easier, and enhance results. In this panel, moderated by the College Board, learn how your colleagues are using these resources along with institutional data to achieve their goals.

Presenters: Kate Gerbode-Grant, Educational Manager, Higher Education Services, The College Board
 Maureen O'Dea, Director of School Counseling, Londonderry High School
 Joe Dacey, Dean of Admission, Stonehill College

5

"CAN I SAY THAT?": MANAGING DIFFICULT CONVERSATIONS ACROSS THE DESK TO SUPPORT THE ADMISSION PROCESS**Location:** Rhodes Hall, S203 (#5)

This is an interactive session which will cover a range of challenging conversations encountered between admission and secondary school professionals. Topics include how to handle admission decisions, maintaining college-high school relationships, difficult counselor calls, and more. We will also address strategies for working through challenging and sometimes awkward situations on the phone or in-person. This session will benefit new to mid-level professionals as well as those who have just switched to the other side of the desk.

Presenters: Erik DeAngelis, Associate Director of Admission, Brown University
 Courtney Kipp, Senior Assistant Director of Admission, Northeastern University
 Kathryn Dromey, School Counselor, Agawam High School
 Lynne O'Shaughnessy, Assistant Director of College Counseling, Berwick Academy

6

COUNSELING THE PERSON FIRST THROUGHOUT THE ATHLETIC RECRUITING PROCESS**Location:** Putnam Science Center, 102 (#10)

The cutthroat and confusing culture of college athletic recruiting can sideline players and families with wounds beneath the skin. This workshop explores how college counselors, admission officers, and coaches can navigate the recruiting process to strengthen students academic experience, playing opportunities, and mental well-being.

Presenters: Michael Schell, Director of College Counseling, Catholic Memorial High School
 Kortni Campbell, Associate Dean, Davidson College
 Michael Leonard, Head Baseball Coach, Middlebury College
 Shane Maguire, Admissions Counselor, Vanderbilt University

7

PROVIDING GUIDANCE FOR FAMILIES ABOUT COLLEGE COST AND STUDENT DEBT**Location:** Rhodes Hall, N212 (#5)

Admission and school counselors with an understanding of the financial aid process are better positioned to properly advise families who are at the early stages of considering college enrollment. This session will provide an overview of different types of financial aid, the college's awarding process, and important federal updates and recent proposals from Capitol Hill.

Presenter: Stephanie Wells, Director of Community Outreach, MEFA

8 EMERGING ADMISSION PROFESSIONALS ROUND TABLE DISCUSSION**Location:** Morrison Hall, 110 (#8)

As an emerging professional in this field, it is important for you to be knowledgeable about and able to discuss issues, news, and trends that are relevant to the work we do and the students we work with. Come join and bring topics to the table with like-minded colleagues.

Presenters: Tim Cushing, Associate Director of Admission, Wheaton College
Drew Guarino, Senior Assistant Director of Admission, Merrimack College

9 WRITING LETTERS OF RECOMMENDATION FOR IMPACT**Location:** Rhodes Hall, N120 (#5)

This workshop provides strategies to maximize the potential of the counselor statement. We will look at how college admissions officers read recommendation letters. We will discuss what is important to include in a recommendation, ways to format an effective letter, and how to expedite the writing process.

Presenters: Alicia Linsey, School Counselor, Lexington High School
Jayne Jones, Guidance Counselor, Andover High School
Tim Kelly, Senior Associate Director, Northeastern University

10 INTERNATIONAL ADMISSION: SHANGRI-LA OR SAME OLD SONG?**Location:** Putnam Science Center, 161 (#10)

International recruitment may have an element of mystique in many admissions offices. In some ways this is deserved—exotic travel and currencies, unique educational credentials, foreign languages, and immigration policies. In other ways, it's not very different from working with other student cohorts. This session includes a bonus presentation on how Chinese college counselors view U.S. universities and the admission process.

Presenters: Ronn Beck, Director of International Recruitment and Admissions, Salve Regina University
Xiaofeng Wan, Assistant Dean of Admission, Coordinator of International Recruitment, Amherst College
Chizu Shiono, College Counselor, Dynamy Internship Year

11 DESIGN & MARKETING FOR ADMISSION PROFESSIONALS**Location:** Rhodes Hall, N210 (#5)

Tasked with creating promotional material for your office? Overseeing social media or email accounts? Responsible for working with your school's marketing department? Learn how some basic design tips, fostering good relationships, and using common sense can lead to success in all these areas.

Presenters: Sean Racine, Assistant Director of Admission, Saint Anselm College
Kathleen Farmer, Associate Director of Admission, Saint Anselm College
Tyler Wentworth, Senior Producer, Social Media, University of New Hampshire

12 THE SPGP IS CHANGING!**Location:** Putnam Science Center, 127 (#10)

Appointed in 2016, the NACAC Steering Committee on Admission Practice is charged with creating a revamped set of professional statements that govern our work with students and each other. The presenters, members of this steering committee, will share insights into the progress of the committee.

Presenters: Pete Caruso, Associate Director for Campus Programming and Staff Development, Boston College
Amy Cembor, Senior Associate Dean of Admission, Providence College

Moderator: Jim Fowler, Vice President for Enrollment Management, Salve Regina University

Endorsed by the NACAC Admission Practices Committee

SESSION IV THURSDAY, JUNE 1, 2017 , 3:00 P.M. - 4:00 P.M.**1 DESIGNING A COLLEGE PREP CURRICULUM FOR UNDERREPRESENTED POPULATIONS: TEACHING STUDENTS CRITICAL TRANSITION & ADVOCACY SKILLS****Location:** Putnam Science Center, 154 (#10)

This workshop will focus on teaching students critical transition and financial literacy skills to best ensure persistence in college. Participants will leave with a curriculum map, as well as several tangible lesson plans and assessments; also, we will discuss how to best incorporate (free!) technology into your college prep curriculum.

Presenters: Erin McElligott, Director of College Counseling, Prospect Hill Academy Charter School
Lauren Peckler, Community Partnership and Financial Aid Specialist, Prospect Hill Academy Charter School

2 IS THERE SUCH A THING AS THE “PERFECT SCHOOL PROFILE”?**Location:** Putnam Science Center, 102 (#10)

Is there such a thing as the *perfect school profile*? Thinking about re-writing or modifying your school profile; come hear from colleagues who have, and what they learned along the way.

Presenters: James Richardson, Director of College Placement, Marianapolis Preparatory School
Kelly Richards, Director of College Counseling, St. George's School

3 DISCUSSING ISSUES OF RACE AND ETHNICITY IN THE APPLICATION PROCESS**Location:** Morrison Hall, 110 (#8)

How can we best guide students through the process with race and ethnicity in mind, supporting students of color looking for welcoming college environments, and preparing white students for the complex communities they will enter? Join this guided conversation with an open mind, share best practices, and ask tough questions to help us support ourselves and our students on this journey.

Presenters: Moira McKinnon, Director of College Counseling, Berwick Academy
Connor Luong, Senior Admissions Counselor, University of Vermont

4 CURRENT TRENDS OPEN FORUM

Location: Putnam Science Center, 101 (#10)

What keeps you up at night? The NEACAC Current Trends Committee looks forward to facilitating a lively discussion with NEACAC members around this topic. The central themes of the discussion will include demographics, financial literacy, consumerism, and being caught in the middle.

Moderator: Terry Ward, Director of College Counseling, Providence Country Day School

Endorsed by the NEACAC Current Trends Committee

5 NAVIGATING THE MOBILE PREFERENCE OF GEN Z HIGH SCHOOL STUDENTS

Location: Putnam Science Center, 161 (#10)

Mobile phones and mobile apps are primary communication channels for Gen Z students and need to be a part of every institution's communication and marketing mix. Learn about Gen Z's mobile preferences along the college search process, and explore what tools exist to bridge the mobile communication gap, and how to engage in personalized, relevant, and timely communications. Explore how mobile apps can empower students to get engaged and directly connect with colleges and universities of their choice.

Presenters: Rob Feldman, CEO, College Interactive
 Bob Wagner, EVP Enrollment Management & Client Services, College Interactive
 Michael Schell, Director of College Counseling, Catholic Memorial High School
 Gene Begin, Vice President of Marketing, Wheaton College

6 THE CHALLENGES TO DISCLOSURE: COLLEGES ADMISSION AND STUDENT WELLNESS

Location: Rhodes Hall, N212 (#5)

When students achieve wellness through educational interruption, how can high school counselors advocate for their students in the admissions process while balancing their responsibility to the universities accepting their students? Let's discuss.

Presenters: Lawrence Alexander, Director of College Counseling, White Mountain School
 Theresa Urist, Global Director of University Counseling, The Aga Khan Academies

7 THE AMERICAN COLLEGE APPLICATION CAMPAIGN IN NEW ENGLAND

Location: Putnam Science Center, 275 (#10)

The American College Application Campaign® is a national effort to increase the number of first-generation and low-income students pursuing a college degree or other higher education credential. This initiative helps high school seniors navigate the college admission process and ensure they apply to at least one postsecondary institution during a school day event. Come learn how this program operates in Maine, New Hampshire, and Massachusetts.

Presenters: Tori Berube, VP, College Planning & Community Engagement, The NHHEAF Network Organizations
 Kate Leveille, Project Coordinator, MaineCAN

8

WIKIPEDIA & HAIKUS: UNCONVENTIONAL METHODS TO HIRE & TRAIN STUDENT AMBASSADORS**Location:** Rhodes Hall, N116 (#5)

Student ambassadors need to be ready for anything and preparing a successful staff begins with choosing the right student-employees. Hear from two programs that utilize unconventional strategies for the hiring and training of student-employees, and learn the methods behind their madness. Take away some helpful information and strategies to reinvigorate your programs!

Presenters: Sean Racine, Assistant Director of Admission, Saint Anselm College
Kiel Szivos, Assistant Director, Fitchburg State University

9

SORRY, NOT SORRY: HOW TO BE ASSERTIVE IN YOUR COMMUNICATION**Location:** Rhodes Hall, S203 (#5)

Words are powerful. Verbal, nonverbal, and written words are critical to achieving our objectives. In this interactive workshop, we will recognize and analyze the words and phrases women use that are betraying us. From casual interactions with colleagues to emails and resumes, learn to harness the power of your words.

Presenters: Christina Berardi, Associate Dean of Admissions, Salve Regina University
Erin Earle, Director of the Campus Visit Experience, University of Rhode Island
Mary Beth Luzitano, Assistant Director for Campus Visits, Bryant University

Endorsed by the Women Council for Admission Professionals

10

REAL WORLD ROAD RULES**Location:** Putnam Science Center, 126 (#10)

We all know that travel and the nature of our profession takes a toll on us. This session is to help provide tips and advice to not just maximize your territory management, but to also help keep you sane, healthy, and social on the road.

Presenters: Tricia Culver, Senior Assistant Director of Undergraduate Admission, Lasell College
Dauri Torres, Admissions Counselor, Keene State College
Courtney Cyr, Associate Dean of Admission, Hofstra University
Franci Daluz, Assistant Director of Undergraduate Admission, University of Massachusetts Boston

11

GLOBAL WARMING: INTERNATIONAL ADMISSION IN THE HOT SEAT**Location:** Rhodes Hall, N120 (#5)

SARS, SEVIS, and September 11 are passé. Zika, Ebola, Brexit, and Trump are in the headlines. How are colleagues facing new challenges and preparing for what could be down the road? This session is an open forum for both school counselors and admissions officers who work with international students.

Presenters: Ronn Beck, Director of International Recruitment and Admissions, Salve Regina University
Anne Richardson, Director of College Counseling, Kents Hill School
Dory Streett, Associate Dean, International Admission, Bennington College

12

WINNING THE MOMENTS THAT MATTER: GOOGLE'S GUIDE TO A DIGITAL FULL-FUNNEL APPROACH TO ADMISSIONS**Location:** Putnam Science Center, 175 (#10)

In today's online world, it is critical for your institution to be in front of your prospective students and their parents in the moments that matter. Google constantly looks at the behaviors and trends of prospective student audiences and opportunities to have an influence at these critical moments in their journey. In this session we will review some of the latest data and insights from Google, as well as some of the emerging digital strategies happening in the world of recruitment and admissions. Topics will include list-based digital reach, location- and mobile-based strategies, social media, and dynamic/personalized content and experiences. To fill your next class, you need to win the moments that matter. Are you ready?

Presenters: Jaime Oleksik, Regional Director, Carnegie Communications**THURSDAY EVENING ENTERTAINMENT****ANNUAL 5K RUN/WALK****5:00 p.m. - 6:00 p.m. ■ Starting point: Recreation Center and Spaulding Gym (#17)**

Lace up your sneakers and get your cheering voice ready for the NEACAC 5K! This year, we are pleased to announce a special theme... *Jumanji!* As you may or may not know, parts of *Jumanji* were filmed right in Keene. Dress as your favorite jungle animal, as we will award a prize for best costume. If you're not up for a race today, please stop by to cheer on your friends and colleagues! Fitness waivers, available at Registration and prior to the race, must be signed before participating in the 5K.

NETWORKING RECEPTION & HARRY R. CARROLL AWARD PRESENTATION**5:30 p.m. - 7:00 p.m. ■ L.P. Young Student Center, Flag Room, Atrium, and Lawn (#11)**

Join your old friends and new colleagues at the Networking Reception! Enjoy a beverage while connecting with old and new colleagues before heading off to enjoy dinner and the evening's celebrations. We are also pleased to honor this year's Harry R. Carroll Award during a special presentation beginning at 6:30 p.m. *Remember to bring the ticket you received at the Membership Meeting for a drink on us!*

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 2016 Harry R. Carroll Award was presented to Brenda Poznanski from Bishop Guertin High School, Nashua, NH.

ANNUAL MEETING & CONFERENCE CELEBRATORY DINNER**6:30 p.m. - 8:00 p.m. ■ Zorn Dining Commons (#12)**

Join us for a celebration of this year's Annual Meeting & Conference by enjoying a Pan-Asian themed dinner. We'll come together to celebrate another great year of NEACAC's involvement, guidance and support of our profession.

EVENING ENTERTAINMENT

DUELING PIANOS

8:00 p.m. - 10:30 p.m. ■ L.P. Young Student Center, Mabel Brown Room (#11)

We're bringing Dueling Pianos to Keene! Whether you want to sit and take in the tunes or tear-up the dance floor, we know you'll love these entertainers!

LATE NIGHT ENTERTAINMENT

ACOUSTIC SET

10:30 p.m. - 12:30 a.m. ■ L.P. Young Student Center, Night Owl Cafe (#11)

If you prefer to stay on campus, join us in the Night Owl Cafe, for an acoustic performance by NEACAC's own David Weber & Pete Caruso!

10:30 p.m. - 1:00 a.m. ■ Downtown Keene

After Dueling Pianos, we encourage you to explore downtown Keene! Scores, a local favorite, will offer happy hour prices all night for conference attendees – just remember to wear your conference lanyard! Scores is located at 82 Main Street and is about a 10 minute walk from campus. Lab n' Lager is another Keene hot spot and will also feature drink specials all evening for those wearing their conference lanyards. Lab n' Lager is located at 122 Main Street – a short walk from campus and a stone's throw from Scores!

NOTES

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FRIDAY

BACK OF TABBED DIVIDER #4

FRIDAY, JUNE 2 • AT A GLANCE

TIME	EVENT	LOCATION
7:00 a.m. - 8:00 a.m.	Restorative Yoga	Recreation Center and Spaulding Gym Multi-Purpose Room (#17)
7:00 a.m. - 8:30 a.m.	Breakfast	Zorn Dining Commons (#12)
8:45 a.m. - 9:45 a.m. CONFERENCE SESSION V		
Secondary College Secondary and College	Understanding the Challenges and Options for Undocumented Students	L.P. Young Student Center, Mountain View Room (#11)
	The Boomerang Project: Unique Ways to Use Current Students in the Recruitment Cycle	Rhodes Hall, S203 (#5)
	Becoming a Master — Of What and When?	Putnam Science Center, 102 (#10)
	Parchment: Making Document Transfer Easy	Rhodes Hall, N116 (#5)
	3 Years or 30: Creating a Career in Admissions	Putnam Science Center, 101 (#10)
	Understanding Athletic Recruiting in the 21st Century	Putnam Science Center, 129 (#10)
	The Search Engine: What Does it Take to Power Through Student Search?	Putnam Science Center, 302 (#10)
	The BFF Guide for Admission and Marketing	Rhodes Hall, N120 (#5)
	Transfer Agreements: The Basics	Putnam Science Center, 126 (#10)
	Re-Thinking Selective College Admission: Helping Students Move Beyond "Why Not?" or "Why Bother?"	Rhodes Hall, N212 (#5)
10:00 a.m. - 11:00 a.m. CONFERENCE SESSION VI		
Secondary College Secondary and College	The Prospect's First Interaction	Putnam Science Center, 126 (#10)
	The New Prom Kings and Queens Are Data Scientists	Putnam Science Center, 102 (#10)
	NEACAC/NACAC "Town Hall" Meeting	Rhodes Hall, N212 (#5)
	The Election and its Impact on Higher Education	Rhodes Hall, S203 (#5)
	Addressing Bias in the Admission Process	Putnam Science Center, 101 (#10)
	Evolving Student Communication	Putnam Science Center, 129 (#10)
	Newcomers Program: Continuing the Conversation with NEACAC	Rhodes Hall, N116 (#5)
	Community College: More than a Safety School	Rhodes Hall, N120 (#5)
	Take Back High School: Becoming Part of the Solution	L.P. Young Student Center, Mountain View Room (#11)
11:15 a.m. - 12:00 p.m.	Conference Closing Ceremony	L.P. Young Student Center, Mabel Brown Room (#11)

RESTORATIVE YOGA

7:00 a.m. - 8:00 a.m. ■ Recreation Center and Spaulding Gym, Multi-Purpose Room (#17)

Come rejuvenate and re-energize yourself before the final two sessions and Conference Closing Ceremony. Fitness waivers, available at Registration and prior to class, must be signed before participating.

BREAKFAST

7:00 a.m. - 8:30 a.m. ■ Zorn Dining Commons (#12)

SESSION V FRIDAY, JUNE 3, 2016, 8:45 A.M. – 9:45 A.M.

1 UNDERSTANDING THE CHALLENGES AND OPTIONS FOR UNDOCUMENTED STUDENTS

Location: L.P. Young Student Center, Mountain View Room (#11)

The Dream Act has been stalled in Congress for years and DACA (Deferred Action for Child Arrivals) may see changes or even repeal by the current administration. The challenges of advising undocumented students pursuing post-secondary enrollment are real. Learn more about the legal issues surrounding these students and the options available to help them pursue a college education.

Presenters: Jim Fowler, Vice President for Enrollment Management, Salve Regina University
Jon Westover, Senior Associate Director of Admissions, University of Massachusetts Amherst

2 THE BOOMERANG PROJECT: UNIQUE WAYS TO USE CURRENT STUDENTS IN THE RECRUITMENT CYCLE

Location: Rhodes Hall, S203 (#5)

What's our best asset through the recruitment process? Our current students! Although many students strive to serve as a tour guide, not all can fit that role. So how do we find new and creative ways to get students involved in the recruitment cycle? This session will discuss the Boomerang Project at Emmanuel College, which over the last three years, has found unique ways to connect our current students with our future students. In addition, we hope this session will serve as an open forum to share creative ideas on developing alternate ways to get students involved in the admission process.

Presenters: Ian Sonia, Senior Assistant Director of Admissions, Emmanuel College
Nicole Mollica, Assistant Director of Admissions, Campus Visits and Events, Emmanuel College

3 BECOMING A MASTER—OF WHAT AND WHEN?

Location: Putnam Science Center, 102 (#10)

Thinking of going back to school to get a Master's Degree but unsure about what to study or if it is the right time? This panel will include members of the college admission and college counseling community who have gone through a Master's (or even Doctorate) Program; they will share a little bit about how they decided to take the plunge. Join us for a conversation that will help to answer questions such as when to go back and which degree to pursue.

Presenters: Emma Brown, Senior Assistant Dean of Admission, Stonehill College
Danielle Wells, Associate Director, Wellesley College
Daniel Richer, Director of Recruitment and Admission, Northern Essex Community College
Patrick Brennan, Senior Admission Counselor, Providence College

4 PARCHMENT: MAKING DOCUMENT TRANSFER EASY

Location: Rhodes Hall, N116 (#5)

Parchment is a simple way for secondary schools to manage and fulfill student document orders. Join Keene State College Admissions and Parchment for this information session on our partnership, Parchment and Naviance, online ordering, and how Parchment can simplify the process of sending documents to any global destination.

Presenters: Kevin Justice, Assistant Director of Admissions, Keene State College
Amy Jones, Regional Manager, Parchment
Joel Musika, Territory Manager, Parchment
Jeff Friedman, Admissions Information Technologist, Keene State College

5 3 YEARS OR 30: CREATING A CAREER IN ADMISSION

Location: Putnam Science Center, 101 (#10)

The adage has been that people stay in admissions for **3 years or 30 years**. Why do people leave after a few years? Why do people stay and make this a career? Hear from a panel of **seasoned** leaders on why they chose to stay and create an enriching career.

Presenters: Jonathan Henry, Vice President of Enrollment Management, Husson University
Brad Poznanski, Vice President of Enrollment Management, New England College
Sarah Hobart, Senior Associate Director of Admission, University of Vermont
Cynthia Bonn, Dean of Admission, University of Rhode Island

6 UNDERSTANDING ATHLETIC RECRUITING IN THE 21ST CENTURY

Location: Putnam Science Center, 129 (#10)

Athletic recruiting is one of the most confusing processes for counselors, students, and families, as it involves a tricky intersection of aspirations, expectations, and conflicting policies. The session will focus on the latest trends, including detailed discussions of recruiting in the NESCAC & Ivy League. Each attendee receives a copy of *Understanding Athletic Recruiting* plus vouchers for free tutoring or test preparation for their students courtesy of Revolution Prep.

Presenters: Jeffrey Durso-Finley, Director of College Counseling, Lawrenceville School
Holly Burks Becker, Director of College Counseling, Lawrenceville School

7 THE SEARCH ENGINE: WHAT DOES IT TAKE TO POWER THROUGH STUDENT SEARCH?

Location: Putnam Science Center, 302 (#10)

Outside of the traditional recruitment activities, many colleges and universities spend large amounts of their budget on student search. From choosing the right names, to writing the best messages, to actually pushing the send button; what are the most effective strategies for executing your search?

Presenters: Tim Reardon, Director of Admissions, Norwich University
Bridget Kurkowski, Regional Vice President, NRCCUA
Celeste Karpf, Associate Director, Norwich University

8

THE BFF GUIDE FOR ADMISSION AND MARKETING**Location:** Rhodes Hall, N120 (#5)

In this era of stagnant and declining enrollment, it's not enough for Marketing and Admissions departments to merely work together—they must be true partners in a college's recruitment and enrollment efforts. Learn the tricks to becoming best friends and driving college enrollment in the right direction!

Presenters: Lisa Slavin, Assistant Vice President of Enrollment Management, Mass Bay Community College
Lee Koh, Director of Marketing and Communications, Mass Bay Community College

9

TRANSFER AGREEMENTS: THE BASICS**Location:** Putnam Science Center, 126 (#10)

Guaranteed acceptance, transferable credits, recognized junior status, and transfer scholarships. You may have heard about the benefits of transferring from a community college into a four-year bachelor's degree program, but does the rest seem like a mystery? This session breaks down agreements so you can learn how they work, learn how to create your own, and help students understand all their options.

Presenters: Daniel de la Torre, Coordinator of Transfer & Articulation, Quinsigamond Community College

Endorsed by the NEACAC Two Year Colleges Committee

10

RE-THINKING SELECTIVE COLLEGE ADMISSION: HELPING STUDENTS MOVE BEYOND "WHY NOT?" OR "WHY BOTHER?"**Location:** Rhodes Hall, N212 (#5)

Both school counselors and admission officers struggle with finding appropriate messaging when talking about college selectivity. The traditional model of *Target, Reach, Safety* doesn't always apply anymore, especially for students who are considering highly selective colleges. This session will focus on discussing strategies to bring intentionality back into the process, and admission officers will learn more about what students want to know, but don't ask.

Presenters: Emily Cox, Assistant Director of Admission, Brown University
Ross Wolfson, School Counseling Department Head, Westborough High School
Nellie Brennan Hall, Associate Director of College Counseling, Thayer Academy
David Girvan, Assistant Director of Admission, Northeastern University

1 THE PROSPECT'S FIRST INTERACTION

Location: Putnam Science Center, 126 (#10)

A study was conducted using prospective students as *secret shoppers* to evaluate the experience in reaching out to colleges and universities throughout the country. This presentation explores the methodology and results, as well as the implications of the study.

Presenters: Kurt Eddins, Director, CampusFeedback
Mike Marchetti, President, Campus Share

2 THE NEW PROM KINGS AND QUEENS ARE DATA SCIENTISTS

Location: Putnam Science Center, 102 (#10)

Enrollment leaders are coming with backgrounds in statistics or data science. Gut instinct won't get it done anymore. Leaders need to decipher data to see trends quickly. Learn how to implement your enrollment strategy with the right balance of both.

Presenters: Geoff Broome, Senior Enrollment Solutions Consultant, Capture Higher Ed

3 NEACAC/NACAC "TOWN HALL" MEETING

Location: Rhodes Hall, N212 (#5)

Wondering what's happening *behind the scenes* at NEACAC and NACAC? NEACAC's Presidential Team and NACAC's President-elect will share some updates and welcome your questions, suggestions, and discussion at this Town Hall-style meeting. Ideas from last year's conversation led to new NEACAC initiatives and opportunities for members. Come join the discussion!

Presenters: Sherri Geller, Co-Director of College Counseling, Gann Academy - The New Jewish High School of Greater Boston
Jon Westover, Senior Associate Director Undergraduate Admissions, University of Massachusetts Amherst
Andrew Rosabianca, Director of Admission Operations, Saint Anselm College
David Burge, Vice President for Enrollment Management, George Mason University

Endorsed by the NEACAC Executive Board

4 THE ELECTION AND ITS IMPACT ON HIGHER EDUCATION ACCESS

Location: Rhodes Hall, S203 (#5)

This session will look into how the changes in Washington, D.C. will impact access to higher education for all students. How will the Dream Act, DACA, Pell Grants and more be impacted? How do we best advocate for our students and profession? Join our session and learn all about these issues!

Presenters: Sharon Veatch, Chair, School Counseling Department and GRAC Committee Chair, Housatonic Valley Regional High School
 Craig Plummer, Independent Counselor, GRAC Member, The College Connection
 Mike Rose, Associate Director of Government Relations, NACAC

Endorsed by the NEACAC Government Relations Advisory Committee

5 ADDRESSING BIAS IN THE ADMISSION PROCESS

Location: Putnam Science Center, 101 (#10)

Our work is never completely objective—we inevitably let our own thoughts, feelings, backgrounds, likes, and dislikes come into play as we work with students on both sides of the desk. Biases manifest themselves in a variety of ways; from our gendered, racial, and ethnic backgrounds; to our upbringings, customs, and preferences. Learn how to recognize and manage your own biases in order to become a more balanced and equitable higher education professional.

Presenters: Courtney Kipp, Senior Assistant Director of Admissions, Northeastern University
 Katie Phung, Assistant Director of Admissions, Worcester Polytechnic Institute
 Karen Gerrior-Mariani, Assistant Director of Regional Admissions, High Point University
 Marvin Sandoval, Senior Admission Counselor, Merrimack College

6 EVOLVING STUDENT COMMUNICATION

Location: Putnam Science Center, 129 (#10)

The importance of communicating with our prospective students and their families hasn't changed, but many of the methods have. How do we incorporate new communication channels within the framework of our traditional content calendar? This session will highlight tools, techniques, and tips to encourage integration and consistency within your multi-tiered prospective student outreach.

Presenters: Nicole Lentine, Associate Director of Admissions, Champlain College
 Ian Mortimer, Vice President for Enrollment Management, Nazareth College

7

NEWCOMERS PROGRAM: CONTINUING THE CONVERSATION WITH NEACAC**Location:** Rhodes Hall, N116 (#5)

This is a session for Newcomers, Mentors, and other attendees at NEACAC AMC. This session will focus on gaining a full understanding of NEACAC, its various committees, ad hocs, structure, and how to further one's involvement within the organization and its affiliates. Presented by the AMC Newcomers Committee. Join us, whether or not you participated in the Newcomers program, to gain a deeper understanding of all things NEACAC (committees, structure, and ad hocs, oh my). Also, learn how to further your involvement with the organization outside of this once-a-year conference!

Presenters: Steve Genovese, Assistant Director of Admission/Coordinator of International Admission
University of New England
Heidi Merrill, Associate Director of Admission, Mount Holyoke College
Kaitlyn Botelho, Associate Director of Undergraduate Admission/Director of Freshman Recruitment,
Lasell College
Patrick Brennan, Senior Admission Counselor, Providence College

8

COMMUNITY COLLEGE : MORE THAN A SAFETY SCHOOL**Location:** Rhodes Hall, N120 (#5)

As the costs of public and private 4-year colleges rise, community colleges are seeing large increases in traditional student enrollments. With comprehensive programming, robust student support services, articulation agreements, and other transfer options, community college is making it possible for students from all backgrounds to achieve academic success without barriers.

This session will provide secondary school counselors with information that they can use when talking with students about making decisions about community college. We will provide examples of articulations, services, scholarships, and more that could be used to help "sell" community colleges as more than just a *safety school*.

Presenters: Mark McGrath, Admissions Counselor, Manchester Community College
Maureen Carbonneau, Associate Director, Office of Transfer Admission, Southern New Hampshire University
Erika Couture, Senior Associate Director of Admissions, University of New Hampshire Manchester

9

TAKE BACK HIGH SCHOOL: BECOMING PART OF THE SOLUTION**Location:** L.P. Young Student Center, Mountain View Room (#11)

At AMC 2016, the *Take Back High School* session was standing room only and left many folks wondering what should be done next. Counselors from all sides of the desk shared concerns and ideas related to the endless cycle of hype and stress that characterizes the high school and college planning experiences of too many students. With AMC 2017, the conversation continues and includes panelists from public and private schools along with college representatives. Offered in a workshop format, this year's session will ask attendees to brainstorm and even commit to one or more cross-desk ideas that address shared concerns and identify ways we can collaborate to ratchet down the craziness.

Presenters: Tara Dowling, Director of College Counseling, Rocky Hill School
Jill Britton, School Counselor, Westbrook High School
Jackie Haas, Associate Director, Undergraduate Admission, Salem State University
Karen Vargas, Associate Dean of Admission for Multicultural Recruitment, Providence College

Moderator: Kathy Strand, Educational Consultant, College Search U

Endorsed by the NEACAC Current Trends Committee

CONFERENCE CLOSING CEREMONY

11:15 a.m. – 12:00 p.m. ■ L.P. Young Student Center, Mabel Brown Room (#11)

Please join your colleagues for the final event of the 2017 Annual Meeting & Conference. We will present our community service proceeds to the NACAC Imagine Fund and the NEACAC Make A Difference Fund, as well as recognize our NEACAC Essay Contest Winners and AMC Newcomers & Mentors.

Also, join members of the New York State Association for College and Admission Counseling for exciting news about our 2018 Annual Meeting & Conference, as well as the chance to win the raffle for one free registration for next year's conference!

Finally, be there as we pass the gavel and hear from our new NEACAC President.

Snacks will be available after the Closing Ceremony

CHECK-OUT INFORMATION

All conference attendees staying on campus must check out no later than 2:00 p.m. on Friday, June 2.

An on-campus staff member will be at the front desk of your residence hall from 8:00 a.m.-2:00 p.m.

Attendees can drop off their access card at any time and let the staff member know they are checking out.

A \$25 charge will be billed to all those that do not return their residence hall key.

CALL FOR PROPOSALS FOR 2018 NEACAC CONFERENCE

Please consider submitting a session proposal for the 2018 Conference.

Visit www.neacac.org for more information later this summer.

ANNOUNCEMENTS

Don't Miss Out!

Registration for NEACAC's Summer Institute Closing Soon!



For decades, this four-day intensive program has been an essential professional development opportunity for individuals who have less than two years of experience as a secondary school counselor or admission professional. Participants will have an opportunity to learn from experienced professionals from "both sides of the desk." The relationships that are built while attending Summer Institute will support participants for many years to come!

Summer Institute 2017 will be held from Monday, July 24-Thursday, July 27 at Bentley University in Waltham, MA.

For more information, and to register, please go to www.neacac.org and look under the Conferences & Workshops tab. Registration ends on July 1.

For more information, contact Sara Brookshire, Summer Institute Chair, at sbrookshire@brandeis.edu or 781-736-3501.



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NOTES

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RECOGNITION

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BACK OF TABBED DIVIDER #5

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Diane Soboski College of the Holy Cross
Michael Iorio Saint Anselm College

ADVISORY

Caroline Dana NEACAC
Kate Gerbode-Grant College Board
Andrew Rosabianca Saint Anselm College

COMMUNICATIONS

Eliza Etter The University of Vermont
Heather Zeman Simmons College
Nellie Brennan Hall Thayer Academy
Molly Dever University of St. Joseph
Chris Fox University of Southern Maine

COMMUNITY SERVICE

Tricia Culver Lasell College
Carlo Fiermonte Wentworth Institute of Technology
Brian Michaud Western Connecticut State University

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Steve Genovese University of New England
Kate Botelho Lasell College
Patrick Brennan Providence College

ONSITE

Liz Cahoon Keene State College
Sasha Watt Keene State College

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Cristan Harris Williams School
Ashley Johnson Worcester Polytechnic Institute
Sean Racine Saint Anselm College
Aaron Ribaud-Smith Lowell High School

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Drew Guarino Merrimack College
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Caitlyn Oates Pope John XXIII High School

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VOLUNTEERS

Bill Jack Wesleyan University

WELCOMING

Alex Bellerose Worcester State University
Tim Cushing Wheaton College
Dustin Hunter Drew University
Kate Germano Salve Regina University

Names in italics indicate committee chair(s).

SPECIAL THANKS

The 2017 NEACAC Annual Meeting & Conference Planning Committee would like to extend our deepest appreciation to the following organizations for their generosity in supporting this year's event.

GOLD SPONSOR:



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SPECIAL THANKS

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EXHIBITORS:



Owl Athletic Complex

To access, turn onto Route 10 South
from Route 101. Turn left onto Krif Road.
OAC is at the end of Krif Road.

Winchester Street Parking Lot

This parking lot is west of campus. Resident
and commuter student and faculty/staff
parking. Permit is required.



Produced by the Marketing and Communications Office.
Map illustration by Jim Laurier.

Campus Map

NUMERICAL KEY

- | | | | | |
|------------------------------|---------------------------------|-------------------------------|---|--|
| 1. Keddy Hall– Campus Safety | 6. Alumni Center | 11. L.P. Young Student Center | 14. One Butler Court Residence Hall | 18. Media Arts Center |
| 2. Visitor Parking | 7. Parker Hall | 12. Zorn Dining Commons | 15. Residential Life Office | 19. Mason Library |
| 3. Joslin House | 8. Morrison Hall | 13. Holloway Residence Hall | 16. Carle Hall Residence Hall | 20. Living and Learning Commons Residence Hall |
| 4. Elliot Center | 9. Huntress Hall Residence Hall | | 17. Recreation Center and Spaulding Gym | 21. Pondside III Residence Hall |
| 5. Rhodes Hall | 10. Putnam Science Center | | | |

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