



The Anchor

Potomac and Chesapeake Association for College Admission Counseling

A Fighter, a Voice and an Advocate Honored with the Apperson Award

Presented April 18, 2011 by Jeffrey Smith, Past President and Chair, Nominating Committee; St. Mary's College of Maryland

Table of Contents

Apperson Award 1
President's Corner 2
Trends in College Admissions 6-9
PCACAC Election Results . . 11
Counselor of the Year Awards 11

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Each year, PCACAC honors a special person with its highest honor, the Richard Apperson Award. This year, I have the honor of personally recognizing this person and providing the membership with a little bit of a glimpse into why this person is honored with this award. I would say that this person is a fighter, is a voice, and is an advocate. This person is a fighter in the sense that they work in an area that many would consider already has a college-going culture. But this person would fight for those who didn't think that they could achieve an education higher than high school. Even though for many students in this area, college isn't an "if" statement but a "where" statement, this person fought for those students who might think "if" and made them realize that they too could go to college. This person was a voice for those who did not have a voice. For 30 years, this person was in one high school working every day getting students ready their future. Many of the students that this person worked with were first generation, underrepresented students in the college search process and new to the path of going to college. This person made sure that their voices were heard in the college process.



Peg Cothorn, Independent Counselor and recipient of the Richard Apperson Award

This person was also an advocate, on the regional and national stage, for students. My first contact with this year's Apperson Award winner was being put on the Government Relations Committee. As a newly elected delegate, a number of us were assigned to the Government Relations Committee. On that committee I had an opportunity to go to Capitol Hill, and meet with our national elected officials and to "stump" for students. Issues addressed would be the need for increased federal funding for students through the Pell Grant, Supplemental Educational

Opportunity Grant, and other federally funded sources, the need for a reduction of counselor-to-student ratios in the schools, and a commitment from the federal government to back many of the NACAC-sponsored initiatives. Through my time as a college delegate and into my term as PCACAC President, I would look forward to my trips to Washington, DC, to meet and talk to education aides of our Senators and Congressmen. This past year, Jayne Fonash, Mike Carter, Marty O'Connell and I

Continued on Page 4.

The President's Corner

Jayne C. Fonash, President, PCACAC; Academy of Science, Loudoun County Public Schools (VA)

My colleagues who preceded me in this position warned me that the year would fly by. While I scoffed at them a year ago, I now admit that they were absolutely correct. While this year of leadership has passed quickly, it is my

evaluate the extent to which the current board structure supports the ability of PCACAC leadership in accomplishing our stated mission, which is “to support and advance college admissions professionals as they guide their institutions, students and fami-

Human Relations, Bylaws & Credentials, Professional Development, Technology, Communications, Past-Presidents' Council Chair, CTFI, Admission Practices, Membership and College Fairs) will govern the business of the organization, meeting in January and June with the Executive Committee. The President's Council may also meet at the annual NACAC conference as most members of the council will be in attendance.

The five members of the Executive Committee will each assume responsibility for leading a group of related standing committees, encouraging collaboration among those committees, and ensuring ongoing recruitment of committee members in order to build a more robust structure. The potential energy of this structure was immediately obvious at our April board meeting where the five clusters met for the first time to discuss goals for the coming year. As an example of conversations between committees, the Government Relations Committee and the Human Relations Committee have begun conversations to plan for a state-level advocacy/outreach day next year at one of the state capitals of our region. We are in strong financial shape, allowing the Finance Committee to begin to think about a structure or process to fund additional programming and opportunities for PCACAC members. The reports from all of these conversations were reviewed at the Executive Committee meeting in June and used for planning for next year.

The elected officers will meet with their committee clusters on the Saturday preceding the

Our work is about trusted relationships ... I thank so many of you for the generosity of your trust, your support and your willingness to partner with me.

lies in an ethical manner.” Our review occurred at a time when PCACAC faces the challenge of growing the next generation of leaders in our profession. With this background, the Executive Board pursued a conversation of our current structure and possible alternatives which will enable us to lay the groundwork for future success and to encourage growth in our leadership.

As these discussions developed it became clear that a streamlined board would allow for substantive discussion and planning while at the same time cultivating new leadership. The plan was approved by the board in January, and by the membership at our annual meeting in April in Hunt Valley. The elected officers of the organization now form a group known as the Executive Committee and will meet a minimum of four times per year to lead the work of PCACAC.

The streamlined President's Council (President, President-Elect, Past President, Secretary, Treasurer; Committee Chairs of Finance, Government Relations,

sincere hope that the significance of the work we accomplished this year will live on in the future of PCACAC and be evident in the lives of the students and families we serve. Truly, all of you have been my partners this year, and I would like to take a moment to thank you for entrusting me with the stewardship of this organization which is of so much importance to all of us. Our work is about trusted relationships, and I find myself at a loss to find words to thank so many of you for the generosity of your trust, your support, and your willingness to partner with me and the executive board in this undertaking.

During a year that I hope will be seen as a benchmark in PCACAC's growth as an organization, the board has taken time to reflect on the state of our organization, and in particular to



The Anchor newsletter is produced quarterly for PCACAC members.

Editor: Joe Manning

We welcome your submissions. Material for the next issue is due July 15 for a Sept. 1 publication. Articles, announcements and high-resolution photos may be sent to manninjp@jmu.edu.

PCACAC
Attn: Arlene Ingram
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Charlottesville, VA 22906

annual PCACAC conference to review and plan for the coming year. During the course of the year each committee chair will schedule four meetings, which may occur via teleconferencing or in person. Interim meetings will encourage more conversation and productivity throughout the year and have fewer people at the table at executive board meetings. The reports of the April committee meetings will be reported out at April Executive Committee meeting. The Full Board (Exec Committee, President's Council, remaining delegates/committee chairs) will gather once each year in August for a two-day retreat.

PCACAC will be represented at the NACAC assembly by fourteen delegates: President, President-Elect, Past President; Chairs of Government Relations, Human Relations, Bylaws & Credentials, Professional Development, Admission Practices; and six at-large delegates. Delegates holding specific committee assignments will be single-slotted for election by the PCACAC membership; the six remaining delegates will also stand for election by the membership.

Several infrastructure items are key to successful implementation of the new board and our future work. First, prior to the April board meeting I asked the Past Presidents' Committee to begin the review process of the PCACAC Strategic Plan, which is scheduled for a full review and board approval in August. In their April report, the committee chaired by Susan Rexford indicated that they will be reviewing other affiliate strategic plans for comparison to ours as well as

develop a survey tool to survey our membership about their perception and input into the Strategic Plan.

A strategic plan should not be housed in a notebook on a shelf, but rather take the shape of a living, breathing document

It has been an honor to serve as president of PCACAC and make a contribution to an organization and a profession I hold dear.

embraced by all members as the working document of the organization. The review of our current strategic plan will be an opportunity to engage our membership in a thoughtful and deliberative process with the potential of positively impacting the work of the organization. As the committee engages members in critical, creative conversation about what do we do well and how can we improve as an organization, the end will allow us to set real goals and see real change.

Second, the Board approved at the April meeting the establishment of a one-year Ad Hoc Committee to be chaired by PCACAC Immediate Past-President to draft a PCACAC Policy and Procedure Manual. This document will provide the members of the Executive Committee, President's Council, Committee chairs, and other members of PCACAC with the information they need to carry out their roles and responsibilities in the organization; it will ensure continuity in future transitions of leadership; and it will enhance communication at all levels of

PCACAC. A final draft is due to be presented at April 2012 Board/Business Meeting for approval and implementation.

Our work this year in developing and implementing the newly approved structure is the result of a contributory process. As we focus in the coming year on completing the infrastructure we will continue to rely on the voices of our membership. I am appreciative of everyone who contacted us during the past year with suggestions for the newly established board, and encourage all of you to continue to contribute your thoughts to this process.

After nearly a year of work, the new website – www.pcacac.org – powered by Member Clicks, went live in February. We owe a tremendous debt of gratitude to Mary Layman, Executive Assistant; Amy Jarich, Technology

Chair; and Sue Rexford, Past Presidents' Chair for their unwavering support of this project. With successful completion of spring conference registration on the new website, we will conduct registration for all PCACAC events through the website. During the coming year the Technology Committee will develop and implement a plan for full utilization of the website.

Three successful Drive-In Workshops this year have provided outreach to a total of close to 150 attendees at Salisbury University, at the Charles County School District, and at American University. A new NACAC program, **Critical Components: Mastering the College Admission Process**, debuted in Arlington, VA from

Continued on Page 5.

Advertise in The Anchor

Want to reach the PCACAC membership? Consider purchasing advertising space in a future issue of *The Anchor*. High-resolution, 300 dpi PDF, TIFF or JPEG ads that are in keeping with the PCACAC philosophy can be submitted to Joe Manning, manningjp@jmu.edu.

Full Page	7.5" x 9"	\$200
Half Page	7.5" x 4.5"	\$100
Quarter Page	3.75" x 4.5"	\$75

The Anchor Deadlines

Early Fall	Submission Deadline: July 15 Online Publication Date: Sept. 1
Late Fall	Submission Deadline: Oct. 15 Online Publication Date: Dec. 1
Spring	Submission Deadline: Jan. 15 Online Publication Date: Mar. 1
Summer	Submission Deadline: May 15 Online Publication Date: July 1

Apperson Award

Continued from Page 1.

were able to continue the tradition for PCACAC of stumping on Capitol Hill for the students we serve. Unfortunately, this year's Apperson Award winner did not attend. They had retired from school counseling and were living the good life in "Retirementville," out of our region.

But for being that Fighter, that Voice, that Advocate, PCACAC is honored to be able to present the Apperson Award to this truly deserving person, ... Margaret "Peg" Cothorn.

Unfortunately, Peg could not be here at our annual conference

to accept this award. As I mentioned, being in "Retirementville," Peg was over in Turkey during the PCACAC conference on a tour set up through a photography class that she was taking through the Smithsonian Institute. The trip was set up a year ago, long before she knew that she was to be honored. Luckily, she was returning to the states on April 30, 2011, through Washington-Dulles International Airport. She was planning on being in the Washington, DC, area catching up with old friends and colleagues so on Sunday, May 1, I met up

with Peg to give her the Apperson Award. The Apperson "Cup" is given to the winner and it is theirs to keep for a year. A smaller keepsake 'personally cup' is also given to the winner. Peg was truly honored to be among the greats in the association to receive the Apperson Award, and looks forward to seeing us all as she returns to the area for our 2012 joint conference with Southern ACAC at the Crystal City Hyatt. ♪

Peg's video response is below:



Greetings during my adventure in Turkey on a photo tour led by my former teacher through the Smithsonian Residents program. On this April 18 I've witnessed Ephesus Antique City and House of Virgin Mary — where supposedly St. Paul had engaged in some soul-searching and Mary spent her last days ... even saw the Temple of Artemis, one of the seven wonders of the ancient world. Can you believe it?!

Thank you for this esteemed honor. I'm overwhelmed to be invited to join this august community of giants. When I was sitting where you are listening to the accolades of the Apperson Award recipient, I kept thinking, "What a gift to call this 'wonder worker' colleague and friend." When Jeff Smith phoned me several weeks ago, I never in my wildest dreams considered myself such a giant ... and still don't. I just want every kid to receive a fair shake!

Thank you for your dedication to foster equity, access and excellence in education. You're engaged in this conference because of your vision, awe and wonder to transform dreams into realities.

Even now residing in historic Centerville, Ohio (circa 1796), I'm committed to PCACAC. I'm as close as an email, Skype or phone call. I'm available to help kids in our association and in all of America. It's not about "Oh, Peg is so passionate about this cause." It's not about us. It's about our kids and this country. CLICK on www.pcacac.org to link with www.nacac.org to lobby our humanitarian cause. I do.

I'll see you at our 2012 Joint PCACAC-SACAC Conference!

I love you all!

Peg

President's Corner

Continued from Page 3.

May 31 – June 3, 2011. This program was designed to provide necessary training and knowledge to the people who are charged with increasing the college enrollment of our high schools' students. In collaboration with Don Fraser, Director of Education and Training at NACAC, PCACAC co-sponsored **College Counseling Boot Camp**, a one-day event during the national program, to provide a professional development opportunity for local counselors who are unable to attend or could not afford the full program. In an effort to reach local high school counselors, the program was offered as a public service, and those not already PCACAC members were provided with a full year membership (through September 30, 2012). Close to 175 counselors participated in this program, and it is our hope that the networking and professional development afforded through this program will be the springboard for their ongoing involvement in PCACAC.

Next year will bring several inter-affiliate collaborations: a fall drive-in workshop at Marshall University in West Virginia with Kentucky ACAC, and our joint spring conference with SACAC in April in Crystal City. In addition to PCACAC drive-in workshops, work continues to develop a new program to meet the unique needs of high school college admission professionals responsible for the leadership roles in secondary school college counseling programs. Continued expansion of professional development efforts such as these provide us with a forum for ongoing conversations about the future of the college admissions as a profession, not a business.

Our relationships afford us so many rich opportunities, and this year has been no exception: the familiar colleagues I have turned to for counsel and support, the new colleagues I have met and mentored this year, the opportunity to ask questions, to be open to something new and end up in an

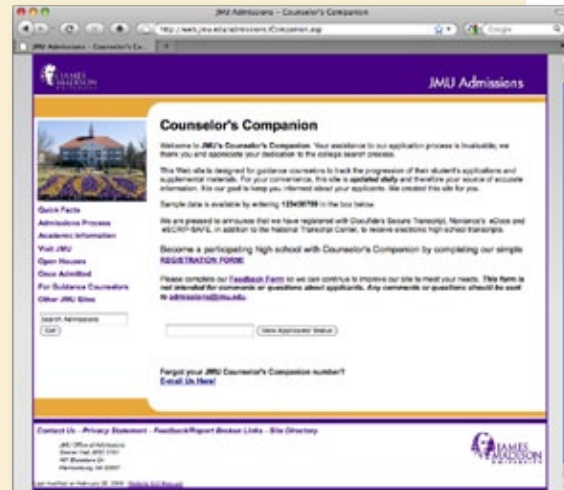
unexpected place. All of this has enriched my life, and I am grateful to everyone who has taken this journey with me. It has been an honor to serve as president of PCACAC and make a contribution to an organization and a profession I hold dear. I do believe that the role of a leader is to model behavior, and then to set up a structure to facilitate that behavior. In that spirit I hope that I am passing along to the next leaders an organization grounded in trust, a willingness to engage in a passionate debate of ideas, a commitment to the resulting decisions and plans, and a willingness to hold each other accountable for collective results.

As Ali Gauch assumes her responsibilities as PCACAC President on July 1st I hope you will join me in supporting her efforts during the coming year. I look forward to my year as Past President working with a strong Executive Committee and President's Council as we continue our efforts and bring new ideas to the table under Ali's leadership. ♪

Counselor's Companion

More than 200 counselors use our online Counselor's Companion resource to monitor their students' applications to JMU. Join them!

And please help us spread the word about the following JMU test score policy change: In an effort to honor applicants' Score Choice and collect official test results, applicants to James Madison University are expected to submit SAT and/or ACT results electronically from the testing agency. A recent JMU school counselor survey indicated that eighty-seven percent currently expect their students to submit results electronically; sixty percent do not report scores in the transcript packet.



Sign up for Counselor's Companion ...
web.jmu.edu/admissions/Companion.asp



Trends to Watch in College Admissions

*Paul William Horgan,
Director of College
Counseling; Cape Henry
Collegiate School*

In a rapidly changing economic environment and increasingly global landscape, institutions of higher education are facing tremendous pressure to compete.

For high school students and their families, the uncertainty and anxiety surrounding selective college admissions has been given a boost of adrenaline by an unprecedented marketing effort and electronically aided harvesting of applications. This is a golden age in colleges across the nation as applications are up and the incredible campus growth plans realized during the pre-recession years have set new standards for facilities and programs. Despite the depth and breadth of excellent colleges in this country, students still want to go to many of the same ones that have always been the most competitive. When the tide came in, every boat in the harbor floated upward together. The “selectives” got more so and previously nonselective schools now find themselves with waitlists.

Making sense of it all is a year by year exercise, but there do seem to be some clear trends that professionals in college admissions seem to be able to agree upon. Understanding the forces influencing decisions is important for students and their parents because it helps them seize back some control in what can seem like an overwhelming process. Ten current trends faced by students today are outlined in the following pages.

PHOTOS BY KATHY LAM, COURTESY OF JAMES MADISON UNIVERSITY PHOTOGRAPHY SERVICES



1 Early Decision is alive and well. Nothing says “I love you” quite like applying Early Decision. It is the marriage proposal of college admissions and colleges that still utilize the binding early program seem to be using it heavily. Statistics indicate that this is true at all levels of selectivity, including the Ivy League. For example, the University of Pennsylvania took approximately 40% of its incoming class this year in the Early Decision round. The most selective liberal arts colleges, such as Swarthmore College, followed suit and admitted approximately 42% of their incoming class of 380 students through binding Early Decision. Low need students who are applying to schools that do consider financial need in making decisions may have an even greater advantage in the binding Early Decision

pools. These students are paying a high percentage of the tuition, are committed to matriculating if admitted, and have demonstrated enthusiasm and commitment to the school before ever enrolling. It is not hard to see why these candidates are so attractive to colleges.

Keep in mind that many schools do not offer binding Early Decision programs. Some schools offer neither of the early programs. Non-Binding Early Action programs offer the same early deadlines and notification, but in most cases do not offer similar advantages to applicants. They tend to be mostly numbers driven processes where only the top of the pool is admitted. As an example, The University of Georgia makes its Early Action decisions based on SAT scores and GPA alone. Students who are deferred to the regular pool are invited to submit essays and recommendations at

that point. Though there is no standard process every school must follow for Early Action, it is clear that it carries less of an admissions advantage than Early Decision.

2 Financial aid matters. In a utopian world, cost would not impact the admissions process or where a young man or woman chooses to attend college. In this world, financial realities have taken on even greater roles for both students’ families and for the colleges themselves. Schools that have been “need-blind” in admissions for years have had to become “need-aware” in their processes. What this means is that the system is not based solely on merit. There is a growing ethical question as to whether it is right to admit a student and fall short on needed financial aid, or to deny the student, knowing he or she cannot afford

Continued on Page 8.



Trends

Continued from Page 7.

to attend. Additionally, college administrations can set requirements with regard to the amount of tuition collected for an admitted class. In cases of equal applicants, one paying full tuition, the other needing major financial assistance, fewer of the latter are getting the nod. This isn't true everywhere, but it is a new economic reality for many schools. John Hopkins University is an example of a school that abandoned need blind admissions this year in the final round of decisions.

3 Applications are up and up and up and up ... Harvard University admitted slightly more than six percent of its applicants this year. Around the Ivy League and throughout American colleges, schools reported record breaking higher applicant pools and record breaking low admit rates. Why? Marketing efforts and the ease of submitting applications electronically has bloated applicant pools at every level. Students are applying on average to more schools and colleges keep making it even easier to apply. More applications means greater selectivity, and in many cases, higher rankings in the magazines. Higher rankings + alumni pride = successful development campaigns = happy college presidents. The balance is to recruit as many applicants as possible, admit as few as possible and fill your class without over-enrolling. Very few schools are bucking this trend. Marketing domestically and internationally is at an all time high and shows no sign slowing down.

4 Standardized testing as a take it or leave it proposition. Many schools have turned away from standardized tests, but many more have clung to them for

dear life. If schools use the SAT in their admissions processes, then the scores are important. In fact, some admit that due to increased pools of applicants and no increases in staff size, they actually put more emphasis on them than ever. Additionally, high SAT or ACT scores are another means by which colleges can rise in the rankings and please their constituents. Some schools, such as East Carolina University and Longwood University went so far this year as setting cutoffs for acceptance based solely on GPA and SAT scores. More small schools are test optional than large and more private schools than public have taken the leap. Students for whom standardized testing is a problem should consider schools that do not require them to submit their scores. A listing of these schools may be found at www.fairtest.org.

5 Perceived interest matters. Because students around the world are applying to more schools per student on average, colleges have found it harder to predict which students they admit will actually enroll. That percentage, or "yield" has become a very important number to colleges. Early Decision has a virtually 100% yield, but beyond that, colleges know they are just one of the suitors asking the student to the dance. Many colleges track "perceived interest" by monitoring things like campus visits, whether the student contacted the admissions representative for their area, or even wrote a letter stating their strong interest in the school. Items such as these

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help predict an admitted student's likelihood of enrollment if admitted. At Elon University in North Carolina, students who have not visited the campus, regardless of their strength as an applicant, are rarely if ever admitted. More often than not, private colleges are placing the greatest emphasis on perceived interest.

6 International students impact the process for domestic students. The number of international students applying to American colleges has increased rapidly in recent years, particularly from China. The vast majority of these students pay full tuition. As colleges and universities seek to meet the needs of students who qualify for financial aid, they know that accepting a Chinese or Korean student means they will be collecting the full tuition, room and board. Increasing the number of international students admitted increases the percentage of full-pay kids. The number of applicants from around the world has exploded and many of these applicants are seeking spots at highly selective universities that have internationally known names. In addition, many of these students are high achieving students.

7 Purists beware! Colleges are marketing a product. Get used to it. Colleges compete with each other as much as students compete for spots at those colleges. Glossy marketing brochures with pictures of sunny Fall days, attractive and diverse young people, engaging faculty, the newest buildings and frisbee throwing frat boys have not gone away. The paper we all picked up at college fairs has now been greatly enhanced by the digital marketing machine. For

This is a golden age in colleges across the nation as applications are up and the incredible campus growth plans realized during the pre-recession years have set new standards for facilities and programs.

about 31 cents per student, colleges can buy prospective student information from The College Board and use it for targeted e-blasts. Professional videos, combined with the power of social networking and blogs puts more college information in our kids' hands than ever before. Attracting applicants is big business. Free electronic applications, personalized letters and encouraging comments on campus tours all aim to attract applicants, many of whom will be rejected by selective colleges. At a recent visit to High Point University, a Cape Henry Collegiate School student pulled into the parking lot in front of admissions and saw an illuminated sign welcoming him by name to the campus in front of his reserved parking spot. He had not even applied yet.

8 Waitlists have taken on increasingly important roles. With students applying to more schools and yield numbers becoming harder to predict, the waitlist has been widely used as an enrollment management tool in recent years. Many schools are keeping very large waitlists, afraid to cut loose viable applicants before they know whether they will enroll enough of their admitted students. Students wanting to get off a waitlist must let the college in question know of their interest. Fortunately, the trend toward waitlist use means that what used to be a relatively hopeless endeavor carries far more realistic possibilities of a happy ending at many schools.

9 Public colleges and universities are more competitive. In Bill Clinton's first campaign for the presidency, his campaign manager, James

Carville coined the phrase, "It's the economy, stupid!" It seems only appropriate to dredge up these words when considering why top public universities have grown more competitive in recent years. Private colleges are more expensive and in many cases remain so even after scholarships and financial aid are given out. There is a misperception that private schools are always more expensive than public, but the average person assumes that the sticker price is what they will pay. Thus, we see more applications to places like the University of Virginia, lower admission rates and generally tougher applicant pools. One caveat to this is in California where budgets have been so deeply cut that "out of state" students have a better chance than ever to get in. These kids pay more and California needs the tuition. Additionally, the programs within the schools themselves have been cut to the point that more Californians are looking out of state for better options, opening up even more spaces at the UC schools. The injection of thousands of Californians only serves to make East Coast pools more competitive. This principle cannot be applied universally, but state budgets have had impacts such as this to varying degrees around the country.

10 All of the previous 9 trends could shift tomorrow! The only certainty in college admissions today is uncertainty. Changes domestically and around the world with regard to demographics and economic factors can shift the winds quickly. There are already signs that people are questioning the sustainability of the current upward spiral of application madness, yet it is hard to envision where the ceiling may be. ↴

Our PCACAC member e-blasts get rave reviews!

Our president received this thoughtful note of response below.

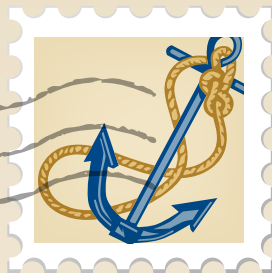
This is such an uplifting letter, and so well describes my feelings at this time of year regarding my seniors. Thank you for all the work that you do for this fabulous organization. I cherish my days of learning the trade with the great admissions folk including Jack Blackburn, Marty Wilder, Ginny Cary, Bert Hudnall, Karen Cottrel and Gary Ripple. These guys took the time, and great care, to take this new kid from a tiny podunk, private school, and teach me the trade. And how I love the wonderful college counselors who also took me under their wings and made me feel like I was welcome in their "club," gifted counselors like Bonnie Fitzpatrick, Joan Mudge, Ann Powell and Jim Jump. There were dozens more who made this career so meaningful. The conferences were always so much fun, and I always met wonderful people who helped me grow.

I have decided to go part time next year (I'll do only college advising ... yeah!!). I think the thing that I will miss most when I leave, and why I can't fully retire, is the wonderful visits with college admissions folks like Barry Bradberry, Sharon Walters-Bower and Joe Cristy. I truly believe that this is the best profession ever ... on most days, and it certainly includes the best people I could ever hope to know!

I have encouraged my soon-to-be replacement to get involved in PCACAC ... if she does nothing else!

Thanks again for keeping PCACAC alive and well for those who follow us.

*Faye P. Green
Guidance Counselor
Fuqua School*



Letter of appreciation

*Jeffrey Smith, Past President;
St. Mary's College of Maryland*

Every spring at the PCACAC annual conference, the association recognizes dedicated individuals who are recipients of the Marion Flagg Scholarship Award. This award goes to counselors who serve underrepresented student populations as Marion Flagg herself did in her storied counseling career providing equal access to higher education to students in the District of Columbia during the 1960s and 1970s. Katherine Alden, from the College of Southern Maryland was one of this year's award winners. Below is a letter written by Katherine, expressing her thoughts about the scholarship and PCACAC.

Dear Esteemed Admissions Professionals,

I am writing to express my thanks for awarding me with the Marion Flagg Scholarship this year. It was an unexpected but highly appreciated honor that has changed me forever.

I am especially thankful to my supervisor Jay Cialone who nominated me. Jay was awarded the scholarship last year by Jeff Smith, the Past President of PCACAC. The institution where I work does not have much money available for professional development yet there are many people who deserve the opportunity to continue to grow their careers.

Jay has been my supervisor for several years and he has no choice but to learn my opinions about how opportunities are disseminated when funds are limited. Although I have worked for the same institution for over ten years, my professional development opportunities have mainly been limited to internal training. Jay seized the opportunity to give me a chance to learn from other admissions professionals and thankfully all of you helped to make that happen.

The conference was so well organized and the sessions were thought provoking. I'm not a big socializer but the activities you arranged such as BINGO made it very easy for people to join in the fun.

There are a few of you who I never really approached to thank personally for bestowing me with this honor. I hope that this email helps to express my appreciation for providing me with an opportunity I never would have had without you.

Best Regards,
Kathy Alden
College of Southern Maryland



*Marion Flagg Scholarship recipients with
Tevera Stith, Chair, Human Relations Committee.*

John A. "Jack" Blackburn Award for Ethics in College Admissions

The John A. "Jack" Blackburn Award for Ethics in College Admissions was established by PCACAC in 2010 to honor the late Jack Blackburn, long-time Dean of Admission at the University of Virginia. Throughout his career, Jack served as an admirable role model promoting the highest ethical standards, integrity in our profession and equity in access to higher education. This award recognizes a member of our profession who exemplifies the qualities that made Jack Blackburn revered by his peers.

Congratulations to Shirley Bloomquist, Independent Educational Consultant for being the first recipient of the John A. "Jack" Blackburn Award for Ethics in College Admission.



Betty Blackburn and Jayne Fonash help to recognize Shirley Bloomquist during the PCACAC Annual Conference.



Joe Ehrmann, founder of Coach for America was our luncheon keynote speaker during the PCACAC Spring Conference.

leaders leaders

Election Results for 2011–2012 PCACAC Officers

Jeffrey Smith, Past President and Chair, Nominating Committee; St. Mary's College of Maryland

The Executive Committee of PCACAC is pleased to announce to the membership the results of this year's election of officers and delegates for the 2011–2012 year. Thank you to those who stepped forth and are willing to serve and to those who took the time to vote for these officers. This year, we did not have to vote for delegates to the NACAC assembly. Our delegation to the NACAC assembly in New Orleans is reduced to 14 members. Thank you to Tevera Stith, James Pennix, Kelly Farmer, and Lou Hirsh, who ended their cycle this past year on the PCACAC Board of Directors. Our newly elected leader for President-Elect is Carolyn Doyle, Archmere Academy (DE), and for Secretary is Anne Mickle, St. Timothy's School (MD). Their terms official began on July 1, 2011.



**President-Elect
Carolyn Doyle**

**Director of College Counseling,
Archmere Academy (DE)**



**Secretary
Anne Mickle**

**Director of College Counseling,
St. Timothy's School (MD)**

2011 Counselor of the Year Awards

Jeffery E. Smith, Past President, PCACAC; St. Mary's College of Maryland

A new tradition at our annual conference is recognition of ten counselors from the region who are nominated as the Counselor of the Year Award recipients. One counselor from the high school side and one from the college side from each state and the District of Columbia were nominated because of their tireless work to help students through the college search process. Their professionalism, attention to detail given to students, and their passion are evident. These counselors know they do a tremendous job; and now their work is recognized by all. Congratulations to the following PCACAC Counselor of the Year Award recipients:

Delaware

Larry Fletcher, Director of Guidance; Salesianum School
Christopher Jester, Admissions Counselor; Wesley College

District of Columbia

Crys Latham, Director of College Counseling; Washington Latin PCS
Jenni Pfeiffer, Senior Assistant Director of Admissions; The George Washington University

Maryland

Joan Strasnick, College and Career Information Coordinator;
Wheaton High School
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