

The Anchor

Potomac and Chesapeake Association for College Admission Counseling

Welcome to Hunt Valley, Maryland

Ali Gauch, PCACAC President-Elect and Conference Chair, University of Mary Washington (VA)

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I look forward to welcoming you to Hunt Valley for our spring conference to **Rewire, Rejuvenate and Rejoice** from a rich program of relevant sessions and annual traditions. The plenary sessions and keynote speakers will inspire! Counselors will network during the Counselors' College Fair served over coffee and breakfast and perhaps reflect on our past as we continue the Living History Project

preparing for our 50th anniversary. First time attendees will certainly want to arrive early for a session designed just for them. In this session, you will meet our Marion Flagg Scholarship Recipients, learn about our Ann Powell Memorial Mentoring Program and make great professional connections. Participate in our community service project on Sunday afternoon or our local drop-in college

tours available Tuesday afternoon to round out your conference experience.

This is spring break for some of you, so we should celebrate! We have a social to please everyone! Live music, dancing, karaoke, a place for quiet conversation and for the first time in PCACAC history ... bingo with awesome prizes!

See you in Hunt Valley!



**Baltimore Marriott Hunt Valley Inn
Sunday-Tuesday, April 17-19**

Featured Speakers
 Eric Hoover: Senior Writer, *The Chronicle of Higher Education*
 Jim Jump: NACAC Past-President, PCACAC Past-President, Apperson Award Recipient
 Joe Ehrmann: Educator, Motivator, Coach, Social Justice Activist, Change Agent & Founder of Coach for America

Registration
 Register for the conference and reserve your hotel room through the link on the conference section of the PCACAC web page at:
www.pcacac.org
 The conference room rate of \$139 (plus tax) per night is available through March 17.



The region's premiere professional development annual event! Register today to participate in over 30 break-out sessions, timely plenary sessions, a counselors' college fair, and great networking opportunities.

The President's Corner

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

On a snowy weekend morning earlier this year, I found myself in a comfortable chair in front of a warm fireplace doing one of the things I love best — reading the Sunday edition of *The New York Times* and

landscape in my Sunday reading, I had never envisioned an article with the words “escalating arms race” as the opening salvo of the headline of a parent’s story about her children’s college application process. Having lived through the arms race, having written about it as the editor of my college newspaper, I am now here to warn the “tiger moms” and “helicopter parents” of 2011 that according to Jennifer Moses we live in a world where the “order of the day is escalation dominance.”

The subtext headline questions why it now costs a fortune to do your parental duty in this regard, laying the groundwork for the author’s story of SAT tutors, testing fees, application fees, campus tours and private counselors to the tune of \$7,000 plus — more than enough to pay for a year’s tuition at one of the schools she mentions in her article as one that parents would do anything in their power to make admission a reality for their child. One boxed insert in the article highlights admissions statistics for three highly competitive institutions, while a nearby teaser asks “what if some other kid inched up his scores just enough to bump your own kid out of the running?” Does this fall under the

heading of wise counsel for our students and their parents? Earlier that week, in stark contrast, Jay Matthews wrote in his weekly column in *The Washington Post* about *Eight Subtle Ways to Prepare Middle Schoolers for College*.

Evidencing far more wisdom and common sense, he makes eight solid suggestions for parents to consider as they prepare their children to become self-sufficient adults and strong, curious students. His suggestions, which are listed below, are expanded in his article with comments from several college admissions professionals (among them at least two PCACAC members). The primary goal here is not to make a child look better to a college admission officer, but rather to support parents in their efforts to impact the long term quality of their children’s lives.

- Notice what your students enjoy doing and help them do more of it.
- Insist they develop practical homework skills.
- Make sure that they know that “B” grades are fine and that fun is important.
- Enroll in Algebra I in the eighth grade.
- Urge those who are curious

the other newspapers which accumulate over the course of a week. Even though I now “read” more books on my iPod than in hardback, there is something about the newsprint, a mug of coffee and a quiet morning that opens new horizons and insights every week. Although I always expect to find at least one article related to the college admission



The Anchor newsletter is produced quarterly for PCACAC members.

Editor: Joe Manning

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

PCACAC

Attn: Mary Layman

College Advisor

The Covenant School

Post Office Box 8308

Charlottesville, VA 22906

New PCACAC phone number: (434) 989-7557



Before you travel to Hunt Valley ...

- Check out the website – we would like your feedback and suggestions for uses for the new site.
- Go to the website to read the proposed changes to the PCACAC board structure.
- Go to the website to read the proposed changes to the PCACAC bylaws
- Consider making a commitment to volunteer service. Committee chairs will be available at tables outside the Counselors’ College Fair on Monday to answer questions and recruit new members.

- about the world to take a foreign language.
- Flavor family field trips with a bit of college atmosphere.
 - Character counts. Encourage its development.
 - Do everything you can to promote the habit of reading.

The Matthews article encourages young adults to do something different and original, to experience life, and thus to improve their ability to write well, to think creatively, and to develop a holistic picture of the world in which they live. These same conversations take place in the offices of many of my colleagues with hundreds of students and parents each year as they prepare to make their way through the admission process. The stark contrast between these two articles points out the importance of those conversations, and of the role of PCACAC and NACAC as trusted sources of information in the college admission process. As

college admission professionals, we share our knowledge and experience (not hysteria and anxiety) with students and families as we counsel them to make thoughtful decisions about their futures. In an effort to support this work you will find in the launch of the new PCACAC website a tab in the blue navigation bar entitled Online Resources. This is a new section, where we will provide resource information to our members, their students and families, concerning the college admission process. We hope to provide this information with the goal of being a trusted source of knowledge about the college admission process. Just as NACAC has developed the Knowledge Center, we hope to follow their lead in providing our members with a “toolbox” to help them improve as college admission professionals. I look forward to the growth of this page, and to member comments and contributions to stimulate that growth. ↴

Movers and Shakers

The College of William and Mary is excited to welcome **Tim Wolfe** back home to the Admission Office!

Alan Liebrecht has left the University of Charleston (WV) to become the Associate Vice President for Enrollment Management at Park University in Kansas City, MO. Best wishes in Missouri Alan!

Important Dates and Deadlines

April 17–19, PCACAC Annual Conference

May 31 – June 3, Critical Components: Mastering the College Admission Process

July 25–26, Summer Institute

September 22–24, NACAC National Conference

April 21–24, 2012, PCACAC Annual Conference with SACAC

Former Director of Admissions Dies



A former director of the Office of Admissions, best known for putting an emphasis on admitting foreign students to The George Washington University, died Dec. 27. He was 84.

George W. Stoner served as the director of admissions for more than 50 years, and was revered by his colleagues for his love and loyalty to GW.

“His passing marks the end of an era at GW,” Vice President for Enrollment Management at Goucher College and Stoner’s former colleague Michael O’Leary said. “George was among the first in the admissions profession to actively recruit students from abroad.”

O’Leary said Stoner loved traveling and was a great conversationalist. He added that Stoner was also known for the amount of food he was able to consume given his relatively modest frame.

Stoner was known for promoting foreign enrollment.

Stoner helped to develop the Colonial Challenge and Admissions Alumni programs.

He later worked part-time as a special assistant to the executive director of the Office of Enrollment Management.

In 1996, Stoner received The George Washington Award — one of the most prestigious awards bestowed by the University — for his broad impact on the GW community and for service that exceeded expectations.

“No one was more loyal to GW for any longer time, working here at GW for almost 45 years,” said Associate Vice President and Chief of Administration Fred Siegel, who succeeded Stoner as admissions director when Stoner retired.

Stoner developed many lasting friendships, both personal and professional, through his membership in organizations such as the National Association for College Admission Counseling, American Association of Collegiate Registrars and Admissions Officers, the College Board, and the Council of International Schools, O’Leary said.

He also received the Service Award from GW’s Student and Academic Support Services in 2005.

“He will never be forgotten, nor will his elegance ever be matched,” Siegel said.

As a member of GW’s Heritage Society, Stoner supported the University through planned gifts, contributing especially to the University’s libraries.

“While his death marks the end of an era at GW, his legacy will live on,” O’Leary said. ↴

Reprinted with permission
[The GW Hachet](#) January 13, 2011 by Emily Cirillo

Drive-In Workshops

Jake Talmage, Co-Chair, Professional Development Committee; St. Paul's School for Boys (MD)

The most recent Drive-In Workshop hosted by American University (DC) had a great turnout of nearly 50 participants including college admission officers, high school counselors and independent counselors. This program, coupled with an equally successful event at Salisbury University this fall and a partnered program in

Charles City County, concludes our scheduled Drive-In Workshops for this year. We are currently exploring a program in West Virginia to be partnered with Kentucky ACAC and looking for future locations.

The PCACAC Drive-In Workshops have developed a strong half-day model. A host college provides facilities, and services as well as some faculty for sessions. The schedule typically consists of three sessions. The first session deals with ethics and is presented by a member of the PCACAC Admission Practices Committee. The second session provides break-out opportunities

targeting different, timely topics that would interest various professionals. For example, at American University, the sessions were Financial Aid 101 (presented by an American University financial aid officer), Recruiting LGBT Students (presented by a counselor from American University's LGBT support office) and Counseling at a Large School (presented by PCACAC's President Jayne Fonash). The formal program concludes with a panel discussing the importance of college and school relationships. After lunch, the host college typically offers optional tours for interested counselors. ↴



Jayne Fonash, PCACAC President shares her experience from counseling at a large school.



Jake Talmage moderates a panel of PCACAC professionals. (L to R) Ben Rous, Hampton Roads Academy (VA); Greg Grauman, American University (DC); Lou Hirsh, University of Delaware (DE); PCACAC President Jayne Fonash, Loudon County Public Schools Academy of Science (VA); and Co-Chair, Professional Development Committee, Jake Talmage, St. Paul's School for Boys (MD)



2011 PCACAC SUMMER INSTITUTE

JULY 25-26, 2011
Roanoke College
Salem, Virginia

COST

The \$200 registration fee includes all programming, lodging, Monday night's social, and meals.

COLLEGE TOURS

For an additional fee of \$50, there will be a college tour on Wednesday, July 27, featuring Washington and Lee University, Virginia Tech, and Radford University.

MORE INFORMATION

Please contact Ben Rous, the Summer Institute's Chair, via email at brous@hra.org or phone at 757-884-9389 for additional information.

CEU's

Continuing Education Units are available for this event.

The Potomac and Chesapeake Association for College Admission Counseling (PCACAC), in conjunction with Roanoke College, is hosting the eighth annual Summer Institute for high school counselors, independent counselors, and college admission professionals.

Using a personalized setting, the PCACAC Summer Institute is uniquely designed to provide professional development, networking opportunities, training, and leadership development for professionals who assist students in the transition from high school to college.

Join us for three exciting days of learning and sharing at Roanoke College!

Topics to Include

- Ethics in Admission
- Parents in the Process
- Territory Management
- You Are the Committee
- Future Trends in Admission
- Campus Visit Programs
- Special Populations
- Transfer Students
- Community & College Relations
- Using Volunteers in the Office
- Financial Aid
- Students with Special Talents
- The College Essay
- Technology in Counseling
- The Letter of Recommendation

Faculty to Include

- Mildred Johnson, Virginia Tech
- Jeannine LaLonde, Univ. of Virginia
- Ben Rous, Hampton Roads Academy
- Lou Hirsh, University of Delaware
- Paul Feakins, Norfolk Academy
- Tim Wolfe, College of William & Mary
- Mary Layman, Covenant School
- Paul Horgan, Cape Henry Collegiate
- Sarah Erickson, Washington & Lee U.
- Ali Gauch, U. of Mary Washington
- Pete Colbert, Roanoke College
- Matt Munsey, Radford University
- Jayne Fonash, Academy of Science
- Don Birmingham, Nansemond-Suffolk
- Elise Bennett, Roanoke College

2011 candidates 2011 candidate

PCACAC Election of Officers 2011 Vote at www.pcacac.org

Jeffrey E. Smith, PCACAC Past President and Chair, Nominating Committee; St. Mary's College of Maryland (MD)

As Past President of PCACAC, I have the honor to chair the Nominating Committee for this year's election of officers for the PCACAC Executive Board. Typically, we are excited to have a number of strong candidates for the open positions on the board. But I would like to give some background as to this year's field of candidates and the voting process. As an organization, every year we elect a person for the Presidential cycle, who will serve as President-Elect, President, and Past President. This position is a 'single-slated' position, meaning that the Nominating Committee will bring a single name to the Executive Board for approval. This year, we are also electing a Secretary to serve on the Executive Board, which serves as a two-year term. There have been multiple candidates in years past for this position, but only one name was passed on to the Nominating Committee for this position.

This year we will not vote for Assembly Delegates to the PCACAC Executive Board. The NACAC Assembly approved to reduce its size during the fall National Conference to create a more streamlined governing body. Due to a formula developed by NACAC to provide better percentage representation among the affiliates, the number of PCACAC delegates was reduced from 18 to 14. Luckily, we have 4 delegates who are finishing their three-year terms as NACAC Assembly delegates, so through attrition PCACAC is able to meet the size of our delegation.

You might be questioning why we're having an election when we're not voting for delegates, we have a single-slate candidate for President-Elect, and there's only one member running for the position of Secretary. As a member organization, it is your duty to vote for our candidates for the Executive Board.

I encourage all members to vote and show your support for our candidates. They have

given of themselves to serve this organization, and the least we can do is support their commitment by voting. Your vote for our candidates also demonstrates your confidence in these candidates to represent our association's interests.

Candidate for the position of President-Elect is Carolyn Doyle, Archmere Academy (DE) and candidate for the position of Secretary is Anne Mickle, St. Timothy's School (MD). To introduce our candidates to the membership, we asked "What is the main benefit of being involved with PCACAC?" and "What are some ways that PCACAC can help counselors in their day-to-day jobs of helping students through the college search process?" I hope the candidates' answers will help you get to know them better. Thank you candidates for stepping up to run for office and thank you members for voting! ⚓

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 PDE, TIFF or JPEG ads that are in keeping with the PCACAC philosophy can be submitted to Joe Manning, manningj@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

Summer

Submission Deadline: May 15
Online Publication Date: July 1

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



Visit the newly redesigned and reorganized **PCACAC.org**

Candidate for President-Elect

Carolyn Doyle

Director of College Counseling,
Archmere Academy (DE)



“There are numerous benefits to membership in PCACAC, but to me the greatest benefit is professional development. Whether it’s the first day on the job, as it was for several attendees at our Summer Institute last year, or the countdown to retirement, there are always new practices to implement, new issues to contemplate and ever changing methods to employ to better serve students. PCACAC provides the opportunity to become a better, more effective counselor.”

“We all know the many roles and tasks we juggle on a daily basis in assisting students. PCACAC can help us with these daily acrobatics by keeping us all connected – to one another and to this organization – and informed. An accessible, updated website is essential, along with frequent email blasts

announcing upcoming workshops, programs and current issues. Furthermore, personal experience has taught me the value of the Ann Powell Mentoring Program; I’m fortunate to be “connected” as a member to Shanna Houser. I’d like to see this program expand to include more PCACAC members.”

“But even if not through a formal program, couldn’t we all reach out or “connect” to a new colleague and share information, techniques and best practices through membership in PCACAC? I know I’m a better counselor because of my membership in PCACAC. For a number of years I’ve had the privilege to Co-chair the Membership Committee, serving on annual conference committees, and on the Admission Practices Committee.”

Candidate for Secretary

Anne Mickle

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



“I have loved being a member of PCACAC since I came to the region in 2004. The organization has so much to offer in the way of programming and networking. As secretary, I have learned so much about both PCACAC and NACAC and would welcome the opportunity to serve PCACAC for two more years. PCACAC is an amazing resource for so many reasons, but I think that the main benefit is wonderful colleagues from all sides of college admissions. There are amazing resources about anything to do with the college admissions process. The regular programming allows the membership to come together and to learn from one another. The sessions at the annual conference provide a more formal setting for

the sharing of information but there are many informal opportunities as well.”

“I think that PCACAC can help counselors in their day-to-day job of counseling students by providing a great network of professionals from whom we can learn and share information. I do not hesitate to contact other PCACAC members to ask questions or to share information. Having this local resource allows us all to be more effective in doing our work.”

PCACAC Bylaws Report

Jenifer L. Blair, Chair, Credentials Committee; The Boys’ Latin School of Maryland (MD)

The PCACAC Bylaws have undergone significant review in the past few months to address recommended changes in the leadership of the organization and compliance with the NACAC Bylaws. The Executive Board has approved the Bylaw changes for your review and vote in April. We have posted the Bylaw revisions on the PCACAC website: www.pcacac.org for your review. Please feel free to contact me if you have any questions. We will vote on the Bylaw changes during the business meeting at our conference in Hunt Valley, MD on Tuesday, April 19, 2011.



conference **PCACAC** PROGRAM SESSIONS

Stories from the Road	Student Driven Marketing Initiative
Success for African-American Males	Increasing Diversity
Bag the Excuses	The Best and the Worst of Junior Parent Panels
NCAA Eligibility	Show the Value of a Liberal Arts Education
Student Views of the Admission Process	The Adult Student
Current Trends	Video Engagement
Selling Our Souls	Recruiting Underrepresented Students
NACAC M2M	Cheating for China Detection
Is College Worth It?	Advanced Trends
Putting it All Together	Enrollment and Retention
The Art of Personal Writing	NACAC's survey results on USN&WR's annual college rankings
Recommendations: The Student Role	Scholar Development
Reporting to the Board	Student Ambassadors
Common Application Update	Preparing Transfer Students for U.Va and W&M
FAFSA	Summer Application Workshops



JAMES MADISON UNIVERSITY



Top 3 business school in the U.S. among publics for return on investment by *BusinessWeek* magazine (2009)

21st in *Kiplinger's Personal Finance's* 100 Best Values in Public Colleges (2010)

To come see for yourself, go to:
www.jmu.edu/admissions/visit



Come see why *U.S. News & World Report* has ranked us as the South's top public master's-level university for 17 straight years.



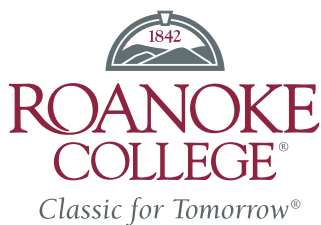
The course “Are Virtual Realities for Real?” was a natural choice for me, as I’ve been a sci-fi geek forever.

In their core curriculum, most college students will take introductory courses with titles like Freshman English or Government 101 or Chemistry 101. At Roanoke College, core courses have names like “Forensic Science: The Science Behind CSI” or “Human Rights in Comparative Politics” or “Statistics and the Weather.”

Classic Skills Taught in a Fresh Way

Because all of Roanoke’s core courses are topic-based, students see firsthand how the classic liberal arts skills are applied to modern issues. Because they choose topics they are passionate about, Roanoke students are naturally more engaged. What does this lead to? Better learning, of course.

www.roanoke.edu/curriculum



Critical Components:

Mastering the College Admission Process



National Association for
College Admission Counseling

Helping millions of students and families negotiate a path to and through college is no small task, which is why **NACAC has created Critical Components: Mastering the College Admission Process** to give you the tools to tackle our toughest problems and keep ahead of the curve.



WITH GENEROUS SUPPORT FROM



Intended for school counselors, school-based college and career center staff, independent educational consultants, members of college access programs, TRIO-funded programs and community based organizations (CBOs), this program will include:



KEYNOTE SPEAKER DR. CHERYL HOLCOMB-MCCOY, who has conducted extensive research on school counseling programs that influence students' college readiness, discussing the current climate for college admission professionals and why college counseling is a social justice issue for all students and not just one of the counselor's job responsibilities.

INNOVATIVE SESSION INFORMATION

- Tips to help your students' guard their personal information online
- Myths and realities about proprietary schools
- The impact of non-cognitive abilities on college access and success
- Implementing NACAC's free college planning curriculum
- The role financial literacy plays in college readiness
- The growth of the electronic submission of applications
- Research that will influence the college choice process for LGBT students
- Trends in community colleges
- Inside the committee room
- Deans of admission discuss students with learning disabilities and underachievers

From presenting organizations:

- | | | |
|--|---|--|
| ○ ACCESS Boston | ○ Cristo Rey Network | ○ National Center for Missing and Exploited Children |
| ○ American School Counselor Association (ASCA) | ○ Education Trust | ○ National Partner for Educational Access (NPEA) |
| ○ Campus Pride | ○ KIPP | ○ SEED Foundation |
| ○ City Year | ○ National Center for Education Statistics (NCES) | ○ YES Prep |
| ○ Common Application | | |

MAY 31–JUNE 3, 2017
ARLINGTON, VA

Register now at www.nacacnet.org/critical