



# Welcome

54<sup>th</sup> Annual PCACAC Conference Attendees!

## Come See How We're Revolutionizing Schoolwork

Since 2002, Revolution Prep has helped over 1 million families to reach their academic and test prep goals. With the only faculty of full-time, professional tutors, our focus is matching families with the perfect tutor. Please stop by our booth to learn more about **our school benefits** and how our full-time professional tutors can help students anywhere, anytime, and in any subject.

Stop by our Table to learn more  
& enter our iPad Raffle!



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To simulate the test  
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### Scholarships

Financial need based  
scholarships.  
To make sure all students  
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Testing needs from the  
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Subject Tests, AP, IB, SSAT,  
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To avoid logistical and  
procedural challenges of  
having tutors on campus;  
our full-time tutors are  
background checked



### Convenience of Tutoring Anywhere

To provide consistency  
in tutoring no matter the  
student's location (at home,  
at school, or on vacation)



### Full-Time Tutors

To provide the highest  
quality instruction with  
tutors dedicated to  
your student success



### Dedicated Academic Advisors

To support families &  
match students with the  
best tutor or their academic  
and testing needs



### Faculty & Staff benefits

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and FREE Membership



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with weekly parent updates  
and insightful presentations  
covering the testing  
process



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To give families the  
chance to try our  
tutoring risk free



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To learn more contact: Greg Schrader | (484) 841-8489  
REVOLUTIONPREP.COM greg.schrader@revolutionprep.com

THE INNER 495  
Social Sponsor



A photograph showing the lower half of several students sitting on a wooden bench. They are wearing jeans and sneakers, and some are holding laptops or tablets. The background is a blurred green outdoor setting.

# SCOIR

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**THE INNER 495**  
**Marion Flagg and**  
**Local Counselor Scholarships**



# 54th Annual Conference AT-A-GLANCE

## PROFESSIONAL DEVELOPMENT DESIGNED WITH YOU IN MIND

The Conference Planning Committee (CPC) extends a warm welcome to you for our 54th Annual Conference! This page and the next give you a quick snapshot of the conference schedule.

### THURSDAY, MAY 2

**8am-2pm**

#### COLLEGE TOURS

Refer to the mobile app, website or program

**8:30am-12pm**

#### PRESIDENT'S COUNCIL MEETING

Room 1105

**12-2pm**

#### EXHIBITOR SETUP

Main Concourse

**12-5pm**

#### REGISTRATION

Main Concourse

**2-4pm**

#### EXHIBITS OPEN

Main Concourse

**4-5pm**

#### A SESSIONS

##### A1 - FIRST TIME? GET CONNECTED

First Time Attendees | Room 1105

SPONSORED BY:

**LONGWOOD**  
UNIVERSITY



##### A2 - MIDDLE MANAGEMENT MOTIVATION

Middle Management | Room 0101

##### A3 - THE PURPOSE DRIVEN CAREER

Senior Leadership | Rooms 1101/1102

**5:15-6pm**

#### Conference Kick-off & Keynote, Jayne Fonash

Chesapeake Ballrooms AB

**6-7:30pm**

#### President's Reception

Lower Level Concourse | SPONSORED BY:



The St. Paul's  
Schools



**7:30-9:30pm**

#### Awards Ceremony & Dinner

Chesapeake Ballrooms BC

### FRIDAY, MAY 3

#### WELCOME, ONE-DAY REGISTRANTS!

\* See the next page for more details.

**7:30-11:30am**

#### REGISTRATION

Main Concourse

**7:30am-5:30pm**

#### EXHIBITS OPEN

Main Concourse

**8-9am** *Breakfasts*

#### PAST PRESIDENTS BREAKFAST

Room 2116

#### BREAKFAST BUFFET FOR ALL

Grab breakfast in the Hall of Distinction down the Main Concourse and spend time with exhibitors



# 54th Annual Conference AT-A-GLANCE



## WELCOME, ONE-DAY REGISTRANTS & LOCAL COUNSELORS!

\*One-day registration includes participation in events & sessions scheduled from 7:30 am – 6:00 pm on May 3. Throw on your formal-wear and join us for this evening's Social where you can purchase a \$20 ticket at the prom-tastic event and enjoy the live band, a drink on us, a photo booth, and a chocolate fountain - all sponsored by Revolution Prep!

### FRIDAY, MAY 3

#### 8-9am

Serve up your breakfast at the buffet in the Hall of Distinction and join us for SIG or Committee meetings.

**SPECIAL INTEREST GROUPS (SIGS)**  
Rooms 0105, 1102, 1105, 2110, 2111, 2112

**PCACAC COMMITTEE MEETINGS**  
Grab any table in Patuxent

#### 9-10:15am

##### B SESSIONS

Rooms 0101, 0105, 1105, 2101, 2102, 2110, 2111, 2112

#### 10:30-11:45am

##### C SESSIONS & THINK TANKS

Rooms 0101, 0105, 1105, 2101, 2102, 2110, 2111, 2112, Chasen Lounge

#### 11:45am-1:45pm

##### MEMBERSHIP MEETING & AWARDS

##### LUNCHEON

Chesapeake Ballrooms ABC

Beverage

sponsored by:



**SHENANDOAH**  
UNIVERSITY

#### 2-3pm

##### ANCHOR TALKS & FEATURED SESSION

Rooms 1105, 2101, 2110, 2111, 2112

#### 3:15-4:30 pm

##### E SESSIONS & THINK TANKS

Rooms 0101, 0105, 1105, 1101/1102, 2101, 2102, 2110, 2111, 2112, Chasen Lounge

#### 4:45-6pm

##### Counselors College Fair & Tailgate Party

General Vessey Ballroom

#### 6-8:30pm

##### DINNER ON YOUR OWN

#### 9pm-1am

##### Social - "The Love Boat"

Dance the night away with us at this prom-themed shindig! Formal or semi-formal wear  
General Vessey Ballroom

### SATURDAY, MAY 4

#### 7:30am-12pm

##### EXHIBITS OPEN

Main Concourse

#### 8:30-9am

##### BEVERAGE STATION

Hall of Distinction (end of Main Concourse)

Sponsored by [Richmond Area Independent Schools \(RAIS\)](#)

#### 9-10:15am

##### F SESSIONS

Rooms 0101, 0102, 0103, 0105, 1101, 1102

#### 10:30am-12pm

##### CLOSING SESSION & BRUNCH

General Vessey Ballroom

#### 1:30-2:30pm

##### COLLEGE TOURS

Refer to the mobile app, website or program

# #PCACAC54



**John E. "Jake" Talmage**  
Director of College Counseling  
St. Paul's School (MD)

## *From the president*

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On behalf of the Conference Planning Committee and PCACAC leadership team, welcome to College Park for our 54th Annual Conference! While the official conference theme is Battle of the Beltways, I would like you to focus on one word: ENGAGE.

College Park is near the center of our region - inside the DC Beltway. While the beltways and highways throughout our region separate us with hours of traffic, they also connect us from Delaware to West Virginia to Virginia as we readily drive throughout Potomac and Chesapeake. Just as we connect by driving, our annual conference is an opportunity to connect with each other. Take full opportunity of our time together to ENGAGE yourself by attending sessions, networking with exhibitors, or reliving the glory days at the prom-social with friends, new and old.

PCACAC Conference Chair, Rosemary Martin, and President-Elect, Joel Lang, have organized session offerings representative of the talent and diversity among our members. Under their leadership, the entire Conference Planning Committee (CPC) has come together to create an amazing program. Thank you to everyone involved for their hard work, energy and insight. If you see any of them, please ENGAGE them with a hearty congratulations!

THANK YOU for ENGAGING yourself in this year's conference. Have a great time!

## *From the president-elect*

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For our first timers, welcome to PCACAC's 54th conference. For those returning, welcome back! We are very excited that you chose our conference as your professional development this spring. It is our hope that you will ENGAGE (Thanks Jake!) with your colleagues, with the presenters and with your friends. We encourage you to listen to others, offer your insight and ask questions that challenge and inspire those around you.

If you are new to our PCACAC conference, engage with those who have been attending the conference for many years. You will find a wealth of information, friendly and welcoming professionals, and you'll probably leave with many connections from around our region. These connections will allow tremendous growth in our field - we all learn from each other through presentations and discussions before, during and long after the conference. Make it a goal to meet someone new.

The people I meet are the highlight of my conference experience each year. Through PCACAC, I've had the great fortune to get to know and work with some of the most dedicated professionals in college counseling. And year after year, I find myself renewed and refreshed after our conference, knowing that we all make a difference in the lives of our students.

A heart-felt "thank you" to all those who worked tirelessly to put the conference together. On their behalf, please enjoy your time here in College Park!



**Joel Lang**  
Director of College Advisement  
and School Counseling  
Padua Academy (DE)

## *From the conference chair*

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Welcome to PCACAC's 54th Annual Conference in College Park, Maryland - right outside of one of my favorite places and where I have the pleasure of calling home, Washington, D.C. The last time we were this close to the District was my very first conference, the SACAC and PCACAC joint conference in Arlington, Virginia. After that conference, I was hooked on all things PCACAC!

As the Conference Planning Chair, each year I have the pleasure of seeing the power of a group of dedicated PCACAC colleagues come together and imagine, create, and execute a conference that their peers will never forget. I am forever grateful for the members of the CPC for all of their time and effort. It is truly no easy feat adding more to your plate, when we all know that in the profession of college counseling or college admission there is not much time to be spared. A very big thank you to the esteemed Rhonda Douthit, PCACAC Executive Assistant. It is always a pleasure to work with her and her hard work is incredible.

This year we continued to add changes and exciting ways to engage our membership within the conference - one being the shift in the conference dates to a Thursday arrival. With that in mind, the Professional Development and Inclusion, Access & Success committees put together a pre-conference Boots on the Ground effort within the local community to be able to give back. Second, was the exceptional amount of Local Counselor sponsorships we received this year. We attribute this to the excitement with the location of the conference and the renewed commitment higher education institutions have toward making conferences such as PCACAC accessible for their colleagues.

I am also very excited by the amount of support from not only our donors but also from our PCACAC membership and their submission of proposals to present. This conference is filled with positive energy surrounding some exciting topics that will hopefully generate some great conversations amongst colleagues. Enjoy the time you will have with colleagues both new and old, make new connections, and gain knowledge that can positively impact your career. I hope you are also able to carve out some time to go see the revitalization of College Park or even the District of Columbia. Also, don't miss out on the great college tours being offered. University of Maryland, College Park is a short walk from your hotel room, American University is metro accessible, Georgetown is a short drive away, Mount St. Mary's University and Hood College are just a short drive away as well.

We hope you will take advantage of every opportunity the conference has to offer!



**Rosemary Martin**  
Director of College Counseling  
St. John's College High School (DC)



**David Burge**

Immediate Past President, NACAC  
Vice President for Enrollment Management  
George Mason University (VA)

## *From the NACAC board*

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During my time in National Association for College Admission Counseling (NACAC), both as a member at large and during my tenure on the Board of Directors, I've had the good fortune of attending several different state/regional conferences. But my experience at PCACAC conferences rates amongst my all-time favorites. It is a pleasure to be back among friends for this year's conference in College Park.

While I'm not supposed to have favorites, Jayne Fonash has been one of my favorite new friends that I've made while serving on the NACAC Board of Directors. I am looking forward to leaving College Park with a host of new friends and new ideas that I can help implement in the service of students. These moments of intersection at our conference provide me with the inspiration I need to carry on during the challenging times and the tactical knowledge I need to turn hair-brained ideas into complex realities. We set aside our friendly institutional rivalries for a few days to enjoy each other as professionals, yielding to the greater good of improving ourselves and providing value to our local communities.

Thank you in advance for what I'm sure will be a wonderful few days together. I look forward to seeing you at the NACAC Membership Model session (E8) on Friday and wrapping up the conference with you at the Closing Session & Brunch on Saturday.

**Jayne Fonash**

President-Elect, NACAC  
Past President, PCACAC  
JCFONASH Consulting (VA)

## *From the keynote speaker*

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I am thrilled to be with my PCACAC friends and colleagues at a new location and time for our 54th Annual Conference. Twenty years ago at the encouragement of a colleague, I traveled to Ashville, North Carolina for my first Potomac and Chesapeake conference (actually a joint conference with SACAC), and have known since then that my professional work is always sustained by the core values, the body of knowledge and the sense of community that is PCACAC. As I return each year to our conference, I look forward to connecting with friends and colleagues, adding to my skill set, and recommitting to the noble work we all do every day in our institutions and our communities.

As a member of the NACAC Board of Directors I have also had the good fortune to participate in affiliate conferences around the country, but it is always great to return home. It was here that I learned about ethical practice from Jack Blackburn, Lou Hirsh and Jim Jump; fiscal responsibility from Paul Feakins and Mike Oligmueller; and was fortunate to glean the wisdom of Evelyn White and Audrey Hill. I look to the strength of our future in the hands of James Massey, who is leading an effort to build a PCACAC SIG network; Sanjay Mitchell, who leads our College Fair Committee, whose programming supports those students whose dignity, worth and potential must be protected while they search to find a safe and affordable space inside the rooms of post-secondary education; and Ginger Miller and Nick Orban for continuing to lead our state and federal advocacy work.

During the conference we will have conversations in sessions about recruitment of underserved students, transparency, admissions practices, financial aid, college counseling in large public schools, adolescent brain development. We will focus on important issues including equity, fairness, trust and social responsibility in the college admission process, and search for ways to establish more equitable K-12 funding, more school counselors to assist students, and more funding for public higher ed funding. Many thanks to the Conference Planning Committee for a robust schedule!

I am also here to listen to each of you, to hear your concerns and answer your questions about challenges we face within NACAC and our profession. Together with my friend and Board colleague David Burge, we are here to share details of a revised membership model that responds to members' concerns voiced during last year's Annual Membership Meeting and in the months leading up to it. The board believes this revised model has the potential to strengthen the association and help it to grow in the years to come by making it easier for more institutions and individuals to join. At this point it is only a proposed model, and we are asking for your feedback.

I do not believe that any of us here would readily change places with someone in another profession. The energy, faith, and devotion that each of us bring to work every day only strengthens our commitment to our students, our members, and the institutions we serve. I remain convinced that when the world is lacking in integrity, we find it in ourselves, and we change the world every day from where we are standing. In the next few days and the years to come, I invite you to join me and pledge that together we will continue to change the world every day.

## PRE-CONFERENCE COLLEGE TOURS

# Thursday, May 2

8:00am-2:00pm

### Maryland

It's all about YOU, and one of our goals for the conference is to provide you with networking opportunities galore! To schedule a tour with the following colleges before and/or after the conference, please contact each rep listed here.

**GOUCHER**  
— college —

1021 Dulaney Valley Road | Baltimore, MD  
Lisa Hill | lhill@goucher.edu  
www.goucher.edu | 410-337-6517



401 Rosemont Avenue | Frederick, MD  
Payton Mills | millsp@hood.edu  
www.hood.edu | 301-969-3400



60 College Avenue | Annapolis, MD  
Amanda Stevens | Amanda.Stevens@sjc.edu  
www.sjc.edu | 410-626-2524



7682 Baltimore Avenue  
Rossborough Inn | College Park, MD  
Veronica Marin | vmarin1@umd.edu  
www.umd.edu | 301-314-1223

### Washington, DC



4400 Massachusetts Avenue NW | Washington, DC  
Tiana Hakimzadeh | hakimzad@american.edu  
www.american.edu | 202-885-6177



White Gravenor Hall, Ste 103  
37th and O Streets NW | DC  
Laura Iwanik | li86@georgetown.edu  
www.georgetown.edu | 202-786-3600

## POST-CONFERENCE COLLEGE TOURS

# Saturday, May 4

### Maryland



60 College Avenue | Annapolis, MD  
Amanda Stevens | Amanda.Stevens@sjc.edu  
www.sjc.edu | 410-626-2524



# Thursday, May 2

**12:00-2:00pm**

**12:00-5:00pm**

**2:00-4:15pm**

## MAKING THE MOST OF THE SOCIO MOBILE APP:

While at the event, shake your phone (like you're shaking someone's hand) to discover who is around you and exchange profiles with a click of a button!

Evaluation direct links:

Sessions:

<https://forms.gle/KuV6SyU2paaHQCqa6>

Conference:

<https://forms.gle/AJ2DLqdckidDog6d6>

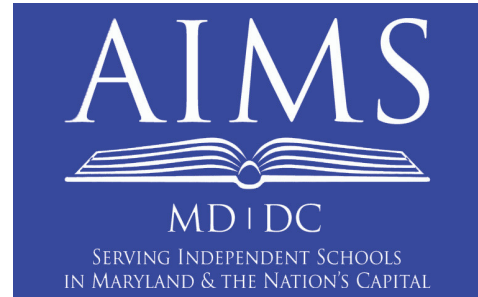
## Exhibitor Setup

Main Concourse

## REGISTRATION & HOSPITALITY

Main Concourse

Hospitality Table  
is sponsored by



## EXHIBITS OPEN

Main Concourse

**don't forget to complete your**

*Session & Conference  
Evaluations*

Click on the links at [www.pcacac.org/conferences](http://www.pcacac.org/conferences) OR

1. Download Socio Event App on your Android or Apple device
2. Set up your account profile.
3. Search for PCACAC54
3. Open the menu and select "Evaluations"
4. Choose which evaluation you'd like to complete

Or, access each survey through the links to the left.

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# EXHIBITORS

VISIT THE EXHIBIT HALL IN THE MAIN CONCOURSE

ACT | NRCCUA

[encoura.org](http://encoura.org)

ACT | NRCCUA is an educational data science & research organization serving over 1,900 higher ed institutions. Through Encoura's Data Lab, the company combines data science, advanced analytics, research, & predictive modeling so institutions can meet their enrollment goals & improve student success & outcomes.

CAPITAL EDUCATORS

[www.capitaleducators.com](http://www.capitaleducators.com)



Capital Educators offers test preparation courses for high school students along the Baltimore-Washington corridor. We run programs in preparation for the SAT, ACT, and SAT Subject Tests in Maryland, DC, and Virginia. We have been consistently recognized for the quality of our instruction, service to our families, and commitment to educational access.

CAPTURE HIGHER ED

[www.capturehighered.com](http://www.capturehighered.com)

Capture Higher Ed is the world's best at using big data and cutting-edge technology to attract, engage, and recruit mission-fit students. Capture maximizes engagement at the most influential times, delivering a better ROI to its partners. Capture's technology provides highly customizable, on-demand data, to easily measure outcomes in real time.



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EDUCATION FIRST

[efgapyear.com](http://efgapyear.com)

An EF Gap Year will transform you into a true global citizen. You will travel the world, learn a new language, serve a good cause, gain internship experience in your future career, and develop your leadership abilities. You'll build an impressive portfolio of global skills while you're away. And you'll return home more self-confident, self-reliant and mature-ready for success in college and your future career.



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INDUCK COLLEGE IMPRESSIONS

[induck.co](http://induck.co)



Induck is an online college guide that gathers information through in-depth conversations with current college students. This gives subscribers various perspectives on the experience at a certain school. The product currently features over 750 interviews covering 100 schools and is being updated daily.

INTERNATIONAL BACCALAUREATE ORGANIZATION

[www.ibo.org](http://www.ibo.org)



International Baccalaureate  
Baccalauréat International  
Bachillerato Internacional

The IB offers an education for students from age 3 to 19, comprising of four programmes that focus on teaching students to think critically and independently, and how to inquire with care and logic. The IB prepares students to succeed in a world where facts and fiction merge in the news, and where asking the right questions is a crucial skill that will allow them to flourish long after they've left our programmes. We are supported by IB teachers and coordinators who develop and promote the IB's curriculums in almost 5,000 schools globally every day, in over 150 countries around the world.

KAPLAN TEST PREP

[www.kaptest.com](http://www.kaptest.com)



For over 75 years Kaplan Test Prep has helped students reach their admission goals through test preparation. Throughout most of the Potomac and Chesapeake areas we offer an array of options for students and schools such as in-person practice tests including an SAT/ACT combination test, one-on-one tutoring, on-site or online classes, and online self-paced programs. The secondary schools we partner with in the Potomac and Chesapeake areas find value in the quality of our curriculum and instructors, the options we have for families of all income levels, and the local service our program managers provide.

THE PRINCETON REVIEW

[www.princetonreview.com](http://www.princetonreview.com)



For more than 35 years, students and their families have trusted The Princeton Review to help them get into their dream schools. Our mission is to provide personalized, innovative, best-in-class private tutoring, test prep, and admission products and services to help students knock down barriers and achieve their academic goals. We are solely on the side of the student; we are not affiliated with any of the test developers.



# EXHIBITORS

VISIT THE EXHIBIT HALL IN THE MAIN CONCOURSE

PNC BANK

[www.pnconcampus.com](http://www.pnconcampus.com)



For over half a century, PNC has been helping students and their families afford the costs of higher education. Our team of experienced professionals - including dedicated Campus Relationship Managers - works to exceed expectations by providing personalized, quality service every step of the way. PNC offers credit-based loan solutions for students in undergraduate, graduate, health and medical professions, health professions residency, and bar study programs, as well as an education refinance loan. All of our education loans offer a choice of repayment terms and the convenience of fixed- and variable-rate options. Additionally, a wide range of financial tools and educational materials can help students to understand student loans and overall debt management. PNC also launched the PNC Education Loan Center Achiever ScholarshipsSM program in 2015 to further support students by giving them a chance to win \$2,000 to spend on their education expenses. We award a total of \$24,000 annually to eligible undergraduate students who have entered the sweepstakes through their Financial Literacy account. PNC is committed to combining the right financing with the financial tools, resources, and education our customers need, connecting students to smart education financing solutions.

REVOLUTION PREP

[www.revolutionprep.com](http://www.revolutionprep.com)



REVOLUTION PREP

Since 2002, Revolution Prep has helped over 1 million students to boost scores and build confidence. Every tutoring company claims they have the best tutors. At Revolution Prep, we can prove it. With the only full-time faculty in the business, our professional tutors have dedicated their careers to helping students. They're not part-timers. They don't do this on the side. And because of our online platform, they're not limited to just the families they can drive to. At Revolution Prep, we provide families with the absolute best tutors in the country; not just the best one in their neighborhood. Plus, with a pedagogy based on "Growth Minds" research out of Stanford University, we don't just teach tips and tricks, but holistic skills that create stronger students and lifelong learners. And that's why more schools trust Revolution Prep as their preferred tutoring partner than any other test prep company in the country.

SCOIR

[www.scoir.com](http://www.scoir.com)



Scoir was founded on the belief that students are more than their SATs and GPAs, and they are leading a revolution to transform the college admissions process from a short-term, quantitative transaction to a long-term, qualitative engagement. Scoir enables students to showcase their talents and individuality through digital profiles while searching for colleges that best suit their interests. In addition, Scoir provides an interface for parents so that they may become a part of the search process. The platform also allows counselors and teachers to send recommendations, transcripts and additional documents efficiently, with convenient scheduling and messaging programs, so they have more time to focus on their students.

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STUDY SKILLS  
& ACADEMIC COACHING



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FUNDING GOACH

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Since 2002, our nationally-recognized workshop, LITTLE-KNOWN SECRETS OF PAYING FOR COLLEGE has sought to educate parents on the often confusing path of planning financially for their children's college educations. We teach our class in many public and private elementary, middle and high schools located in 24 states across the country. This workshop is valuable both for families who can qualify for financial aid, and those who cannot. Most schools have found our class to be an excellent complement to the work that the schools are doing to prepare families for college.

# Thursday, May 2

## A SESSIONS

4:00-5:00pm

*On behalf of  
the President...*

5:15pm

6:00pm

7:30pm

### A1 - First Time? Get Connected

Room 1105

Been in the profession for less than 3 years, or is it your first time at a PCACAC conference? Join us for some fun and to learn more about our organization and how you can become a future PCACAC leader.

Session & door prizes  
sponsored by

**LONGWOOD**  
UNIVERSITY



*Charlain Bailey, Retired, Montgomery County Public Schools (MD)*

*Elizabeth Fitzgerald, Stevenson University (MD)*

*Jordan Holmes, American University (DC)*

*Melisa Hypolite, CollegeBound Foundation (MD)*

*Michael Kaplan, Norfolk Collegiate School (VA)*

### A2 - Middle Management Motivation

Room 0101

Designed for those that have been in the profession for 3+ years. Whether you are early in your career aspiring to take the next steps to leadership or already "in the middle" trying to balance it all, this session is for you. Our panelists will discuss how some of the most important functions of a middle manager are motivating, leading and inspiring...this also includes building a team and finding ways to support them. Our talk show style format will be sure to energize and entertain you.

*Dominic Chappell, Future Center RVA (VA)*

*James Dewey-Rosenfeld, Catholic University (DC)*

*Damian Garcia, Glenelg Country School (MD)*

*Claudia Hernandez-Ponce, Johns Hopkins University (MD)*

*Rebekah LaPlante, Radford University (VA)*

*Rosemary Martin, St. John's College High School (DC)*

*Thomas McKenna, Shenandoah University (VA)*

### A3 - The Purpose Driven Career: "Old Folks" Reflect on Their Professional Journey

Delaware

Been in the profession for 10+ years? Interested in hearing from some of our "seasoned" professionals who have weathered the ups and downs of college admission and school counseling? All their journeys have taken different paths, but one thing remained in the forefront, serving students to the best of their ability. Are you a part of the next generation of leaders who will emerge to "weather the storm" in our professions? PCACAC will be an organization to offer support and provide opportunities to guide your decision-making as you continue on your counseling journey.

*Jenifer Blair, SC Governor's School for Science and Mathematics (SC)*

*Barry Bradberry, Elon University (NC)*

*Mildred Johnson, Radford University (VA)*

*Jim Jump, St. Christopher's School (VA)*

*Robyn A. Lady, Chantilly High School (VA)*

*Jeannine Lalonde, University of Virginia (VA)*

### Conference Kick-off with Keynote Speaker, Jayne Fonash, NACAC President-Elect

Chesapeake Ballrooms ABC

### President's Reception with the St. John's College High School Hip Hop Dance Team

Lower Level Concourse

### President's Dinner & Awards Ceremony with University of Maryland's Jazz Band

Chesapeake Ballrooms ABC



# Welcome one-day attendees!

**7:30am-5:30pm**

**7:30-11:30am**

*Breakfasts*

**8:00-9:00am**

## **EXHIBITS OPEN**

Main Concourse

## **REGISTRATION**

Main Concourse

## **BREAKFAST BUFFETS**

### **Breakfast Buffet for All**

Hall of Distinction (Main Concourse)

Our exhibitors are eager to share valuable information about their products and services! Grab your buffet-style breakfast and eat while you cruise the exhibits, meet with your PCACAC committee, or attend a Special Interest Group (SIG) session.

### **Past Presidents Breakfast**

Room 2116

This special breakfast honors the contributions made to the Association and the field of college admissions by PCACAC's past presidents. This event is for past presidents only.

## **PCACAC Committee Meetings**

Patuxent Room

## **Special Interest Group (SIG) Meetings**

Special Interest Groups (SIGs) nurture the growing diversity in our association by providing "micro" communities within which members can network and add value to their membership experience.

### **African-American**

Room 0105

*James B. Massey, University of Maryland, College Park (MD)*

### **First Generation**

Room 2110

*Damian Garcia, Glenelg Country School (MD)*

### **Independent Educational Consultants**

Room 2111

*Missy Moreland, Moreland & Associates (MD)*

### **Latinx**

Room 2112

*Guadalupe Sanchez, Radford University (VA)*

### **Rural Communities**

Room 1102

*Jake Talmage, St. Paul's School (MD)*

# Friday, May 3

## B SESSIONS

9:00-10:15am

*Stop by the  
Hospitality Table!*

Swing by and pick up a treat, ask about the local area, or learn more about PCACAC and NACAC. Located in the Exhibit Hall near the Registration Desk (Main Concourse).

### B1 - Workplace Wellness: How Not to Neglect Yourself

All - Room 0101

Often times we take care of everything and everyone else before ourselves. However, when you take better care of yourself, you'll be more efficient with job duties and deal with your responsibilities more effectively. Hear from five seasoned WVU regional recruiters as they discuss wellness strategies they use that can also help you cope during a very busy and stressful college admissions season. Applicable to both sides of the college admissions desk, workplace wellness not only makes you better but can also engage the entire staff.

*Rachelle Davis, West Virginia University (WV)*

*Kelly Lowery, West Virginia University (WV)*

*Jamie Miller, West Virginia University (WV)*

*Casi Smith, West Virginia University (WV)*

*Mandy Weaver, West Virginia University (WV)*

### B2 - College Planning Across the Table

Secondary/CBO - Room 0105

Our goal for this session is to ensure those who join us understand how we can make the college planning process an easier, less stressful time (for both students and counselors) through collaboration and leaning on colleagues across the table. From working with admissions officers to bringing in IECs for seminars, there are ways to mitigate the stress felt by counselors and students, no matter the size of the school.

*Mary Hull, Richard Montgomery High School (MD)*

*Jordan Kanarek, Collegewise (DC)*

*Michael Nixon, University of Maryland, College Park (MD)*

### B3 - Degrees of Diversity: An Inside Look at Creating A College Overnight Experience for Targeted Populations

Postsecondary - Room 1105

Universities face increasing obstacles to diversifying their student population. Creating a campus experience is one way to build a connection with prospective students to showcase campus and academic life that will positively influence their decision to enroll. Learn how one University Admissions Office partnered with key campus constituents: current students, residential and campus life offices, and faculty (yes, faculty) to work together to create a college overnight experience for underrepresented, first-generation, and out of state students that resulted in 75% of attendees enrolling for the fall freshman class.

*Johnice D. Brown, Longwood University (VA)*

*Aaron T. Sims, Longwood University (VA)*

*Chyanne A. Trowell, Longwood University (VA)*

### B4 - Government Relations: Why Your Voice Matters

All - Room 2101

Join high school counselors, admissions professionals, and Mike Rose, NACAC Director of Government Relations, for a discussion on Government Relations - national and regional legislation affecting our profession: Quality Counseling for College Access, Student Protection, International Priorities, Dream Act/DACA, School Safety and Mental Health, Anti-discrimination, Budget/Appropriations.

*Jayne Caffin Fonash, NACAC President-Elect*

*Ginger Miller, PCACAC Government Relations Chair*

*Nicholas P. Orban, PCACAC Government Relations Vice Chair*

*Michael Rose, NACAC Director of Government Relations*



# Friday, May 3

## B SESSIONS

9:00-10:15am

### **B5 - The Discipline Conundrum**

All - Room 2102

What role does the discipline question play in the college admission process? What impact does it have on admission decisions, how we counsel students and school policy? Hear about this issue from different perspectives including admission officers, school counselors and a Dean of Students.

*Dale Bittinger, University of Maryland at Baltimore County (MD)*

*Sam Kaplan, St. Paul's School (MD)*

*Alice Robertson, Chantilly High School (VA)*

*John E. Talmage, St. Paul's School (MD)*

*Calvin Wise, Johns Hopkins University (MD)*

### **B6 - #relationshipgoals The Case for Trust and Transparency**

All - Room 2110

Join admissions professionals from around the table (formerly known as "both sides of the desk") for a lively discussion about building relationships among high school counselors and college admissions officers that establish trust and engender transparency as we work towards a student-centered counseling/admissions process. Our panelists will share personal stories about collaboration to make connections of integrity, character and truth that assist in their counseling practices as well as provide practical steps to build and grow relationships in this profession. To make the most of this session, please bring a healthy sense of humor and anecdotes to share around our table.

*Kate Jacobson, Franklin & Marshall College (PA)*

*Ryan Jannos, Villanova University (PA)*

*Stephanie Metruk, Garrison Forest School (MD)*

*Jen Pineau, McDonogh School (MD)*

### **B7 - Do More Than Inform: Best Practices for your Session**

All - Room 2111

There is so much we want students to learn from our information sessions, but there are also emotions we'd like them to feel and actions we'd like them to take. So how do we convey the right message and leave a lasting impression? We'll explore a number of different presentation styles, discuss best practices and tips, and brainstorm unique ways to tell the story of life at your institution.

*Corianne Deatly, Colgate University (NY)*

*Fatmata Koroma, University of Pittsburgh (PA)*

*Warren Quirett, St. John's College High School (DC)*

### **B8 - Teacher Recommendations--Tips For Making The Rec Letter Sing!**

Secondary/CBO - Room 2112

A discussion of best practices for training and teaching teachers to write thoughtful letters of recommendation that best support students. Kevin Costa, a McDonogh School teacher, will share a rubric he created to help teachers craft insightful, supportive, and easy to review letters of recommendation. This tool can also help counselors develop and strengthen their letters of recommendation.

*Kevin Costa, McDonogh School (MD)*

*Alice Margraff, McDonogh School (MD)*

# Friday, May 3

## C SESSIONS

10:30-11:45am

### C1 - Purposeful College and Career Search Sites for the Post-Millennial Generation - Scoir & YouScience

Secondary/CBO - Room 0101

Generation Z students are much more purposeful in their college selections. They are cost-conscious, exhaustive researchers highly focused on outcomes. Yet traditional college and career search sites fail to provide the purpose and direction they seek. Scoir and YouScience have now partnered to combine deep analytics and beautifully designed software that enables students to learn more about themselves, explore careers, and discover best fit colleges. This presentation and open discussion will include college counselors sharing firsthand perspectives on using these tools to guide students through the college admissions process.

*Corey Cunningham Fischer, Fredericksburg Academy (VA)*  
*Kevin McCloskey, Scoir (PA)*

### C2 - Leadership Lessons from Women in the Corner Offices

All - Room 0105

Women are in the workforce in dramatic numbers yet earning less than male counterparts. There are too few women in positions of leadership. Barriers exist and need to be overcome. Learn from women at different stages in life sharing what helped them advance, breaking the glass ceiling in leadership positions. This is for women by women. From graduate school to family, to work/life balance and managing stress, you won't want to miss this session!

*Melissa Bevacqua, George Mason University (VA)*  
*Jayne Caflin Fonash, JCFONASH Consulting (VA)*  
*Mildred Johnson, Radford University (VA)*  
*Amy Takayama-Perez, George Mason University (VA)*

### C3 - Admission Practices

All - Room 1105

Each profession has its code of ethics, and ours is NACAC's Code of Ethics and Professional Practices (CEPP). This document is designed to provide the ethical guidelines for our profession and protect the interests of both students and institutions by upholding a college admission process free from coercion and discrimination. It is an affirmation of what we stand for. Learn more about more about the new guidelines as well as discuss some fascinating (and thorny) case studies.

*Dale Bittinger, University of Maryland Baltimore County (MD)*  
*Casey Zimmer, Sanford School (DE)*

### C4 - Decoding the Cost of College: The Case for Transparent Financial Aid Award Letters

All - Room 2101

Students and families confront a lack of information/transparency when making one of the biggest financial decisions of their lives. Financial aid award letters often use confusing jargon, lack consistency, omit the total cost of attendance and include Parent PLUS Loans as "awards". Join us to learn about the report titled, "Decoding the Cost of College: The Case for Transparent Financial Aid Award Letters" that the educational non-profits, New America and uAspire, co-authored where they analyzed 515 award letters and uncovered findings such as 136 unique terms for an unsubsidized student loan, 70% of financial aid award letters provided no explanation of work-study and only about half provided information about how to accept or decline awards. Bring your ideas and best practices for helping students decode the cost of college.

*Rachel Fishman, New America (DC)*  
*Laura Keane, uAspire (MA)*  
*Megan McLean Coval, Nat'l Assoc. of Student Financial Aid Administrators (DC)*  
*Ann Marie Strauss, Garrison Forest School (MD)*

# Friday, May 3

## C SESSIONS

10:30-11:45am

### **C5 - Bridging the College Divide: A Focused Look at Programs that Serve High Potential, Low-Income Students**

All - Room 2110

We will explore programs that have cracked through the barriers that at risk and low-income students face. We will look at the success of the Bard Early College High Schools and the work of the Jack Kent Cooke Foundation's (JKCF) scholars and grants programs. We will explore the impact of JKCF grant on a group of low/moderate income students from Northern Virginia and their college dreams.

*Francesca Gamber, Bard High School Early College Baltimore (MD)*

*Astrik Tenney, Jack Kent Cooke Foundation*

*Kevin Terry, Rock Ridge High School (VA)*

### **C6 - Four High School Visits and a Cloud of Dust - Is the Traditional High School Visit Still Worth the Time and Effort**

All - Room 2111

Admissions staffs across the country spend an invaluable amount of time and resources on high school visits each year. With narrowing budgets and with costs related to rental cars, gasoline, hotels, meals, toll roads, etc. only increasing, any admission offices and recruiters have begun to question the value of the traditional high school visit. Conversely, school and college counselors grapple with challenges related to scheduling conflicts, academic stressors, and space limitations that might prevent students and/or counselors from effectively managing visits with admission representatives.

Some visits, where an admission professional meets with students and/or has time with a school or college counselor, can be invaluable. Yet, many visits result in no students nor an opportunity to meet with a school or college counselor.

This session will explore the experiences of various stakeholders involved in a high school visit and will discuss the distinctive positive and negative qualities of a high school visit. Their value as a recruitment activity in the traditional sense, and what school and college counselors expect from admission counselors and vice versa. We will also discuss and solicit ideas for new or alternative ways in which to efficiently and cost effectively recruit students.

*David Adams, Widener University (PA)*

*Elizabeth Frosini, Wyoming Seminary School (PA)*

*Jeremy Miller, Shippensburg University (PA)*

*Stacy Soircelli, Hatboro-Horsham Senior High School (PA)*

### **C7 - One & Done: Providing College Counseling in Large Public High Schools**

Secondary/CBO - Room 2112

This session is targeted for professionals working in public high schools or organizations serving a large number of students. How do you cover the college search, college list, scholarships and financial aid all in one session with a family? Four seasoned Fairfax County Public School College & Career Center Specialists will share how they provide college admission counseling, programs and services to hundreds of students and families each year.

*Amy Hackett Ferguson, Hayfield Secondary School (VA)*

*Maureen Kim, Fairfax High School (VA)*

*Iris Malave Compher, Chantilly High School (VA)*

*Hannah Wolff, Langley High School (VA)*



# Friday, May 3

## C SESSIONS

10:30-11:45am

*Think Tanks*

11:45am-1:45pm

## D SESSIONS

2:00-3:00pm

**They're back!**

*Anchor Talks*

### **THINK TANK - Better Grades in Less Time: How to Help Your Students Learn Efficiently**

All - Chasen Lounge

If your students would like more time to sleep, hang out with friends, play videogames, read for fun, practice something, or chill, they're good candidates for improved study skills and time management.

If you'd like your students to feel more confident, procrastinate less, work more efficiently, or enjoy working hard to learn things, you'll love learning how to help them learn more efficiently.

Come for the candor, stay for the strategies, and leave with a personalized plan to help your student learn how to learn. Bring your toughest questions!

*Nancy Levonian, Lives Under Construction*

*Paul Rivas, SMITH RIVAS Study Skills & Academic Coaching*

### **THINK TANK - How to Make the Most of your Summer: RepVisits Edition**

All - Room 2102

Whether you're at a high school or a higher education institution, we're all running short on time. There's always another student to be met with, a resume to read, or a call to make. RepVisits was designed by a school counselor to create efficiency in High School Visits & College Fairs for school counselors as well as admission officers. A former high school teacher and college admission officer talk about their experiences in the profession and how to make the most of your summer with RepVisits.

*Erica Krasienko, Hobsons*

*Jason Pierce, Hobsons*

### **Membership Meeting & Awards Luncheon**

Chesapeake Ballrooms ABC

Join us for a delicious meal, special recognition of colleagues, election results, and an update on PCACAC business during the lunchtime awards ceremony. Together, we'll honor PCACAC Board members and discover who our next leaders will be. Everyone is encouraged to attend.

Beverages sponsored by



**SHENANDOAH**  
UNIVERSITY

**The following Anchor Talks are 10-15 minutes and  
presented with a group of other sessions:**

### **D1 - ANCHOR TALK - The Adolescent Brain Goes To College: How Does It Impact The Admission Process?**

All - Room 1105

Research has shown that the "Adolescent Brain" is a work in progress and different from a fully developed "Adult Brain". What does this mean for high school students applying to college? How does this impact their interactions with adults who manage this process and ultimately their decisions on where to attend college? This workshop will explore the impact of brain development during the teenage years and effective strategies when guiding adolescents through the college admissions process.

*Charlain Bailey, Going To College: First Generation (MD)*

# Friday, May 3

## D SESSIONS

2:00-3:00pm

*Anchor Talks*

Groups of 10-15 min  
presentations

### **D1 - ANCHOR TALK - The Tells: Parents and Professionals "Oversupporting" Student Submissions**

Secondary/CBO - Room 1105

In this brief Anchor Talk, you will roar with laughter at hilarious parent writings submitted under the guise of students' applications. Learn to recognize the overstepping and some of the professional responses to re-direct "helpful" parents without hurting feelings or damaging relationships.

*Julia K. Ross, Professional Tutoring, LLC*

### **D1 - ANCHOR TALK - Transitioning to the Next Step in Your Counseling Career**

Secondary/CBO - Room 1105

School Counselors are often apprehensive about changing roles, and sometimes levels, within the profession. Come listen to two seasoned high school counselors talk about their unique paths and experiences in transitioning from the School Counselor role to Directors and beyond. Tips and strategies will be shared.

*Libby Brown, Hanover High School (VA)*

*Shannon Paige Edwards, Hanover County Public Schools (VA)*

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### **D2 - ANCHOR TALK - 16+ Lifehacks to Improve Our Wild Admissions and Recruitment Lives!**

Secondary/CBO - Room 2110

Everyone here knows that life in admissions is rewarding, but also challenging, multi-faceted, and taxing. In this session, we hope to share tips and tricks we have picked up in our years as admission professionals to make your lives easier. From office efficiency to traveling better and smarter, come learn how to work smarter, not harder, and improve your day-to-day lives as recruiters and admission professionals!

*Nicholas Orban, University of Maryland, College Park (MD)*

*Christopher Wild, Goucher College (MD)*

### **D2 - ANCHOR TALK - Collaborating Across Campus to Recruit, Enroll, and Retain Rural STEM Students**

Postsecondary - Room 2110

With funding from a NSF-STEM grant, The Rural and Diverse Student Scholars (RADSS) Program at George Mason University offers scholarships and research experiences to academically talented, underrepresented students from rural areas of Virginia pursuing STEM majors. The RADSS program is a collaborative effort between the College of Science, Admissions Office, and the Office of Student Scholarship, Creative Activities and Research. Presenters will share best practices, evaluation methods, and lessons learned.

*Rachel Cleaver, George Mason University (VA)*

*Rebecca Jones, George Mason University (VA)*

# Friday, May 3

## D SESSIONS

2:00-3:00pm

### Anchor Talks

Groups of 10-15 min  
presentations

#### D2 - ANCHOR TALK - Making Connections During Travel and Across the Desk

All - Room 2110

A discussion about the strengths, challenges, and potential opportunities of Facebook groups for college admissions professionals. We will share the details behind both the DMV Recruiters and Florida Recruiters/Florida Counselors Facebook Groups in an effort to create connections and build community while on the road during recruitment seasons.

David Adams, Widener University (PA)

Courtney Cox, Towson University (MD)

Mariah McLane Giardino, Rochester Institute of Technology (NY)

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#### D3 - ANCHOR TALK: Bring Out the Student's Best Essays by Borrowing from Journalism

All - Room 2111

Students tend to make common mistakes when writing their college application essays. They respond to the prompt with a five-paragraph English paper. They waddle into their ideas. They leave out salient details or include irrelevant ones. They stifle their true voices and use the Thesaurus to sound "smarter." Learn how to apply journalistic principles of interviewing and writing to the process and product while the student maintains complete ownership of the essay.

Karen A. Hott, Two Bridges College Consulting

#### D3 - ANCHOR TALK - IB and The Fourth Industrial Revolution

All - Room 2111

By 2020, the Fourth Industrial Revolution will have brought us advanced robotics and autonomous transport, artificial intelligence and machine learning, advanced materials, biotechnology and genomics." The IB learner profile encourages schools to nurture traits that go beyond academic success and uniquely prepare students for life in a rapidly changing society.

Antrina Leeth, International Baccalaureate Organization

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#### D4 - ANCHOR TALK - Counseling While White

Secondary/CBO - Room 2112

Speaking from the "I" perspective, one professional from the high school side reflects on the responsibility of being a white college counselor at a predominantly white institution. She shares her journey toward understanding her own racial identity and cultural lenses, and developing awareness that race affects our counseling practice--both with students of color and white students. This Anchor Talk will include personal examples of intent vs. impact; building resilience; and being part of the school's diversity, equity, and inclusion work.

Barbara Hancock, The Potomac School (VA)



# Friday, May 3

## D SESSIONS

2:00-3:00pm

### Anchor Talks

Groups of 10-15 min  
presentations

2:00-2:30pm

#### D4 - ANCHOR TALK - Creating a College Going Culture

Secondary/CBO - Room 2112

This session will guide educators through the process of creating a college going culture in their schools. What tools are necessary to help everyone in your school be on board when it comes to creating this culture and keeping the momentum going year after year?

*Natasha Blake-McDowell, CollegeBound Found./SPIRED Consulting Group Inc.  
Melisa Hypolite, CollegeBound Foundation*

#### D4 - ANCHOR TALK - How to Create an Inviting College and Career Center

Secondary/CBO - Room 2112

Having an inviting and engaging 'College and Career Center' is vital to gaining student participation and excitement. How do you do this? Each board should have a current, up-to-date theme, such as College and Career Growth Mindsets. Also, the colors on the boards should be vibrant with interesting borders. Each board should address a need that your student population has, such as presenting trade and job opportunities. In my center, I have one board with an inspirational saying created from the mascots of famous universities. One of the football coaches from Rice University was at my school to recruit a student and loved it. It grabbed his attention, as well as, many of the students. You can do it too! Come to this interesting and lively presentation.

*Michele Werlin, Damascus High School (MD)*

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#### FEATURED SESSION: Personal Career Review

All - Room 2101

As part of the project to chronicle PCACAC's storied history, we will take a journey back in time to gain an understanding of where and how PCACAC began. Join in this lively and engaging conversation with past leaders of PCACAC and NACAC as they discuss the beginnings of our association and the role they played on both the affiliate and national level.

*Audrey Hill, Retired, Montgomery College (MD)  
Joseph Monte, Retired, Einstein High School (MD)  
Susan Rexford, Charles E. Smith Jewish Day School (MD)*

...but wait,  
there's more!

# Friday, May 3

## E SESSIONS

3:15-4:30pm

### **E1 - Recruitment Is Personal. Your Communications Should Be Too.**

Postsecondary - Room 0101

Ferrum College and Spark451 have partnered over the past two years with great success in expanding and enhancing the College's recruitment marketing and communication strategy. Through the use of data augmentation, institutionally-branded creative, and dynamic content messaging, Ferrum has not only increased their application numbers, but reshaped the size and makeup of their incoming class. We'll discuss the best practices strategies that provide a scalable, hyper-personalized communication stream for recruiting today's Gen Z audience.

*Pete Colbert, Spark451*

*James Pennix, Ferrum College (VA)*

### **E2 - Using Growth Mindset to Maximize Success and Reduce Stress**

All - Room 0105

Reading, writing, and arithmetic skills are not enough to prepare today's students for life-long success. Students must also have a mindset which motivates them to overcome the rigors of college admissions, the pressures of social media, and the burdens of overstuffed schedules. Luckily, like the three Rs, mindset is a skill that can be developed with time, effort, and training. In this session, we will discuss the research of Dr. Carol Dweck, author of *Mindset: The New Psychology of Success*, and how Growth Mindset is an essential component of student success.

*Mark Guenther, Revolution Prep*

*Warren Quirett, St. John's College High School (DC)*

### **E3 - African American Males and College Access**

All - Room 1105

Learn how to work with and provide college access to African-American males, a population that has historically had low college enrollment. We'll discuss what's important to focus on when working with this student population and how to engage them in an positive and encouraging way.

*Michael Walden, CollegeBound Foundation*

### **E4 - Aligning Allies: Developing Strategic and Successful CBO Partnerships**

All - Room 2102

Leveraging partnerships in strategic ways can better the capacity and success of college support work. But how and with whom should you partner to boost outcomes? This exercise-based workshop will coach you through the formula and best practices for finding and collaborating with your allies in the field.

*Candace Crawford, E.L. Haynes Public Charter School (DC)*

*Tracy Kyttle, Collegiate Directions (MD)*

# Friday, May 3

## E SESSIONS

3:15-4:30pm

### E5 - Goldilocks Applies to College

All - Room 2110

Applying to college is becoming more complex. Common, Coalition or Snap App? Early Decision, Early Action, or Priority Deadline? Why can't I find how many teacher recommendations are required on a college website or a list of courses taught on a high school profile? If it's this confusing for us, how confusing must applying to college be for students? Join the panel for a discussion of how to make applying to college not too easy, not too hard, but "just right."

*Jeannine Lalonde, University of Virginia (VA)*

*Rosemary Martin, St. John's College High School (DC)*

*James W. Jump, St. Christopher's School (VA)*

*Jeffrey Smith, St. Mary's College of Maryland (MD)*

### E6 - DCTAG Boot Camp

All - Room 2111

An Overview of the D.C. Tuition Assistance Grant Program, which awards over 5,000 DC Residents almost \$40 million to attend eligible colleges and universities throughout the country will be given. This is the only Congressionally funded and legislated program like it in the Nation. It awards up to \$10,000 a year to eligible residents of the District of Columbia who are attending public colleges and universities. It also offers up to \$2,500 to students attending eligible private colleges and universities in DC and private HBCUs. Everything that you wanted to know but were afraid to ask will be part of this session. A glimpse behind the curtain will be given, along with a magical presenter who will be bringing real fire to the session.

*Wendell O. Atkinson, Father of two DCTAG Students*

*M. Christina Carter, Mother of two DCTAG Students*

*Ken Howard, DCTAG. DC Office of the State Superintendent of Ed (DC)*

*Mike Jones, Former DCTAG Student*

### E7 - Navigating the Service Academy & ROTC Application Processes

Secondary/CBO - 2112

Learn about the Service Academy and ROTC application processes, including Congressional nomination and medical qualification requirements. Get advice on how to best guide students interested in these officer commissioning opportunities and walk away with a clear understanding of what the federal service academies and ROTC programs are looking for. Presented by two former military officers with extensive experience working with both service academy and ROTC application/selection processes.

*Lisa Hillhouse, Hillhouse College and Career Advising*

*Chris McMunn, United States Coast Guard Academy (CT)*

### E8 - NACAC Membership Model

All - Rooms 1101/1102

Join NACAC's immediate Past President, David Burge, and President-Elect, Jayne Fonash for an update on NACAC's membership model.

*David Burge, NACAC Past President*

*Jayne Fonash, NACAC President-Elect*



# Friday, May 3

## E SESSIONS

3:15-4:30pm

*Think Tanks*

### THINK TANK - How College Admissions Has Evolved in the 2000s and Where it is Going in the Next Five Years

All - Chasen Lounge

You, me, us: we're all believers. From that first freshman seminar to diploma in hand, college is a glorious runway for young people to launch successfully into the wider world. That said, so many students, and the family members cheering them on, get tripped up by fear, stress, and anxiety throughout the college research and application process. Raw college costs, the weight of standardized tests, fear of underemployment: The list of worries isn't so long, but, boy oh boy, are they humbling to the family just kicking off the college search process.

*The Princeton Review's* Editor-in-Chief, Rob Franek, will lead this look back and look ahead session using both quantitative and qualitative data sets to supply a twenty-year cross section of metrics from current college students, college bound students, parents, and counselors helping them along the way. Rob will cover the following topics:

- Speaking to student and parent fears about college costs and debt
- Diffusing frenzy around standardized tests
- Defining "best fit" so it's a simple and actionable concept no matter economic status
- Addressing college ROI as part of college search
- Discussing how counseling teams guide families to intelligently research and evaluate career service resources

Our goal is to plainly educate and consistently reassure students and their families that the college process is knowable and, indeed, rewarding.

*Robert Franek, The Princeton Review*

### THINK TANK - The Evolution of Enrollment Management Marketing: Where Technology and Tradition Meet

Postsecondary - Room 2101

Successfully reaching prospective students at the right time with the right message requires a balance between today's technology and traditional tactics. The powerful pairing of cutting-edge marketing automation and tried-and-true search marketing will give you the control and data-driven insights you need to connect with your students and their families.

Identify your prospects and track their behaviors to get an in-depth understanding of interest and intent that will guide you and your team to successful, efficient and cost-effective marketing efforts to reach enrollment goals.

*Geoff Broome, Capture Higher Ed*  
*Melissa Richards, Sweet Briar College (VA)*

# Friday, May 3

## MAKING THE MOST OF THE SOCIO MOBILE APP:

While at the event, shake your phone (like you're shaking someone's hand) to discover who is around you and exchange profiles with a click of a button!

### Evaluation direct links:

#### Sessions:

<https://forms.gle/KuV6SyU2paaHQCqa6>

#### Conference:

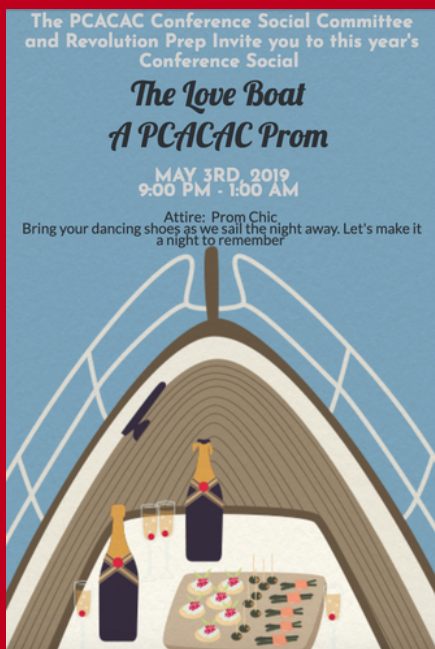
<https://forms.gle/AJ2DLqdcckidDog6d6>

## Night Life...

**4:45-6:00pm**

**6:00-9:00pm**

**9:00pm-1:00am**



**don't forget to complete your**

## Session Evaluations

Click on the links at [www.pcacac.org/conferences](http://www.pcacac.org/conferences) OR

1. Download Socio Event App on your Android or Apple device
2. Set up your account profile.
3. Search for PCACAC54
3. Open the menu and select "Evaluations"
4. Choose which evaluation you'd like to complete

Or, access each survey through the links to the left.

## Counselors College Fair & Tailgate Party

General Vessey Ballroom



This event provides multiple networking opportunities designed to connect high school counselors and college admission professionals. Wear your school or alma mater colors, bring your business cards (and drink tickets), and join us for food, drinks, cornhole, and tons of fun!

## Dinner on Your Own

Visit PCACAC's Hospitality table in the Main Concourse or the hotel Front Desk for recommendations on where to go.

## The Social

General Vessey Ballroom

The PCACAC Conference Social Committee invites you to "The Love Boat, A PCACAC Prom". Bring your dancing shoes as we sail the night away. The attire is PROM Chic so come dressed to impress.

Prom photos previously sent in will be displayed throughout the event and a prize will go to the most memorable photo.

Watch this special video invitation from our sponsor:

[www.pcacac.org/assets/docs/Conference2019/LoveBoatPromposal.mp4](http://www.pcacac.org/assets/docs/Conference2019/LoveBoatPromposal.mp4)



## REVOLUTION PREP

PROGRAM

# Saturday, May 4

8:30-9:00am

*Grab a drink  
before sessions!*

7:30am-12pm

## F SESSIONS

9:00-10:15am

## BEVERAGE STATION

Hall of Distinction (Main Concourse)

Sponsored by

**Richmond Area Independent Schools**

Benedictine College Preparatory, Blessed Sacrament-Huguenot Catholic School, Christchurch School, Collegiate School, The New Community School, St. Catherine's School, St. Christopher's School, St. Gertrude High School, St. Margaret's School, The Steward School, Trinity Episcopal School, Westminster Academy, and Woodberry Forest School

**Beverages and Marion Flaggs Scholarships**

## EXHIBITS OPEN

Main Concourse

### F1 - Career Counseling with "Dreamers"

Secondary/CBO - Room 0101

Addressing the career needs of undocumented youth or "Dreamers" who have significant barriers to equal access due to their legal status presents a pressing social justice issue. This presentation will empower school counselors to be better equipped to facilitate the development of these youths. The presentation will survey the contextual factors which impact undocumented youth, provide a theoretical framework that can be utilized to support undocumented students, and a case presentation.

*Charlain Bailey, Going To College: First Generation (MD)*

*Kristen Lorenz, Shepherd University (WV)*

*Maureen Ponce, Northwood High School (MD)*

### F2 - Do Letters REALLY Matter?

All - Room 0102

Do letters of recommendation really make an impact in college admission? What do colleges really want to read about in a letter and how do high school counselors approach the process of writing one? This panel aims to share perspectives from both the high school and the college side of the desk to consider the 'nuts and bolts' of writing and reading letters of recommendation, as well as the impact of letters on an admission decision.

*Joel Lang, Padua Academy (DE)*

*Casey Padgett, University of South Carolina (SC)*

*Kate Perry, College of William & Mary (VA)*

*Alice Robertson, Chantilly High School (VA)*

### F3 - Current Trends and Future Issues--The Year in Review

All - Room 0103

Join members of the Current Trends and Future Issues committee for an interactive session. Topics include Self-Reported Academic Records (SRAR), Self-Reported SAT/ACT Scores, School Day SAT Administration, the Environmental Context Dashboard and its impact in shaping a class, and the Department of Justice inquiries into the college bribery scam, ED practices and affirmative action in admission practices. This session is meant to be interactive--come and join the conversation about the topics that have impacted your work this year.

*Corianne Deatly, Colgate University (NY)*

*Fatmata Koroma, University of Pittsburgh (PA)*

*Julia Ross, Professional Tutoring, LLC (VA)*

*Janet Weller, Roland Park Country School (MD)*



# Saturday, May 4

## F SESSIONS

9:00-10:15am

### F4 - You Can Go With This Or You Can Go With That: A New Light on College Search Criteria

All - Room 0105

Location. Cost. Number of undergraduate students enrolled. The college quest can incorporate dozens of factors to consider. Are there others that are known to all, but are rarely featured? Can these aspects substantially refine the college going experience? The creation of the College Criteria Project will be one of a number of features discussed so as to provide attendees a new and meaningful framework to work with prospective college students.

*Anthony Ambrogio, St. Catherine's School (VA)*  
*David J. Hamilton, St. Mary's Ryken High School (MD)*  
*Susan Rexford, Charles E. Smith Jewish Day School (MD)*

### F5 - College Counselor's Toolkit

All - Room 1101

For many years these presenters worked to develop a comprehensive college counseling program which has been used at several Public high schools in Montgomery County. Regardless of your setting (private, public or community based) this program model can work to help prepare juniors and seniors for college exploration and the admissions process. Program design includes student data collection tools and programs used in conjunction with college exploration and admissions platforms such as Naviance, Common Application and Coalition Application, department driven student and parent information forms and documents needed to engage in the process, grade level meeting outlines and PowerPoint, workshop ideas, individual and small group activities, field trips, college panels, on-site admission programs and PSAT day activities.

*Susanne Bray, Sherwood High School (MD)*  
*Phalia West, Thomas Edison High School of Technology (MD)*

### F6 - College Kickoff For Juniors

Secondary/CBO - Room 1102

This interactive session will allow counselors to share best practices about what works and what doesn't with regards to the college process for juniors. We will cover all of the "to-dos" (play calls) and tricks (touchdown) that can help juniors feel confident and prepared as they head into application season in the fall. Hear from the perspectives of a recent high school graduate, school counselor and college admission counselor. Take away a timeline, resources and new ideas for your playbook.

*Laura Burrell Baxter, The Key School (MD)*  
*Stella Hudson, College of William & Mary (VA)*

10:30am-noon

### Closing Session & Brunch

General Vessey Ballroom

*Hungry!*

From our admissions offices, home offices, and the high school desks, we often wonder why certain decisions were made at universities from "the higher ups". Well wonder no longer!! Let's welcome Sharon Alston, Barbara Gill and David Burge as they help us understand their lives as enrollment managers at their respective institutions. We will ask them about their day-to-day triumphs and frustrations that exist in their positions. Join us to hear (and potentially vote on) outstanding insight from some of the best in the business!

*Sharon Alston, American University (DC)*  
*David Burge, George Mason University (VA)*  
*Barbara Gill, University of Maryland, College Park (MD)*

*Join us in 2020!*

Mark your calendar now for our 55th Annual Conference at the Hotel Madison in Harrisonburg, VA from April 19-21, 2020.



## download the **Mobile App**

Our mobile app is available for both Android and Apple devices. Download Socio Event App, set up your profile, then search for PCACAC54.



2019 election

## **Vote**

As a valued member, we encourage you to share your voice! Vote by **10pm on May 2:** [www.pcacac.org/2018-election](http://www.pcacac.org/2018-election)



## pick up your **Certificate of Attendance**

at the registration table or email us after the conference at [info@pcacac.org](mailto:info@pcacac.org).



## stop by the **Hospitality Table**

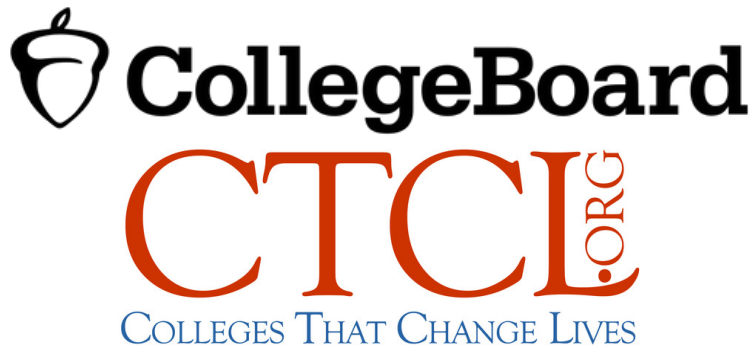
learn about PCACAC and NACAC and pick up your swag, treats, and info about local area attractions.



# Joining us on Friday, May 3

## Local Counselors & Their Sponsors

Knowing that the cost to attend events poses a hurdle for many, PCACAC reached out for support and the response was overwhelming. The following organizations partnered with us to bring a number of local counselors to the conference on May 3.



In honor of President Jake Talmage



# OTHER PARTNERS

## THE VIRGINIA 29



1/4-page Advertisement

**Anthony Ambrogio**  
St. Catherine's School (VA)  
In Honor of PCACAC Past Presidents



Local Counselor Scholarship

**THE GEORGE  
WASHINGTON  
UNIVERSITY**

WASHINGTON, DC  
Local Counselor Scholarship

**HAMPDEN-  
SYDNEY  
COLLEGE**

Local Counselor Scholarship

**JCFONASH Consulting (VA)**  
Jayne Fonash  
Independent Educational Consultant  
Membership Scholarship

**JULIA  
ROSS PROFESSIONAL  
TUTORING, LLC**  
Tutoring | Test Prep | Coaching

Undesignated Contribution

**Michael Carter**  
St. Stephens' & St. Agnes School (VA)  
In Honor of PCACAC President, Jake Talmage



Local Counselor Scholarship



Local Counselors  
In Honor of PCACAC President, Jake Talmage



Local Counselor Scholarships



Local Counselor Scholarship



**University of  
Pittsburgh**

Local Counselor Scholarship



Local Counselor Scholarships



**VCU**

Local Counselor Scholarships



# Delaware Association of Independent Schools



SALESIANUM  
*Tenui Nec Dimittam*



TOWER HILL SCHOOL

URSULINE  
ACADEMY



**THE POTOMAC 295  
Conference Sponsor**



*George Mason Extends a special welcome to all counselors at the 54<sup>th</sup> Annual Conference!*

[admissions.gmu.edu](http://admissions.gmu.edu)

**THE POTOMAC 295**

**Marion Flagg Scholarships**

AIMS



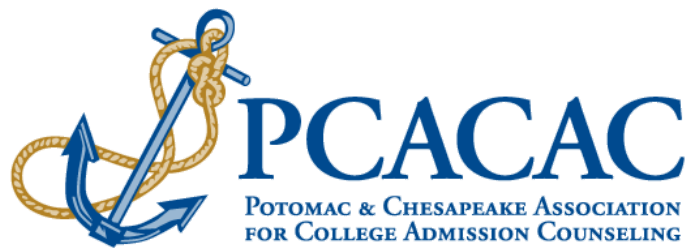
MD | DC

SERVING INDEPENDENT SCHOOLS  
IN MARYLAND & THE NATION'S CAPITAL

**THE ROUTE 50**

**Hospitality Table & Conference Sponsor**





# SUMMER INSTITUTE

**JULY 15-16**

**20  
19**

**Shepherd**  
UNIVERSITY

**discover. network.  
learn. grow.**

[www.pcacac.org/summer-institute](http://www.pcacac.org/summer-institute) | **#SI2019**

**You are invited to submit a proposal to host PCACAC's 2020 Summer Institute.**

## **WHY HOST?**

This event is one of the premiere professional development opportunities offered by PCACAC. Providing high quality professional development, networking opportunities, training, and leadership growth for members and non-members alike is important to us. Using a personalized setting, the Summer Institute is uniquely designed for new and mid-level college admission and counseling professionals who assist students in the transition from high school to college. Partnering with you brings over 100 of those individuals to your campus and furthers our mission to support and advance college admission professionals like yourself as you guide your institution, students, and families in an ethical manner.

## **PROPOSED SCHEDULE FOR 2020**

- **Sunday, July 11, 18 or 25:** Evening arrival for some participants and faculty; overnight.
- **Monday, July 12, 19 or 26:** Morning arrival for most participants; overnight.
- **Tuesday, July 13, 20 or 27:** Afternoon departure for most attendees; overnight stay for college tour participants.
- **Wednesday, July 14, 21 or 28:** Departure for college tour participants.

A copy of the 2018 Summer Institute program is included at the end of this document. Scheduling may vary from year to year.

## **ATTENDANCE**

The maximum number of attendees including faculty is approximately 120, most of whom will need housing. We intentionally restrict the number of attendees in order to encourage a more personalized setting.

## **SESSIONS**

We will likely hold two general sessions – one on Monday and one on Tuesday. A room large enough to accommodate 120 attendees for each general session is needed.

Two breakout sessions will be held on each day. Each breakout session includes three or four individual sessions, with 30-40 attendees in each.

## **AUDIO VISUAL**

Session rooms should have A/V accessibility (projector, screen and laptop connectivity) and Wi-Fi availability.

## **LODGING**

Attendees may stay for up to three nights as noted in the schedule. PCACAC is seeking a site that offers each attendee either a single room with an attached bathroom or a single room with a shared bathroom between two rooms. Single, apartment-style rooms in a clean, up-to-date residence facility are preferred.

## **MEALS**

The Summer Institute generally includes the following on-campus meals:

- one (1) faculty dinner
- two (2) breakfasts
- two (2) lunches
- two (2) refreshment breaks
- one (1) cocktail reception
- one (1) dinner



## **SPONSORSHIP**

The host institution typically underwrites:

- Sunday night's faculty dinner for 20-25 faculty, host institution and PCACAC staff.
- Refreshment breaks (held between breakout sessions).
- Monday evening's reception and attendee dinner.
- A/V, meeting space, parking, and tote bags or other swag.

## **SITE COORDINATION**

A representative from the host institution is needed as 'site coordinator' and liaison between the host institution and PCACAC staff. This individual must be available in the weeks prior to the SI to assist with final details (lodging, meals, registration, meeting space, A/V, etc.) and on-site for the duration of the event.

## **FACULTY**

At least one representative from the host institution will be on the faculty as a presenter at the Summer Institute. The Keynote Speaker is usually from the host institution (often a noted faculty member, sometimes the President of the institution) and speaks on topics of interest to counseling and admission officers. The Keynote Speaker is determined in consultation with PCACAC Summer Institute Chairs.

## **CONTRACT**

Once a proposal is accepted, PCACAC engages in a detailed contract with the host institution to ensure all Summer Institute-related expenses are clarified and agreed upon in advance by both parties. Subsequent changes to the original contract are agreed upon in writing.

## **PROPOSAL GUIDELINES**

**Please submit your proposal by June 22, 2018 to Rhonda Douthit, PCACAC Executive Assistant and Site Chair, [info@pcacac.org](mailto:info@pcacac.org).** Please feel free to call Rhonda at 434-989-7557 should you have questions along the way.

**There is not a specific format for presenting your institution's information.** Thus, you may choose how to present the details outlined in this Call for Proposal. If you would like a template for your proposal, please email Rhonda.

**Please include the following in your proposal:**

- The date or dates in July you are able to accommodate.
- Features of your community/institution that would be an asset to the Summer Institute.
- Itemization of the approximate per person costs for overnight lodging, meals, linens as well as any other related costs (facilities, A/V, etc.) that PCACAC will be covering.
- Itemize what costs or other perks your institution is willing to sponsor. Please refer to the Sponsorship section at the top of this page for examples.

Proposals received will be reviewed by our Summer Institute Committee. If submitting for 2019, our goal is to announce the location at this year's Institute, July 9-10. We will notify you of our selection no later than June 29, 2018.

**We look forward to receiving your proposal to host!**

# ABOUT PCACAC COMMITTEES

## ABOUT PCACAC

Founded in 1964, the Potomac & Chesapeake Association for College Admission Counseling (PCACAC) is a nonprofit, professional organization for those who work with students in the transition between high school and college. PCACAC exists to maintain high professional standards at both the secondary and college levels and to connect college admission officers, secondary school counselors, independent counselors, financial aid officers, and educational organizations to discuss common professional concerns and to explore ways to empower students. PCACAC is the regional affiliate of the National Association for College Admission Counseling (NACAC) serving Delaware, Maryland, Virginia, West Virginia, and the District of Columbia.

## STANDING COMMITTEES

### Admission Practices

This committee is charged with an annual review of NACAC's SPGP and of the monitoring procedures that are used when a member institution of NACAC makes a formal complaint of an ethics violation against another member.

### College Fair/College Night

This committee coordinates the college fair and college night schedules within the PCACAC area. This committee also serves as a liaison between PCACAC and the NACAC College Fairs in the region.

### Communications

This committee is responsible for external communications to the membership, including web and print information, Facebook, Twitter, e-List, and *The Anchor*.

### Conference Planning

This committee, in conjunction with the President-elect and several subcommittees, plans the annual spring conference.

### Credentials & Bylaws

This committee determines eligibility for membership in PCACAC, investigates membership eligibility questions referred by the Board, and annually reviews and updates the Bylaws.

### Current Trends & Future Issues

This committee annually reviews trends in counseling, college admissions, and enrollment management. The Committee makes recommendations for programs and services that educate and inform members and other members of the public about professional issues and trends.

### Finance & Budget

This committee makes budget estimates, recommends investment and audit policies to the Board and supervises all other PCACAC financial matters.

### Government Relations

In conjunction with NACAC, PCACAC monitors state and federal legislation related to educational issues and promotes the interests of students and counselors through Advocacy Days and contacts at the state and federal levels.

### Inclusion, Access, & Success

This committee develops policy recommendations that expand access to higher education for underrepresented student populations. IAS subcommittees include the Marion Flagg Scholarship Program, the Student Support Grant Program, and the Joining Hands for College Program.

### Membership

The Membership Committee is responsible for the promotion, recruitment, and retention of membership in PCACAC.

### Nominating

The Nominating Committee recommends members for leadership positions within PCACAC and coordinates the nominating and election process.

### Past Presidents

The Past Presidents Committee reviews the Strategic Plan, existing policies and procedures, and makes recommendations to the Board. It is responsible for the selection of the recipient of the John A. Blackburn Award.

### Professional Development

The Professional Development Committee develops programs that contribute to the professional growth and development of the membership, including regional Drive-in Workshops, the Summer Institute, and the Annual Conference.

# PCACAC LEADERSHIP

## EXECUTIVE COMMITTEE

**President:** Jake Talmage, Director of College Counseling, St. Paul's School for Boys (MD)  
**President-Elect:** Joel Lang, Director of College Advisement and Guidance, Padua Academy (DE)  
**Past President:** Robyn Lady, Director of Student Services, Chantilly High School (VA)  
**Secretary:** Rebekah LaPlante, Senior Associate Director of Admissions, Radford University (VA)  
**Treasurer:** Libby Weith, Associate Director of College Counseling, St. Stephen's & St. Agnes School (VA)  
**Executive Assistant & Site Director (Ex Officio):** Rhonda Douthit, info@pcacac.org, 434-989-7557

## DELEGATION

**Chief Delegate:** Robyn Lady, Director of Student Services, Chantilly High School (VA)

### Assembly Delegates - College

Dale Bittinger, University of Maryland Baltimore County (MD)  
Rebekah LaPlante, Senior Associate Director of Admissions, Radford University (VA)

### Assembly Delegates - High School

Jennifer Williams, Director of College Counseling, Jemicy School (MD)  
Rosemary Martin, Director of College Counseling, Saint John's College High School (DC)  
Scott Mayer, Associate Director of College Counseling, St. Christopher's School (VA)  
Chris Miller, Co-Director of College Counseling, Glenelg Country School (MD)  
Ginger Miller, Associate Director of College Counseling, Landon School (MD)  
Sanjay Mitchell, Director of College and Alumni Programs, Thurgood Marshall Academy PCHS (DC)  
Ann Marie Strauss, Director of College Counseling, Garrison Forest School (MD)  
Jake Talmage, Director of College Counseling, St. Paul's School for Boys (MD)

## STANDING COMMITTEES

**Admission Practices:** Dale Bittinger, University of Maryland Baltimore County (MD)  
**College Fair/College Night:** Sanjay Mitchell, Thurgood Marshall Academy PCHS (DC)  
**Communications:** Kellie Stewart, College Counselor, Gonzaga College High School (DC)  
**Conference Planning:** Rosemary Martin, Saint John's College High School (DC)  
**Credentials and Bylaws:** Scott Mayer, Associate Director of College Counseling, St. Christopher's School (VA)  
**Current Trends & Future Issues:** Ann Marie Strauss, Director of College Counseling, Garrison Forest School (MD)  
**Finance & Budget:** Libby Weith, Associate Director of College Counseling, St. Stephen's & St. Agnes School (VA)  
**Government Relations Chair:** Ginger Miller, Retired, Landon School (MD)  
**Inclusion, Access and Success:** Chris Miller, Director of College Counseling, Sandy Spring Friends School (MD)  
**Membership:** Taylor Flynt, Assistant Director of Admission & Transfer Coordinator, Hollins University (VA)  
**Nominating:** Robyn Lady, Director of Student Services, Chantilly High School (VA)  
**Past Presidents:** Mike Carter, Director of College Counseling, St. Stephen's and St. Agnes School (VA)  
**Professional Development:** Rebekah LaPlante, Senior Associate Director of Admissions, Radford University (VA)

## SUB & AD HOC COMMITTEES

**Historian:** Susan Rexford, Director of College Counseling, Charles E. Smith Jewish Day School (MD)  
**Joining Hands for College:** Melisa Hypolite, College Advisor, CollegeBound Foundation (MD)  
**Marion Flagg Scholarship Program:** Rachel Cleaver, Admissions Counselor, George Mason University (VA)  
**Special Interest Groups (SIGs):** James B. Massey, Jr., Senior Associate Director, University of Maryland, College Park (MD)  
**Student Support Grant:** Jennifer Ewing, Director of College Counseling, Cristo Rey Jesuit High School (MD)  
**Summer Institute:**  
Alice Robertson, School Counselor, Chantilly High School (VA)  
Kate Perry, Sr. Assistant Dean of Admission, William & Mary (VA)

# BLACKBURN & APPERSON AWARDS

## JOHN A. "JACK" BLACKBURN AWARD

The John A. "Jack" Blackburn Award for Ethics in College Admission was established by the Potomac and Chesapeake Association for College Admission Counseling (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.

<b>2011</b>	Shirley A. Bloomquist	<b>2016</b>	David Kraus
<b>2012</b>	Louis L. Hirsh	<b>2017</b>	Martin Wilder
<b>2013</b>	Valerie H. Gregory	<b>2018</b>	Todd Rinehart
<b>2014</b>	James W. Jump	<b>2019</b>	To be announced at the President's Dinner on May 2
<b>2015</b>	Mildred Johnson		



## RICHARD L. APPERSON AWARD

The Richard L. Apperson Award, named in honor of PCACAC's first president, is the association's highest honor presented to a PCACAC member. It is awarded annually to a member whose career embodies the ideals of the association - providing extraordinary service to students, to PCACAC and to the college counseling profession.

<b>1973</b>	Mary Ross Flowers	<b>1989</b>	Pamela Fay-Williams	<b>2005</b>	Ann Story Royall Powell
<b>1974</b>	Lucille Norman	<b>1990</b>	Pamela W. Spence	<b>2006</b>	Virginia Carey
<b>1975</b>	Sallie W. Scott	<b>1991</b>	John A. Blackburn	<b>2007</b>	Betty Delk
<b>1976</b>	Ann Splitstone	<b>1992</b>	Karl L. Wolf	<b>2008</b>	Evelyn Boyd-White
<b>1977</b>	H. Kenneth Shook	<b>1993</b>	Martin A. Wilder, Jr.	<b>2009</b>	Joanne Wood
<b>1978</b>	Charlotte Wilder	<b>1994</b>	Audrey T. Hill	<b>2010</b>	Betty Jones
<b>1979</b>	Thomas N. Pollard, Jr.	<b>1995</b>	Marjorie S. Leoning	<b>2011</b>	Margaret Cothorn
<b>1980</b>	H. Conrad Warlick	<b>1996</b>	Katherine L. Reilly	<b>2012</b>	Paul M. Feakins
<b>1981</b>	Arria McGinnis	<b>1997</b>	Bonnie Fitzpatrick	<b>2013</b>	Lisa M. Hill
<b>1982</b>	James R. Ten Broeck	<b>1998</b>	James D. Holmes	<b>2014</b>	Jenifer L. Blair
<b>1983</b>	John T. Casteen III	<b>1999</b>	Norma Smith Taliaferro	<b>2015</b>	Jayne Caflin Fonash
<b>1984</b>	Marion Flagg	<b>2000</b>	James J. Gorman	<b>2016</b>	Sue Rexford
<b>1985</b>	Jean L. Rayburn	<b>2001</b>	Joan W. Mudge	<b>2017</b>	Louis L. Hirsh
<b>1986</b>	Jud Samon	<b>2002</b>	Bertrand R. Hudnall	<b>2018</b>	Mike Oligmueller
<b>1987</b>	Edward Smith	<b>2003</b>	Arlene P. Ingram	<b>2019</b>	To be announced at the President's Dinner on May 2
<b>1988</b>	Joseph Monte	<b>2004</b>	James W. Jump		



# COUNSELOR OF THE YEAR

PCACAC is proud to have a strong membership of very talented people on both sides of the desk. In an endeavor to celebrate some of the best among us, the President's Council celebrates the "Counselor of the Year" award!

The criteria for consideration includes:

- Areas of expertise
- Impact on constituents in the admission process
- Advocacy for students and colleagues
- Commitment to equity and access for all
- Thoroughness in their daily work
- Innovation in the industry

## DELAWARE

- Luis Portillo, University of Delaware

## DISTRICT OF COLUMBIA

- Sanjay Mitchell, Thurgood Marshall Academy

## MARYLAND

- Charlain Bailey, Montgomery Blair High School
- Gina King, Cristo Rey Jesuit High School
- Melisa Hypolite, CollegeBound Foundation

## VIRGINIA

- Judy Edwards, Lake Braddock Secondary
- Mildred Johnson, Radford University
- Sarah Boswell, Jefferson College of Health Sciences

# PRESIDENTS

<b>1966-1967</b>	Richard L. Apperson	<b>1987-1988</b>	Karl L. Wolf	<b>2010-2011</b>	Jayne C. Fonash
<b>1967-1968</b>	Jeanette McDonald	<b>1988-1989</b>	Bertrand R. Hudnall	<b>2011-2012</b>	Alison A. Gauch
<b>1968-1969</b>	Harold Gray	<b>1989-1990</b>	Martin A. Wilder, Jr.	<b>2012-2013</b>	Carolyn T. Doyle
<b>1969-1970</b>	William R. Baldt	<b>1990-1991</b>	Audrey T. Hill	<b>2013-2014</b>	Michael D. Carter
<b>1970-1971</b>	H. Kenneth Shook	<b>1991-1992</b>	James D. Holmes	<b>2014-2015</b>	Kelly Farmer
<b>1971-1972</b>	Dorothy S. Love	<b>1992-1993</b>	Bonnie A. Fitzpatrick	<b>2015-2016</b>	Mike Oligmueller
<b>1972-1973</b>	Ernest H. Ern	<b>1993-1994</b>	Karen Cottrell	<b>2016-2017</b>	Anthony Ambrogio
<b>1973-1974</b>	Willis J. Stetson, Jr.	<b>1994-1995</b>	Larry A. Griffith	<b>2017-2018</b>	Robyn A. Lady
<b>1974-1975</b>	Thomas N. Pollard	<b>1995-1996</b>	Virginia Carey	<b>2018-2019</b>	Jake Talmage
<b>1975-1976</b>	John A. Blackburn	<b>1996-1997</b>	Elizabeth W. Delk		
<b>1976-1977</b>	James R. Ten Broeck	<b>1997-1998</b>	Jenifer L. Blair		
<b>1977-1978</b>	H. Conrad Warlick	<b>1998-1999</b>	Arlene P. Ingram		
<b>1978-1979</b>	Marion R. Flagg	<b>1999-2000</b>	Richard J. Edgar		
<b>1979-1980</b>	Jud Samon	<b>2001-2002</b>	James W. Jump		
<b>1980-1981</b>	Pamela K. Fay	<b>2002-2003</b>	Evelyn Boyd White		
<b>1981-1982</b>	Jennifer G. Hantho	<b>2003-2004</b>	Susan Knight		
<b>1982-1983</b>	James M. Ballengee, Jr.	<b>2004-2005</b>	James W. Jump		
<b>1983-1984</b>	Pamela W. Spence	<b>2005-2006</b>	David Kraus		
<b>1984-1985</b>	Leigh D. Sherrill	<b>2006-2007</b>	Susan Rexford		
<b>1985-1986</b>	Terry Scarborough	<b>2007-2008</b>	Lisa M. Hill		
	James R. Ten Broeck	<b>2008-2009</b>	Paul M. Feakins		
<b>1986-1987</b>	Katherine L. Reilly	<b>2009-2010</b>	Jeffrey E. Smith		

**recognizing our**

# **Marion Flagg Scholars & Their Sponsors**

Named for one of PCACAC's most outstanding members, Marion Flagg scholarships are awarded annually to a group of exceptional educational professionals who work with historically underserved students, minority students, or students from disadvantaged backgrounds.

## **2019 Scholarships**

**Jaime Alvis**

Fairfax County Public Schools (VA)

**Lisa Coles**

George Wythe High School (VA)

**Thomas Hailu**

DC College Access Program (DC)

**Corenthia Hurley**

DC College Access Program (DC)

**Laquan Magruder**

Freire Charter School Wilmington (DE)

**Vanessa Morales**

Reservoir High School (MD)

**Inatimi Oguara**

DC College Access Program (DC)

**Tiana Ottley**

Cesar Chavez Public Charter Schools (DC)

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Augusta County Public Schools (VA)

**Eric Williams**

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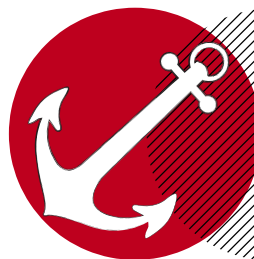


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