



Suggested Session Topics

The following themes represent today's hot topics, are sessions previously held, or have been highly recommended by our members. Session proposals *can* be for a full 75-minute session or for a 7-10 minute 'Anchor Talk'. Use an idea from this list or submit something new via the *Session Proposal Form* at www.pcacac.org/conferences!

- Trends in college majors, academic and/or career plan counseling
- Trends in public high school curricula – vocational programs, online classes
- Understanding NCAA eligibility
- Using social media for recruitment; social media in admissions
- Value of community college/outcomes, trends in community colleges
- Equity and Access
- What every new admissions counselor should know –helpful tips for travel planning, recruiting strategies, time/priority management, dealing with difficult conversations, etc.
- Working with underserved and/or first-generation students
- How to overcome high workloads and understaffed offices
- Presentation skills and unique ways to give information sessions
- How to partner with community-based organizations
- Naviance/Common App from both sides of the desk
- Advice on maximizing a college visit
- Challenges facing small colleges
- College counseling programming ideas/models for underclassmen, how to run a junior college day or mock admissions committee program for students
- Data reporting, “number crunching”, using reporting tools, Access, Excel
- Financial Aid 101/Financial Aid 201 – focus on what counselors (both sides of the desk) need to know to help families understand different aid offers, cost vs. value of a college education
- College Counselors’ Toolkit – including specific programs/handouts that counselors could use
- Counseling students with learning differences
- Counseling undocumented students/DREAM Act
- Creative college financing solutions
- Current trends and future issues
- Effective staff retreats and team building
- Enrollment management reporting and modeling



- Facilitated conversation between secondary school counselors and college admissions counselors on the challenges of high school visits – scheduling, breaking down preconceived opinions
- Gender and the admissions process
- Government relations update on national and regional legislation that will affect our profession
- How admissions can deal with a PR crisis on-campus
- How admissions offices handle group visits
- How can public school counselors build useful partnerships with colleges?
- How does adolescent development and learning relate to the college admissions process?
- How to develop professionally and stay connected when working remotely
- How to engage and support high schools that have few resources
- How to gain more community and parental involvement and principal support (esp. public schools)
- Information geared to community college-based counselors
- How colleges read international applications
- Initiatives and ideas for public school counselors with large caseloads, how to get colleagues on board with college counseling, how to reach students and tips for getting parents interested/engaged
- Inside competitive college admissions
- Issues facing independent counselors
- Middle management
- Principal/headmaster panel on their view of college counseling
- Recruiting in new markets
- School counselor and admission counselor roundtable
- Working with current students (both sides)
- Supports colleges have in place for low socioeconomic background and first-gen students
- Taking the next step forward in your career
- The role of financial aid in enrollment management, admissions, and admission decisions
- Tips from admissions counselors on how to help a student make their application ‘shine’
- Working with a CRM
- Working with faculty and breaking down campus barriers in recruitment efforts
- Working with international students attending U.S. schools in the admissions process
- Working with prospective student athletes from the college side
- Working with transfer students/Making your institution more transfer-friendly

Questions? We're happy to help!

Visit the conference page at www.pcacac.org/conferences

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