

Session Title	Session Description	Primary Presenter Name	Presenter Job Title and Organization	Additional Presenter Names, Job Titles, Organizations	Intended Audience
The Community College path: Five Secrets for Student Success	Many low income students, students of color and first-generation students choose to attend a community college after high school with plans to transfer to a university down the road. However, data shows these students have the lowest percentages for going on to attain a 4-year degree. Without guidance, students often make critical errors with their education, including taking the wrong courses, not seeking support, missing academic opportunities and underestimating the fallout for poor decisions. This session will provide the vital advice that counselors can pass on to students before they attend community college. Early intervention has proven to empower students and helped them avoid these common pitfalls that prevent degree completion. These five secrets encourage students to maximize their first two years, transfer flawlessly to the university of their choice and graduate with their bachelor's degree on time and on budget.	Judy Johnson	Assistant Director of Admission and Transfer		Public/Private High School Professionals, College Transfer Admissions
Laying Down the Tracks to a Transformative Transfer Team	All aboard our session reflecting on our year and a half of centralizing transfer admission - how our team went from one counselor to eight within a month and moved from a decentralized model to being responsible for 10 transfer admitting colleges. We transformed our brand new team into a powerhouse of expert counselors to aid our Train-sfer student population through admissions at the University of Minnesota Twin Cities. Join us on our journey down the tracks of highs, lows, and switchbacks still to come.	Greta Simons	Associate Director of Transfer Recruitment, University of Minnesota Twin Cities	Danielle Carden, Transfer Counselor, University of Minnesota Twin Cities	College Transfer Admissions
The Student Recruitment Dream Team: Admissions and Registrar	Credits everywhere and from everywhere! Oh my. Discover the ways you can use your Registrar's Office to create a recruitment dream team. Learn from 2 long-time admissions professionals who are now working to recruit from the other side of the desk-- the Registrar's Office. Our best practices will be shared and there will be opportunity to brainstorm ideas that will work on your campus.	Julie Fopma	Associate Registrar, Central College	MaTina Clark, Assistant Registrar for Transfer and Articulation Processes, Wartburg College, Waverly, IA	College First-Year Admissions, College Transfer Admissions, College Admissions Management/Leadership
Being Real with Prospective Students: Recruiting for Community Colleges	Community colleges struggle more and more every year to attract students despite their high affordability and access mission. Often, students are not aware of the opportunities that community colleges have to offer and feel uncertain about starting at local colleges. This session will provide methods and tangible steps to better connect with high school students to drive them towards community colleges with the ultimate goal of increasing yield. Daniel, with years of experience communicating with prospective students, will speak on best practices and what matters most to prospective students with the shift on how higher education has been viewed in recent years by the newest generation of students.	Daniel Schindler	Enrollment Counselor, Waukesha County Technical College		College First-Year Admissions
Building Bridges, Creating Paths: Fostering Relationships and Enhancing Student Support from High Schools to Community Colleges to Four-Year Institutions	Student support from the high school counselor to the community college academic advisor to the four-year institution transfer staff is essential in creating seamless transitions. Throw in major-specific transfer pathways and students have a set plan to follow to reach their educational goals. Learn how community college and four-year private institution transfer personnel are working to build bridges and create paths of student support. Information regarding the Iowa Private Transfer Collaborative will be the basis of the presentation as we outline how to support students to and through our institutions.	MaTina Clark	Assistant Registrar for Transfer and Articulation - Wartburg College	Rachelle Setsodi, Associate Director of Transfer Admission, Drake University; Robbie Stran, Director of Operations, Admission, Loras College; Lisa Ketelsen, Academic Advisor/Student Wellness Coordinator, NIACC; Autumn Luce, Assistant Director of Transfer Admissions, Grand View University; Sharon Grice, Director of Admission Operations and Transfer Coordinator, Cornell College	Public/Private High School Professionals, College First-Year Admissions, College Transfer Admissions, College Admissions Management/Leadership
All Aboard the Transfer Train! Transfer Champions Unite	Jump on board and join this session to network with other transfer champions. This is a facilitated discussion led with three goals in mind - to uncover our successes, discuss our setbacks, and leave the session with at least one goal or action item to implement after the conference. Born out of attending the recent National Institute for the Study of Transfer Students (NISTS) Conference, this session is meant to connect local transfer champions from all institution types and collectively uncover new and innovative ways we can support our transfer students.	Jessica Beier	Assistant Director of Transfer Admissions & Transfer Coordinator: Winona State University		College Transfer Admissions
Engaging Gen Z: Effective Strategies for Communication and Recruitment	A dynamic presentation that delves into the art of effectively communicating with and recruiting Generation Z (Gen Z) students. In today's rapidly evolving educational and professional landscape, understanding and engaging with Gen Z, a generation characterized by its digital fluency and unique values, is essential for institutions striving to attract students.	Grace Burds	Assistant Director of Transfer Admissions, Clarke University	Annika Sunleaf-Hudson, First-Year Admissions Counselor, Clarke University	College First-Year Admissions, College Transfer Admissions, College Graduate Admissions, College Admissions Management/Leadership

Better Together: How to support your financial aid office during this season of change	FAFSA Simplification is getting all of the attention but there are several more significant changes your financial aid office is experiencing. Learn more about these changes and how you can support your financial aid team.	Betsy Henkel	Director of Financial Aid, Beloit College	Sara Sroka, Associate Director of Financial Planning, University of Dubuque	College First-Year Admissions, College Transfer Admissions, College Graduate Admissions, College Admissions Management/Leadership
You're Hardy & You Know It: Want to Know More?	This session is a discussion time that serves as a follow-up to Barry Schreier's keynote. Interested in the ideas that were shared? Then come to this discussion session to lean even more fully into the ideas shared during the keynote. Come with your questions, stories, experiences, and anything else to help participants have depthful interchange around the ideas of hardiness!	Barry Schreier	Director of the Higher Education Program, Scanlan Center for School Mental Health & Professor of Counseling Psychology, Lindquist Center, University of Iowa		
2024-25 FAFSA....Was it "Better"?	This session will walk through some 2024-25 FAFSA issues and completion resources and a look ahead to 2025-2026.	Erick Danielson	Vice President of Programs, Iowa College Access Network (ICAN)	Liz Yaddof, Community Engagement Consultant, Bureau of Iowa College Aid	Public/Private High School Professionals, College First-Year Admissions, College Transfer Admissions, College Graduate Admissions, College Admissions Management/Leadership
Using the CSS Profile and Slate to Navigate an Uncertain Year in Financial Aid	Beloit does not require the CSS Profile, yet we decided to pilot use of the CSS Profile Lite to provide financial aid letters prior to the FAFSA being available. You'll hear about what we learned from the pilot and the benefits of having another way to generate financial aid letters, how we leveraged Slate tools, and built a process that could have other use cases.	Kate Virgo	Director of Enrollment Information Systems - Beloit College	Betsy Henkel, WASFAA representative and Director of Financial Aid, Beloit College	College First-Year Admissions, College Transfer Admissions, College Graduate Admissions, College Admissions Management/Leadership
Intentional Advising through Concurrent Enrollment	As the number of students participating in concurrent enrollment courses continues to increase, the support provided to these students has rightfully gained increased attention. This session will focus on how individuals at the secondary and post-secondary level can support and advise high school students as they navigate concurrent enrollment courses. Additionally, the session will cover the pros and cons of high credit attainment, best practices when transferring college credit earned in high school and the intentionality behind concurrent enrollment course selection.	Alyssa Ploeger	DMACC Career Advantage (Concurrent Enrollment), Coordinator	Aly Cappaert, DMACC, Academic Advisor – Career Advantage	Public/Private High School Professionals, College First-Year Admissions, College Transfer Admissions
I'll take Visit Experience for 1,000	Welcome, contestants, to Visits and Events Jeopardy! Having a robust campus visit experience is one of the most important factors in meeting your institutional enrollment goals. Join us for this informal yet informative session as we explore the key components every college and university need, large school or small, in a comprehensive, high functioning campus visit program. Bring your competitive spirit and successful strategies you've used, or just pick up a few ideas, in this fun, interactive session. Whether you are a Ken Jennings or James Holzhauer, the only thing more challenging will be finding a parking spot on campus.	Thomas Paulsen	Director of Admissions and New Student Programs, University of Iowa	Logan Haller, Manager, Campus Tour Programs and Events Coordinator, University of Iowa	College First-Year Admissions, College Transfer Admissions, College Admissions Management/Leadership
What is My Role in a Social Change Environment?	We'll examine the large variety of meaningful roles that individuals can take on as they work toward positive social change. Whether you're a builder, a caregiver, a visionary, a frontline responder, or another of Deepa Iyer's 10 mapped out social change roles, we'll walk you through an interactive, reflective workshop where you'll discuss your experiences and goals for social change while identifying the roles that are most empowering for you.	Garth Robertson	Independent Education Consultant, GR College Consulting	Nigel Simmons, Supplier Diversity Program Analyst, University of Minnesota Twin Cities	Public/Private High School Professionals, College First-Year Admissions, College Transfer Admissions, College Graduate Admissions, College Admissions Management/Leadership

The Continuum of Student Support: Navigating the Journey from High School Through College	In this session, a panel of seasoned high school counselors and university administrators will delve into the multifaceted challenges faced by students today. Chronic stress, mental health concerns, perfectionism, absenteeism, pressure of college admission messages, and a deficit in executive functioning skills are just a few of the pervasive issues impacting student well-being and academic success.	Kirk Kluger (moderator)	Assistant Provost, Executive Director of Admissions	Connie Bennett, Associate Director College Counseling, Marquette University High School (WI) Dr. Andrew Beckett, Associate Dean, University College, University of Iowa Sarah Hogan, Director of College Counseling, Providence Academy (MN) Liz Wessels, School Counselor, Kennedy High School (IA)	Public/Private High School Professionals, College First-Year Admissions, College Transfer Admissions, College Admissions Management/Leadership
Beyond the Application: Exploring Narrative Identity Development in College Essays	This talk aims to educate listeners on Narrative Psychology, covering topics like narrative identity, generative storytelling, and psychological well-being. It also examines the rising phenomenon of the 'trauma essay' highlighted by Tina Yong's 2023 TedTalk and its impact on student well-being. The ultimate goal is to inform admissions professionals on the importance of helping students construct their narrative identity and generate a conversation about how to support these students.	Tyger Callahan	Admissions Counselor, University of St. Thomas		Public/Private High School Professionals, College First-Year Admissions, College Admissions Management/Leadership
Sign-in here: An across the desk workshop for understanding and improving College Rep High School Visits	High School Visits present an important opportunity in the college admissions process for high school counselors, college admissions professionals, and students to connect and support each other through the college search, admissions, and enrollment process. However, in recent years many of us on both sides of the desk have faced challenges in making the most of this time together. Our hope is that you will leave this session with a greater understanding of why each stakeholder continues to do these visits, build some new connections with colleagues from across the desk, and have access to a shared document of ideas and reflections on how to improve the high school visit experience. The session is hosted by four folks from all different types of institutions, and will involve some small group collaboration and brainstorming.	Megan Baryenbruch	Assistant Director of Admissions, University of St. Thomas- MN	Liz Wessels, School Counselor, Kennedy High School, Cedar Rapids, IA Erin Gabriel, College Counselor, Brookfield Academy, Brookfield WI Chris Traetow, Associate Director of Admissions, University of Iowa	Public/Private High School Professionals, College First-Year Admissions, College Admissions Management/Leadership
Changing the admissions' paradigm: Direct Admissions Minnesota and equitable college access	Direct Admissions Minnesota, Minnesota's proactive admissions program for high school seniors, uses existing K-12 data to review each student's academic performance and aligns it to admissions criteria. Students receive a letter in early fall indicating which colleges will admit them so they can reserve their spot. Direct Admissions seeks to increase college-going promotion and behavior by jump-starting the process and removing self-selection bias. The program starts with the belief that all students are "college material." One primary goal is to reduce the anxiety around the "will I get in?" question by leading with the validation of "YES!". Other benefits include early connections to college admissions' offices and wraparound education about college enrollment steps. College partners complete the continuum by developing early follow-up and relationships with students. In this session, Minnesota Office of Higher Education's Direct Admissions Coordinator and Minnesota State University-Mankato's Assistant Vice President for Enrollment Management – one of the program's participating college partners – will explain the purpose and the basics of Direct Admissions from their respective roles in the program; detail what the program means for Minnesota students; share results from the past few years; and discuss the state's and institution's plans to continue and scale the program. During the presentation, you will see examples of Direct Admissions student communications and promotional materials, get a preview of the 2024-2025 program timeline, learn how the program will impact college admissions practices throughout the state and region, and have the opportunity to ask questions along the way.	Aaron Salasek	Direct Admissions MN Coordinator, Office of Higher Education	Dr. Brian Jones Minnesota State University-Mankato, Assistant Vice President for Enrollment Management.	Public/Private High School Professionals, College First-Year Admissions
The Power of Community Engagement. How St. Olaf College is leveraging student led social engagement to keep the admissions conversation going 24/7.	Leveraging the power of community engagement through peer influence. Why d Jordan T Castillo Assistant Dean of Admissions, St. Olaf College			Harrison "Soup" Campbell, Head of Community Experience at ZeeMee	

Why a first semester study abroad makes sense!	Studying abroad is a transformative experience that extends far beyond the con	Clark Brigger	Associate Vice President for University Partnerships, Verto Education	
Expanding Pathways for Rural and Small Town Scholars: The STARS College Network at the University of Iowa	The Small Town and Rural Student (STARS) College network is a consortium of sixteen colleges and universities with a shared goal of expanding pathways to post-secondary education through outreach, educational virtual programming, and access to in-person campus visits. Representatives from the University of Iowa will share information on the network and the University of Iowa's efforts to support rural and small-town students through network programming, institutional programming, and engagement with key stakeholders. An open discussion will welcome feedback on efforts and discuss best practices to support and engage with administrators, school boards, educators, students, and their communities	Jess Klein	Senior Admission Counselor, University of Iowa	Dr. Brent Gage, Associate Vice President of Enrollment Management and Strategy, University of Iowa
Unleashing Your CRM with Behavioral Insights	In the dynamic student recruitment landscape, where personalization and data-driven strategies reign supreme, this presentation delves into the transformative power of leveraging behavioral data to unlock your CRM's full potential in shaping personalized and compelling communication strategies. In an era where prospective students are inundated with information, standing out requires more than just generic messaging. We explore the symbiotic relationship between behavioral intelligence and your CRM, demonstrating how behavioral data can catalyze student engagement and recruitment outcomes.	Chevy Freiburger	Vice President for Enrollment Management and Dean of Admission, Central College	Nicole Bumphrey, Enrollment Solutions Consultant, Capture Higher Ed, Derek Hartl, Senior Account Executive, Capture Higher Ed
Automating Nurture: The Future of AI in Enrollment Management	Emily Smith from CollegeVine will discuss the role AI will play in the future of enrollment management, considering the significant challenges institutions currently face. This session will go beyond the traditional "use AI for enrollment tasks" narrative, introducing an AI Enrollment Management system designed to change the way colleges engage with prospective students. These innovations enable the automation and deep personalization of individual recruitment journeys with minimal effort for every student in your funnel, setting a new standard in student interaction from prospect to enrollment.	Emily Smith	Vice President of Partner Success	
Streaming TV(CTV): Your Secret Weapon for Enrollment Success in 2024!	In an era where digital marketing channels are saturated and traditional methods are fading, Connected TV (CTV) emerges as a beacon of opportunity for enrollment and marketing leaders in higher education. This session aims to ignite excitement around CTV's unprecedented targeting and measurement capabilities, positioning it as the next frontier in enrollment strategy. Attendees will discover how CTV empowers universities to break through the cluttered digital landscape, leveraging the timeless effectiveness of TV advertising while gaining actionable insights into campaign performance like never before.	Jennifer Lonchar	Co-Founder, AmbioEdu	
Being The Boss You Needed	Join a "seasoned" admission leader and brand new supervisor as we share our experiences and highlight the importance of strong leaders in higher education. We'll cover the importance of identifying your pillars as a leader, vulnerability, one-on-ones, how to keep people over protocol, transitioning from colleague to supervisor, and a yearly survey that promotes honest conversations and serves as a litmus test for staff satisfaction.	Anne Johnson	Associate Director of Admission, North Dakota State University	Matthew Henry, Regional Recruitment Manager, College Admissions Management/Leadership
Navigating the Service Academy Application Process	Learn about our nation's five federal service academies and how their application process, including the Congressional nomination and medical qualification requirements, differs from civilian colleges. Get advice on how to best guide students interested in military service and walk away with a clear understanding of what the federal service academies are looking for plus answers to all your questions.	Chris McMunn	Strategic Outreach Coordinator	Public/Private High School Professionals, College First-Year Admissions, College Transfer Admissions
One-stop enrollment shop: Fusing Recruitment and New Student Orientation to successfully enroll students.	Learn how Waukesha County Technical College's (an associate granting institution) Enrollment Services team blends Recruitment and New Student Orientation to offer "one-stop enrollment shop" events for prospective/incoming students.	Kaylan Gaines	Director of Recruitment & Engagement - Waukesha County Technical College	College First-Year Admissions, College Transfer Admissions, College Graduate Admissions
All aboard! Let's take a trip through the most scenic college, career life-readiness platform.	Pack your bags! On this trip we will be making stops at student assessments, academic planning, CommonApp integrations and document sending through Parchment, SRAR and micro-credentials. Our final stop will be at documenting work based learning and academic experiences and when the train arrives at the station, you'll have a comprehensive student profile. On this trip you'll also be treated to relaxation with bulk sending of documents and comprehensive reporting. You won't get lost in this platform; this is a trip you won't want to miss!	Sarah Wheeler	Vice President of Sales & Marketing, MaiaLearning	Dan Gajos, Regional Sales Manager, MaiaLearning

Challenge and Support: A Discussion of Strategies for Onboarding and Retaining Entry Level Admissions Office Staff	Does it feel like you are in a cycle of near constant hiring and onboarding of new staff? Do you hesitate to celebrate any time you become fully staffed for fear that another vacancy is around the corner? You are not alone! In a September 2023 article in the Chronicle of Higher Education, "Higher Ed's Work-Force-Retention Problems Aren't Going Away", Megan Zahneis wrote, "The retention problems that have plagued higher ed for years show no sign of subsiding according to new data from the College and University Professional Association for Human Resources. More than half of staff members who responded to a CUPA-HR survey this spring said they were at least somewhat likely to look for a new job in the coming year, a figure that remains unchanged from the organization's survey last year." Please join me while I briefly review recent higher education employment trends including national Gallup employee engagement survey results, present some success stories from my own team and engage the group in a discussions of strategies for successful hiring and retention.	Jennifer Johnson	Director of Recruitment at Iowa State University	College Admissions Management/Leadership	
How Edgewood College Engages & Moves Unresponsive Students to Enroll	Edgewood College, located in Madison, Wisconsin, has employed a variety of methods to engage unresponsive prospective students in recent years. Learn how they have generated deposits and continued to engage students in their efforts, including the use of the student loan safety net known as the Loan Repayment Assistance Program (LRAP).	Tess Ferzoco	Vice President for Enrollment Management- Edgewood College	Jared Christensen, Associate Vice President of Client Service, Ardeo Education Solutions	College First-Year Admissions, College Transfer Admissions, College Admissions Management/Leadership
Navigating Organizational Transformation: Embracing Change in a Change Resistant Environment	Change is never easy. Generating buy-in is crucial. Respecting staff and their emotions throughout the process is non-negotiable. Through a case study approach, hear about how WCTC restructured its enrollment services unit to lay the foundation for an 11% increase in enrollment 18 months after a new leader joined the division. This was done against a backdrop of a 'return to work' directive with a newly created position and leader. The goal was to align the people, processes, and resources prospective students interact with and need when going through the college search. Join us for a discussion of how the journey went, what success was had, what challenges there were, and how, if he could do it all over again, the process would have been different. Understand the tactics used to foster a greater sense of understanding and buy-in. This staff-centered process was conducted in a competitive climate, with new campus leadership and an existing culture of fear. This process has led to a proactive and engaged staff working together in a dynamic, collaborative fashion. Shared throughout this session will be practical and tactical ways to bring about any change to lead effectively through turbulent times.	John McGreal	Dean of Enrollment Services, Waukesha County Technical College		
The Admissions Counselor Malaise	Based on a forthcoming book, "The Admissions Counselor Malaise," this session will be an overview of the root causes of the staff morale crisis currently impacting college admissions offices. We will discuss the fundamental error we make when we attribute it to the pandemic, and find the parallels between our current working environment with the experience of 1950s suburban housewives, written about in "The Feminine Mystique."	Teege Mettelle	Direct of Enrollment Success, enroll ml		College First-Year Admissions, College Transfer Admissions, College Graduate Admissions, College Admissions Management/Leadership
See Through U: Intentional Communication	Don't let the social media addictions fool you, students crave authenticity. And now, more than ever, they are pros at finding it. Students no longer identify with the staged smiling photos your marketing department insists upon using. Sugarcoating is leading to cavities. . . in your enrollment. Alyson will talk about how to be intentional, influential, and authentic in student communication, all while appeasing your marketing department.	Alyson Leas	Director of Admissions, University of Jamestown		College First-Year Admissions

<p>Ope! Lemme Sneak In Here: Cross-Association Collaboration!</p>	<p>In the ever-evolving landscape of college admission and school counseling, collaboration and exchange of ideas are crucial for staying ahead of challenges and ensuring the best outcomes for students. This session brings together the Presidents-Elect of the Dakotas, Iowa, Minnesota, and Wisconsin Associations for College Admission Counseling (ACAC) for an open forum discussion. The session will provide a platform for members of these associations to address the unique challenges they face and brainstorm innovative solutions through association-transcending collaboration.</p>	<p>Jim Stamatakos</p>	<p>School Counselor - Catholic Central High School</p>	<p>Sheryl Bass, College/Career Transition Counselor, Linn-Mar High School & Kirkwood Community College, Alyson Leas: Director of Admissions, University of Jamestown, Aaron Salasek, Coordinator of Direct Admissions Minnesota</p>	<p>Public/Private High School Professionals, College First-Year Admissions, College Transfer Admissions, College Graduate Admissions, College Admissions Management/Leadership</p>
<p>Making Connections: How IECs work with School Counselors and Admissions Professionals to Support Students</p>	<p>What is an Independent Educational Consultant (IEC)? How do they work? What is their process? How are they trained? What experience do they have? Are they ethical? Is what you read in the papers true? How can IECs partner with school counselors and admissions professionals? The profession of Independent Educational Consulting is growing throughout the nation and especially in the Midwest. What once was thought to be used only by the wealthiest families with Ivy League ambitions has changed. IECs work with all types of students with diversity in SES, ethnicity, and academic abilities. During this presentation, our goal is to educate our colleagues about Independent Educational Consultants. We will discuss best practices and ethics while dispelling myths about IECs. We want attendees to leave the session understanding how IECs work to support families through the college admissions process. We will also encourage creative ideas about how admissions counselors and high school guidance counselors can work with IECs.</p>	<p>Kate Malczewski</p>	<p>Independent Educational Consultant at College Connectors, former admissions representative, and high school college counselor</p>	<p>Chuck Erickson, IEC at College Connectors, former admissions representative Julie Ekkers, IEC at College Connectors, former admissions law school admissions representative, and former high school college counselor</p>	<p>Public/Private High School Professionals, College First-Year Admissions, College Transfer Admissions, College Admissions Management/Leadership</p>
<p>Times are Changing - Adapt or</p>	<p>Whether you are Bob Dylan, Motley Crew, Darius Rucker or Brothers Osborne "Change" has been part of life for years. High Education enrollment is an industry steeped in tradition and consistency. In the past 5 years with the pandemic, virtual interaction and AI we are being forced to change and adapt like never before. Join a 40-year higher education professional and participate in a discussion about how our work has changed and needs to change further to adapt to our new world.</p>	<p>Todd Coleman</p>	<p>Vice President for Enrollment Management & Marketing Mount Mercy University</p>		<p>Public/Private High School Professionals, College First-Year Admissions, College Transfer Admissions, College Graduate Admissions, College Admissions Management/Leadership</p>