

SCENES

fall 2014



IOWA ASSOCIATION
FOR COLLEGE ADMISSION COUNSELING

LETTER FROM THE PRESIDENT



2014-2015
Iowa ACAC
President
Dan Schofield

Fall Greetings fellow admissions professionals and school counselors: I mentioned in my last president's letter that if we are not moving forward, we are at best, standing still. This time of year, no one is standing still--quite the opposite; everyone I know is moving forward fast, focused on recruitment and enrollment. It has become a fact of life that student recruitment is no longer cyclical, but continual, with cycles overlapping, intersecting, and multi-layered. We recruit younger and younger; we recruit parents; we recruit current students to recruit new students; we travel more; we Skype, we text, we Facebook; we host more and more on-campus events; and we work weekends. This is our world and we love what we do, right? Of course we do, or we should be doing something else!

With classes beginning on our campuses and in our high schools, it is my hope that one of the most important roles of Iowa ACAC is to provide professional support and camaraderie to and for one another. The friendships and professional relationships that develop within our ranks provide us comfort and a sense that we are in this together. I encourage each of you to give an extra smile, a word of encouragement, or just a pat on the back whenever an opportunity presents itself. You never know what kind of a day someone is having, or maybe they are having some bigger struggle. Reach out to someone in the profession that you haven't been in contact with for a while. We are in this business to help students, but we are also in this to help one another.

Have a great fall, and please make those connections with others in our profession. In doing this, you will be helping someone else move forward, as you, too, are moving forward!

Dan Schofield
Associate Director of Admissions
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ACU Recap

Every year new counselors entering the admissions world have the opportunity to participate in the Admissions Counselor University (ACU) Conference. This year's ACU was held in Iowa City. By attending the conferences new counselors have the opportunity to learn the ins and outs of the profession.

No matter how much experience you have in your profession everyone can still learn. Dominique Trumbo (Mercy College of Health and Sciences) learned phenomenal information during the transfer session at the conference.

"I enjoyed the Transfer Session, and the information given during that time was most relevant to my institution. Understanding the importance of a transfer student and recognizing the many different categories makes it easier for admissions counselors to assess their needs and provide appropriate information."

During ACU, experienced counselors have the opportunity to share with incoming counselors insight into their previous years. The presentations and hallway conversations that take place during ACU give new counselors insight into the experiences of others who have faced the same challenges.



"I learned the importance of being an admissions counselor," said Michael Fulton (William Penn University), "Also I learned what to pack during travel season. I really enjoyed all the tips shared with me and I also enjoyed the College Fair Session."

Not only is learning taking place in the sessions, but there is an incredible amount taking place while connecting with other counselors. Melanie Mackey (William Penn University) enjoyed networking with others.

"I made new friends that share the same passions, experiences, and struggles as me. After ACU, I feel like I am a part of something bigger than myself and I look forward to making a difference as a new admissions counselor."

Attending conferences are what you make them to be. Some leave with nothing more than a few days out of the office and others experience career changing opportunities and lifelong friends.





The event was planned by an Iowa ACAC committee that included high school counselors and admissions professionals. Iowa ACAC president-elect Dan Schofield of University of Northern Iowa and Chris Traetow of The University of Iowa chaired the committee this year, and committee members included Ann Brus (Denison High School), Jenny Connolly (University of Northern Iowa), Emily Schwery (Indianola High School), and Karla Wymore (Mason City High School).

The group of participants, which included mostly high school counselors, a few graduate students, and two community college advisors, were able to visit campuses, stay in residence halls, and discover what makes each institution unique. For example, this year's participants were fed by the culinary arts students at Indian Hills Community College.

R.I.D.E. RECAP

The 2014 R.I.D.E.—short for Rediscovering Iowa's Diverse Education—was another successful experience this year, as thirty-five participants spent four days and three nights in June touring eight Iowa colleges and universities. This year's region of focus was southern and southwestern Iowa, and stops included Iowa Western Community College, Southwestern Community College, Graceland University, Simpson College, Indian Hills Community College, Maharishi University of Management, Central College, and William Penn University. The group also visited Creighton University, just over the border in Omaha, Nebraska.

"In addition to the knowledge gained from stopping at each campus," said R.I.D.E. committee chair Dan Schofield, "the group had ample opportunity to network with one another and build relationships that will help them professionally in the future."



First-time participant Leanne Travis, a guidance counselor at Harlan Community High School, was glad to have “taken the R.I.D.E.” this year. “I enjoyed seeing all the campuses and meeting and spending time with the other counselors,” Leanne reported. “Experiencing the variety in campuses and seeing what each had to offer was well worth the time!”



South Winneshiek High School's Connie Euans participated in the program for her sixth consecutive summer, and she has now toured every college in Iowa. "This is without a doubt the best professional development I have experienced," said Connie. "I get to know my colleagues from all over Iowa by spending four days in June with a dedicated group of professionals...Each year I take new ideas back to South Winneshiek that I gained on the trip, and I recommend that all school counselors consider taking advantage of this opportunity."

Stay posted for details about next year's R.I.D.E., which will focus on the northwestern part of the state.





TIPS FOR THE ROAD...

As you gear up for fall travel season, here are some helpful tips from seasoned road warriors.

Always have a bottle of water with you—in the car and/or in the bag you take with you into high school visits and fairs.

Always pack a belt—black shoes, black belt; brown shoes, brown belt.

Don't eat at chain restaurants every meal. Try out a local flavor.

Pack a pair of running shoes to explore a new town/city.

Use hotel laundry bags to keep dirty clothes away from clean clothes in your suitcase.

Don't order food off the menu under your hotel door—it won't be good.

Get in touch with friends you have in the areas you're traveling. It's a good opportunity to catch up.

Bring along an audiobook for the car. You'll get sick of that same old iTunes playlist.

Women, wear flats to college fairs. No one can see your feet, and your feet will thank you later.

Always bring a raincoat, even if it's not supposed to rain.

Carry extra goodies with you to high school visits and fairs (i.e.—pens, pennants, post-it cubes). You never know when you'll run into a fan or alum.

Pack your own snacks, and try to make some of them healthy.

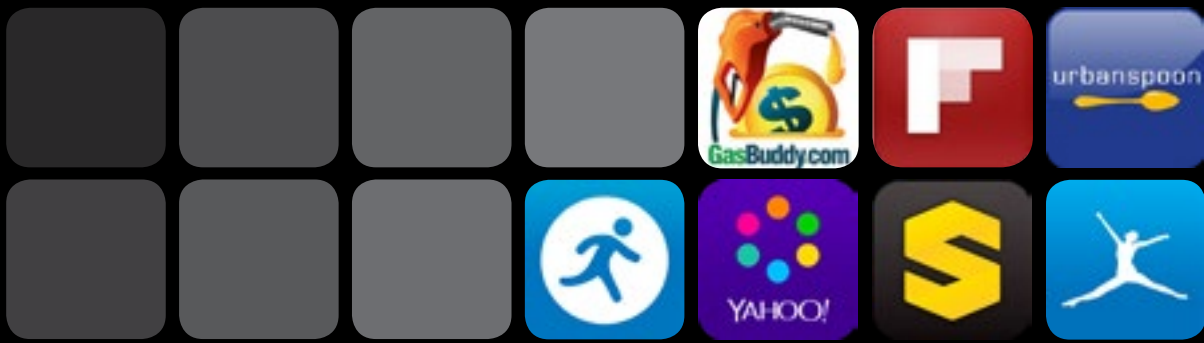
Pack utensils and napkins in your car.

Two words: Qdoba rewards.

If you can't find a high school, look for the stadium lights. Nine times out of 10, if you find the lights, you find the school.

If you can't find the entrance to the high school (sometimes it's not so clear cut), look for the flagpole.





Top Apps for Travel Season

We all know how exhausting travel season can be, so we asked our members for the best phone and tablet apps that help make being on the road a little easier. Check out your colleagues' recommendations for the top news, fitness, and general travel apps:

General Travel Tips

These apps can help you find new places to try during your travels:

UrbanSpoon: UrbanSpoon can help you find restaurants regardless of where your travels may take you—the database has reviews for over one million different restaurants. The app allows you to search by price, type of food or popularity, then check out menus and even make a reservation once you've decided on a restaurant.

Scout: This app uses maps to provide you with suggestions on restaurants, cheap parking and how to avoid traffic. Scout also informs you of nearby events to help you explore your territory.

GasBuddy: GasBuddy is great for helping you find the cheapest gas in your area. It locates gas stations near you and lists their current gas prices. Prices are updated by users; you can even earn points to win prizes when you report gas prices!

Fitness

Check out these apps if you want help staying active on the road:

MapMyRun: This app uses your phone's GPS to track details of your workout, including how many miles you have walked or jogged, your speed and how many calories you have burned. Best part is, it maps your route so you can find your way back in case you're in a new town!

MyFitnessPal: MyFitnessPal allows you to record your food and exercise each day so you can stay on track if you're hoping to lose weight—or just maintain your current weight! You can even add friends who also have the app and make it into a friendly competition.

News

These apps are great to keep you up to speed on current events:

YahooNewsDigest: This app will update you with the top news stories of the day—once at 8 a.m. and again at 6 p.m. YahooNewsDigest provides short versions of need-to-know news from around the world.

Flipboard: You pick the websites you want updates from and this app transforms the stories into an e-magazine format for easy browsing. Choose specific sources or just the categories you want updates from (technology, business, politics, etc) and even add your social media accounts.

Thank you to all of our members who suggested apps! We appreciate your input. Happy travels!

Hungry?

FORGET THE CHAINS, CHECK OUT THESE UNIQUE IOWA RESTAURANTS!

Taco House

1013 Hwy 71
Okoboji, IA

La Carreta

1215 S Story St
Boone, IA

Mabe's Pizza

110 E Water St
Decorah, IA

→ www.mabespizza.com

Bubba-Q's

1110 N Quincy Ave
Ottumwa, IA

→ www.bestbbqmidwest.com

Upper Crust

201 W Adams St
Creston, IA

→ www.uppercrustculinary.com

Prairie Canary

924 Main St
Grinnell, IA

→ www.theprairiecanary.com

La Juanita

613 Lake Ave
Storm Lake, IA

The Sanctuary

207 S Elm St
Shenandoah, IA

→ www.thesanctuaryrestaurant.com

Irish Democrat

3207 1st Ave SE
Cedar Rapids, IA

→ www.irishdemocrat.net

The Fainting Goat

118 10th St SW
Waverly, IA

→ www.thefaintinggoat.com

Café Dodici

122 S Iowa Ave
Washington, IA

→ www.cafedodici.com

Manhattan Deli

3705 Ingersoll Ave
Des Moines, IA

→ www.hagarsmanhattandeli.com

The Dam Bar and Grill

5898 Main St
Troy Mills, IA



Fun City

3001 Winegard Dr
Burlington, IA

→ www.thepzazz.com/dining/dining.asp

Hometown Meats & Deli

111 East Robinson St.
Knoxville, IA

Hawkeye Restaurant

105 North Park Drive
Keokuk, IA

→ www.hawkeyerestaurant.com

5th Avenue Creamery

501 5th St
Durant, IA

Checkerboard

108 E. Monroe St.
Pleasantville, IA

→ www.checkerboardrestaurant.net

Herb N' Lou's

105 N Downey St
West Branch, IA

→ www.herb-n-lous.com



Travel Pounds Be Gone!



While working a normal day job we can stick to a routine pretty easily. We wake up at the same time, eat our meals at the same time, work out at the same time, and even get to bed at the same time. However, when we start traveling, absolutely nothing is familiar and the slightest speed bump can be enough to screw things up. Luckily, there is hope! By following these simple steps you can keep those travel pounds away this season!

PACK A WORK OUT

A jump rope, resistance band and running shoes are simple and easy pieces of equipment we can pack. They take up less room in your bag and it's a great way to get cardio and strength training in between high school visits.

SKIP THE FAST FOOD

You have to be smart! If you know your weakness is a Mexican restaurant, then don't go to eat Mexican! Try to plan your meals ahead of time by taking a look at an online menu or check out a local grocery store. Try to avoid foods that are obviously unhealthy; keep your choices clean and natural.

USE THE COFFEE MAKER

The coffee maker in the hotel room is more than just for making coffee. Pack your own healthy, easy, non-perishable snacks, like oatmeal packages or trail mix. The hot water you can make with the coffee maker can be used to prep healthy breakfast foods like oatmeal. Avoid the continental breakfast pastries and grab some Greek yogurt or fresh fruit to add to your healthy meal.

DRINK WATER

During travel season, we sometimes need that extra boost and find ourselves reaching for a caffeinated drink, frappe, or any other sugary drink. By sticking with water you won't be drinking your calories, and you will find yourself hydrated and ready to take on the day.





WAKE UP EARLY

Typically at the end of your day you're not in the mood to exercise, especially after you did four high school visits, and a college fair. Rise and shine 30 minutes before you normally would and get it over with. Studies have proven that working out gives you more energy, and makes you much more conscientious about your food choices throughout the day.

SMART PHONES

There are more than 50,000 health apps to keep you on track. Everyone who has a smart phone has access to Myfitness Pal, Calorie Counters, MapMyRun, and even cardio apps right on their mobile device. Take advantage of these free apps to keep you healthy and fit on the road.

GRAB A COUNSELOR BUDDY

We all know working out with others keeps us motivated. If you're staying in the same hotel with another admissions counselor, grab them to join you! If you don't have access to a workout buddy and use the MyFitnessPal app on your smart phone you can add people to help keep you on track to staying in shape.

In our crazy admissions traveling world, no one expects you to stick to your normal fitness plan 100%. If you can get 10 minutes of exercise in every day and stick to normal foods for 2/3 of your meals, you should come out of your travel season in the same condition you left. Don't forget to get creative with your workouts and try new things, after all, it is travel season!



IOWA'S PUMPKIN PATCHES, CORN MAZES, HAY RIDES AND MORE!



www.pumpkinpatchesandmore.org/IApumpkins.php

Ever wonder about the history of Halloween? Looking for some fun Halloween facts? Need a recipe for a Halloween party? With fall right around the corner, this great site offers lists of pumpkin patches and Christmas tree farms right here in Iowa, as well as autumn recipes and fun Halloween links! If you visit any spots, bake or decorate with any of the ideas on the list, keep notes and take pictures. The Publications and Marketing committee might ask you for a recap in the near future!



Giving Back

With busy lives, it can be hard to find time to volunteer. However, the benefits of volunteering are enormous to you, your family, and your community. The right match can help you find friends, reach out to the community, learn new skills, and even advance your career. Volunteering can also help protect your mental and physical health.

One of the better-known benefits of volunteering is the impact on the community. Unpaid volunteers are often the glue that holds a community together. Volunteering allows you to connect to your community and make it a better place. Dedicating your time as a volunteer helps you make new friends, expand your network, and boost your social skills.

Volunteering is a great way to meet new people. Volunteering also strengthens your ties to the community and broadens your support network, exposing you to people with common interests, neighborhood resources, and fun and fulfilling activities.

Volunteering gives you the opportunity to practice and develop your social skills, since you are meeting regularly with a group of people with common interests. Once you have momentum, it's easier to branch out and make more friends and contacts.

Why Volunteer? Consider the following:

Volunteering increases self-confidence.

Volunteering can provide a healthy boost to your self-confidence, self-esteem, and life satisfaction. You are doing good for others and the community, which provides a natural sense of accomplishment. Your role as a volunteer can also give you a sense of pride and identity. And the better you feel about yourself, the more likely you are to have a positive view of your life and future goals.

Volunteering combats depression.

Reducing the risk of depression is another important benefit of volunteering. A key risk factor for depression is social isolation. Volunteering keeps you in regular contact with others and helps you develop a solid support system, which in turn protects you against stress and depression when you're going through challenging times.

Volunteering helps you stay physically healthy. Volunteering is good for your health at any age, but it's especially beneficial in older adults. Studies have found that those who volunteer have a lower mortality rate than those who do not, even when considering factors like the health of the participants. Volunteering has also been shown to lessen symptoms of chronic pain or heart disease.



Bill Anderson throwing the first pitch at the Kiwanis Miracle League. AIB baseball players volunteer at Scottish Rite Park in Des Moines, read all about their volunteer efforts and how they are impacting a small community of residents.



www.desmoinesregister.com/story/sports/columnists/bryce-miller/2014/05/24/aib-baseball-bryce-miller-scottish-rite-park-des-moines/9555911/



CHANGES OF SCENERY

AIB College of Business

Amelia McGee joins the Admissions Team

Iowa Wesleyan College

Welcomes the following new employees:

Scott Briell - Senior Vice President for Enrollment and Communications

Josh Kite - Director of Admissions

Tara Chiri - Admissions Counselor

Alan Wilkins - Admissions Counselor

BJ Wagy - Admissions Counselor/Head Volleyball Coach

Alex Huisman - Admissions Counselor/Assistant Men's Basketball Coach

Wartburg College

Associate Director of Global Admissions, Reon Sines-Sheaff, has accepted a position as Director of International admissions at the College of Wooster. Reon had been at Wartburg since 2009.

Admission Counselor, Tony Smith, has moved over to become Assistant Director of Alumni Relations. Tony had served in admissions since 2012.

Admission counselors Paige Klostermann and Cassie Benning have left the profession.

Lindsey Rhodes Leonard was promoted from Admission Counselor to Assistant Director of Admissions for Student Programs and Kyle Vowell from Admission Counselor to Assistant Director of Admissions for Out-of-State Recruitment.

Drew Flesch, '12 and Kyle Scobee '14 join the admissions team.

Linda Smith retires after 23 years serving as Coordinator of Visitor Relations. Dawn Sundberg, '01 has assumed the new role of Coordinator of Visitor Relations and Visit Days.

Iowa State University

Ben Lamers, Gretchen Hanson and Paige Duncan join the Admissions Counseling Staff.

Katharine Johnson Suski has joined the staff as the Director of Admissions

Kelly Friesleben has joined the staff as the Associate Director for Transfer Relations

Vern Hawkins retired from the Iowa State University Office of Admissions after 42 years of service!

Drake University

Erin Gabriel has accepted the position at Dowling Catholic High School as their College Coordinator and is no longer at Drake University.

Buena Vista University

Demetrius Heard, Caitlin Hoffman, Lindsay Martin and Zoey Reisdorf have joined the Admissions Staff.

Northeast Iowa Community College

Hillary Vamstad joined the Admissions Staff and will be located at NICC's Calmar Campus.

Iowa Lakes Community College

Admission Counselor Andy Soper married Erin Ommen on July 19 at Gull Point overlooking West Lake Okoboji. They'll be living in Estherville.

University of Iowa

Eric Page is now the Director of Recruitment and Communications in the Office of Admissions; he previously was Senior Associate Director for Strategic Communications.

Jane Warner is now Senior Associate Director for School, College, and Alumni Relations in the Office of Admission. She previously was Senior Associate Director for Outreach and Recruitment.

Coe College

Julie Staker has been promoted to Associate Vice President and Dean of Admission.

Mike White has been promoted to Executive Vice President.

Correction from Summer Scenes 2014:

Ashford University

Stacy Borgeson, our campus visitor coordinator, just had a healthy baby boy named Cole on May 25th.

Holly Hull, Associate Director of Campus Admissions, had a baby on Dec. 25th- her name is Lainey.

Mary Bimm has been promoted to Campus Admissions Manager. Emily Ramsey and Kelsey Munck have been hired as Admissions Specialists.

Change of Scenery Announcements

What's new in your world? A promotion? New staff? A new addition to the family? Let us know. Please email Change of Scenery announcements to Stacy Henningsen at henningsens@aib.edu.

Thank you!



Member Spotlight

Iowa ACAC would like to recognize, and congratulate, four long-standing members on their 2014 retirements. Thank you Mike, Vern, Tom and Diane for all of the leadership, hard-work and dedication you have shared with our students and our organization. We wish you the best in all adventures retirement will bring!

Michael Barron

University of Iowa: Director of Admissions



This September, Michael Barron will leave his post as the Director of Admissions at the University of Iowa after 27 years. Mike has dedicated over 45 years of his life to serving students through roles in admissions and enrollment management—first in Texas, and most recently, in our great state.

Vern Hawkins

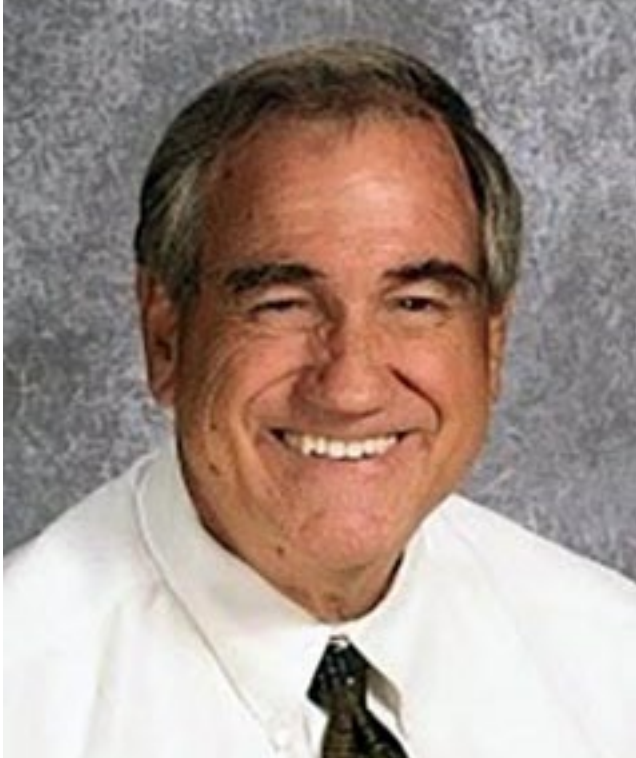
Iowa State University: Assistant Director, Enrollment Services



After 41 years in Iowa State University's Office of Admissions, Vern Hawkins retired on January 31, 2014. Over the years, Vern has held numerous positions at Iowa State from admissions counselor to special assistant to the vice president for Student Affairs to assistant director of admissions. Vern also devoted countless volunteer hours to various local and campus-based organization

Tom Shively

Dowling Catholic: College
and Career Coordinator



This spring marked the retirement of Tom Shively, College and Career Coordinator at Dowling Catholic High School. Tom began working at Dowling Catholic in 2000, assisting students with every step of the college search process. Prior to working at Dowling, Tom spent 30 years teaching, coaching and working in admissions at AIB.

Diane Schaefer Johnson

Director of Admissions
at Grand View University



Diane Schaefer Johnson has announced her retirement as Director of Admissions at Grand View University. Diane has been a part of the GV family for the past 32 years and has held many different positions at the University culminating in serving as Director for the last 15 years.

Diane's greatest memory will be of the many student whose lives she has had the honor of touching. Giving students an opportunity to attend college and watching them grow as individuals as part of that process is one of her highest accomplishments.

Diane will join her husband, Bill Schaefer, who retired from Grand View five years ago and plans to garden, travel, have fun, and play in her new playhouse/girl cave.