

Day	Session Time	Session Title	Description
Monday	10:15 - 11:00 am	<i>Teaching Financial Literacy</i>	<i>The 'Teaching Financial Literacy' session will provide you with resources to teach students to become more financially responsible. You will learn what some post secondary institutions are doing to build on the required high school personal finances class in Missouri. Helping students know how and when to apply for financial aid will also be presented. Please bring your insight and questions to this session to spark a great discussion</i>
Monday	10:15 - 11:00 am	<i>I Hate to Say It, but Admissions is Sales!</i>	<i>Sales is NOT a dirty word, but it tends to be in the enrollment management universe. In order for institutions to be successful in recruiting students who are a good "fit" for their university, admissions professionals must be able to provide honest information about campus resources/atmosphere, be well-versed in financial aid lingo and the mission of the university, promote value, and be comfortable with fielding and overcoming common objections offered by both students and parents. Is the experience you're creating for the student throughout the entire admissions process "selling" your institution to them? Learn to help students discover your institution as their best "fit"!</i>
Monday	10:15 - 11:00 am	<i>Counseling Gen-Z</i>	<i>Who are they?! What do they do? What do they want? In order to build relationships that will allow this generation of students to trust us as they move through the college search process, we need to try and understand who they are and how they are different from previous generations. By looking at research and personal observations, this session will focus on strategies to make us more effective in helping our students find the right college fit</i>
Monday	10:15 - 11:00 am	<i>Doing What is Right, Fair, and Reasonable: An Ethical Guide to College Admissions</i>	<i>Join us for an overview and discussion highlighting the newly-adopted Code of Ethics for Professional Practice which provides clear ethical principles, and the rules for implementing them</i>
Monday	10:15 - 11:00 am	<i>Helping Students Prepare for College and Scholarship Interviews</i>	<i>"What do I expect? What should I wear? What are they going to ask me? How can I prepare? I'm freaking out!" These are all questions and concerns that secondary school counselors hear from students when they are heading to a college or scholarship interview for the first time. Join a panel of three high school college counselors, who also have background experiences in human resources and the college side of admissions, and walk away with practical tips to help your students ace their future interviews.</i>

Monday	10:15 - 11:00 am	<i>Using Social Listening To Impact Enrollment Management Outcomes</i>	<i>Social listening drives prospect identification and engagement, student and family behavioral insights, and brand benchmarking—all key areas of concern for both higher education and secondary schools. We'll start with an overview of social listening (finding and analyzing online conversations that are of interest to you and your campus—often in real time), then we'll share case studies for admissions and other campus offices, and review the tools required to support a social listening program. This session is geared towards all levels of proficiency in admissions, college counseling, and marketing.</i>
Monday	10:15 - 11:00 am	<i>Let's Get Real about Cultural Competency. A conversation about Diversity, Bias, and Cultural Fluency in Admissions</i>	<i>Join us for a discussion about diversity, bias, and cultural competency in our admissions offices. We all have biases but we cannot let that affect the service we offer our students. Please join us for an interactive discussion on how best to serve our students and each other</i>
Monday	2:15 - 3:00 pm	<i>Engage, Retain and Maximize Your Team</i>	<i>Keeping employees engaged and retained is critical to the success of an admissions office given the high cost of employee turnover. This session explores how to maximize your hiring committee and select the best candidate; ways to keep employees engaged; and how to increase retention.</i>
Monday	2:15 - 3:00 pm	<i>A Deeper Connection: Authentic Conversations and How They Can Work For You</i>	<i>Admission professionals everywhere are excellent at sharing the highlights of their institution but often stumble when discussing areas of concern. Diversity, safety and finances can easily stump a counselor not prepared to be transparent and authentic. This session will seek to empower counselors as they navigate these authentic conversations and leverage them to attract and enroll perspective students</i>
Monday	2:15 - 3:00 pm	<i>Government Relations Updates</i>	<i>Hear updates from both MOACAC and GPACAC's Government Relations Chairs about current issues and legislation impacting our industry at the state and federal level</i>
Monday	2:15 - 3:00 pm	<i>Mapping International Student Success in the Heartland: Counseling, Recruitment, Admission, and Beyond</i>	<i>Broken down into three sections, this presentation will highlight:</i> <ul style="list-style-type: none"> - the methods high school counselors and support staff can use to better assist, educate, and support international high school students as they prepare to enter US universities - successful strategies for university delegates wishing to attract and retain international students - the sensitivities involved in preparing domestic students with international coursework for university admission - engaging international students with the use of digital media - remaining sensitive to the challenges faced by international applicants and finding ways to better assist them throughout their admissions and arrival process

Monday	2:15 - 3:00 pm	<i>Competitive Admissions: Helping Students Navigate the Process</i>	<i>Many students pursue competitive colleges, programs and/or scholarships. Most of these programs utilize "holistic" application reviews. What criteria do competitive programs find important in our students' applications? What makes an application rise to the top of the pool? How can we better advise our students who plan to pursue a competitive program? We will provide an overview of holistic admission utilized at institutions and programs throughout the USA. We will also look specifically at the holistic admission process used by the KU Honors Program. Participants will have the opportunity to review resumes and essays and learn how they were viewed in the selection process. Bring your questions and your own tips for how you help students navigate competitive admissions.</i>
Monday	2:15 - 3:00 pm	<i>College Fairs: Should you host one? Already hosting one? What do the numbers show?</i>	<i>College fairs are an important tool in the college search process. What makes a productive college fair for both the student and the college? How can we get more parents and students to attend? Do students actually speak to the reps? What communication takes place between the college and the student after the fair? We will answer each of these questions, plus share tips about hosting or collaborating with other high schools, and also assess our top performing fairs. Gain insight into how the use of StriveScan at college fairs has led to increased engagement between students, colleges, and counselors.</i>
Monday	2:15 - 3:00 pm	<i>Why Hyper-Personalized, Data-Driven Marketing Works</i>	<i>It's not about you (the school), it's about them (the students). This should be the mantra of every enrollment management professional that is charged with attracting and ultimately enrolling students. In this session we'll discuss what hyper-personalized, data-driven marketing is, why this type of approach works and share real campaigns and results of this approach in action for Newman University.</i>
Monday	3:15 - 4:00 pm	<i>Understanding the Financial Aid Award</i>	<i>This presentation will deepen the high school counselor's understanding of a college financial aid award letter, helping compare the awarding criteria from each school, and then explain to students what a college is able to offer. The presentation will examine the unmet costs families may need to cover, how to fill the gap, and discuss the right steps to appeal an award letter. Key topics of discussion include: knowing the components of the estimated Cost of Attendance (COA); how institutions determine the Expected Family Contribution (EFC); and how to analyze the strongest offer</i>

Monday	3:15 - 4:00 pm	<i>Assisting Students with Mental Health Issues & Learning Differences from Search and Application to Selection & Matriculation</i>	<i>Connect with tools that can help students find best fit colleges allowing for smooth transition without gaps in counseling services or medication. Reduce or eliminate the need to stop out, drop out or avoid unnecessary transfer by learning which questions to ask and how to facilitate sharing with appropriate personnel. Who/what offices should be involved in communication? What details should be shared and when is the right time? How much info is too much? We'll discuss items families need to consider: access to qualified practitioners, insurance, financial concerns (therapy, psychiatric care, insurance, transportation). Student rights, what can a student ask for if/when a mental health crisis arises or resurfaces? FERPA, HIPPA, huh? Under what conditions will the college share information with parents</i>
Monday	3:15 - 4:00 pm	<i>Carnegie and Google's Student Online Behavior Insights</i>	<i>Let's go straight to the source. Understanding the online behaviors and preferences of students and parents is critical for developing short- and long-term strategies for recruitment and admissions. And as a Google Premier Partner, we know there is no better source than the warehouses of data Google has to offer. Join us as we go way beyond surveys and tap into the most comprehensive sets of behavioral data available to answer the key questions about prospective students' online behaviors, preferences, and journeys. Topics covered include search, mobile, social, video, your website, creative/messaging, and more.</i>
Monday	3:15 - 4:00 pm	<i>Not Just "Getting In" but "Staying In" : Navigation Assistance For First Generation Students</i>	<i>This panel discussion will focus upon how high schools and colleges can assist first generation students in navigating the difficult transition from high school to college. Presenters from both high schools and colleges will discuss the specific challenges that first gen students face, and how professionals from both "camps" can better assist students in making successful transitions and thus improving their chances for successful completion of their degrees</i>
Monday	3:15 - 4:00 pm	<i>A Solution for a Flawed System: The SCOIR College Network</i>	<i>What if colleges could find students who are interested in their university and connect with them during the search process? What if students were more confident in their college choice, minimizing the gap between acceptance and yield, and reducing transfer rates? With the use of a College Network, we believe we can open the lines of communication to find actionable answers to these questions and more. Utilizing technology and innovation, see what SCOIR has already created for all constituents of the application process and discover the possibilities of a college admissions network. Join us for an open discussion during this session.</i>

Monday	3:15 - 4:00 pm	<i>The Art of Change: Exploring Career Transitions in Admissions and College Counseling</i>	<i>There are many paths we take in our careers that lead to personal and professional success. Visit with three professionals, whose paths came from various directions, collided on a college campus, and then transitioned to follow their own paths in counseling, admissions, and consulting. Each has a different lens and a skill-set to share, but all are unified in their desire to guide students to post-secondary education. This session will focus on the art of transition, the value of building relationships within the field, and encourage you to think about the opportunities your own career path may take</i>
Monday	3:15 - 4:00 pm	<i>No Money? No Problem. A Quick Start Guide to Recruiting on a Dime</i>	<i>This session will highlight lessons learned from directing a recruitment/admissions team that runs on a shoestring budget but has set a record for applications received by Feb 1. Currently +24% from last year to date</i>
Tuesday	9:15 - 10:00 am	<i>Got Credit?</i>	<i>Students enroll in college with a wide range of background and experiences. Learn how the College Board's College-Level Examination Program (CLEP) and AP are used to provide a variety of students a bridge to college access and opportunity. From high school students seeking ways to save both time and money, to military service members earning credit for their military experience, or returning adults interested in completing a degree, data and research supports AP and CLEP credit opportunities. In addition, the College Board will seek feedback from the audience and will dedicate time to a Q & A session.</i>
Tuesday	9:15 - 10:00 am	<i>Leveraging Data-Driven Insights to Evolve Your Enrollment Operation</i>	<i>Outside influencers continue to change the role of admissions and enrollment management. Issues like demographic shifts, economic challenges and increased competition are changing the way data-driven enrollment offices evaluate their efforts and build their plans for the future. This session combines industry-focused research on the maturity model for enrollment management with day-to-day examples of how Rockhurst University, Park University, and University of Central Missouri are evolving their teams to address mounting challenges. Additionally, enrollment leaders will lead an in-depth discussion on skills, research, technology, and professional development that allows their team to develop a roadmap for evolution at their institution</i>
Tuesday	9:15 - 10:00 am	<i>Campus Visits: The Role They Play in the College Selection Process and Recruitment</i>	<i>This session will provide an overview of various types of campus visits that are offered to prospective students and families on college campuses. We will analyze each visit category such as open houses, daily tours, group tours, etc. and express the benefit of each, while allowing others to discuss what is offered on their individual campuses. The session will be interactive, including time for dialogue and brainstorming. Attendees will leave with the top reasons why campus visits are essential to the recruitment/selection process.</i>

Tuesday	9:15 - 10:00 am	<i>Adult Learners: When Experience Meets Education</i>	<i>Did you know that 40% of learners attending colleges and universities are over the age of 25 (or however we define "adults")? Additionally, almost three-fourths of all students attending today's US higher education institutions meet at least one descriptor of an adult learner....and the number is growing! Interestingly, higher education still tends to offer services with only traditional-aged learners in mind. This interactive session will reveal common characteristics of adult learners and explore ways to best serve their unique needs as they transition back to college or engage for the first time.</i>
Tuesday	9:15 - 10:00 am	<i>The Invisible Road Map: Preparing Yourself for Leadership</i>	<i>This session is to help provide a road map for new admissions professionals who aspire to be in admissions leadership, but don't know where to start. Discover ways you can groom yourself for leadership and create meaning experience on your way to being an Enrollment Manager</i>
Tuesday	9:15 - 10:00 am	<i>Doing What is Right, Fair, and Reasonable: An Ethical Guide to College Admissions</i>	<i>Join us for an overview and discussion highlighting the newly-adopted Code of Ethics for Professional Practice which provides clear ethical principles, and the rules for implementing them</i>
Tuesday	9:15 - 10:00 am	<i>Creating the Communications Plan That Students Want in 2018</i>	<i>Colleges continue to send emails and letters that inundate prospective students with every single fact and figure about their school. That changes today! No more singular pieces that don't connect, come from different people, and are way too long and too wordy. This session will present the blueprint for a recruiting communications strategy that has helped multiple colleges increase engagement and create a unique, personalized recruiting relationship with students/families from inquiry thru enrollment. Learn what kind of content to use in your emails and letters, who they should come from, how often students want you to send them, and more</i>
Tuesday	10:15 - 11:00 am	<i>Hidden Gems - Recruiting in Rural America</i>	<i>This session will provide insight on the challenges (and rewards!) of recruiting students from small high schools and rural areas. We primarily recruit in Southeast Oklahoma and Northwest Oklahoma which are both largely rural. We have some of the largest regions of the state, in regards to total number of high schools, because the high schools are typically smaller, and have had to overcome some challenges in working with such a large area.</i>
Tuesday	10:15 - 11:00 am	<i>Teaming Up to Transfer: A Collaborative Approach to Transfer Recruitment</i>	<i>In an effort to boost degree completion rates in Oklahoma, the Tulsa Achieves program provides Tulsa County high school graduates with free tuition at Tulsa Community College. Come learn about our collaborative process of recruiting transfer students through student search, matriculation data, and programming specifically targeted at this growing population. We will also address common obstacles transfer students face and how unique partnerships and collaborative efforts can work to overcome them</i>

Tuesday	10:15 - 11:00 am	<i>Gap Financing Options</i>	<i>Students receive their financial aid award letter and realize they still owe a balance. Now what? This session highlights the various gap financing options, some designed to pay for college and some not – 401k, HELOC, Long Term Investments, Federal Parent Loan, Private Student/Parent Loan. By attending this session you will gain a deeper understanding of the gap financing tools that students and families use and will be better equipped to counsel them on choosing the right financing solution for them</i>
Tuesday	10:15 - 11:00 am	<i>Opportunities and Benefits of Professional Leadership</i>	<i>In the craziness of the college admission profession, why would anyone think about taking on more responsibility in a volunteer position? YET we'll show you that getting involved in GPACAC, MOACAC, NACAC could be the one of the most amazing professional experiences of your career. NACAC or Affiliate service will allow you to grow as a professional, create a national network of colleagues, and stay on the front line of college admission. All three of the presenters will share the different opportunities available to you at both the affiliate and national levels, and as a group we'll dispel the myths that keep new volunteers from joining. This is a perfect session for anyone looking for opportunities to serve the profession or those who want to learn more about NACAC volunteer opportunities.</i>
Tuesday	10:15 - 11:00 am	<i>Let's Get Real: A Non-Cookie Cutter Approach to Strengthening the Counselor & College Admissions Relationship in a High Needs School</i>	<i>This session will discuss the reality of working with high needs populations from both the School Counselor and College Admissions perspective. Participants will have an opportunity to have an open and honest dialogue about what is needed from both sides to strengthen the relationship. Lastly, ideas and strategies will be discussed on how to work together to help high needs' students successfully matriculate into college.</i>
Tuesday	10:15 - 11:00 am	<i>Government Relations Updates</i>	<i>Hear updates from both MOACAC and GPACAC's Government Relations Chairs about current issues and legislation impacting our industry at the state and federal level</i>
Tuesday	10:15 - 11:00 am	<i>ABCs of Community Outreach</i>	<i>This session will cover the "ABCs" of college admissions strategies when partnering with community based organizations to support first generation students. We will focus on specific actions that have proven successful when explaining the college preparatory process to high school students and parents. We will also share how to create programming that meets institutional enrollment goals while also being an advocate and motivator for student's facing barriers for post-secondary.</i>

