

GWI

Program Guide

GUIDING THE WAY TO INCLUSION | VIRTUAL

NACAC

National Association for
College Admission Counseling

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Monday, July 27

PROGRAM WELCOME

10:45 a.m. – 11 a.m. ET

Dr. Crystal Newby, NACAC (VA)

Jayne Fonash, NACAC President, JDFonash Consulting (VA)

PLENARY SESSION 1

11:15 a.m. ET – 12:15 p.m. ET

Where are We Going and is This Sustainable? The Future of Higher Education

The world of admission is changing and the projections for the next decade will continue to push institutions into new and conflicting contexts. The demographics of the country are shifting, the cost of college is outpacing household income, and technology is changing the ways students interact with colleges. The demand to fulfill institutional priorities increases every year as we strive to be accessible, diverse, cost-effective, and balanced. However, there is a paradigm of trade-offs as class sizes stay the same. Join the conversation about how to prepare for the next decade and the tough decisions ahead.

Olufemi Ogundele, University of California, Berkeley

Ashley Pallie, Pomona College (CA)

Calvin Wise, Johns Hopkins University (MD)

LUNCH

12:15 p.m. – 1 p.m. ET

BREAKOUT SESSIONS 1

1 p.m. – 1:45 p.m. ET

Do You See Me? Examining the (In)Visible Presence of Marginalized Students

How do you help prospective students envision themselves on your campus? How do you show them current students, faculty, and staff with similar stories? How do you highlight campus resources that support their emotional, academic, and social success? Take an in-depth look at targeted communications for marginalized student populations, and hear best practices for identifying and working with current campus community members on communication plans, including segmented communications, drip campaigns, and social media.

Mia Rogers, Lake Forest Academy (IL)

Christopher Flores, Tufts University (MA)

BREAKOUT SESSIONS 1 (cont.)

1 p.m. – 1:45 p.m. ET

Home is Here: Working Together to Serve Undocumented Students

As higher education professionals, we serve undocumented students, self-identified and not, every day. Who are these young people? Do we have the knowledge and resources to appropriately support them? How are our institutions serving them? Given the national landscape and ongoing dialogue on immigration issues, what conversations might we find ourselves involved in? Which ones should we start? Join us for a candid, challenging, and hopeful discussion. Leave with a personal action plan, several best practices you can immediately use, and resources to help you connect with a network of support.

Ann Marano, Irma Lerma Rangel Young Women's Leadership School (TX)

Emma Chalott Barron, North Texas Dream Team

SMALL GROUP DISCUSSION

2 p.m. – 3 p.m. ET

You will find your small group assignments and a link to your meeting at the end of Breakout Session 1.

Tuesday, July 28

PLENARY SESSION 2

11 a.m. – 12 p.m. ET

At-Risk Students in a Post-Pandemic World: Addressing Gaps in the Transition and/or Return to Higher Ed

What challenges will underserved students face as they seek to enter, return, or complete their college education amid the COVID-19 pandemic? Learn how inequitable access to digital learning; growing academic and access gaps; and increased rates of poverty, financial instability, and food and housing insecurity will impact college choice and student success. Discuss mental health concerns and the stressors associated with leaving home amid global unrest. Then join with the presenters in developing proactive solutions to better serve students in this time of turmoil.

Nancy Lewin, Center for Equity in Learning, ACT

Melissa Caperton, American College Application Campaign, Center for Equity in Learning, ACT

LUNCH

12 p.m. – 12:45 p.m. ET

BREAKOUT SESSIONS 2

12:45 p.m. – 1:30 p.m. ET

Recruitment on a Budget during COVID-19: Thinking Outside the Box to Recruit Students of Color

What would happen if you were asked to design, with a limited or nonexistent budget, a visit program, recruitment plan, or communication plan for students of color? Imagine doing so amid the COVID-19 pandemic. Discover effective and cost-saving strategies to engage, recruit, yield, and prevent summer melt of students of color. Presenters will provide several examples of how to think outside the box when engaging students of color in the admission process.

Curtis Furguson, University of Southern California

Katrina Tijerina, The Colorado Springs School

In the Middle: College Access for Mid-Range Students

How can we provide college guidance for students in the middle? These students are not high-flyers with stunning GPAs or test scores; instead, they are solid students with average grades and test scores, often competing in the admission pool with exceptional candidates. Learn proven strategies for helping mid-range students become competitive college applicants, and glean insights from college admission professionals who partner closely with CBOs and college counselors to advocate for students in the middle throughout the college application process.

Brittany Lewis, Philadelphia Futures (PA)

Tyra Crosbie, Gettysburg College (PA)

Tracy Matthews, Friends Select School (PA)

PLENARY 3

1:45 p.m. – 2:45 p.m. ET

Plot Twist: Converting Crisis Responses to Calm Resolutions

First-generation underrepresented college students encounter various barriers navigating the landscape of higher education. These challenges may trigger a crisis for students and potentially require us as practitioners to intervene at any given stage of a particular issue. Explore our shared responsibility as access, inclusion, and equity practitioners from high schools, community organizations, and higher education institutions to assist first-generation students in identifying strategies that elevate calm and mindfulness while reducing crisis thinking and behaviors. Let's stay ready for any situation so that we don't have to get ready amid a conflict.

LaShone Gibson, Boys Hope Girls Hope International (MO)

Wenjie Lado, Carleton College (MN)

Jimmy Suarez, New York University

Wednesday, July 29

PLENARY 4

11 a.m. – 12 p.m. ET

Getting Out of Our Own Way: How Our Identities and Biases Affect Our Work

Understand how bias consciously and unconsciously plays a role in our daily work as counselors and application evaluators and how we can actively work toward creating a more inclusive admission process despite our own biases. Share strategies for unpacking our own biases and that can be used to identify bias in our offices and on campus.

Christopher Miller, Sandy Spring Friends School (MD)
Emmi Harward, ACCIS (CA)

LUNCH

12 p.m. – 12:45 p.m. ET

SMALL GROUP DISCUSSION

12:45 p.m. – 1:45 p.m. ET

You will find your small group assignments and a link to your meeting at the end of Plenary Session 4.

BREAKOUT SESSIONS 3

2 p.m. – 2:45 p.m. ET

Advocating for LGBTQ+ Students: A Rainbow of (50+) Practical Resources

We solemnly swear not to bore you with long intros, spend 20 minutes setting the stage, or explain basic knowledge. Instead, get practical tips and resources you can use right away that address a wide range of issues, including: Should students come out in their college essay? If so, how? How do you create inclusive representations in your office? How and why is it important to create intentional space for queer students of color? And, how can you empower yourself to advocate and learn every day?

Yanadira Mendez-Magana, Uplift Education (TX)
Ethan Sawyer, The College Essay Guy (CA)

Transforming Partnerships at a PWI: Black, Hispanic, and Tribal Initiatives

Virginia Tech's strategic partnerships with a local nonprofit, campus stakeholders, and tribal communities have increased access for hundreds of students from underrepresented communities through two summer programs, The Black College Institute and the Hispanic College Institute. Maximizing outreach and engagement with tribal communities through advocacy and scholarship also builds trust and alliances with current and prospective students. Efforts in all three communities focus on not only engaging students, but also their families, throughout the college application process.

Luisa Burgos, Virginia Tech
Dannette Gomez Beane, Virginia Tech
Mae Hey, Virginia Tech

Thursday, July 30

Q&A with NACAC CEO Angel B. Pérez

11 a.m. – 12:15 p.m. ET

LUNCH

12:15 p.m. – 1 p.m. ET

BREAKOUT SESSIONS 4

1 p.m. ET – 1:45 p.m. ET

What Does Affordability Really Mean? Critical Needs and Hidden Costs

Learn more about strategies for tackling the affordability question, particularly solutions that work for low-income students who face “extra” expenses that are not in the budget. Broaden your ideas of what students may need and what colleges should and hear more about how wrap-around support can strengthen the student experience and allow campus partners to bridge support and more fully embrace student needs.

Steph Gonzalez, Williams College (MA)
Twink Williams Burns, Williams College (MA)
Mindy Wright, The Upward Project

Initiate, Implement, Improve: College Access and Admission Partnership Frameworks to Improve Impact and Success

Colleges face blind spots when seeking prospective first-generation low-income students to recruit and enroll. Community-based organizations (CBOs) face difficulties getting on the radar of colleges and ensuring their students will persist and graduate. Drawn from research findings from a College Greenlight/Bloomberg Philanthropies ATI brief, explore insights and practices to better understand the CBO landscape to identify best-fit organizations; navigate informal partnerships vs. memoranda of understanding; evaluate the ROI; and discuss successful partnership frameworks that promote impact.

Brittney Cleveland, College Greenlight (IL)
Brittney Cooper, Uplift Education (TX)
Taaha Mohamedali, The Academy Group (IL)

CLOSING REMARKS

1:50 p.m. ET – 2 p.m. ET

Dr. Crystal Newby, NACAC (VA)
Delorean (DJ) Menifee, NACAC Board Director, Susquehanna University (PA)