

Date	Time	Track	Level	Title	Description	Presenter	Title	School
Tuesday	10:15 - 11:00	Transfer	Inter 3-6	Student Ambassador Leadership Conference: Preparing Tomorrow's Leaders	Stop by and learn how community colleges have partnered with universities from around the state to create positive leadership and networking opportunities for their student leaders. In its 7th year, the Community College Student Ambassador Leadership Conference fosters a positive experience and recruitment opportunity for both community colleges and universities.	Nathaniel Mitchell	Director of Admissions	East Central College
						Terra Kneeland	Transfer Admissions Counselor	Missouri University Science & Technology
Tuesday	10:15 - 11:00	Post Sec	EM	Enrollment Connected: Breaking Down Silos To Optimize Enrollment	When teams collaborate across reporting lines, the enterprise is improved and the outcomes are stronger. As budgets shrink and demographics shift, it's imperative that your investments in recruitment and financial aid strategies produce the strong outcomes you desire. Yet, all too often, these strategies remain disconnected. Is there benefit to coordinating these approaches?	Misty McBee	Executive Director of Admission & College Marketing	Culver-Stockton College
Tuesday	10:15 - 11:00	All	All	How my ACAC Changed My Life	After years of feeling so busy that I didn't have time for college admissions reps in a large public high school, I finally decided to give KYACAC a try. My friend and mentor told me my kids were missing out if I didn't make connections with my colleagues on the other side of the desk. He was right, but what didn't tell me was how much I was missing out. Join me for a humorous look at a how my ACAC changed my life.	Chris Reeves	Professional School Counselor & Board Director, NACAC	Beechwood High School

Tuesday	10:15-11:00	Sec	Inter	A New Start Line for the College Choice Process	We all work to help students find the best fit colleges. This session will present an outline for a course curriculum that utilizes online resources to help your students define their values, strengths, and personality in order to begin the college selection process with a good understanding of who he or she is and what he or she needs to be successful in college and beyond. This program ties a student's values, interests, and strengths into potential college majors and careers.	Barbara Sams	Director of College Counseling	Saint Louis Priory School
---------	-------------	-----	-------	---	---	--------------	--------------------------------	---------------------------

Tuesday	10:15 - 11:00	Post Sec		Admissions, Marketing, and Enrollment Best Practices: Small Budget, Big Impact	Focusing on internal efforts and external partnerships, this presentation will explain the efforts that can bring an institution's enrollment and admissions success, while also emphasizing the challenges that arise before and during those changes. Admissions, marketing, and enrollment can be overwhelming. Breaking it down into manageable sections, institutions can better visualize the changes and challenges they may face, as well as hear a success story about Bacone College. Participants will learn what enrollment management is as a broad definition, as well as more in-depth explanations of key aspects and ways to prevent and to resolve challenges that often face institutions and marketing efforts, including the first steps in both internal and external processes. Participants will view highlights from Bacone's 2015-2016 enrollment campaign, specifically aspects that brought success and the challenges their admissions team overcame. Finally, participants will learn about the future of effective admissions, marketing, and enrollment management. This will encompass both the continuation of their own institutions' efforts and the trends of higher education as whole. Through research, industry leaders, and the combined 20+ years of experience through Stewart U 360 and Bacone College, participants will hear about trends to prepare their departments for and how their efforts can keep up to date.	Shawn Stewart	Owner	Stewart U 360
						Evan Jones	Marketing Manager	Stewart U 360

Tuesday	11:15 - 12:00	Post Sec	EM - senior	Building a Trust Proposition Through Student Engagement to Increase a Student's Perception of Value and Loyalty	Large amounts of quantitative data can be obtained by means of the National Survey for Student Engagement (NSSE). However, can a 15-minute survey truly provide an institution with enough relevant data to adequately understand a student's perception of value in order to help inform strategic changes that will affect future levels of engagement? Harper (2007) suggests that quantitative assessment has overwhelmed significant qualitative research efforts, limiting potential insights gained from a student's valuable first-hand experience. Whereas student success can be measured at the end of a semester, school year, or educational career, qualitative measurement of a student's perception of value reflect how their learning experience and perceptions of trust, value, and loyalty evolve over the course of their entire college experience. This session will provide the key findings of a qualitative bounded case study that examined the perceptions of value for students at a private, liberal arts college in the Midwestern United States. This session will also introduce practical organizational strategies for utilizing engagement best practices to inform recruitment and retention efforts.	Cory Scheer, Ed.D.	Dean of Admission	William Jewell College
---------	---------------	----------	-------------	---	---	--------------------	-------------------	------------------------

Tuesday	11:15 - 12:00	Post Sec	EM	Hidden Influences: Revealing the unspoken perceptions that prospective students have about your college and why it matters in your ability to grow and control enrollment.	We will present findings from a groundbreaking national study – joined by public and private colleges across the U.S. – which uncovers the things prospective students hold back from colleges during the college shopping process. More importantly, we will share proven techniques and strategies colleges can use to unmask hidden influences and effectively deal with them before the student solidifies his or her enrollment decision. Attendees will leave with actionable information they can use to uncover and manage the perceptions and opinions that prospective students have about their college and the other colleges they are considering. The insights provided by the more than 14,000 college-bound student participants in “Hidden Influences,” provide key- takeaways on how to have more impactful future conversations with prospective students and more powerful mass communication strategies.	Bob Longmire	President and CEO	Longmire and Company
						Robert Andrews	Vice President & Dean of Enrollment Management	Westminster College

Tuesday	11:15 - 12:00	Transfer	Inter	Partnering with Campus Career Services	Partnerships between Admissions and Career Services are very beneficial in the student recruitment process and can often answer questions for both potential students and their parents.	Polly Matteson	Assistant Director, Career Center	Truman State University
Tuesday	11:15 - 12:00	Sec, Post Sec, Transfer	All	Government Relations and Advocacy Update	Hear updates from the MOACAC government relations chair on state and federal policies that impact higher education, on both sides of the desk.	Kyle Strothmann	Assistant Director	Saint Louis University
Tuesday	11:15 - 12:00	Sec, Post Sec, Transfer	All	Understanding Special Populations & Financial Aid	Assisting students and families with filing the FAFSA can be challenging in itself. But when you throw in special populations of students you can be faced with unique circumstances and additional hurdles. This session will focus on giving you a background on financial aid and the special groups to be able to assist on the front lines. Special groups would include homeless, pregnant/parenting, orphaned, and those in foster care or legal guardianships.	Valerie Jensen	Assistant Director, Counseling/Outreach	Saint Louis University
						Alexandria Miller	Financial Aid Counselor	William Woods University

Tuesday	3:30 - 4:15	Sec, Post Sec, Transfer	All	FAFSA Updates and the Prior-Prior Year Implementation	For the first time in the history of the federal financial aid programs, the Free Application for Federal Student Aid (FAFSA) is now using prior-prior year tax information and is available three months earlier. The 2017-18 FAFSA was launched in October 2016, and students and families are using the 2015 income tax year as the basis for completing the FAFSA. Attend this session to hear about the recent information regarding the implementation of the prior-prior year FAFSA and any insights learned to date.	Angela Karlin	Director of Financial Aid	University of Central Missouri
Tuesday	3:30 - 4:15	Post Sec	All	Being an Introvert in an Extroverted Field	Have you ever finished a college fair or large event and just wanted to be alone? Do you sometimes get anxious when meeting new people? After a week of fairs, would you rather sit in your hotel room and binge watch <i>Scandal</i> rather than go out with your college rep peers? If you answered "yes" to any of these, this session is for you. Come and find out how to successfully use your introversion to influence an extroverted field.	Drew Griffin	Director of Admissions	University of Missouri- St. Louis
Tuesday	3:30 - 4:15	Post Sec	EM	Say No to "Spray and Pray" Marketing Approaches: How Digital Strategy Brings Focus to Funnel Management	Every college has hard-to-find prospective student groups. Whether you need to attract certain talent to fill a program, reach high achievers or connect with a desired demographic, digital marketing is an excellent way to shape your class. With digital marketing, you can attract prospects that aren't in your typical list buys through audience mirroring, target parents and influencers during decision making periods with IP Targeting, and use geo-fencing to capture the interest of transfer students, first-generation, or other audiences important to your institution. MediaCross will outline several types of digital strategies that can boost engagement at each stage of the funnel. Come learn about the basics of digital marketing, what types of ROI to expect from these efforts, and ask questions to help you integrate digital into your marketing mix this year.	Jessica Shasserre	Director of Higher Education Marketing	Media Cross, Inc.
						Brian Roberts	Digital Marketing Strategist	

Tuesday	3:30 - 4:15	Sec	Inter	Incorporating Career Considerations into College Decision-Making	College choice involves many factors, including return on investment and post-graduation career outlook. At both the secondary and collegiate levels, many resources exist to help students with their personal career exploration and professional development. This session will provide an overview of typical college career resources available, a recommended timeline for first-time freshmen and transfer students to take advantage of resources, and insight into how to make the most of the college experience to promote career success. Specific examples from Webster University will be discussed, including collaborative events like Webster's Graphic Design Showcase that actively incorporate career development information into the admission process. Representatives from both college admissions and career services will discuss how to coach students and families to ask about and look for an institution that supports career development throughout the college experience and beyond.	Marcie Schumert	Assistant Director, Career Development	Webster University
Tuesday	3:30 - 4:15	Sec, Post Sec, Transfer	All	MASFAP Money Challenge Potential Impact On-Campus	Who doesn't love a game of life. Real life can hit college students in the blink of an eye. What better way to help them prepare than to put them through a real life simulation. Students work their way through stations in which they are able to complete a real life 12-month budget. Learning how to manage the income they are given (in relations to their major)	Kayla Klein	Financial Aid Advisor	University of Missouri-Columbia
						Alexandria Miller	Financial Aid Counselor	William Woods University
Tuesday	3:30 - 4:15	Post Sec	All	High School Student Panel	High School students will share their insight and experience on the college selection and enrollment process.	Students from Lebanon, Camdenton, and School of the Osage High Schools		
Wednesday	9:00 - 9:45	Sec, Post Sec, Transfer	All	Gap Financing Options	The student has received their financial aid award letter and they still owe a balance. Now what? This session highlights the various gap financing tools families utilize – long-term investments, HELC/Loans, 401ks, credit cards, tuition payment plans, federal PLUS and private loan programs. The focus will be on encouraging responsible borrowing and what you can do to help educate your students and families on finding the right solution for their borrowing needs. 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.	Laura Steinbeck	Director, Business Development	Sallie Mae

Wednesday	9:00 - 9:45	Post Sec, Transfer		Ten Recruitment Communication Challenges Affecting Enrollment Results	Do you wonder why your recruitment communication plans don't translate into enrollment success? This session will provide Admissions Professionals a chance to learn about practices and issues commonly seen that lessen your chances of enrollment success. Based on 20 years of working with Admissions offices, this session will discuss internal and external factors many colleges and universities share that contribute to not reaching enrollment goals.	Kent Kleiva	Senior Enrollment Consultant	KelmscottEDU
Wednesday	9:00 - 9:45	Sec	Adv	What can I do with this major?	Helping students through the major or career decision process.	Polly Matteson	Assistant Director, Career Center	Truman State University
Wednesday	9:00 - 9:45	Sec	Adv	Educate on Education	An interactive game I created through Kahoot to play with high school students to educate them on a college credit hour, a full time student, different college degrees, cost of college, FAFSA and financial aid and much more. A competitive game that keeps students engaged and having fun while learning important information at the same time.	Shanna Meyer	Enrollment Services Specialist	Jefferson College

Wednesday	10:00 - 10:45	Sec	All	Paying for College: What do I need to know?	Experience what parents and high-school students want to know about when it comes to paying for college. This session will walk you through a "Financial Aid Night" to explore the various financial resources available for incoming freshman. Scholarships and other institutional aid, Missouri programs, and federal aid programs will be explained in more detail. Also included are important deadlines and FAFSA application processes needed to ensure maximum funding available.	Becca Diskin	Director of Financial Aid	Missouri Southern State University
Wednesday	10:00 - 10:45	Sec	Inter	LinkedIn	How to maximize this great networking tool when working with students.	Polly Matteson	Assistant Director, Career Center	Truman State University
Wednesday	10:00 - 10:45	Sec, Post Sec, Transfer	All	The Transfer Timeline	This session will look at the path of a typical student transferring to Missouri S&T. In doing so, it will discuss how to better assist students interested in pursuing the transfer route. It will cover the definition of a transfer student, steps students should take prior to transferring, the application process, how credit transfers, and what to do after being admitted as a transfer student.	Tyler Johnson	Admissions Counselor	Missouri University Science & Technology

Wednesday	10:00 - 10:45	Sec, Post Sec		Teens and Parents: Working with <i>Families in the College Admission Process</i>	Every parent wants the best for their kid, but sometimes well-meaning parents can over-step boundaries or even hi-jack the college admission process from their student. This presentation will give tips and suggestions to high school and college level professionals on the following: 1) Identify parenting stereotypes, 2) Identify child behavior stereotypes, 3) Understand why failure and vulnerability are key to being successful in the college admission process (and in life), 4) How you as a college admissions rep or high school counselor can work to encourage healthy and appropriate action from parents and students in the college admission process.	Joann Elliott	College Counseling Tutor	College Counseling Tutoring, LLC
Wednesday	10:00 - 10:45	All	All	Working with Millennials and Beyond	Millennials are the largest generation on our planet today. As a result, they will have a tremendous influence over norms, expectations and behavior. This session will highlight the financial and buying habits and expectations of millennials and will review some recommendations in engaging them. This session will also touch on the emerging Generation Z influences and behaviors.	Laura Steinbeck	Director of Business Development	Sallie Mae