

2019 MOACAC Conference

Session Schedule (Tentative-sessions, presenters, dates/times are subject to change to meet conference or presenter needs)

Monday, April 1, 10:15-11:00 am

Session Title	Session Presenter(s)	Abbreviated Session Description
No Sugarcoating: How to Support Informed Decision-Making Toward Affordable College Enrollment	Teresa Steinkamp and Thurman Young, The Scholarship Foundation of St. Louis	Counselors and college advisors can play a crucial role in supporting students through the financial aid process, but research from last year reveals that many feel ill-equipped to do so. Participants will learn how to have hard, but necessary, conversations. Presenters will share methods for effectively supporting informed decision-making toward affordable college enrollment.
STEM-The Exciting Opportunities for Education and Careers in the STEM Field	Kelly Money, Missouri University of Science & Technology	This will be an inspirational and informational presentation on how to engage high school students to enter the STEM fields. There are New Technologies, Design Teams, Research, and innovations students can be a part of in Bio-Medical, Cyber Security, Environmental, & Material Sciences fields. Ultimately showing great outcomes for future students
Exploring the World of HS Counseling: What College Admissions Professionals Need to Know.	Rob Lundien, Park Hill South High School Sarah Dix, Hillsboro High School Melissa Millington, Willard High School	What is a school counselor's role in public high schools and what can admissions professionals expect from the counselors they serve? Three high school counselors will lead a discussion and share their insight and experiences about the ever-changing world of school counseling. Participants will develop a better understanding about how to form and enhance positive partnerships with school counselors and how to better reach college-bound students.
Reimagining NACAC: Sharing News, Asking for Feedback	Mark Steinlage, Jr., Associate Dean and NACAC Board Director, Saint Louis University	It's a new year, and NACAC is taking steps to reimagine its membership model and governance structures, and creating new possibilities for member engagement. MOACAC Immediate Past-President and current NACAC Board Director Mark Steinlage will share details about potential changes designed to extend the benefits of membership to more

		professionals and to make the process of joining less complicated. He will also talk about the latest proposals from the Ad Hoc Committee on Governance Restructuring, including possible new opportunities to serve on national committees and engage in the vital work of the association, as well as ideas for simplifying the eligibility requirements for NACAC leadership positions. This session will be interactive, and attendees will be encouraged to discuss and offer feedback on all these potential changes.
College Bound Student Athletes-Eligibility, Recruitment and Support	Trudy Steins, Pattonville High School	As a high school counselor for the past 20 years and most recently a 2- year member of the NCAA National High School Advisory Board as well as a parent of 2 NCAA student-athletes, this presentation will cover the basics of NCAA eligibility, recruitment, guidance and the core course review process.

Monday, April 1, 1:15-2:00 pm

Session Title	Session Presenter(s)	Abbreviated Session Description
College Search for Students from Low-Income and Rural Backgrounds	Katie Hash, Missouri State University	This session will explore some challenges that students from low-income rural backgrounds face as they begin and go through the college search process, which often negatively impacts their access to higher education. In order to help practitioners better serve these students, the session will include best practices related to supporting this population as well as preliminary data from a study conducted at Missouri State University including students who meet this demographic.
Understanding Financial Aid Award Letters	Laura Steinbeck, Sallie Mae	After being accepted to college, students will receive a letter that outlines how much the school will cost and what kind of financial aid package they will receive. Generally award letters contain the same overall information but there is no standard format so they can be difficult to interpret. During this session attendees

		will learn how to read the award letters and understand the information that is included on them so that they can more easily compare schools and determine which college may be the best fit.
Home Run Results When We're On the Same Team	Jamie Staggs, Western Illinois University Ashley Beck, University of Kentucky Ivy Hartman, Rockwood High School Judi Timmons, Nerinx Hall	Home run results are attainable when college admission counselors and high school counselors work together to assist students with the college search process. This session includes 7 innings of tips on how to increase your RBIs by functioning well as a team when it comes to high school visits, special programs, difficult conversations, college fairs and much more. Whether you are a rookie or seasoned veteran, come hear about the benefits of being on the same team.
Purposeful College and Career Search Sites for the Post-Millennial Generation - Scoir & YouScience	Gerry McCrory, SCOIR	As digital natives, Generation Z students are masterful researchers who are much more purposeful and outcome-focused in their college selections. Scoir and YouScience have partnered to combine deep analytics and beautifully designed software that helps students learn more about themselves, explore careers, and discover best fit colleges in an authentically engaging experience. This presentation and discussion will include counselors sharing their firsthand perspectives on using these tools.
We Are Surviving or Have Survived The Process!	Earl R. Macam, EdD, MICDS Gwen Tohill-Macam, Marian University-Indianapolis Teresa Bont, University of Tulsa Suzanne Goff, Westminster Christian Academy	We are SURVIVING or have SURVIVED the college search process with our own children!

Monday, April 1, 3:15-4:00 pm

Session Title	Session Presenter(s)	Abbreviated Session Description
Adapting the Message to the Method	Phillip Campbell, St. Louis Community College Mindy Souvannalay, St. Louis Community College	From the middle school student to the life-long learner, it's important that your team is able to adapt your message to be meaningful to all audiences. Whether you are guided by a mission statement or a current marketing campaign, this session will discuss

		strategies to translate your message to be effective while keeping students at the center of the communication. We will share some theories that we are using as well as invite participant input on how we can support students from all ages, areas, and avenues of their education.
Going on a Road Trip? How to Plan Effective Campus Visits for Counselor Only Events & Student Tour Groups	Michelle Luraschi, Pattonville High School Mary Giunta, Affton High School Diane Drilling, Drury University	Colleges--are you addressing the unique needs and questions counselors REALLY want to know when they visit your campus or just repeating the same 'ole tour? Counselors--are you thinking about planning a college tour for your students, but don't know where to start? We will share best practices and concrete steps to make your next road trip a memorable journey for both you and your students.
Communicating Affordability to Prospective Students	Jeff Pierpont, College Raptor Mike Gruzeski, College Raptor	Providing prospective students a clear understanding of affordability is critical both to promoting access and reaching enrollment goals. This session will review best practices to provide aid information to parents and students on the web. We'll offer check up ideas for websites and also discuss personalization of information and net price calculators using aggregated usage data from over 130 College Raptor NPC campus partners.
Helping Students Use Scholarship Central Effectively	Ellen Vietor, Scholarship Central	Scholarship Central is a free resource that gives Missouri and Illinois (St. Louis Metro East Counties) access to over 100 local and regional scholarships. This session will provide counselors with tips to help students use Scholarship Central effectively. We'll discuss how students' profile responses affect the opportunities they see, how scholarship providers evaluate applications, and what counselors can do to help students complete more applications.
Social Media and College Admissions	Stephanie Oswald, Ph.D., Collegiate Key, LLC	This session will provide insight into how colleges and applicants leverage their use of social media during the college admissions process.

Tuesday, April 2, 9:15-10:00 am

Session Title	Session Presenter(s)	Abbreviated Session Description
Help! I have a Student Interested in Video Game Design	Andrew Laue, Webster University	Combining art, technology, and storytelling, the video game industry continues to grow at a rapid pace. This session will give an overview of this dynamic field, summarize the types of jobs game design companies need, and provide basic terminology so you can communicate effectively with students interested in this career. We will also discuss: the future of game design, how to evaluate colleges that offer game design programs, what skills are needed to be successful, and how to best advise students about the various post-secondary options.
Supporting Undocumented Students in the State of Missouri	Félice Martínez, Scholarship Foundation of St. Louis	We'll talk about the current state of issues facing undocumented students and the real nuts and bolts of college admission and financial aid for students who are undocumented in Missouri.
First Generation Curse/Blessing	Tony TNT Rushing, Southeast Missouri State University	This session will provide the attendee with: An understanding of first generation students and how we can get them to better understand the college planning process for them and their parents, how to understand the struggles these students face that they do not control and what does not show on the surface and how to turn a first generation student into a successful college student.
Helping Students Succeed	Marilyn Landrum, MO Dept. of Higher Education	This session will discuss helping students choose the right post-secondary institution, managing their time effectively, selecting the right classes, and staying on track to complete a post-secondary credential without drowning in debt. During this session resources will be shared and updates on Missouri Department of Higher Education initiatives will be provided.
A Guide to Evaluating Student Loans	Beth Zachary, Discover Student Loans	This presentation will provide high school counselors with an overview of college financial aid options including federal and private student loans. After

		participating in this presentation, the attendee will be able to: <ul style="list-style-type: none"> • Explain to students and families the components that make up the financial aid award letter • Provide guidance on how much borrowing may be needed • Review and evaluate the various student loan options
--	--	---

Tuesday, April 2, 10:15-11:00 am

Session Title	Session Presenter(s)	Abbreviated Session Description
Enrolling Gen-Z: Pivoting to Serve the Next Generation	Michelle Palumbo, ACT® NRCCUA®	<p>This presentation, based on the Eduventures Prospective Student and Student Sentiment Surveys, explores the key distinctions between Millennial and Gen Z students and the implications those distinctions have on student expectations.</p> <p>Join us to learn how to serve Gen Z students better in recruitment and enrollment, the role that technology will play in the overall student experience, and how you can understand and use student mindsets to shape more engaging communications.</p>
Lessons Learned from College Mentoring	Dr Jenny Marquart, EdD, Parkway North High School (retired) Mentors 4 College Holly Kennedy, Bayless High School Dr Erin Schulte, EdD, Parkway School District	<p>This session highlights the achievements of the Mentors 4 College volunteer program at 8 different Missouri high schools (city charter, suburban and semi-rural) after 8 years of implementation. Students participating in the program have a satisfaction rate of 91% and have a retention rate of 94% once they go off to college. Lessons learned and success strategies will be discussed.</p>
How MCAC Advisers Collaborate With Admissions Professionals, High School Counselors & Educational Associations to Best Serve Students	Trista Sullivan, Missouri College Advising Corps Kurly Taylor, Missouri College Advising Corps Philicia Hampton, Missouri College Advising Corps	<p>Missouri College Advising Corps (MCAC) hires recent college graduates to work in 48 high schools across the state of Missouri to empower students to go to college and succeed. MCAC advisers will discuss how counselors can work with students to identify best match/fit institutions, address the challenges students face when applying for admission and identify ways to</p>

		collaborate and partner with higher education institutions to ensure student success.
What I Wish I Would've Known: Tips and Tricks for New Admission Counselors	Julianna Graf, Monmouth College Emily Smith, Illinois College Samantha Thomas, Kansas State University	It takes a cycle or two to understand what this admission thing is all about. From effective recruitment strategies to professional development opportunities, we're here to share our stories, insights and advice to help first and second year admission counselors thrive in their new roles.
Promoting Skilled Trades Training Programs and Technical Colleges to Current Students and Parents	Mary Giunta, Affton High School Chantal Chandler, North and South Technical High Schools Mark Fields, Ranken Technical College	During this session, you will learn why you should be promoting skilled trade professions, their training programs and technical school options for today's students. You will understand the need for workers, the type of student it takes and how to find the programs. Also, you will learn how to create a Trades Showcase to help your families learn more about the professions.