



c/o D. Lawrence Planners, L.L.C.
1125 Atlantic Ave., Suite 634
Atlantic City, NJ 08401

Return Service Requested

FIRST CLASS
MAIL
U.S. POSTAGE
PAID
PERMIT NO. 58
BELLMAWR, NJ

Join Us For Our **ANNUAL CONFERENCE**

June 7 & 8, 2010

Ocean Place Resort & Spa
Long Branch, New Jersey

Take advantage of our advanced registration savings and complete your application by May 10th!
See page 10 for Registration Form or go to www.njacac.org to register online.

2010 ANNUAL CONFERENCE SCHEDULE AT A GLANCE



SUNDAY – JUNE 6, 2010

6:00 – 8:00 pm Kick Off BBQ at Monmouth University Campus

MONDAY – JUNE 7, 2010

8:00 – 9:00 am Registration
Continental Breakfast
Exhibitor Time

8:35 – 8:55 am First Timer's Orientation
Basic's Reunion

9:00 – 10:15 am Session A

10:15 – 10:45 am Exhibit Time

10:45 – 12:00 pm Session B

12:00 – 2:00 pm Luncheon
NJACAC Business Meeting
NACAC Update – Nancy T. Beane
Scholarship Presentations
Award Presentation
Keynote Speaker – Rosemarie D. Poverman, MSW, LCSW

2:00 – 3:15 pm Session C

3:15 – 3:30 pm Exhibit Time

3:30 – 4:45 pm Session D

4:45 – 6:00 pm Cocktail Reception

7:00 pm Conference Social

TUESDAY – JUNE 8, 2010

8:00 – 9:00 am Registration
Continental Breakfast
Exhibitor Time

8:35 – 8:55 am First Timer's Orientation
Basic's Reunion

9:00 – 10:15 am Session E

10:30 – 11:45 am Session F

11:45 – 1:00 pm Luncheon
Keynote Speaker – Peter Van Buskirk, Founder of The Admission Game

1:00 – 1:30 pm Dessert with Exhibitors

1:30 – 2:45 pm Session G

2:45 – 4:00 pm Session H

See inside for detailed information on Sessions, Speakers and Networking Activities!

Sharpen your skills and collaborate with your colleagues from high schools, colleges and universities, and your national association. We look forward to seeing you!



2010 ANNUAL CONFERENCE

Join Us!

June 7 & 8, 2010

Ocean Place Resort & Spa
Long Branch, New Jersey

Shore
**NJACAC: A ~~Sure~~
Thing in an Ocean
of Possibilities**

FEATURING KEYNOTE SPEAKERS:



Nancy T. Beane
Director NACAC Board, College Counselor, The Westminster Schools, GA



Rosemarie D. Poverman
MSW, LCSW



Peter Van Buskirk
Founder of the Admission Game

Register Today!

Take advantage of our advanced registration savings and complete your application by May 10th!

See page 10 for Registration Form or go to www.njacac.org to register online.

LETTER FROM THE PRESIDENT



Dear Colleagues,

With winter fiercely upon us, I am sure it is hard to start thinking of warm Spring weather. However, in the world of NJACAC, we are beginning to look toward the month of June and the beautiful **Ocean Place Resort, NEW** home to our **2010 Annual Conference!**

Also NEW for this year is the date of our conference. We moved our conference from May to June 7th-8th, to hopefully accommodate our school counselors. Each year we have received feedback that the dates of our conference interfere with AP and State-mandated testing. We hope that our date change will now allow you to join us!

I would like to thank our President-Elect, Susan Makowski, and her 2010 Conference Planning Committee for the work they have been doing thus far on the Conference and what they will be doing in the coming months to plan for a terrific Conference for all.

I promise you this year's Conference will be filled with rich professional development sessions, excellent speakers, and of course the opportunity to network with colleagues. I would like to thank, in advance, all of those who submitted proposals and all of those who agreed to present this year. In addition to our enriching sessions and speakers, our Conference would not be a success without the support of our exhibitors and sponsors. For those who have already committed to joining us, THANK YOU; and, for those of you who are thinking of it, I strongly encourage you to do so, as you will have the opportunity to meet with over 500 professionals in the industry.

For those of you who attend each year, I welcome you back. For those who have never attended before, I encourage you to attend this year's Conference. Everyone will be in for a treat! Please read through the brochure and learn more about the great professional sessions we are offering and social ones too! I personally look forward to welcoming you all to the 2010 Conference at the Ocean Place Resort!

Sincerely,

Melissa Mezzina
President, NJACAC
Assistant Dean of Admissions
Sacred Heart University

Please Join Us for the **Conference Social!**

End the long day of professional development at the **Ocean Place**



Resort's Tiki Bar -
home to the
Conference Social.

Take the opportunity to let your hair down and spend time with your fellow conference attendees as you discuss the wonderful sessions you attended earlier in the day. Great time to network and make new NJACAC friends.

Monday, June 7
7:00 PM

Cost: \$15 per person, cash or check. RSVP preferred but you may also pay at the door.

CONFERENCE LOCATION

Ocean Place Resort & Spa

Long Branch, New Jersey



For more information about hotel features and amenities go to
www.oceanplace.com

HOTEL RESERVATIONS

Reservations should be made between 8 am - 7 pm Monday through Friday or Saturday 9 am - 5 pm to get the discounted conference rate of **\$159** (plus tax & fees) for single and double occupancy. **The special rate deadline is May 15, 2010.**

Please call **Ocean Place Resort & Spa** at **800-411-6493** or **732-571-4000, ext. 8002** and identify yourself with the *New Jersey Association for College Admission Counseling* or use the hotel reservation form located on page 9 of this brochure or on the NJACAC website. Go to **www.njacac.org**.



MONDAY, JUNE 7
During Lunch
Rosemarie D. Poverman,
MSW, LCSW

Rosemarie Poverman, a Licensed Clinical Social Worker, prefers the title, "Clinical Edutainer." She has devoted much of her professional time to popularizing the useful messages of psychotherapy in her high energy, light hearted key-note programs and workshops. Corporate, professional and civic audiences around the country have responded to her presentations with great enthusiasm: "enlightening", "insightful", "best workshop ever".

Rosemarie customizes her humor-based programs to her audiences. She targets a wide variety of work-place and living issues including, personal and stress management, problem solving and decision making, communication and relationship enrichment. She takes a wonderfully useful and funny approach to it all, teaching HUMOR SKILLS as self-empowerment skills.

Her own life experiences allow her to connect with a broad spectrum of people. She has been a Flotilla Commander in the Coast Guard Auxiliary, has worked as a Licensed Flagperson in the Sports Car Club of America, raised three children, stayed married to her college sweetheart and is a published photographer.



MONDAY, JUNE 7
During Lunch
Nancy T. Beane
Director NACAC Board, College
Counselor, The Westminster
Schools, GA

Nancy grew up in Tennessee and has degrees from Agnes Scott College, University of North Carolina at Chapel Hill, and Georgia State University. She has taught for thirty-six years. Including her student teaching, she has taught every level from K-12 except for eighth grade, spending fifteen years in public education and twenty-one in an independent school setting. Currently, she teaches American history at The Westminster Schools and also is College Counselor and Senior Grade Chair.

Active in SACAC where she was president in 2004-2005, she is presently a member of the Board of Directors for NACAC. She is also highly involved in the Georgia School Counselors Association (GSCA), College Board, the Georgia Foundation for Independent Colleges (GFIC), and serves on counselor advisory councils for Oglethorpe University and the University of Georgia.

She has been the recipient of the 2004 College Board's Southern Regional Counselor of the Year, SACAC's Bill Starling Award for Mentoring in 2005, the GFIC Outstanding Counselor Award in 2007, and the National Society of High School Scholars (NSHSS) Award for Outstanding Guidance to Scholars in 2009.

ALTERNATIVE HOUSING OPTION

Relive your college days by staying in a residence hall on the campus of Monmouth University, conveniently located 10 minutes from the Ocean Place Resort & Spa! Cost for a room at Monmouth University:

- **Single Occupancy** (*semi-private bathrooms*) \$39 pp, per night
- **Double Occupancy** (*semi-private bathrooms*) \$29 pp, per night. You will need to register with a roommate.

To request and pay for a room in the residence halls of Monmouth University, please contact Andrea Zaremba, Director of Recruitment, Seton Hall University at andrea.zaremba@shu.edu by May 15, 2010. **We will not be able to take room reservations at Monmouth University after this date.**



TUESDAY, JUNE 8
During Lunch
Peter Van Buskirk
Founder of the Admission Game



A 25-year veteran of the selective college admission process, Peter Van Buskirk is an educational advocate who cuts insight fully through conventional rhetoric and hyperbole to promote a healthy, student-centered, college-going culture for families of all backgrounds.

An acclaimed author and motivational speaker, Peter excels at simplifying and demystifying what is often perceived as a complex and mysterious process—college admission. His creative programming, including his signature presentation of "The Admission Game®," has informed, inspired and entertained countless high school, summer camp and corporate audiences worldwide. With candor and insight, Peter coaches students and parents through the complexities of finding and getting into colleges that "best fit" the students. As a parent of three, Peter is a veteran of the admission process on the home front as well. His stories "from the road" add humor and perspective to his presentations.



SUNDAY, JUNE 6, 2010

6:00 – 8:00 pm Kick-off BBQ! *Sponsored by Monmouth University*

Kick off the start of the conference on the campus of Monmouth University as they host a Welcome BBQ for all conference attendees. Join in good food, great surroundings, and take advantage of the opportunity to network with your fellow conference attendees. RSVP preferred. No cost to attend.

MONDAY, JUNE 7, 2010

8:00 – 9:00 am Registration
Continental Breakfast /Exhibitor Time

8:35 – 8:55 am First Timer's Orientation
NJACAC welcomes first timers to the annual conference. Learn about the association's mission, activities, services, and how you can become involved as well as how you can best enhance your conference experience. **Facilitated by:** NJACAC Executive Board Members. **Audience:** All.

Basic's Reunion

Attention all attendees of past NJACAC Basics Seminars! We invite you to join us for this follow-up session, designed to be an informal conversation between colleagues. We want to gather your feedback on the workshops, hear about your experiences in your profession, and chat about how NJACAC can better support you and your students. **Facilitated by:** Sarah Graham, Director of College Counseling, The Princeton Day School. **Audience:** All

SESSION A

9:00 – 10:15 am

A1 Whose List Is It, Anyway?

How do you create college lists? In this era of increased availability of information and a concomitantly greater need for smarter searching, filtering, evaluation and analysis, we are all learning, and the list of available tools seems to be expanding exponentially. What factors go into the searches we're all conducting? What can colleges do to get onto our "radar?" Join me for a little wiki "show & tell" and a quick review of some of the tools currently available to counselors, students, and families. Then let's share strategies, round-robin style. **Presenter:** Shelley Krause, Co-Director of College Counseling, Rutgers Preparatory School. **Audience:** School Counselors.

A2 Counselors in the Classroom and Out of the Office

With new standards and increased caseloads, high school counselors are under strain to find time to meet every student and have quality face time with them. In this session, counselors will meet to hear ideas for classroom presentations already being used, and will have the opportunity to brainstorm other ideas for getting the message outside of the office. Ideas will include not just guidance-based topics, but also inter-disciplinary ideas to use with other departments within the school, as well as ways to implement technology-based tools such as Naviance in the classroom to enhance the guidance program. **Presenter:** Dave Frick, School Counselor, Columbia High School. **Audience:** School Counselors.

A3 Supporting Students Who Are LGBTQ in Their College Search

A college search is difficult for any student trying to figure out which

campus has what you want to study, which campus has living arrangements you like, which campus has the extracurricular activities you desire- all equaling which college is the best match for you. For students who identify as LGBTQ (lesbian, gay, bisexual, transgender, questioning) special concerns arise. This workshop and discussion will identify what some of those concerns are, how to best address them, and what resources are available to students, parents, and professionals. **Presenter:** Dana Lambert, School Counselor, West Milford High School. **Audience:** All.

A4 Going Paperless is Green, But is It Fair?

American universities and colleges have begun embracing this green movement, in particular the trend from paper to online applications. Institutions recognize the rewards of such practices and are eager to seem more environmentally friendly in an effort to placate society's demand for greener campuses while saving money on the cost of printing and mailing applications. All in all, these practices seem to reap great benefits for American institutions; however, what about the costs of such practices? As universities and colleges move towards online applications, they disenfranchise a small yet integral part of society: low-income students from households without internet access. The paperless movement seems to be hindering their ability to apply to universities and colleges. How can admissions counselors make the application process equally as accessible and convenient to this portion of students as it is for more socio-economically privileged students? What practices and programs seem to address the paperless movement and help low-income students from households without internet access apply to post-secondary institutions more effortlessly? **Presenter:** George Mihalik, Admission Counselor, Seton Hall University. **Audience:** College Counselors.

A5 What's NEW for Counselors in the 2010-2011 Common Application

This session will detail changes in next year's Common Application system to help counselors navigate the Online School Forms feature and train their teachers to do the same. Admission officers wishing to understand how the process unfolds on the high school side will also benefit from the conversation, which will provide ample time for questions and answers. This session is NOT relevant for Naviance users. **Presenter:** Rob Killion, Executive Director, Common Application. **Audience:** All.

10:15 – 10:45 am Exhibit Time

SESSION B

10:45 – 12:00 pm

B1 Parents, Board Scores and Test Preparation: How to Calm Down the Process?

From score choice uncertainty to endless test prep, college entrance exams have become the focus of the admission process for many families. While this focus is understandable because parents are searching for ways to have control over a process that affects the child, the frenzy sur-

NJACAC: A ~~SURE~~ SHORE THING IN AN OCEAN OF POSSIBILITIES

rounding test prep is unnecessary and counterproductive. Jacqui Byrne, the partner at Ivy Ed responsible for test prep, will discuss ways in which guidance counselors and independent college counselors can refocus students' efforts on a rigorous curriculum and meaningful extracurricular activities and away from compulsive test taking. **Presenter:** Jacqueline Byrne, Ivy Educational Services. **Audience:** School Counselors.

B2 Is the Mission of Intercollegiate Athletics Keeping With the Mission of Higher Education?

What are the merits of intercollegiate athletics? What does it mean to be a student athlete at the intercollegiate level today? Is it possible to forge a true balance between academics and athletics? What life skills does participation in college sports teach? Has a "winning at any cost" attitude at some levels of college sports diminished its true value? What institutional and personal pressures to both coaches and athletes face? How are high school students scouted and recruited for college scholarships? What impact do economic factors have on intercollegiate athletics today and how do they influence the decisions made by athletic directors and coaches? Athletic directors and coaches discuss and answer the questions, "What are we really trying to accomplish here?" **Facilitator:** Rich Freccia, School Counselor, Allentown High School. **Panelists:** TBA. **Audience:** All.

B3 What's New? 2010 – 2011 Federal and State Aid Programs & Delivery

This session will highlight 2010-2011 modifications and enhancements to the Free Application for Federal Student Aid (FAFSA) and FAFSA on the Web (FOTW), including enhanced skip logic, IRS data exchange and supplemental data collection. In addition, presenters will summarize key eligibility requirements of various State and Federal financial aid programs. **Presenters:** Gloria Green, Director of Financial Aid Services, HESAA; Francine Andrea, Chief Operating Officer, HESAA. **Audience:** All.

B4 Becoming a Leader in College Admissions... Before You Have the Title: Ten Ways to Position Yourself for Advancement

For many new and entry-level admission counselors and recruiters, working in the college admission office is a great stepping stone to other professional careers, or a way to complete an advanced degree while enjoying tuition remission benefits. Colleges and universities draw greatly on the energy and enthusiasm of these young professionals to bring in each year's class. For others, and even for some who start out on this "interim path", college admission and enrollment management turns out to be their dream career. But how do you develop and become recognized as a serious professional, and how do you gain the knowledge and skills to begin advancing through the ranks or even across institutions? In a panel format, this session will touch upon ten basics, from personal behaviors to specific actions the new professional can adopt. Regardless of your institution's budget for professional development opportunities, these strategies can help you to achieve – or even discover – your career goals. **Presenters:** William T. Larousse, Director of Admission, Rider University; Steven Eck, Director of Admission, New Jersey Institute of Technology; Steve Quinn, Director of Admission, Caldwell College. **Audience:** College Counselors.

B5 What's NEW for Students In the 2010-2011 Common Application

This session will detail changes students will see in next year's Common App system to help counselors assist their students in navigating the changes they will encounter. Admission officers wishing to understand how the process unfolds on the high school side will also benefit from

the conversation, which will provide ample time for questions and answers. This session is NOT relevant for Naviance users. **Presenter:** Rob Killian, Executive Director, Common Application. **Audience:** All.



12:00 – 2:00 pm Luncheon

- NJACAC Business Meeting
- NACAC Update – Nancy T. Beane, Director NACAC Board, College Counselor, The Westminster Schools, GA
- Scholarship Presentations
- Award Presentation
- Keynote Speaker – Rosemarie Poverman, MSW, LCSW



SESSION C

2:00 – 3:15 pm

C1 Reducing the Education Gap: Examining the Socioeconomic and Educational Status of the College Search and Admissions Process

An examination of the various outreach and counseling practices (EOP, Upward Bound, ABC, TRIO, etc), this session will identify the possible cause(s) for the gap between the high percentage of the students from higher income families and the low percentage of students from less privileged backgrounds who continue their education. In addition, what can we do to assist the students coming from disadvantaged educational backgrounds. What programs are in place for these students? What new initiatives can be created to assist them? One such initiative, Camp College, is coming to NJ and we hope that this can be a venue to assist all of our students in starting and understanding the college search process. We will explore what admission and college/guidance counseling professionals can do to increase postsecondary enrollment for disadvantaged students. **Presenters:** Sarah Graham, Director of College Counseling, The Princeton Day School; Andre Richburg, Admission Recruiter, Brookdale Community College; Andrea Zaremba, Director of Undergraduate Recruitment, Seton Hall University. **Audience:** School Counselors.

C2 Implementing eDocs in the College Application Process

Learn how eDocs can help put some sanity back in college application document processing. A demonstration of the eDocs services from upload through delivery. Strategies and resources, including teacher tutorials, so you can gain buy-in from all stakeholders and have the confidence to "go electronic." With over 1150 colleges participating, including every Common Application school, it's time to implement eDocs into your college application process. **Presenter:** Fran Swift, Director of Guidance, Rumson-Fair Haven High School. **Audience:** School Counselors who are experienced Naviance users.

C3 The Liberal Arts University – What's the Attraction?

What makes small-medium size liberal arts universities unique? They are liberal arts institutions at their core, but for some they also have Colleges

of Business, Engineering, and Nursing. How do they market their special brand of higher education to prospective students? What type of high school would best benefit from these institutions that are emphasizing a liberal arts education plus a major in a career field, if desired? How do college admission staff members and secondary school counselor's work together to get the best fit for the student to be successful at the next level? What are the current admission issues, campus concerns and economic factors faced by college admission administration at these institutions? What is their philosophy on merit based scholarship? How does financial aid factor into the admission decision made by the liberal arts university and the prospective student? What role does its athletic program play in the total scope of the institution? **Facilitator:** Rich Freccia, School Counselor, Allentown High School. **Panelists:** TBA. **Audience:** All.

C4 Looking Overseas: How to Recruit, Advise, and Assist Students from Abroad

An abbreviated look at the often ignored applicant population—they are our international, exchange, and undocumented students. In an increasingly global population, NJ is seeing more students who fit these descriptions. The panelists, using their many years of combined admissions experience, will discuss the nuances of these types of applications. What are the different types of visas? How to read an international transcript? What about evaluation agencies? Is the TOEFL the only recognized standardized test? Is it worth recruiting abroad and if so to which countries and why? This is recommended for professionals new to admissions counseling or those interested in learning another facet of recruitment.

Presenters: Whitney Vitale, Associate Director of Admission, Seton Hall University; Stephen Eck, Director of University Admissions, New Jersey Institute of Technology. **Audience:** All.

C5 Communicating Beyond Social Media

Colleges spend large sums of money to recruit students and it is becoming more and more competitive in this age of social media. With the introductions of Face book, on-line view books, YouTube and other online sources, parents and students are becoming savvy about where they gather their information. But what happens when students arrive for a scheduled campus visit? Most times, they are greeted by an admissions counselor and are required to sit through a boring power point presentation. Even some of the best speakers in the business get flustered by difficult questions, lack enthusiasm, or get nervous. The key to being an effective presenter is learning the special techniques that enable you to appear credible while allowing you to engage your audience. This interactive workshop will ask for audience volunteers to demonstrate the techniques which will be introduced. **Presenter:** Colleen O'Connor, Director of Admission, William Paterson University. **Audience:** College Counselors.

3:15 – 3:30 pm Exhibit Time

SESSION D

3:30 – 4:45 pm

D1 What School Counselors Should Know About Community Colleges!

This session will provide school counselors with an introduction to the varied programs and support services provided by New Jersey Community Colleges with a focus on high school students and recent high school graduates. **Presenters:** Bruce Marich, Director of Recruitment Services, Brookdale Community College; Nelson Viera, Hudson County Community College. **Audience:** School Counselors.

D2 SAT, PSAT, ACT, and AP Coordinators Roundtable

This will be a roundtable discussion group for counselors who serve as coordinators/supervisors for SAT, PSAT, ACT, and AP testing. Come share your experiences, concerns, ideas to improve testing administration and tips/suggestions. Come with the questions you have always wanted to ask, the ideas you want to share, the concerns you need to express, and let your voice be heard. **Facilitator:** Dana Lambert, School Counselor, West Milford High School. **Audience:** School Counselors.

D3 Where the Boys Are?

The increasing gender inequity in colleges across the country (it is no longer 50/50) is growing at an alarming rate. Boys, are not applying to college, and those who are, are not graduating. This is quite the reverse from decades ago. What has changed? Are girls being pushed more than their male counterparts in the classroom? Are counselors and teachers in high school favoring the women? On the college side, how has this shift affected the admissions process at colleges across the country? The presenters will be using their experiences from both sides of the desk to facilitate conversation. Taking information from recent industry articles and actually polling our college students and high school seniors, this session will address some facts that we already suspect to be true and focus on discussing as a group, the changes and trends that have occurred over the years. **Presenters:** Andrea Zaremba, Director of Undergraduate Recruitment, Seton Hall University; Dave Frick, School Counselor, Columbia High School; Anthony Carnahan, Director of College Guidance, St. Benedict's Prep; Francis Tuohy, Director of College Placement, Seton Hall Prep. **Audience:** All.

D4 Harnessing the Power of Search: Increase Enrollments, Retention, Net Revenue, and Financial Stability – Understanding and Enjoying the “Secret Sauce!”

Do you want to increase your class size, enhance your class profile, increase retention and slow the ever growing demand on financial aid? Can it be done? How? Harnessing the power of search presents a sure-fire strategy for success- an approach that can be used by your institution to reach your enrollment and retention objectives and avoid unnecessary financial aid expenditures. See how institutions like yours have used search and senior search with great success. The session will focus on strategies and techniques to improve the power of search and case studies showing how search has changed the enrollment outcome at institutions like yours. **Presenter:** Dr. Richard Whiteside-Dean, Strategic Enrollment Management, Royall & Company. **Audience:** College Counselors.

D5 Battle Scars, Dirty Cars, and Power Bars! Admission Counselor 101

This session is geared toward admission counselors with 0-3 years of experience. The goal of the session is not to “teach” you about college admissions, but rather provide you with valuable advice from others in the same position as you. Hear stories, hints, and suggestions given by a panel of admission counselors from various NJ institutions. **Presenters:** Danielle Thoma, Assistant Director of Admission, Caldwell College; Cherilyn Barbone, Admission Counselor, Rider University; Frank Zuccarini, Admission Counselor, Rider University. **Audience:** College Counselors.

Professional Development Credits are available for all sessions. Forms will be distributed on site.

**4:45 – 6:00 pm Wine & Cheese
Cocktail Reception**

7:00 pm Conference Social at the
**Ocean Place Resort's Tiki
Bar** See details on page 1



TUESDAY, JUNE 8, 2010

8:00 – 9:00 am Registration
Continental Breakfast /Exhibitor Time

8:35 – 8:55 am First Timer's Orientation
NJACAC welcomes first timers to the annual conference. Learn about the association's mission, activities, services, and how you can become involved as well as how you can best enhance your conference experience. **Facilitated by:** NJACAC Executive Board Members. **Audience:** All.

Basic's Reunion

Attention all attendees of past NJACAC Basics Seminars! We invite you to join us for this follow-up session, designed to be an informal conversation between colleagues. We want to gather your feedback on the workshops, hear about your experiences in your profession, and chat about how NJACAC can better support you and your students. **Facilitated by:** Sarah Graham, Director of College Counseling, The Princeton Day School. **Audience:** All

SESSION E

9:00 – 10:15 am

E1 Increasing Acceptance Letters for Students With LD, ADHD, or Other Special Needs

Some applicants with special needs are at a disadvantage when applying to colleges. When the likelihood of receiving acceptances to (or success at) four-year colleges is not strong, these students are frequently advised to attend a college with open enrollment, such as a county college. This need not be the case. This session will present steps to take throughout high school, which may improve the likelihood of students with special needs receiving more acceptance letters and achieving greater success in college. Strategies for disclosure and meeting college graduation requirements will be discussed. Some colleges will read documentation and consider disability information when evaluating an applicant and some will not. Should and how do you get this information into an admissions counselors hands? What should be shared with a college to present the applicant in the best possible light? What are the legal issues involved in disclosure and consideration of an applicant's disability? Comments and accommodations listed in IEPs and psycho-educational evaluations may be written with a K-12 mindset but these same comments and lists may be interpreted negatively by colleges. This session will suggest alternatives.

Presenter: Allen Tinkler, LDTC, Transition Specialist. **Audience:** School Counselors.

E2 New Jersey's Personalized Student Learning Plan Pilot

New Jersey's Personalized Student Learning Plan Pilot Program is designed to explore meaningful, creative, and flexible ways to personalize the learning environment through the development and implementation of a Personalized Student Learning Plan. Sixteen schools including middle schools and high schools are participating in this two year pilot program to involve students with setting learning goals based on academic career and personal interest with the close support of adult mentors. Highlights of first year implementation will be presented. This pilot program will assist the New Jersey Department of Education in identifying sample learning plan formats, curricula and resource materials, implementation and assessment practices to guide future implementation statewide. **Presenter:** Marie Barry, Director of Career & Technical Education, New Jersey Department of Education. **Audience:** School Counselors.

E3 How to Host a Successful OnSite Instant Admission Event

High school, college, and community college presenters currently host successful on-site admissions events (instant admission decisions) at their respective schools. Each will present on pre- preparations with their students and for their guests to ensure the event's success as well as providing ultimately a positive experience for the students. The panel will host an interactive dialog of what each expects from the other prior to and on the day of the event. Finally the panel will provide pitfalls, no-no's and horror stories of on-site admissions events gone bad and examples of what "NOT" to do. **Presenters:** Alisa Hogan, Associate Director of Admissions Marketing and Communications, Richard Stockton College; Dana Lambert, School Counselor, West Milford High School. **Audience:** All.

E4 Trends in Financial Aid and Trends in College Pricing

Trends in aid and tuition are always important topics in our work. The current economic situation and the likely major changes to the student financial aid system have made those topics even more salient. This session will share highlights from the latest researching the College Board's annual Trends series. This information impacts everything from the students choices to campus budgets to implications on the local community and the entire economy, Join your colleagues for a dialog around the current impact of these trends on your students and your work. **Presenter:** Sheryl Sobiesiak, Senior Educational Manager, Higher Education Services, The College Board. **Audience:** College Counselors.

E5 ADMISSIONS SPOOF: A College Bound Comedy Fair Featuring Amusingly, Entertaining Prospective Student Attractions

Welcome to Spoof University, America's Top Ranked Comedy College! Our mission is to recruit the funniest freshmen in college admissions history. Sample our sidesplitting subjects including "The Prospective Student Pocket Translator", "Mom's Homeschool Transcript", and "The 7 Habits of Highly Defective Recruiters." Take the ACAT (Admissions Counselor Aptitude Test) and gain admission to our humorous halls of not so higher learning. Or choose one of our award winning extracurricular activities such as "Criminal Acts of the College Bound," "The Rejection Letter Decoder," and "Prank College Ranks." So if you're living and have a pulse, apply to Spoof University today! Getting admitted to college has never been this much fun! **Presenter:** Steve Young, Academic Advisor, ACCESS, DeSales University. **Audience:** College Counselors.

SESSION F

10:30 – 11:45 am

F1 How to Develop a College List for Students Who Don't Know What They Want?

Roundtable Discussion: Guidance counselors and college counselors will talk about colleges that are a 'match' for a particular student, but how do we create a list for a student who has unclear academic interests, no well-developed likes and dislikes, or no understanding of how to benefit from the college experience? What is the match for students who have less developed self-awareness? Nicole and Brett will facilitate a group discussion about this topic and include ways to help students figure out who they are and what they can gain from a college experience.

Presenters: Brett Levine, Director of Guidance, Madison High School; Nicole Orlinger, Partner, Ivy Educational Services. **Audience:** All.

F2 Everything You Ever Wanted to Know About the ACT But Was Afraid to Ask! It Really is More Than a Test!

This session is designed for those who are familiar with the ACT as well as those who are unfamiliar with it. Topics such as the following will be discussed: What is the ACT; Why take it; What's on the test and how is it scored; What do colleges say about the ACT; How is it different from the SAT; and how the ACT can be used to predict college readiness and provide information on career awareness. The ACT has grown 44% in the Northeast Region in the past five years. Come learn why, and see how the ACT provides another opportunity for students to be successful.

Presenter: James Godlweski, Ed. D Consultant Assessment Service, ACT, Inc. **Audience:** School Counselors.

F3 Financial Aid 101 for the High School Senior

In increasingly difficult economic times, paying for higher education is a priority in the college search process. In addition to advising students on the search and application process, admission officers are now responsible for a large part of financial aid counseling. Financial aid and how to apply for it should be something we all assist our populations with. Why am I being verified? What are the differences between subsidized and unsubsidized loans? Which bank should my student choose for their private loan? And most importantly, where am I going to find more money? Discussion points will cover: FASFA issues, the verification process, understanding and obtaining different loans (both private and government), applying for outside scholarships, and payment plans. Our purpose is to assist you in understanding some of the terms, lingo, and procedures that make up the Financial Aid process, as well as how to have those conversations with students and families. **Presenters:** Whitney Vitale, Associate Director of Admission, Seton Hall University; Jaime DeLeon, Associate Director of Admission, Seton Hall University; Dr. Dennis Levy, Director of Financial Aid, Rider University; Andrea Zarella, Director of Undergraduate Recruitment, Seton Hall University. **Audience:** All.

F4 "In Their Own Words": High School Students Define the Boundaries of Facebook and Other Social Media."

The "In their Own Words" project began in 2009 and is based on analysis of over 1 million students. This presentation will unveil findings from a unique year-long research project designed to understand how students really want to use social media in their college search. What are useful guidelines for developing content and communicating with students? What is the social media etiquette students expect you to adhere to?

How can you use this knowledge to develop/improve your social media strategy and achieve a strong ROI? This session will examine how students think about these questions and present the answers "in their own words". **Presenter:** Nathaniel Hancock, Vice President of College Relations, Zinch. **Audience:** College Counselors.

F5 So You Want to Recruit More Students Interested in Biology?

From biology majors to first generation students where can you find the students you want on campus? This session will highlight Enrollment Planning Service, a comprehensive tool for planning travel, locating students, understanding your competition, and meeting recruitment targets. If you already use EPS, come see what's new. If you aren't using EPS, come see what you are missing. Learn how this tool can help you maximize your search and segment your communication to students. From the newest staff member to the VP of Enrollment, EPS offers something for the entire staff. **Presenter:** Sheryl Sobiesiak, Senior Educational Manager, Higher Education, The College Board. **Audience:** College Counselors.



11:45 – 1:00 pm Luncheon

• Keynote Speaker – Peter Van Buskirk
Founder of the Admission Game

1:00 – 1:30 pm Dessert with Exhibitors

SESSION G

1:30 – 2:45 pm

G1 College and Career Readiness for All

In an increasingly complex and specialized global economy, education and career training beyond high school are crucial to the development of a well educated, diverse, and talented citizenry. While not every student plans to attend college after high school, many of the jobs now being created in a highly technology-based economy require abilities and skills equivalent to those expected of the first year college student. In view of the strong relationship between the high school coursework students take and their readiness for college and career opportunities, all high school students should be prepared and have an opportunity to take and do well in rigorous higher level core course to ensure they're prepared to succeed after high school, regardless of the path they choose after graduation. This session will focus on a comprehensive, integrated college and career readiness system that educators may use to educate all high school students according to a common academic expectation, one that prepares them both for a postsecondary education and the workforce.

Presenter: Pearlle Stricklin, P-16 Assessment Consultant, ACT, Inc. **Audience:** School Counselors.

G2 Parents: Now You See Them, Now You Don't

The challenges of supporting your students when parents are either overly present or not present at all in the college admission process. There are times throughout the year when our work with students seems more challenging and not because of the students but because of their

NJACAC: A ~~SURE~~ SHORE THING IN AN OCEAN OF POSSIBILITIES

parents. The Anxious Parent, the Angry Parent, the Out of Touch Parent, the Under-involvement Parent, the Know it All Parent and everything in between. This workshop will outline several programs developed at Rutgers Preparatory School to facilitate communication between parents and students, demystify for parents the family dynamics that are at play when children are about to go off to college, and support families through this powerful life transition. This interactive workshop will take participants through the necessary steps to design and plan a program that would meet the specific needs of the families in their schools. Participants will leave with an increased awareness of the family dynamics that support and undermine the college process and an action plan for developing and implementing a supportive program in their schools. **Presenter:** Sherry Riggi, Co-Director of College Counseling, Rutgers Preparatory School. **Audience:** School Counselors.

G3 The Admission Game

Our Keynote Speaker, Peter Van Buskirk, will continue to discuss his key note topic of the Admission Game as well as take questions and have an open discussion with the audience. **Presenter:** Peter Van Buskirk, Author, Speaker, Former Dean of Admission at Franklin & Marshall. **Audience:** All.

G4 Regional Admissions Directors/ Recruitment Coordinators in Higher Education

What does a Regional Admission Director or Regional Recruitment Coordinator do? Formulate recruitment strategies, plans and goals for the region based on demographic analysis, market research and other admission data; monitor admission activity in critical markets; prepare statistical reports and analysis; coordinate region's recruitment activities, participate in electronic file review; travel to campus two or three times yearly for training and retreat activities; participate in professional organizations and professional development activities within the region. Sound familiar? This could be the traditional job description for many in house Admission Counseling positions. In this session, the many similarities and differences that Regional Admission Representatives face will be discussed as well as so much more such as how expenses are handled, who is reading the files and how, supervisory guidelines, how is it to not be working in the office daily, who do you call for help, etc. **Presenter:** Melissa Mezzina, Assistant Dean of Admission, Sacred Heart University. **Audience:** College Counselors.

G5 Best Practices and Ethical Dilemmas in the College Admissions Profession

Members of the NJACAC and NACAC AP committees will discuss the role of the Statement of Principles of Good Practice (SPGP) and present scenarios of the most common ethical issues that counseling and post-secondary members encounter. Attendees will also be provided with the abbreviated version of the SPGP as well as the long version of the most current SPGP. **Presenters:** Myra Simpson, Director of College Counseling, Ranney School Member of NACAC Admission Practices Committee; Marianna Marchese, Director of Guidance, West Morris Mendham High School, Co-Chair of NJACAC Admission Practices Committee; Andrea Zaremba, Director of Admission, Seton Hall University, Co-Chair of NJACAC Admission Practices Committee. **Audience:** All.

Tours of the Monmouth University campus for school counselors will be available at 5pm prior to the Kick-off BBQ on Sunday, June 6th.

SESSION H

2:45 – 4:00 pm

H1 The Profession of Arms

This session will be a discussion about the educational and career opportunities provided by the Armed Services and the various paths to Officership. The four main commissioning sources for students will be described in depth – Service Academy, Reserve Officer Training Corps (ROTC), Officer Candidate School (OCS), and Direct Commissioning Program. The opportunities presented by each of these sources will be discussed as well as how to help students decide if the armed services might be a good career fit for them. **Presenter:** Major Jonathan T. Belmont, Northeast Regional Commander, West Point Directorate of Admissions. **Audience:** School Counselors.

H2 How America Saves for College? How America Pays for College?

Sallie Mae's study, *How America Saves for College* (2009), based on a nationally representative survey of parents with children under the age of 18 and conducted by Gallup, reveals the aspirations parents have for their children regarding higher education and the steps they have taken to prepare financially for the investment. This session will examine the priority of saving for college along with who is saving, how and how much they are saving, and parent confidence in their ability to save, as well as discussion on the possible disconnect between parents' optimism and realism. In this year of unprecedented economic turbulence, with the cost of college still increasing, families achieved their dream of sending their children to college. *How?* This session will focus on how families in 2008-2009 met the expense of college. Data important to financial aid, admissions and other offices across your campus will be reviewed. The timely results of Sallie Mae's annual study, "How America Pays off College," conducted by Gallup will highlight differences from 2007-08 including the way parents contribute, how students borrow, and any impacts the cost of attendance has had on school selection. A panel made up of financial aid professionals from a variety of institutions will discuss the challenges their families face, the financing alternatives their institutions offer and specifics on how they prepare their families for investing in a higher education- and they invite you to confer on these same topics. **Presenters:** Jim Anderson, Senior Director, Sallie Mae; Frank Hollister, Vice President of Sales, Sallie Mae. **Audience:** College Counselors.

H3 "Unwrapping the Financial Aid Award"

Now, more than ever, financial aid holds the key to college access for most students. This session takes a look at how colleges determine who gets how much and why, while offering strategies for helping students find affordable college options in today's economy. In doing so, it will also: Examine the status of "need blind" admission; Assess the "loans to scholarship" programs that seemingly promote access for low/middle income students; Explore the "myth" of the Expected Family Contribution (EFC). **Presenter:** Peter Van Buskirk, Author, Speaker, Former Dean of Admission at Franklin & Marshall. **Audience:** School Counselors.

H4 Dishing the Dirt: The Science Behind Research

Every admissions office needs solid research findings that will guide and inform strategic enrollment decisions. This interactive session will explore a variety of tried and true research methods that will enhance your recruitment productivity. Participants will be introduced to the strengths and weaknesses of several fundamental research tools, as well as specific ways with which to implement research strategies into the admissions process. **Presenter:** Jeffrey Papa, President and Partner, Simpson Scarborough. **Audience:** College Counselors.



HOTEL ROOM RESERVATION FORM
Ocean Place is a smoke-free Hotel

THE SPECIAL RATE DEADLINE IS MAY 15, 2010.

(Please Print Clearly)

Group Name: NJACAC

First Name: _____

Last Name: _____

Street Address: _____

City: _____ State: _____ Postal Code: _____

Business Tel: _____

Home Tel: _____

Email Address: _____

Fax: _____

Please include your email address to be emailed back a confirmation letter.

Arrival Date: _____

Departure Date: _____

Credit Card Type Accepted For Guarantee:

Amex Master Card Visa Discover

Credit Card Number: _____ Expiration Date: _____

Credit Card Holder Name: _____

Special Request: _____

1 King: _____ OR 2 Queens: _____

Check in time is 4PM & Check out time is 11AM, All reservations must be a 2 night minimum, a one night non-refundable deposit is required at the time of booking.

Group Rate is \$ 159 per Night Plus \$12 resort fees, 7% sales tax & 8% Occupancy tax. Rate is based on Single or Double occupancy. Extra Person \$10.

This form could be faxed to 1(732) 483-5776, call us toll free (800) 411-6493 between the hours of 8:00 AM & 6 PM (Mon- Fri) EST. 9:00 AM TO 4:00 PM (Saturday).

Email to: reservations@oceanplace.com

Or Mail To:

Ocean Place Resort & Spa
Attention: Reservations department
One Ocean Blvd,
Long Branch, NJ, 07740, USA



NJACAC 2010 Annual Conference Registration Form

June 7 & 8, 2010 • Ocean Place Resort & Spa, Long Branch, NJ

Take advantage of our Advanced Registration Savings and submit your application by May 10th!

REGISTRATION FORM

Name _____
 First Name (as you would like it to appear on your badge) _____
 Title _____ Institution _____
 Address _____
 City _____ State _____ Zip _____
 Telephone _____ Fax _____ Email _____

Please check all that apply:

- NJACAC Member
 First Timer
 Non-Member
 High School
 College
 Independent Counselor
 Other

REGISTRATION FEES

	Postmarked on or before 5/10/10		Postmarked after 5/10/10		AMOUNT DUE
	NJACAC Member	Non-Member	NJACAC Member	Non-Member	
<input type="checkbox"/> FULL CONFERENCE	\$195	\$225	\$225	\$255	_____
<input type="checkbox"/> MONDAY ONLY	\$125	\$140	\$140	\$155	_____
<input type="checkbox"/> TUESDAY ONLY	\$125	\$140	\$140	\$155	_____
<input type="checkbox"/> STUDENT IN COUNSELING PROGRAM (Day Only) Student must not be employed in the profession already. <input type="checkbox"/> Monday or <input type="checkbox"/> Tuesday	\$100	\$100	\$100	\$100	_____
Requires a professor's signature: _____					
<input type="checkbox"/> CONFERENCE SOCIAL	\$15 or pay at door				_____
<input type="checkbox"/> BBQ KICK-OFF	\$0				_____
Total Payment Enclosed:					_____
<input type="checkbox"/> Vegetarian Meals	<input type="checkbox"/> Special Needs: _____				

PAYMENT METHOD

Check made payable to **NJACAC** in the amount of \$ _____ (NJACAC Tax ID #22-2918655)
 Purchase Order # _____ (must be attached)
 Credit Card: Visa MasterCard American Express Discover
Credit card payments will appear on your statement as a purchase from D. Lawrence Planners, LLC.
 Credit Card No.: _____ Exp. Date: _____
 Name on Credit Card: _____
 Signature: _____
 Credit Card Billing Address (exactly as it appears on card): _____

PLEASE SEND CONFERENCE REGISTRATION FORM, WITH CHECK MADE PAYABLE TO NJACAC, PURCHASE ORDER OR CREDIT CARD INFORMATION TO:

D. Lawrence Planners, L.L.C. / NJACAC Meeting Management
 1125 Atlantic Ave., Suite 634, Atlantic City, NJ 08401
 609-344-1333 • Fax: 609-348-4433 • Email: njacac@dlplan.com

After May 10, 2010 Conference Registrations are transferable but not refundable.

Professional Development Credits are available for all sessions. Forms will be distributed on site.

You can also register online at www.njacac.org