

# 2021 Virtual INACAC Conference Sessions

## Session Block A 9:45-10:30am

- A1
  - **We're in a global pandemic...C'mon Man! (Both)**
    - Guess whose back....back again!?! We've gone from Vroom Vroom to Zoom Zoom...normal, what's normal and what will be our new normal? Sure, we've all moved to a virtual world and doing all we can to serve our students but C'Mon Man, let's be real...virtual fatigue is real, where are the students, how are you managing & what does this mean about our future? Come prepared for a lively discussion and ensure you stay buckled on this rollercoaster ride!
- A2
  - **Adopt-A-Tour; A Creative Twist on Engaging Campus Partners (College)**
    - Knowing how important the campus visit and campus tour experience are in a student's college decision making-process, it is imperative that colleges and universities continue to provide an outstanding experience for families as they further explore their options and, essentially, make final decisions. With adjusted academic calendars, there may be more than a few Office of Admissions without student tour guides. As many of you know, there are a limited amount of crucial months throughout the fall and spring terms in yielding admitted students. As we all work to think creatively about how to still accommodate visitors (whether on campus or virtual) and give them a distinctive experience, we, Julia Michaels and Natalie Lugg in DePauw University's Office of Admission, introduce our new initiative, the Adopt-a-Tour Program! There will be talking points of how we went about involving, and essentially nominating, our campus partners for the "Adopt-a-Tour" program along with hurdles we are working around. This may be an idea you can take to your campus as we all know the impact an ambassador for our institutions can have on a prospective student's visit to campus.
- A3
  - **To Grad School... or Nah? That is the Question. (College)**
    - In the event you have ever wondered, "is graduate school a worthy investment for a career in student affairs?" I once asked myself the same question (several times); therefore, this session will be an anecdotal telling of a young SA professional's journey with discussion over the following topics: 1. The importance of student development theories; 2. Contesting imposter's syndrome; 3. and, adding versatility to your professional repertoire. ...ultimately providing examples and opinions about whether or not graduate school is a worthy investment of your time and future.
- A4
  - **Supporting & Engaging Homeless Students on Campus (Both)**
    - This session will look at how high schools and colleges can support and engage homeless youth on their campus.
- A5
  - **Utilizing College Board Programs to Support Student Success (Both)**
    - Throughout the pandemic College Board's mission to provide students access and opportunity on their educational journey remains at the core of our

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mission. Discover what is new with SAT, AP, CLEP and best practices used by schools in supporting student success.

## **Session Block B 10:45-11:30am**

- B1
  - **Connecting the Dots: Using Insights to Develop Strategies for New Student Enrollment (Both)**
    - Understanding an undergraduate's path to enrollment choice is complex. With the challenges facing higher education, there is an increased need to 'connect the dots' in terms of data and insights so actionable strategies can be developed that work to an institution's advantage. This workshop will walk through key questions that have been answered regarding traditional undergraduate recruitment and provide strategies that have proven to be successful to take back to your own institution.
- B2
  - **Friday Nights Were Never Made for Work! Using the Enneagram to Find Rest, Health, and Healing (Both)**
    - Late nights. Early mornings. Burnout. These words are synonymous with enrollment management. But do they have to be? What if, by learning how to rest well, we actually got ahead? The enneagram can be a powerful tool to help us take back our stressed out, overworked, and hyper-driven lives.
- B3
  - **Financial Aid 301 (College)**
    - As an admission professional, your exposure to financial aid may be limited. If you are interested in an admission leadership role, join us to learn about three advanced financial aid topics you may encounter at the next level of your career and resources to help you grow in this area.
- B4
  - **Indiana's Social-Emotional Learning Competencies: Serving the Whole Child (High School)**
    - Indiana Department of Education has been focused on supporting the Social-Emotional Learning (SEL) needs for all students. IDOE has created PK-12 SEL Competencies that address social and emotional well-being through a neurodevelopmental culturally responsive framework. The SEL competencies are designed to be embedded throughout the academic day, impacting the instructional climate of a classroom. By using this whole child approach, schools will see an increase in academic performance, emotional well-being for students, and prepare students for post-secondary options.
- B5
  - **Give Them What They Want: Build More Personal Outreach and Events With Insights From Students, Parents, and Counselors**
    - Niche has surveyed students, parents, and independent educational consultants several times over the past year to better understand their experience. Along

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with these surveys we have been asking and listening to learn more about what they find most valuable in virtual events and in making their college decisions. In this session you will learn about how students and parents want to engage in events, how to target your messaging to make the most impact, and leveraging user-generated content for digital marketing.

## **Session Block C 1:30-2:15pm**

- C1
  - **Work/Life Balance: An Impossible Possibility (Both)**
    - In this session, we will discuss the challenges and changes that have occurred over the past year as many of us have transitioned to working from home. We hope to provide data and information on how certain groups are faring during these unprecedented times. We will provide tips on staying productive at home while not sacrificing the work/life balance that we need. We will also offer suggestions for staying connected with your office and co-workers. Please come prepared to share what has worked well for you and with your questions about how to work more effectively from home. Sure, you can wear pajamas pants all day, but should you?
- C2
  - **Indiana Department of Education School Counseling Updates (High School)**
    - A presentation from the School Counseling Specialist, Michelle Clarke, IDOE. Updates on the SEL Competencies, Graduation Pathways, Legislation Updates and NEW Gold Star Counseling Award.
- C3
  - **Collegiate Athletic Recruitment: What Both Sides Need to Know (Both)**
    - NCAA recruitment can be overwhelming and confusing for potential student-athletes, high school counselors and college counselors. This session will explore the time line that high school counselors and potential student-athletes need to be aware of leading up to their decision of where to attend and tips that will help college counselors in the application/transition phase for the potential student-athletes.
- C4
  - **ICON**
    - In 2020 the Indiana Association for College Admissions Counseling Inclusion Access and Success Committee launched the Indiana Cultural Opportunity Network (ICON). What is ICON? A cohort of admissions professional working and learning together toward shared goals to helps diverse student groups in Indiana. The initial cohort began in August with robust monthly meetings about various cultural groups, Indiana student Data, high school counselor needs, and barriers to higher education. Guest speakers from various colleges, the College Board, and the Indiana Department of Higher Education have joined discussions. They will conclude their experience in May and a new cohort will begin in August 2021. Join us as we talk about ICON, meet cohort members, and learn how you can be a part of the 2021 cohort.

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- C5
  - **RaiseMe by Campus Logic**
    - CampusLogic helps colleges and universities remove the #1 barrier standing between students and degrees: financial challenges. The company currently helps more than 750 schools increase enrollment, retention, and graduation rates with the most comprehensive platform of student financial success products.
- C6
  - **Landscape: Leveraging Robust Contextual Admissions Information (College)**
    - In a year when the COVID-19 pandemic has disrupted the college application process for students, Landscape™ provides deep context on high schools and neighborhoods to help enrollment teams make informed admissions decisions and provide access to more students. This session will include this year's updates to Landscape which shed light on context related to the pandemic. Hear from current Landscape users about how this resource is used as part of their process and how they are partnering with the College Board and other users to make the tool even more valuable.

## Session Block D 2:30-3:15

- D1
  - **The Secret to Paying for College! (High School)**
    - How do I pay for college? Though the question is common, the answer can be different for each student. Is there a secret? Come find out, as INvestEd shares recent trends, tips on scholarship searches and essays, and other key steps your students need to take to fund college wisely. We'll provide helpful hints on ways to discuss funding options with families in the current climate. We'll also share FREE tools to help students better understand their options and finalize their college funding plan.
- D2
  - **Busting the Myths of the Other Side (Both)**
    - Do you have questions you want to ask the other side of the desk but have always been afraid to go there? Get ready for hard-hitting, friendly banter about test optional policies, visits, transcripts, and more as both a high school counselor and a higher ed middle manager put the other person on the hot seat.
- D3
  - **Management vs Mentorship (College)**
    - In this session, we will discuss the definitions of management and mentorship and how these roles play into professional development. We will examine the differences and discuss opinions on the ability to do or be both. What do managers look for in their recruiters; and, how does mentorship make us better? And if the two have anything in common, it should be to motivate! From this session, one should gather a better understanding of what can be expected from a manager vs a mentor.

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- D4
  - **BELONGINGNESS: Cultivating a Student's Sense of Belonging within Higher Education (Both)**
    - Belongingness is integral to a student's well-being and success, and it is critical to a student's recruitment, retention, and graduation. This panel-style session will provide information and resources for underrepresented student populations in cultivating a sense of belonging on the college campus. Our goal is high school counselors and admissions professionals will have easier access to these resources in order to be more informed and better able to share this information with students and their families.
- D5
  - **COVID Impacts Within Higher Ed: Research Observations from Students and Parents Spark451**
    - We will be focusing on data we have from four different surveys of parents and high school students over the past year and the impact COVID had and is having on their college search. Visits, online learning, finances, application trends and other observations will all be discussed.
- D6
  - **Enrolling with Encoura® Data Lab**
    - In this session, you will gain an understanding of:
      - New research from Eduventures, highlighting college bound students' ongoing concerns and needs while applying to college in the midst of an ongoing pandemic.
      - How to best utilize Student Mindsets™—now available in the ACT | NRCCUA Combined Data Set—to speak directly to your students' motivations and lift overall engagement with recruiting efforts, both through traditional methods and new emerging digital solutions.
      - Enhancements made to Enrollment Lens™ that provide a stronger understanding of the current trends in your environment—both positive and negative—that allow you to create targeted interventions in your enrollment funnel throughout the year.

## Post Conference Social 5pm

- **Special After Hours Social sponsored by Hobsons**
  - Charcuterie Board Building 101
    - Join Hobsons for a complementary hour of *Charcuterie Board Building 101*. This interactive, virtual class will provide an opportunity to network with your INACAC peers while learning how to put together the right charcuterie board for the right occasion. By the end of the class, you will have put together a top-notch charcuterie board, perfect for your family or your end-of-day glass of wine.