INDIANA ASSOCIATION FOR COLLEGE ADMISSION COUNSELING

ANNUAL CONFERENCE 2023
February 27—March 1

Indiana Association for College Admission Counseling
The Indiana Association for College Admission Counseling Presents

ANNUAL CONFERENCE 2023

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Kelly Waggoner—Indiana University Bloomington
SCHEDULE AT A GLANCE

All conference activities will take place on the 2nd floor of the Sheraton Hotel

MONDAY, FEBRUARY 27

First-Timers Session  
Forum for Admission and Enrollment Leaders  
Conference Registration  
Pre-Conference Workshop: Managing the Generational Gap  
Networking Reception

TUESDAY, FEBRUARY 28

Past Presidents’ Breakfast  
Conference Registration  
Exhibition Floor Open  
Continental Breakfast  
Opening Session & Keynote Speaker  
Session Block A  
Session Block B  
Membership Meeting, Awards, & Luncheon  
Session Block C  
Session Block D  
Happy Hour & Silent Auction

WEDNESDAY, MARCH 1

Conference Registration  
Exhibition Floor Open  
Session Block E  
Session Block F  
Session Block G  
Session Block H—Roundtable Discussions  
Lunch & Closing
**Conference Registration**

3:00 p.m. — 7:00 p.m.  
Plaza Foyer

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### PRE-CONFERENCE OPPORTUNITIES

#### First-Timers Session

2:00 — 4:00 p.m.  
Suites 2 & 3

INACAC is hosting a First Timer Pre-Conference session this year geared toward staff who are either new to the field of college admissions, college counseling, and/or new to INACAC! This tailored session will help you work through how to find your sweet spot as a new counselor, discussing the realities of being a newcomer to the field, and how to successfully navigate the sessions, socials, and introductions. We want this session to be about you in your career (not only your career), so everything will be centered around self-care and tools to master that. We will gather for a Pre-Conference workshop and again at the end of Conference for a “First Timers Wrap Up”, to reflect on your experience before we each go our separate ways into the next season of work.

#### Forum for Admission and Enrollment Leaders

2:00 — 4:00 p.m.  
Suites 6 & 7

Modeled after NACAC’s CHIEF, this pre-conference forum is designed to inform and support the efforts of senior-most enrollment and admission leaders (i.e. Directors, Deans, Vice Presidents, etc.) in postsecondary institutions. The number and variety of demands facing our profession, including changing demographics, budget constraints, staff management changes/challenges and growing public pressures involving accountability and transparency, increase the expectations and need for innovative and sustainable strategies to successfully achieve institutional goals. The agenda for this forum will reflect topics submitted by participants and speakers and facilitators will incorporate research, best practices, and group discussion to create a productive professional development and learning experience. Registrants will be contacted to collect requested topics.

***This session is for senior leadership on the college-side***

#### Pre-Conference Workshop: Managing the Generational Gap

4:00 — 6:00 p.m.  
Plaza D & E

In today’s workforce, a single office could include team members who represent a difference of over 50 years of lived experiences. Why does this matter? What is it about the collective identity of a generation that warrants a separate discussion about leadership?

In this pre-conference session designed for team leaders and managers, we will review the principles of generational theory to develop an understanding of how our generational identities inform and can even influence our approach to our work and our leadership. We’ll unpack the characteristics of a multigenerational workforce, discuss the opportunities such diversity offers, confront areas of friction, and review strategies for fostering an inclusive and powerfully engaged team.

**Presenters:** Sacha Thieme (Indiana University–Bloomington) & Aimée Rust-Scheuermann (Hanover College)  
**Moderator:** Ja’Niah Downing (Purdue University)
MONDAY, FEBRUARY 27

Networking Reception
6:00 p.m. — 7:30 p.m.

TUESDAY, FEBRUARY 28

Past-President’s Breakfast (Invitation Only)
7:30 — 8:30 a.m.

Conference Registration
7:30 a.m. — 3:00 p.m.

Exhibition Floor Open
7:30 a.m. — 5:30 p.m.

Continental Breakfast
8:00 — 10:15 a.m.

OPENING SESSION & SPEAKER

WILL BOWEN
8:30 — 10:15 a.m.

Will Bowen is founder of the Complaint Free® movement with over 15 million followers worldwide. Will’s been featured on Oprah, Forbes, NBC’s Today Show, CBS Sunday Morning, The ABC World News, Fox News, People, Newsweek, The Wall Street Journal, and Chicken Soup for the Soul. In July 2006, Will Bowen handed out 250 purple rubber bracelets inviting people to use them as a tool to stop complaining. Will’s idea EXPLODED around the world and, to date, more than 15 million of his purple Complaint Free bracelets have been distributed to people in 106 countries. Maya Angelou provided the forward for Will’s #1 International Bestselling book A Complaint Free World, which has sold nearly 4 million copies in 40 languages and is required reading at many universities and businesses.

Thousands of companies worldwide have used Will’s Complaint Free Business® program to increase productivity, improve communication, and raise morale. Will’s clients include The Million Dollar Roundtable, Pricewaterhousecoopers, Volvo, and Kimberly Clark. Will Bowen is a humorous motivational speaker, a #1 International best-selling author, a multi #1 Amazon best-selling author, an award-winning trainer, the 2016 Purdue University Executive in Residence, and he’s the World Authority on Complaining — why people complain, what’s wrong with complaining, and how to get ourselves and others to stop complaining.

Discover more at www.willbowen.com
SESSION BLOCK A

A1*: The Future of Race-Conscious Admission: Understanding the Supreme Court Cases on Race, Admission, and their Impact

This session will explore what's at stake regarding the U.S. Supreme Court's pending decision on the Students for Fair Admissions (SFFA) cases involving Harvard and UNC. How did we get here and what are the prospects of race-conscious admission policies being overturned by the US Supreme Court? What steps are being taken in support of the use of race and personal identity in admission decisions? What will be the impact of this decision on admission practices? Learn how to navigate these questions.

**Presenters:** Brandon Curry (Indiana University—Fort Wayne) & Lauren Jay (Wabash College)
**Moderator:** A.J. Frigo (Purdue University)

A2: The What, Why, & How of Hosting an Admissions Bootcamp at your High School

The number of Indiana students pursuing postsecondary education is down drastically. For many students, knowing how to start or the steps to take to apply can be overwhelming. Counselor caseloads are also at an all-time high, making it hard to find the time to counsel on college and career options challenging. An Admissions Boot can be a tool to use to bring together juniors or rising seniors to help them understand their interests, build a list of colleges, and judge their fit, start the Common Application and draft a personal statement. This session will explain what is normally included, why it can benefit your school and provide the how to do it—including some template and tools for you to take back to your buildings.

**Presenters:** Kate Coffman (University of Indianapolis) & Kathy Pivoka (Cathedral High School)
**Moderator:** Stephanie Stephenson (Indiana University—Bloomington)

A3: Recruiting and Retaining Staff, Not Students

We're all about the students, day in and day out, but let's take some time to talk about our staff! How do we attract and recruit them into our fields and then how do we retain them? Bring your thinking caps and creative ideas as professionals from both sides of the desk brainstorm, with you, ways to inspire generations to do what we are doing. C'Mon…getting good people shouldn’t be this hard!

**Presenters:** Lindsey Speer (Ball State University), Megan Dorton (Purdue University), Lisa Salazar (North Central High School), Sacha Thieme (Indiana University—Bloomington), Carol Easterday (Brebeuf Jesuit Preparatory School), & Catie Taylor (University of Evansville)
**Moderator:** Lindsey Speer (Ball State University)

A4+: What I Wish I Had Known

We don't know what we don’t know, early in our careers, we lean on those with more experience to gain insight and knowledge within the profession. These conversations and lessons can shape our perceptions of the field and trajectory of our careers. This session will cover all the things I wish someone would have shared early on and provide opportunities to ask the questions you haven’t had the chance to ask as you learn and grow in your admissions role.

**Presenter:** Koryn Parsons (University of Southern Indiana)
**Moderator:** Brett Jaeger (Purdue University)
A5: The Single – Advisor Model: Personalized and Relational Advising for a Transformational Experience
Following an in-depth assessment of our college advising program, Culver Academies (Culver, Indiana) determined that the most effective advising experience is when students are assigned throughout their time at Culver to a single advisor who is knowledgeable about both the curriculum and course selection process at Culver and who also possesses the highest level of expertise in post-secondary planning. The single advisor approach at Culver Academies ensures that each student benefits from developing a meaningful relationship with one advisor throughout their journey at Culver, thus fostering a transformational advising experience. This session presents a living case study and shares highlights of our celebrations as well as challenges the school has faced from inception through planning and into implementation as we live out year two of a four-year plan.

**Presenters:** Kim Cullen & Dave Bonner (Culver Academies)
**Moderator:** Megan Dorton (Purdue University)

A6: The 3 Core Components of a Successful (& Scaled) Digital Communication Strategy
What’s common across today’s student populations is that each student expects to be engaged on an individual level, yet universities must scale their personalized communication to meet their ambitious recruitment, admissions, and enrollment goals.

During this session, Briana “Breezy” Scheffer, Director of Admission Outreach and Communication at Valparaiso University, will highlight what she’s found to be the three core components of an effective digital communication strategy. Breezy will highlight the impact this approach has had at Valparaiso. Then, Kelly Iler, Account Executive at Mongoose, will prove how this works beyond Valparaiso as well, offering success stories from a selection of the 750+ clients working with Mongoose to authentically connect with their students.

**Presenters:** Breezy Scheffer (Valparaiso University) & Kelly Iler (Mongoose)

**BREAK & EXHIBITS**
11:15 — 11:30 a.m. | Plaza Foyer

**SESSION BLOCK B**
11:30 a.m. — 12:15 p.m.

**B1: Purdue Fast Start Program**
Come learn about an opportunity for Indiana high school students to take their first steps toward a degree, for free! Fast Start is an ideal program for students who have limited access to advanced coursework in their high school, such as AP or IB. Through Purdue’s partnership with Modern States, students can gain assured admission into Purdue by earning free college credit and the opportunity to save up to a full semester or full year of tuition!

**Presenter:** Quinci Miller (Purdue University)
**Moderator:** Lani Johnston (Westfield High School)
B2: The Transfer Student Mindset: How Do We Navigate the Fluidity of Transfer?  
Suites 4 & 5  
Transferring is becoming more of a common mindset for all students, how do we best help them navigate their options as early as high school with student success in mind. Leadership from the Indiana Transfer Council will share their perspective and guide a discussion on Transfer. What resources do transfers need? How do we best communicate with them? How do we engage with them effectively based on if they are a lateral or upward transfer?  

**Presenter:** Christopher Sherck (Ball State University & Indiana Transfer Council) & Kelly Waggoner (Indiana University—Bloomington)  
**Moderator:** Kelly Waggoner (Indiana University—Bloomington)

B3: College & Career Resources for High School Counselors  
Suites 6 & 7  
Toolkit of resources to use with students grades 8-12 for college and career counseling. Beginning counselors will find lots of ways to build their program. Included are classroom activities, websites, and resources for working with students individually. Other topics include working with students with learning differences, College Go Week activities, and more.  

**Presenter:** Jennifer Martin (Salem High School)  
**Moderator:** Terry Gilbert (Purdue University)

B4*: Admissions & Athletics  
Suites 8 & 9  
Athletics are a part of most institutions and admissions personnel need to know the student athlete experience and recruitment process. This session will cover the differences in admission and eligibility between NCAA and NAIA divisions. Attendees will also learn about best practices when collaborating with coaches in the admissions process and best practices when working with an athlete’s family, especially when a student is the first in their family to attend college. We will also discuss unique aspects of the student athlete experience including finances, monetization, and the unique workload athletes have while in college. We will also discuss best ways to communicate with prospective student athletes.  

**Presenters:** Sandra Banales (Purdue University), Makaela Lochmueller (Wabash College), Grant Kercher (Holy Cross College), & Alana Wilson (Marian University)  
**Moderator:** Kim Stewart-Brinston (Indiana University—Bloomington)

B5: Small School with Big Results—Admitted Student Day  
Suites 11 & 12  
Join us as we show you how our admitted day has evolved over the last 8 years into a conference style event that has involvement from everyone on campus including the University President. This event consistently yields between 75-80% year after year. Indiana Tech is a small private university that enrolls around 500 new students each year. The event has grown so much it is now offered multiple times per spring with roughly 100 students in attendance at each event.  

**Presenters:** Andrea Crilly & Erica Lay (Indiana Tech)  
**Moderator:** Marni Blair (Indiana University—Bloomington)
B6: The Power of Community Engagement in the Palm of Your Hand. How Valpo is Leveraging Student Led Engagement to Keep the Admissions Conversation Going 24/7

Now more than ever, students are looking for community, belonging, support, and validation. They’ve grown tired of traditional marketing and sales tactics. What they desire most are opportunities for genuine peer-to-peer interaction, and a platform to share and navigate the college search process together. Through a variety of both quantitative and qualitative evidence, we will explore ways in which institutions can tap into the power of collective behavior and leverage their existing prospective student communities to further their enrollment goals.

**Presenters:** Harrison “Soup” Campbell (ZeeMee), Bart Harvey & Briana “Breezy” Scheffer (Valparaiso University)

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**LUNCHEON, AWARDS, & MEMBERSHIP MEETING**

Sponsored by INACAC Premium Members

12:30 — 1:45 p.m. | Plaza Ballroom

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**SESSION BLOCK C**

2:00 p.m. — 2:45 p.m.

**+Denotes sessions beneficial for first-time attendees**

**Denotes sessions sponsored by the Inclusion, Access, and Success Committee**

C1+: Building Strategic Partnership with Community Based Organizations

High schools, colleges, and Community Based Organizations all want what’s best for kids. Learn how to utilize, streamline, network, and collaborate to make opportunities more accessible. Featuring a special segment by Dexter Jordan, “The Good, the Bad, and the Ugly”.

**Presenters:** Pam Nixon (Bishop Chatard), Beth Newman (Brebeuf Jesuit Preparatory School), Sarah Schmitt (IUPUI), Kathy Pivonka (Cathedral High School), Sabrina Camargo (University of Indianapolis), Dexter Jordan (Rose-Hulman Institute of Technology), & Ashley Spirek (University of Indianapolis)

**Moderator:** Kelly Waggoner (Indiana University—Bloomington)

C2+: IDOE Update

This is an update from the Indiana Department of Education’s School Counseling Specialist. Join to hear what is new in 2022/2023 Legislation as well as new state initiatives from the department and the Student, School, and Family Engagement Team.

**Presenter:** Rebekah Frazer (Indiana Department of Education)

**Moderator:** Carrie Poehlein (Park Tudor School)
TUESDAY, FEBRUARY 28

C3: Creating a Comprehensive Wellness Program
Suites 6 & 7
As much of life returns to the patterns and rhythms of the pre-pandemic world, schools and organizations are continuing to understand the effects of the COVID-19 disruption on the academic, social, and emotional development of our students and staff. Some schools have begun implementing a Director of Wellness position in an effort to assess the immediate needs of the community and to develop a comprehensive wellness program that will support them. Come and learn some of the ways this is happening at University High School of Indiana and learn tips and tools for creating a unique framework for wellness programming at your organization.

Presenter: Lade Akande (University High School)
Moderator: Megan Dorton (Purdue University)

C4: Recommendation Letters: The Organized Narrative
Suites 8 & 9
First introduced as “Recommendations that Change Lives.” This session will present background on this approach and an overview of this recommendation structure. Included will be samples of the approach in practice, and insights into how to make it fit your school and program.

Presenter(s): Dave Bonner, Cliff Koican, & Phoebe Thompson (Culver Academies)
Moderator: Linda Christy (International School of Indiana)

C5: Becoming a College Fair Extraordinaire
Suites 11 & 12
Join Indiana college fair planners and StriveScan as we explore strategies, best practices, and what works (and doesn’t work) as you plan and attend events. The goal of this session is to provide an opportunity for open discussion on the state of college fairs in Indiana from both the college representative and high school counselor perspective, and to hear StriveScan updates on new features. Come share your thoughts and learn more about what lies ahead for college fairs in Indiana!

Presenter(s): Ryan Barbauld (NextGrad), Kiara Cross (Ben Davis High School) & Erin Sheehan (StriveScan)
Moderator: Jennifer Potts (University of Alabama)

C6: Meeting Students Where They Are: College Search for Gen Z
Suite 16
If you want to capture Gen Z’s attention, you need to meet them where they are. And whether we like it or not, that means meeting them with content on their phones. But in 2023, that doesn’t need to be scary! This session will walk through how teens are consuming content today, how to better engage them when approaching the college process, and how Loper helps all stakeholders meet students where they are with our mobile app. We’ll showcase different ways counselors have used Loper’s free app, how our on-platform marketing automations present an innovative solution for colleges looking to personalize outreach, and how the combination helps drive our shared mission: stronger college outcomes for all students.

Presenter(s): Sam Bernstein & Eric Menna (Loper), Kelly McGuire (Trine University)

BREAK & EXHIBITS

2:45 — 3:00 p.m. | Plaza Foyer
SESSION BLOCK D

3:00 — 3:45 p.m.

+Denotes sessions beneficial for first-time attendees
*Denotes sessions sponsored by the Inclusion, Access, and Success Committee

D1: Financial Aid – Loans, Forgiveness, & Help—Oh My!
Suites 2 & 3
Changes may be coming down the road in many areas of financial aid, but your friends at INvestEd are here to help. Join us for updates on the latest status of FAFSA changes, loan forgiveness, and Public Student Loan Forgiveness. We’ll also share trends in paying for education beyond high school, tips on how you can help families plan early, and options for a full year of financial aid literacy.

Presenter: Robert Sommers & William Wozniak (INvestED)  
Moderator: Megan Dorton (Purdue University)

D2+: Poverty and the College Student: How Can Enrollment Managers Help?
Suite 4 & 5
Join for a session that will help college admissions personnel and high school counselors alike gain a greater perspective of how pervasive poverty is in college-going populations today. Participate in a poverty simulator and leave with tools to evaluate your institution’s best practices surrounding students in poverty.

Presenters: Sara Barker (Ball State University) & Kelly Waggoner (Indiana University—Bloomington)  
Moderator: Kelly Waggoner (Indiana University—Bloomington)

D3+: The Students are Here—Now What?
Suite 6 & 7
Once recruitment is completed of students from vast multicultural backgrounds, what type of support is provided to the students once they are enrolled?

Presenters: Lauren Jay (Wabash College), Anneliese Beswick (Purdue University), Daniela Alaniz (Marian University), Daniel Farrell (University of Indianapolis), Truth Garrett (Antioch College), & Madison Ropp (University of Saint Francis)  
Moderator: Mindy Hart (Purdue University)

D4: Welcoming Special Groups
Suite 8 & 9
More and more high school and community-based organizations bring groups to college campuses. In this session, learn about how Indiana University Bloomington welcomes these groups and what best practices are used. We will discuss scheduling, customer relations, student involvement, and so much more in this informative session packed with tips and tricks for providing a successful and enriching campus visit, as well as an opportunity for discussion and to learn and grow about other visit programs around the state.

Presenters: Ashley Pell & Marni Blair (Indiana University—Bloomington)  
Moderator: Aleyah Cork (Purdue University)
TUESDAY, FEBRUARY 28

D5+: School & Business Partnerships to Help Students Achieve their Post-Secondary Goals
Hear from a panel of local minority business owners on how high schools and colleges can help them pour into students. Learn how to develop partnerships that provide win-win opportunities for our students, our institutions, and local businesses.

Presenters: Pam Nixon (Bishop Chatard)

D6: Data-Driven Engagement: Leveraging Behavioral Data, Automation, & Personalization to Drive Results
As enrollment managers and admissions recruitment communicators, our most important task is to find right-fit students for our institutions. There are many potential reasons why a student would pursue higher education. Those reasons, when overlaid with demographic data, allow us to construct “personas” that help us to contextualize and frame educational opportunities to a student’s particular situation. Persona modeling enables us to make personalized marketing campaigns and communications based on a user’s motivation, work experience, location, or any of a number of categories. This session will give you an operating model for ramping up personalization, automating your communications campaigns, and tracking your performance metrics throughout the enrollment funnel; an approach that will not only increase engagement but also enrollment.

Presenters: Pete Colbert (Spark 451)

HAPPY HOUR & SILENT AUCTION

4:00 — 5:00 p.m. | Plaza Foyer

Bid and Buy! This year’s Silent Auction & Raffle Committee is bringing you a creative array of theme baskets to both bid on or buy raffle tickets for. All proceeds are going to our newly established INACAC Scholarship Fund. Winners of silent auction items will be announced during Tuesday evening’s social and raffle winners will be announced at the conclusion of Conference on Wednesday.

Raffle Tickets (Cash Only): $1 = 1 ticket | $5 = 6 tickets
Silent Auction: Cash and charge are both accepted

Thank you to Valparaiso University for sponsoring an Open Bar during our Happy Hour Reception.

Complimentary beer, wine, soda, and water will be provided for the entire reception.
**SESSION BLOCK E**

8:30 — 9:15 a.m.

+Denotes sessions beneficial for first-time attendees

*Denotes sessions sponsored by the Inclusion, Access, and Success Committee

**E1*: Mental Health Support Systems for Racial Minorities in Higher Education**

Learn more about the data focusing on the mental well-being of racially diverse students. Using this data, how can we as student advocates (both on the high school and post-secondary side) better support these students in their transition to postsecondary opportunities?

**Presenters:** Charles Ridgway (Wabash College) & Lauren Jay (Wabash College)

**E2: C'mon, Man... Living in 2022 While Preparing for 2030**

Trade, industry, enlistment, signing bonuses, gap years...oh my! Most of us know there are less college bound students nationally and in the Midwest, but c'mon man...there are so many other trends, generational and societal shifts, and outliers to consider in 2022, let alone 2030. Join professionals from both sides of the desk to discuss what we are seeing on the high school vs. college side and what truly matters to a high school student/family to consider higher education.

**Presenters:** Ryan Barbauld (NextGrad), Bart Harvey (Valparaiso University), Lani Johnston (Westfield High School), Kathy Pivonka (Cathedral High School), & Lindsey Speer (Ball State University)

**Moderator:** Lindsey Speer (Ball State University)

**E3: Comprehensive School Counseling—Review of Indiana's New Carrying the Torch to Student Success Program**

Attendees will increase knowledge in best practices of comprehensive school counseling programs. We will share the new initiative, initial outcomes, and provide a space for questions and discussion. Presentation format will be interactive lecture style. Programming is relevant to INACAC in promoting academic success and student matriculation to post-secondary education.

**Presenters:** Rebekah Frazer & Michelle Clark (Indiana Department of Education)

**Moderator:** Quinci Miller (Purdue University)
**E4+: Celebrating New Perspective: Panel with New Admissions Counselors**

Suites 11 & 12

This recruitment season welcomed a talented and energized group of new admissions counselors who have worked hard to quickly learn about their institutions and this profession. In this session, we will meet a group of these new professionals from a variety of institutions, hear about their experience in their first fall as an admissions counselor and learn what they found to be helpful in their training and preparation. We’ll explore aspects of the experience that were more challenging and find out what is keeping them connected to the work and motivated to develop.

**Presenters:** India Anderson & Sacha Thieme (Indiana University—Bloomington), Mia Gurgevich (Valparaiso University), Daryl Henderson (Vincennes University), & Kaitlyn Schrank (University of Southern Indiana)

**Moderator:** Stephanie Hollister (Purdue University)

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**E5: Ethical Implications of Holistic Admissions—Part I**

Suite 16

College admission is going through a period of profound change. Past practices that were widely accepted are being questioned with respect to equity, ethics, and fundamental fairness. As colleges gravitate toward holistic admission, including the elevation of character attributes, admission offices must address underlying ethical issues. This session will identify important ethical and philosophical issues, where ethical problems or dilemmas may occur, and implications for the future of college admission.

**Presenters:** Regina Atkins & Tom Bear (Rose-Hulman Institute of Technology)

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**BREAK & EXHIBITS**

9:15 — 9:30 p.m. | Plaza Foyer
## F1+: LGBTQ+ Recruitment

LGBTQ+ students have a unique recruitment experience as well as college-going process. Advance your knowledge from a college professional working with this specific student population. Learning about the importance of recruitment, data privacy, communication with students, and resources for LGBTQ+ Students.

**Presenters:** Ethan Wright (IUPUI) & Kelley Lykens (University of Indianapolis)

**Moderator:** Megan Dorton (Purdue University)

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## F2+: Rural Student Recruitment Best Practices

This is a session for college admission professionals and recruiters to hopefully learn better practices as they look to increase rural student college enrollment on their campuses. Rural students in Indiana makeup roughly 25% of all students and they have different values and complications when it comes to the college admission process.

**Presenters:** A.J. Frigo (Purdue University) & Brandon Curry (Indiana University—Fort Wayne)

**Moderator:** Brady Alumbaugh (Purdue University)

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## F3: NACAC & INACAC Governance

How INACAC and NACAC work behind the scenes? How does NACAC, decisions statewide, and in other organizations affect what you do in your office? Attend this session and learn about the levels of governance, processes, and how to get involved.

**Presenters:** Catie Taylor (University of Evansville), Ange Huffman (Purdue University), Dr. Tara Evans (RNL), Lindsey Speer (Ball State University), & Ja’Niah Downing (Purdue University)

**Moderator:** Megan Dorton (Purdue University)

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## F4: Next Gen Engagement for the Next Gen

Personalized video is a buzzy new admissions tool that’s growing in popularity and showing significant results when it comes to increasing yield and fighting melt. But WHERE do you start and HOW do you implement a video strategy at-scale? During this interactive session, we’ll answer questions like: what type of videos get the best results, what to say in your videos, when to send a personalized video versus a pre-recorded video, and more. We’ll also take some time to workshop videos of your own so you leave feeling empowered to implement video into your strategy immediately. This session is best suited for college and university admissions teams.

**Presenters:** Margaret Henney (Covideo)
F5: Talking About Character
This session will share a useful toolkit based upon positive psychology. The VIA Institute on Character offers a survey that helps us foster self-awareness and growth, break down writer’s block, and share authentic anecdotes of positive character traits in action.

Presenter: Dave Bonner (Culver Academies)
Moderator: Aleyah Cork (Purdue University)

F6: Ethical Implications of Holistic Admissions—Part II
College admission is going through a period of profound change. Past practices that were widely accepted are being questioned with respect to equity, ethics, and fundamental fairness. As colleges gravitate toward holistic admission, including the elevation of character attributes, admission offices must address underlying ethical issues. This session will identify important ethical and philosophical issues, where ethical problems or dilemmas may occur, and implications for the future of college admission.

Presenters: Regina Atkins & Tom Bear (Rose-Hulman Institute of Technology)

G1: Introducing NextGrad to School Counselors, College Admissions, and Marketing Leaders
NextGrad is reinventing the college bulletin board and changing the way students learn about post-high school opportunities. NextGrad is not like any marketing you’ve done before. NextGrad allows you to connect with students in a new way, while they are at school. Since students are already thinking about their future, this gives you an opportunity to provide valuable information that students can learn from and act upon to prepare them for college. This session is open to both school counselors as well as college admissions professionals. You won’t be disappointed and will not want to miss out on this session!

Presenters: Ryan Barbauld & Michael Margolies (NextGrad)
Moderator: Jennifer Potts (University of Alabama)
G2+: What are the Kids Saying?  Suites 4 & 5
A focus group made up of high school students, a college transfer student, and a parent or two will share their experiences and answers to our questions about the college search and college application process. Seeing the world of higher ed through their eyes, will allow us to open our eyes to what we are providing about the college search experience, as well as the college application process. They will weigh in on the highs and lows of our world and it's going to be interesting!

Presenters: Ange Huffman (Purdue University)
Moderator: Ange Huffman (Purdue University)

G3+: Actionable Change: Ideas to Innovation to Implementation  Suites 6 & 7
Have you ever had an idea you couldn't get off the ground? During this session, we will discuss how to identify a problem and discuss solutions with leadership to create actionable change.

Presenters: Ethan Wright (IUPUI) Devon Ramirez (Purdue University) Maddy Jensen (Butler University), & Kelley Lykens (University of Indianapolis)

G4: Let's Talk About a Gap Year  Suites 8 & 9
Gap years are often thought of as a “glorified vacation.” They’re a great option for many students for many reasons: maturity, exploration, or even just stepping off the educational treadmill for a year. Learn how to best support students in deciding if this is their best option.

Presenter: Stephanie Hall (Culver Academies)
Moderator: Megan Dorton (Purdue University)

G5: All Things Transfer...Pathways to Success!  Suites 11 & 12
Attend this session as a High School counselor or transfer advocate new to the field. During this session, you will learn what things are the same and what are different from the freshman to transfer process. We will discuss transfer visits and what students are expecting and what they need to learn, who they should be talking to and when, different pathways and when they should start thinking about them, the application process, and articulations, and more! This would be a great session to attend if you are new to the field and are interested in attending the Transfer Roundtable at INACAC!

Presenter: Kelly Waggoner (Indiana University—Bloomington)
Moderator: Kelly Waggoner (Indiana University—Bloomington)

BREAK & EXHIBITS

11:15 — 11:30 a.m.  |  Plaza Foyer
WEDNESDAY, MARCH 1

ROUNDTABLE DISCUSSIONS  
11:30 a.m. — 12:00 p.m.

H1: Transfer Roundtable  
**Presenters:** Amanda Owen-Pride (Ivy Tech Community College), Christopher Sherck (Ball State University & Indiana Transfer Council) & Kelly Waggoner (Indiana University—Bloomington)  
**Moderator:** Kelly Waggoner (Indiana University—Bloomington)

H2: High School Visits & College Fairs  
**Presenters:** Jill Butcher (Rose-Hulman Institute of Technology), Megan Dorton (Purdue University) & Erica Lay (Indiana Tech)  
**Moderator:** Megan Dorton (Purdue University)

H3: INACAC Involvement  
**Presenters:** INACAC Committee Chairs & Officers  
**Moderator:** Ange Huffman (Purdue University)

H4: Government Relations  
**Presenters:** INACAC Government Relations Committee Members  
**Moderator:** Sara Barker (Ball State University)

H5*: First-Timers Wrap-Up Discussion  
**Presenters:** INACAC Admission Practices & Professional Development Committee Members  
**Moderator:** Ja’Niah Downing (Purdue University)

LUNCH & CLOSING  
12:00 — 1:15 p.m.  | Plaza Ballroom

Hear from Dr. Brian Dinkins, Dr. Jason Smith, & Dr. Jeremy Coleman: Ball State doctoral graduates who are all principals at schools in Indianapolis-area. They will be speaking about inspiring Indiana students to maximize their potential. They have made a difference and positive impact on the lives of so many and hope to continue spreading the message of a positive influence and change.
MARK YOUR CALENDARS

Middle Management Institute
June 14—15, 2023   |   University of St. Francis in Joliet

2023 National Conference
September 21–23, 2023   |   Baltimore, MD

2023 Summer Institute (for New Professionals)
July 31–August 1, 2023   |   Location TBD

2024 INACAC Conference
February 26–28, 2024   |   Sheraton Indianapolis Hotel at Keystone Crossing

Thank you for joining us for the 2023 INACAC Conference!

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Your feedback is extremely valuable to us as we prepare for future conferences and events.
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