SESSION 1: 11:30am – 12:20pm

Session 1A: Emailing, Texting, Tweeting, Oh My!: Straight Talk from Students on the Effectiveness of Technology-based College Recruiting Methods
An annual favorite with college admission officers. As communication and marketing tools change with the applicant pools, do you wonder about the effectiveness of the student recruiting methods that your institution is currently using? Want practical feedback from the very audience that you are trying to reach? Please join this interactive panel session for a chance to talk openly with students about best practices for college recruiting and freshman retention.
Audience: All
Presenters: *High School Juniors and Seniors, moderated by Sara McKay-Hines (Mid-Pacific Institute)*

Session 1B: Letters of Recommendation & College Essays: Communicating Their Stories
For high school counselors, advice will be shared to help write effective letters of recommendations fro their students across the spectrum and discuss when it's appropriate to use the narrative or bulleted format. College application essays help students communicate their unique voices and stories and, therefore, become three dimensional to admission officers. Brainstorm ways to help students craft powerful college application essays that reflect core qualities not evident in the application, and discuss what admission officers seek in application essays. Time will be allotted for question and answers.
Audience: High School, Community College
Presenter: *Michelle Rogers (Saint Louis University)*

Session 1C: Advising the Artistically Talented Student
Whether art college, music conservatory or art major within a university, this session will help you to assist your artistically talented students navigate the best options and programs for themselves. Events such as National Portfolio Day, Unified Auditions and National High School Dance Festival will also be discussed.
Audience: High School, CC
Presenters*:*   *Sharron H. Starling (Cornish College of the Arts)*
Co-Presenter: *TBA*

Session 1D: Reimagining NACAC: Sharing News, Asking for Feedback
It's a new year, and NACAC is taking steps to reimagine its membership model and governance structures, creating new possibilities for member engagement. NACAC Board Director Steve Pultz will share details about potential changes designed to extend the benefits of membership to more professionals and to make the process of joining less complicated. He will also talk about the latest proposals from the Ad Hoc Committee on Governance Restructuring, including possible new opportunities to serve on national committees and engage in the vital work of the association, as well as ideas for simplifying the eligibility requirements leadership for NACAC positions. This session will be interactive, and attendees will be encouraged to discuss and offer feedback on all these potential changes.
Audience: All
Presenter: *Steve Pultz (University of San Diego)*

Session 1E: Modern Document Management Helps Counselors Focus on Underserved Student Groups
Managing student application documents means more counseling resources for students. Handling recommendations and evaluations, outside reviews, certifications, and transcripts; and making those documents available to just the right people, can drain counseling resources. Now, a new *File Manager* from MaiaLearning allows easy document management. It associates uploaded files with students,

defines who can see each document, allows one-click electronic submission to universities, and records delivery receipts. *File Manager*, and other administrative elements of MaiaLearning, allow counselors time to focus on otherwise underserved student segments, boosting success rates across entire student cohorts.

Audience: High School
Presenter: *Satish Mirle (MaiaLearning, Inc.)*

SESSION 2: 12:30 – 1:20pm

Session 2A: Part 2…. Emailing, Texting, Tweeting, Oh My!: Straight Talk From Students on the Effectiveness of Technology-based College Recruiting Methods

You asked for it and you got it... a continuation of the rich Q & A session from the morning. You're invited to join in as current students take additional questions from the audience.

Audience: All
Presenters: *High School Juniors and Seniors, moderated by Sara McKay-Hines (Mid-Pacific Institute)*

Session 2B: Managing Vendor Relationships: Rules of Engagement

Everyone expects you to do more with less, no matter the side of the desk. The mountain of work grows, while your tools and resources dwindle. How is everyone else keeping up? Some of us are finding the answer to that question is through partnerships with vendors. With today's technology, the landscape of vendors and products is vast and can fill any niche. Lo and behold colleagues, we have options. We can shop around! Join me for a discussion about lessons learned, from how to identify an effective vendor partnership, to tips on how to end partnerships that aren't working out.

Audience: 4-yr, CC
Presenter: *Nikki Chun (California Institute of Technology)*
Co-Presenter: *Deanna Voss (Florida Institute of Technology)*

Session 2C: I'm Being Recruited, I Think? How to Navigate Student Athletic Recruitment

Maureen will cover the differences between Division I, II and III and share her experiences from serving as the Athletic Liaison at a Big Ten university. In addition, she'll discuss some of the advice that she's gotten from coaches about the recruitment process. The emphasis will be on how to help a student navigate a recruitment path that can be very confusing. Her goal is to make the journey easier, especially for counselors that are not big sports fans.

Audience: High School, CC
Presenter: *Maureen Shagonaby (Michigan State University)*

Session 2D: Counseling Conundrums: Talking Ethics in the Gray Areas of College Admissions

As in many professions guided by subjective decision-making, ours is filled with actions, decisions, and choices, on the part of students, counselors, parents, and admissions professionals that may not break a rule per se, but nevertheless don't feel "quite right." Join us for an interactive talk-story session as we discuss issues that have arisen over the years and how we handled them.

Audience: All
Presenter: *Todd Fleming ('Iolani School)*
Co-Presenters: *Andrew Kelsey (Hawai'i Preparatory Academy), Teri Ann Matsuda (Cal Poly, San Luis Obispo), Lisa Przekop (UC Santa Barbara), Stephanie Walsh (Seabury Hall)*

Session 3A: "Warning: "Demographic Cliff" Ahead
WICHE's high school graduation projections have long detailed the coming "demographic cliff" in the 2025-2029 timeframe – a national decrease of nearly 10%. The class of 2022 is finishing its first-year in high school, and now is the time for enrollment leaders to more fully understand this "demographic cliff" and be prepared to navigate it. This session will review the WICHE data as well as new, more detailed higher education demand projections by Nathan D. Grawe from his recent book, *Demographics and the Demand for Higher Education*, with a specific focus on Hawaii and the West to help you and your institution plan for these changes. An insight into one campus' plan will lead to a discussion around how they are using this data to prepare their fellow campus leaders and guide their recruitment strategies.
Audience: All
Presenter: *Jim Bonner (College Board)*
Co-Presenter*: Steve Pultz (University of San Diego)*

Session 3B: Technical Skills Gap and Career Readiness Vocational Training
This session will highlight the decline and de-emphasis of technical training during and post high school, the effect of technology and automation on the future labor market, along with the important role that STEM based and vocational education will play in preparing high school students for rewarding and successful careers.
Audience: High School, CC
Presenter: *Jason Tagal (Universal Technical Institute)*

Session 3C: Learning Differences 101- Brain Research and Tips for Supporting Students
This interactive session will address brain research, learning differences and valuable tips for supporting students in your practice. It will also highlight tips for working with seniors on their college applications.
Audience: High School
Presenter: *Jessie Mitchell, MA, BCBA, LBA (Hawaii Center for Children and Families)*
Moderator: *Derrick Kang (Mid-Pacific Institute)*

Session 3D: Navigating the Service Academy Application Process and ROTC Scholarships
Learn about our nation's five service academies and the process for applying to each. Get your questions answered about their one week summer programs for high school juniors, one year preparatory school opportunities, Congressional nomination and medical qualification requirements, and much more! Don't miss the chance to get the advice you need on how to best guide students interested in attending the U.S. Air Force Academy, U.S. Coast Guard Academy, U.S. Merchant Marine Academy, U.S. Military Academy, or U.S. Naval Academy.
Audience: High School, Community College
Presenter: *Bob Takao (Punahou School)*
Co-Presenters: *LTC, USA (Ret.) Erin Whitney, Col, USAF, James Shigekane, Lt. Col USMC (Ret.) John Turner State Admissions Coordinators for USMA, USAFA, and USNA (respectively), LTC Dan Gregory, USA, and Lt. Col Jeffrey Bosque, USAF, Heads of the University of Hawaii Army and Air Force ROTC programs*

Session 3E: Experiences with the Committee Based Evaluations (CBE) Reading Model
Caltech has just completed its 3rd application review cycle following the Committee Based Evaluations (CBE) Model. There's a myriad of reasons that we have shifted to this model, including that Caltech's application pool volume, like other institutions, increased while our staff resources have remained the same; as well as discovering that the CBE model provides a solid foundation of equality for our applicants during the review. This session is intended to engage colleagues from any aspect of college admissions who may have questions about the breadth and depth of experiences with this model.
Audience: All
Presenter: *Nikki Chun (California Institute of Technology)*