

National Association of Regional Admission Counselors



2014 Regional Conference

September 17, 2014

Indiana University-Purdue University Indianapolis

IUPUI Campus Center

10:30 am - 4:30pm

Schedule of Events

10:30 am - 11:00 am **Registration**

11:00 am - 12:00 pm **Opening Session — Room 002**

Presenters: Ed Devine, West Coast Regional Director of Admissions; Lafayette College
Courtney Wallace, Director of Admissions, Chicago Region; Augustana College
Carin Smith, Regional Director of Admissions, Chicago Office; Lawrence University

As we kick-off the second national meeting of regional admissions counselors, it is exciting to consider the growth of the regional admission model. This national trend has revealed that our slice of the admission profession includes well over 400 admission counselors, from every type of university, operating from remote offices throughout the country. Regional positions, by definition, allow for unique ways of contributing not only to the success of our institutions, but also to our local communities. Regional positions also bring equally unique concerns and needs to our daily operation and to the evaluation of our impact on enrollment goals. Join in the conversation as we consider the place of regional representatives in our profession – defining ourselves on a national scale. From our humble beginnings as a NACAC Special Interest Group (SIG), we enter our third year in a national discussion. Today's events, along with the results of our first national survey, will help define the profession of a regional representative while setting the course for our national organization.

12:15 pm - 1:30 pm **Lunch with Indianapolis Area Secondary Counselors — Room 450c & Room 405 (College Fair)**

1:30 pm - 2:30 pm **Breakout Session #1**

Session 1A
Room 305

Finding Success in Regional Admissions: Rookie and Veteran Perspectives

Presenters: Nate Bargar, Assistant Director, Illinois State University
Sarah Daugherty, Associate Director of Admissions, Bradley University
Keegan White, Assistant Director & Chicago Regional Representative, Western Michigan University

Whether you are just getting started as a regional representative, you have been in the field several years, or you are merely thinking about pursuing a regional position, join us to learn more about maximizing your opportunities in regional college admissions. Our panelists range from their second year to their second decade as regional representatives and look forward to sharing what to expect, how to embrace a regional position, and the many avenues to a successful career in regional college admissions.

Session 1B
Room 307

Regional Technology

Presenters: Caitlin E. Provost, Northeast Regional Director of Admission, Texas Christian University
Cynthia Williams, Assistant Director for Regional Recruitment-New England Area, Ithaca College

This session will be a round-table discussion based on the technology regionals use in their home offices, including communication with campus-based staff, application reading, and day-to-day work. New technologies and applications helpful during travel, interaction with school counselors, etc. will also be covered. During the discussion, the group can collectively form ideas and best practices to compile a "Top Ten Tech Tips" list that can be distributed to all regionals after the conference.

Session 1C
Room 409

Building and Maintaining Counselor Relationships

Presenters: Laura Hall, Regional Recruitment Manager, The Ohio State University
Rae-Anne Mena, Colorado Regional Representative, Saint Louis University
Megan O'Rourke, Assistant Dean of Admissions/Chicago Regional Recruitment, Marquette University
Danielle Whitney, MN Regional Recruiter, Iowa State University

This interactive session will feature a panel discussion and information exchange on what many regional representative groups across the country are doing to foster relationships with high school counselors. From newsletters to advisory boards to counselor luncheons, join us for a forum that will share best practices when it comes to counselor relationships. Be ready to discuss initiatives your group has found successful—and those that didn't work as well. Participants will leave with ideas to take back to their regional group as well as their individual institutions. Join us in exploring ways to further engage with counselors in your regional area.



NARAC would like to thank Indiana University—Purdue University Indianapolis for their generous offer to host this year's Regional Conference. Thank you for your commitment to professional development and regional representatives. Sincere thanks are also offered to Lawrence Technological University for their processing of the national survey and Michigan Technological University for their printing of today's program.

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Breakout Session #2

Session 2A Room 305

Beyond the Beginning

Presenters: Erin Hoover, Assistant Director- Regional Representative, McKendree University
Scott Siegel, Senior Associate Director-Regional Admissions Director-IL/MN/WI, Indiana University – Bloomington
Courtney Wallace, Director of Admission – Chicago Region, Augustana College

Three veterans share best practices on working as regional staff members. We will go beyond the basics of working as a regional representative and talk about creating a 3 year plan for your market, creating and utilizing territory reports, effective office communication tools and procedures, job assessment and evaluation, and professional development needs. We'll also dispel the myths of advancement possibilities for regionals. Ultimately, we hope you learn how you can position yourself and your institution for success through the regional recruitment strategy.

Session 2B Room 307

Management and Responsibilities of Regional Representatives

Presenters: Kimberly Clark, Assistant Director for Recruitment, University of Arkansas
Elisa Krapcha, Assistant Director, The University of Kansas,
Jen Motzer, Senior Associate Director of Admissions, Lake Forest College
Brittany Werts, Regional Assistant Director of Admissions, Elon University

The session will discuss trends in management of regional representatives and will include results from a survey of almost 50 regional representative supervisors addressing management interaction, communication and evaluation, regional and on-campus staff/event interaction, as well as training and best practices. We will also discuss responsibilities regional counselors hold outside of their traditional recruitment responsibilities (alumni engagement, receptions, etc.) and review data from the summer 2014 national regional representative survey, so that audience members can gain a better understanding of the work regionals complete throughout the year.

Session 2C Room 409

It All Started with Lunches, Now Look at What We are Doing

Presenters: Rick Diaz, Regional Director of Undergraduate Admission– Southern California, Southern Methodist University

Kristy Lear, Regional Admissions Counselor, University of Minnesota– Twin Cities
Denim Pittman, Admission Counselor, Texas State University

Where is your regional group making an impact? How are you serving your far from campus - local communities. This session will provide feedback from an audit of all of the nation's regional groups to see what kind of events they organize and execute. Many groups started with counselor lunches, but as they look to expand impact, many groups are finding new ways to serve their institutional missions, while also serving their local communities. From group high school visits, to signature college nights, to case-study and summer programming, regional groups are inserting themselves into the landscape of higher education in their adopted states/regions, all without the support of an in-state or near by campus. Come learn what events your group might want to take on, come inspire other groups with events that you believe have impact.

3:30 pm - 4:30 pm

Closing Session: Managing Regionals — Room 002

Presenters: Ken Anselment Dean of Admissions & Financial Aid, Lawrence University
Beth Petrie, Director of Admissions, Lawrence University
Carin Smith, Regional Director of Admission – Chicago Officer, Lawrence University
Michelle Rogers, Program Director of Regional Recruitment, Chicago Regional, Saint Louis University
Stephanie Szczepanski, Assistant Director of Regional Recruitment , Chicago Regional, Saint Louis University

Rae-Anne Mena, Program Coordinator – Colorado Region, Saint Louis University
Heath Einstein, Director of Freshman Admission, Texas Christian University
Caitlin Provost, Regional Director of Admission-Northeast, Texas Christian University

There are several different models for managing regionals. Hear about the pros and cons of three different models: one regional managed by in-house Director/Dean of Admissions, regionals managing regionals, and several regionals managed by in-house Director/Dean.

Friday, September 19th
12:00 pm - 1:00 pm

NACAC Conference Special Interest Group Session — Sagamore Ballroom 5

As our conversation continues, Deans and Directors are encouraged to attend this meeting as we recap the conference and present regional case studies.

Save the Date: NARAC REGIONAL CONFERENCE 2015

Wednesday, September 30th in San Diego, CA

Watch for more information at www.narac.net