



# **The 2015 Inland Empire Share, Learn, and Connect**

**Thursday, February 19, 2015**

**8:30am to 2:00pm**

**at**

## **The Claremont Colleges**

**Claremont McKenna, Harvey Mudd, Pitzer,**

**Pomona & Scripps Colleges**

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## **Registration: 7:30 am**

*Rose Hills Theatre*

*Continental Breakfast available until 8:30 am*

## **Opening Session: 8:30 am to 9:20 am**

*Orton Center – Main Hall*

### **Welcome**

NACAC/WACAC Update from Dan Nannini, WACAC Past President & SuperACAC Conference

Co-Chair and Ed Devine, NACAC Conference Local Advisory Committee Co-Chair

Welcome from Peter Osgood, Director of Admission, Harvey Mudd College

Keynote from Georgette DeVeres, Associate Vice President of Admission and Financial Aid,  
Claremont McKenna College

### **Keynote Address**

#### **Presented by:**

Georgette DeVeres

Associate Vice President and Dean of Admission and Financial Aid

Claremont McKenna College

The value of completing a college degree continues to be debated by various constituencies. Escalating college costs help to fuel this debate along with rising student loan debt. We continue to question if low and middle-income families can afford a college education even when considering net-price vs. sticker price. Is college truly an investment?

#### **About Georgette:**

Georgette DeVeres has worked at Claremont McKenna College since 1983 as the Director of Financial Aid, Associate Dean of Admission and Financial Aid, and currently serves as the Associate Vice President and Dean of Admission and Financial Aid. She has worked in admission and financial aid for over thirty years. She has been employed at public, private, large and small institutions. At Claremont McKenna College she is responsible for developing institutional policies and procedures that impact both the recruitment and enrollment management decision processes.

She is a frequent presenter at workshops and conferences and has given admission and financial aid presentations locally, regionally, nationally, and internationally. Georgette served as the Chair of the College Board of Trustees. The College Board is responsible for the development, implementation, and administration of the SAT and AP exams. The College Board also shapes and influences higher education financing policies. Georgette has held a number of other leadership positions in professional higher education organizations throughout her career, including the National Association for College Admission Counseling (NACAC) and the National Association of Student Financial Aid Administrators (NASFAA).

Georgette has been a resident of the Pasadena area for over 30 years. Her passion is to help students of all ages pursue their educational opportunities.

## Session 1: 9:30 am to 10:15 am

### **What We Want to Know: The UC Personal Statement and First Generation College Students-----Gloria & Peter Gold Center, Multipurpose Room, Pitzer**

The challenge: drawing a unique story from students generally, but first generation students specifically. This session offers the unique perspective of a practitioner (providing direct service to students for almost ten years through the Early Academic Outreach Program) and admission reader. Learn about what adds value from a student's personal statement in the overall admission process.

- Hong Pham, Regional Assistant Director for Early Academic Outreach, UC Davis

### **You Know You Have to Pay... But How?-----Broad Center Performance Space, Pitzer**

It's important for families to understand the world of financial aid: how need-based aid works, how college selection influences merit-based aid, and how colleges selectively discount tuition. This session will cover how families can "predict" aid packages, handle the bill without financial aid, and how families can protect their retirement accounts and use long-term savings to help with the cost of college. Understanding this process will help any counselor better advise their families through the admissions and financial aid process.

- Stephanie Hancock, Certified Financial Planner Professional, College Aid Consulting

### **Old SAT, New SAT, and ACT: How to Best Advise Students-----McConnell Living Room, Pitzer**

This session will present counselors with an objective series of points designed to help cut through the clutter of the various test offerings so that your advice to students is both cogent and well-informed. Paul Kanarek has presented at almost every regional ACAC in the country since he founded The Princeton Review in California in 1983. Plus he's usually amusing.

- Paul Kanarek, Founder of the Princeton Review

### **Creating Options in the College Search: Finding the Perfect College and Paying for It---West Hall P105, Pitzer**

With thousands of options available, deciding where to attend college can be a challenging task. This presentation will pave the road to the perfect choice and help figure out how to pay for it! The info-taining workshop covers in-state choices, out-of-state possibilities, the top reasons students choose a college, the various costs, financial aid, and scholarship opportunities.

- Gary Bednorz, Student Recruitment Specialist, University of New Mexico
- Vanessa Ea, Regional Admission Counselor, University of Colorado – Colorado Springs
- Keith Gissel, Regional Admission Counselor, Colorado Mesa University
- Makayla Hall, Regional Admission Counselor, University of Nevada – Reno

## Session 2: 10:30 am to 11:15 am

### **To Write or Not to Write: Letters of Recommendation-----**

#### **----- President's Boardroom, Kravis Center 3rd Floor North, Claremont McKenna**

When we have hundreds of students in our caseload, how is it possible to write strong letters of recommendation? Let's come together and discuss how to support students even when we don't know them intimately. Additionally, we will review examples of strong and average letters of support.

- Gloria Ventura, Director of College Counseling, Flintridge Preparatory School

### **A Fine Balance: Guiding Students to a Thoughtful College List-----**

#### **-----South Forum – Bauer Center, Claremont McKenna**

Adding to the usual avalanche of glossy brochures and slick emails, students today encounter colleges with Instagram accounts and admissions officers with Twitter feeds. In this session, we'll look at strategies to help them sort through the information overload and build lists that reflect not marketing, but their personal needs.

- Arun Ponnusamy, College Counselor, Collegewise of Los Angeles

### **The New Short List: Gap Years, Boot Camps, and Experiential Education Programs-----**

#### **-----Kravis Center Lower Court 62, Claremont McKenna**

New models of learning offer students more choices than they've ever had before – from gap year programs to skill acquisition boot camps to self-directed learning hybrid programs. In this session, we will examine this new landscape, look at some of the research behind these offerings, and discuss what counselors can be doing to help their students evaluate these opportunities.

- Cody Hartley, Director of Admission, UnCollege
- Pamela Davis, Life Planning & College Guidance, Vistamar School
- Amanda Blumenthal

### **Five College Essay Questions Counselors Should Be Able to Help Their Students Answer**

#### **-----McKenna Auditorium, Claremont McKenna**

Ethan Sawyer, aka the College Essay Guy, offers 157 resources (that's not a typo) to help students write amazing essays. Ethan is passionate about providing resources that, to quote one counselor, "transform one-on-one sessions with students into a series of A-ha moments." For more: [www.collegeessayguy.com](http://www.collegeessayguy.com)

- Ethan Sawyer, Chief Inspiration Officer, College Essay Guy

### **How to Deal with Lawn Mower Parents, Mom-zillas, and Other Nightmares -----**

#### **-----Founders – Bauer Center, Claremont McKenna**

Even the best of parents can have manic episodes when their kids go through the college application process. Add on colleagues who drop the ball and you can lose your sanity during the college admission process — unless you know the tricks for communicating in smart, healthy ways. Through interactive discussion, this practical skills-building workshop will show you how to deal constructively with parents, students, and colleagues when their behavior is unpleasant and difficult.

- Sue DeRuyter, Director of College Counseling, New Community Jewish High School
- JP Reynolds, Communications Professor and Consultant, The Business of Confidence

## **Lunch and College Fair: 11:30 am to 12:45 pm**

*Thomas Garrett Plaza – Harvey Mudd College*

### **Lunch**

Boxed lunches will be available for conference attendees at Thomas Garrett Plaza (between Shanahan Center for Teaching and Learning and Kingston Hall).

### **College fair participants include:**

Arizona State University  
California College of the Arts  
Calvin College  
Cal Poly Pomona  
Chapman  
\*Claremont McKenna College  
College of St. Benedict and St. John's  
University  
Colorado Mesa University  
Columbia College Chicago  
Concordia University  
\*Harvey Mudd College  
Indiana University-Purdue University  
Indianapolis  
Johnson and Wales University  
Lafayette College  
Life Pacific College  
Marymount California University  
Northeastern University

Northern Arizona University  
Oregon State University  
\*Pitzer College  
\*Pomona College  
\*Scripps College  
Syracuse University  
The Art Institutes  
Trinity University  
University of Arizona  
University of Arkansas  
University of Colorado – Colorado Springs  
University of Delaware  
University of Iowa  
University of Nevada – Reno  
University of New Mexico  
University of Northern Colorado  
University of Redlands  
Whittier College

**\* denotes Share, Learn, Connect college sponsor**

## Session 3: 1:00pm to 1:45pm

### **ROTC Scholarships and Service Academy Admissions----- ----- Betty Cree Edwards Humanities 104, Scripps**

The Service Academies and ROTC programs are the main gateway to becoming an officer in the U.S. Military. Both grant full tuition scholarships for students to obtain a bachelor's degree. There is a lot of information about these programs on government websites, blogs, and posting boards. The process to obtain these scholarships can sometimes be difficult to find and is often confusing.

In this informative seminar, a West Point graduate and former Army ROTC Professor of Military Science will provide a helpful overview of these programs. Follow his advice and your client could be the next recipient of a Service Academy appointment or an ROTC scholarship.

- Dr. Robert O. Kirkland, ROTC Consulting

### **How Test Prep Can Be Used for Good Instead of Evil ----- ----- Balch 220, Scripps**

Test preparation for the SAT or ACT is generally acknowledged by educators as a necessary evil. The process is often described as an "empty" educational experience and but as a necessary aspect of increasing a student's chances of admission to selective colleges. But what if there were another way?

By utilizing positive psychology and growth mindset thinking, test preparation can be transformed from a necessary evil into an intentional extension of students' development. It becomes a process focused on self-discovery, introspection, and goal setting -- using the very aspects of the exam that educators dislike to teach valuable skills such as perseverance in the face of setbacks, embracing challenges, and "grit," acceptance of criticism, a desire for continued learning, and a greater sense of free will.

- Nick Standlea, Founder, Test Prep Gurus
- Natalie Dymchenko, Director of Admission, Claremont Lincoln University
- Jason Gregory, Dean of Student Life, Sonoma Academy

### **How Admissions Decisions are Made----- ----- Shanahan Center 3481, Harvey Mudd**

There is a rhyme and reason to why colleges make the admission decisions they do. I would like to share some insight I have gained during my career on "both sides of the desk" by introducing participants to the fundamentals of enrollment management employed on campuses across the country.

- PJ Petrone, Co-Director of College Counseling, Marymount High School

**CSU 101 and 201: Exploration of the CSU and its Admission Practices, a Workshop for New Counselors-----Betty Cree Edwards Humanities Auditorium, Scripps**

For attendees new to college admissions, you will receive an overview of the California State University system and receive introductory guidance in understanding the admission requirements and application process for the CSU system.

- Ginger Reyes, Assistant Vice President for Academic Affairs and Director of Admissions & Records, CSU Channel Islands

**To Share or Not to Share: How Much Should College Applicants Share In Their Essays and Applications ----- Shanahan Center 2460, Harvey Mudd**

The presenters will share their tips from “both sides of the desk” for helping counselors understand the boundaries for sharing college applicant information in essays and applications. In this ever competitive world of applications and teenagers’ effusive social media expression, many applicants and families don't know where to draw the line over what to share to strengthen an application.

- Joe Beltran, Senior Assistant Director, USC Office of Undergraduate Admission
- Sylvia Juarez-Magana, Educational Consultant, College Bound Services

### **Campus Tour (Optional): 2:00pm to 3:00pm**

Claremont McKenna, Harvey Mudd, Pitzer, Pomona, and Scripps colleges will each offer a campus tour. Attendees will only be able to join one tour—use your colleagues to divide and conquer all five campuses!

Meet student tour guides at the Braun Liquidambar Mall at Harvey Mudd College (between Kingston Hall and Hoch-Shananhan Dining Commons).

### **SESSION NOTES**



**Thank you** to our speakers for sharing their time and talents with our attendees.

**Thank you** to the admission staff of Claremont McKenna, Harvey Mudd, Pitzer, Pomona and Scripps Colleges, including **Georgette DeVeres (Claremont McKenna)** and **Peter Osgood (Harvey Mudd)**.

Special thanks to **Jamilla Jamison (Harvey Mudd)**, **Joel Hart (Pomona)**, **Brandon Gonzalez (Claremont McKenna)**, **Sarah Fisher (Pitzer)**, and **Jessica Johnston (Scripps)** for their partnership, patience, and hard work in planning this event.

Special thanks to **Vanessa Ea** for coordinating our college fair attendees.

