

2017 WACAC Annual Conference  
**MEET IN THE MIDDLE**  
**VISALIA CONVENTION CENTER**  
**JUNE 13-15**





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## 2017-18 Calendar

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**Session 1:** Oct 2-Dec 15, 2017

**Session 2:** Jan 8-Mar 16, 2018

**Session 3:** Mar 19-May 25, 2018



# USC Rossier

School of Education  
*Center for Enrollment Research,  
Policy, and Practice*

## Contact Us

[cerpp@usc.edu](mailto:cerpp@usc.edu) | 213.740.7401

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### Special Thank You

Special thanks to Lori Schmidt and our friends at Lime Twig for donating the design of the Meet in the Middle Conference theme and post card. Lori and her team have been WACAC partners since 1998. Visit their booth to see the history of their work and of our organization.

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**[www.limetwig.com](http://www.limetwig.com)**

Thank you to Tim Woolf and Dual Graphics for generously donating the print and mailing services for the 2017 WACAC Conference Post Card.

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**(888) 990 - 3700**

**[www.dualgraphics.com](http://www.dualgraphics.com)**



## PRESIDENT'S WELCOME

WACAC's Golden! Welcome to Visalia and the 2017 WACAC conference; a conference 50 years in the making. How do we appropriately celebrate an organization that has meant so much to so many people over the last 50 years? Anniversaries like this tempt us to buy trinkets or baubles to commemorate. While this is a party, please no presents. Your presence is your present. Organizations entering their golden years need not worry about filling their glass menageries or stockpiling Lladro's. We are more about simplifying, streamlining. We are committed to clearing away the clutter and ancillary noise in an effort to clarify our mission and avoid mission drift. This conference is going to be equal parts celebrating the past while we look forward to a tremendous future. We stand on the shoulders of giants and I can't wait to celebrate those who have been foundational to this organization. The WACAdemy Awards promises to be an event that captures the reverently goofy spirit of this group.

It's appropriate that we "meet in the middle". We want to share stories, reconnect and learn from each other. We also want to recognize that we have more first time attendees than ever before. If you're attending this conference for the first time; welcome. You found your people and we are committed to making sure that you are supported. We have high expectations for you. We know that you came here planning to contribute to the conversation and I know that we'll learn just as much from you as you will from this conference. We're counting on you! The work that you're doing is critical and no one should feel like they're on an island.

While there is much to celebrate this year in WACAC, 2017 also finds us preparing to defend and support the students of California and Nevada. Many students are fearful about the future and the availability of their education. We are facing a deficit of college degrees in our region that must be addressed. However, we are not facing a deficit of intellect, heart nor empathy in this generation. The students of these states represent the future of our country. With this in mind, the 14th annual GRAC Conference was a huge success with a record turnout in Sacramento. We want to be an invaluable resource to the legislators of our states and WACAC will continue to support legislation that supports counselors and students.

This is also an appropriate time to recognize the Herculean efforts of our Professional Development committee. Professional development is at the heart of what we do and WACAC offered more opportunities than ever. We look forward to 2017 and the growth of tent pole programs like District Directions, Share Learn and Connect and the Leadership Development Institute.

The student and counselors of the Central Valley have supported and embraced this conference from the very beginning and this event could not have happened without the support of the local planning committee. Admittedly, the WACAC conference should have come here long ago. The Central Valley represents the heart (and stomach) of our state and being here helps us support the counselors who support the students who need it the most.

Lastly, a huge thank you to Ed Devine and the entire planning committee. They have worked tirelessly all year to provide a professional development opportunity that will be second to none.

So check out the program, take some notes, network, reconnect with friends and grab a drink ticket (it is a celebration). You know what, grab two.

It's been an honor to serve as your president and I look forward to being a part of this organization for a long time. This group feels like family (albeit sometimes the goofy uncle who says completely inappropriate things at Thanksgiving) and this conference feels like coming home. Welcome!

Jeff Morrow  
Western ACAC President  
Director of College Counseling  
Oaks Christian School



## CONFERENCE AT A GLANCE

### Monday, June 12

5:00 PM - 8:00 PM

WACAC Student College Fair

### Tuesday, June 13

7:00 AM - 8:00 AM

Pre-Conference and IDEA Registration

7:15 AM - 8:30 AM

Pre-Conference, IDEA Registration & Breakfast

8:00 AM - 1:00 PM

IDEA Institute

8:30 AM - 11:30 AM

Pre-Conference Sessions

9:00 AM - 5:00 PM

Conference Registration

9:00 AM - 11:00 AM

Exhibit Hall Set-Up

11:00 AM - 1:00 PM

Exhibit Hall Open

12:00 PM - 12:45 PM

First Timers/Mentors Reception

1:00 PM - 2:30 PM

Opening Session

2:30 PM - 6:30 PM

Exhibit Hall Open

2:45 PM - 3:45 PM

Session A

4:00 PM - 5:00 PM

Session B

5:15 PM - 6:30 PM

Exhibitor Wine and Cheese

6:30 PM - 12:00 AM

WACAdemy Awards Dinner and Social

### Wednesday, June 14

7:30 AM - 2:00 PM

Conference Registration Open

7:30 AM - 8:45 AM

Local Counselor and First Timers Breakfast

8:00 AM - 11:00 AM

Exhibit Hall Open

8:30 AM - 10:45 AM

Deans and Directors Meeting and Breakfast

9:00 AM - 10:00 AM

Session C

10:15 AM - 11:15 AM

Session D

11:30 AM - 1:15 PM

Conference Lunch / WACAC Business Meeting

1:00 PM - 5:00 PM

Exhibit Hall Open

1:30 PM - 2:30 PM

Session E

2:45 PM - 3:45 PM

Session F

4:00 PM - 5:15 PM

College Fair and WACAC Involvement Fair

5:45 PM - 7:45 PM

WACAC Dodgeball Tournament

6:45 PM - 8:00 PM

Beyond Measure – movie screening

8:00 PM - 9:30 PM

Dinner on Your Own in Visalia

9:30 PM - ??

Meet in the Middle pub crawl through Visalia

### Thursday, June 15

7:45 AM - 9:00 AM

Breakfast

SIG Meetings and Committee Meetings

Past-Presidents Breakfast, *invitation only*

9:15 AM - 10:15 AM

Session G

10:30 AM - 11:30 AM

Session H

11:45 AM - 1:00 PM

Brunch and Closing Session

Make sure to *tag* and *post* to Twitter and Facebook throughout the conference

Follow us at:

**WesternACAC** on Facebook

**@WACAC** on Twitter!

**#WACACTurns50** to say happy anniversary WACAC

**#WACACFLASHBACK** to share memories of WACAC experiences

**#meetinthemiddle** to share thoughts on your trip to Visalia and how the city has done playing host to our rowdy group.

**#WACACDodgeball** to root on your team

**#WACAdemyAwards** to share the excitement of the show and the exuberance of the winners.

**#VisaliaPubCrawl** to share tales of our night two social Pub Crawl through downtown Visalia.



### WACAC EXECUTIVE BOARD

#### **Board Members**

**Jeff Morrow**, Oaks Christian School, President, Conference Committee

**Ed Devine**, Lafayette College, Past-President, Governance and Nominations, Conference Committee

**Sonia Ryan**, St. Mary's College High School, President-Elect, Conference Committee

**Andres Castillo**, Montebello USD, Retired, Treasurer

#### **Committee Chairs**

**Omar Zazueta**, Claremont McKenna College, Admissions Practices Chair

**Vanessa Ea**, University of Colorado, Colorado Springs, College Fairs

**Samantha Schreiber**, Pomona College, Communications

**Kevin Dyerly**, University of Redlands, Development

**Jamilla Jamison**, Scripps College, Diversity, Equity and Access

**Breanne Boyle**, Collegewise, Government Relations

**Andy Losier**, Sage Hill School, Membership

**Kristine Shay**, University of Nevada, Las Vegas, Nevada Issues

**Lauren Popkowski**, Sage Hill School, Professional Development

**Leroy Johnson**, San Diego Mesa College, Transfer Advocacy

#### **ASSEMBLY DELEGATES**

**Janine Bissic**, Whittier College

**Meredith Britt**, de Toledo School

**Lauren Cook**, Jewish Community High School of the Bay

**Sandra Hayes**, Santa Clara University, retired

**Matt Lane**, The Branson School

**Kristine Lee**, University of California, Berkeley

**Teri Ann Matsuda**, Colorado Mesa University

**Gabrielle McColgan**, Castilleja School

**Phillip Moreno**, Dickinson College

**Guadalupe Navarrete**, Sequoia High School

**Ilana Israel Samuels**, California State East Bay

**Samantha Schreiber**, Pomona College

**Anna Takahashi**, Eastside College Preparatory

**Jenny Umhofer**, Colledge

#### **WACAC Staff**

**Deanna Kilgour**, Executive Assistant

**Teri Kuwahara**, Event Planner

**Myra Castro**, Technology



**The WACAC Executive Board provides direction and sets policies for the organization. Elected members of the board include the President, President-Elect, Immediate Past-President, Treasurer, and the National Assembly Delegates. Committee Chairs and Chairs-Elect are appointed by the President in consultation with the President-Elect. WACAC's Executive Assistant is an Ex-Officio member of the Executive Board.**

**The Western Association for College Admission Counseling is comprised of an Executive Board and 13 committees that support the mission of the organization:**

### **Admission Practices**

The Admission Practices Committee was established to educate admission and counseling professionals, as well as nonmembers within the profession, on the ethical standards adopted and promoted by NACAC.

### **College Fairs**

The College Fairs Committee assists in coordinating all WACAC College Fairs and provides leadership in coordinating NACAC-sponsored college fairs in the Western region.

### **Conference**

The Conference Committee is responsible for developing, coordinating, and implementing the annual conference. Responsibilities include session development, registration, hospitality, local arrangements, and publicity.

### **Communications**

The Communications Committee is responsible for informing the membership about the organization's activities and events and engaging the membership in discussions about issues relevant to the college admission profession. These efforts span a variety of media, including WACAC's website, bi-weekly email blast, and social media platforms. The Committee is also responsible for maintaining consistent and professional messaging and branding of the organization's communication.

### **Development**

The Development Committee looks at the long-term goals of the organization and creates an organized development plan to assure the funding of our organization for many years to come.

### **Diversity, Equity and Access**

The Diversity, Equity, and Access Committee provides leadership to ensure that issues of cultural and ethnic diversity remains at the forefront in the thoughts and actions of WACAC members and the educational community.

### **Fiscal Policy**

The Fiscal Policy Committee (FPC) reviews the Fiscal Policy annually and recommends revisions to the board for final approval.



### **Governance and Nominations**

The Governance and Nominations Committee monitors established procedures for nomination and election of officers of WACAC, solicits names of candidates, and holds the election. This committee also monitors the WACAC bylaws.

### **Government Relations**

The Government Relations Committee (GRAC) is the political arm of WACAC. GRAC serves as a conduit between the federal government, as well as the state governments of California and Nevada. GRAC provides opportunities for involvement nationally and locally. Members communicate with legislators, plan the WACAC Legislative Conference, and provide feedback to the membership.

### **Inter-Association**

The Inter-Association Committee is responsible for developing a shared agenda for counseling with similar organizations in California and Nevada. This committee coordinates presentations on legislative advocacy topics to articulate a common agenda for counseling and college admissions throughout the region.

### **Membership**

The Membership Committee is responsible for growing the membership of WACAC and for educating members and non-members about the benefits of WACAC membership.

### **Nevada Interests**

The WACAC Nevada Interests Committee is responsible for activities and issues that pertain to Nevada. The Nevada Interests Committee will cover a variety of activities and issues and will inform the organization's Nevada membership about current activities and events.

### **Professional Development**

The Professional Development Committee is responsible for creating professional training opportunities for college counseling professionals of all types.

### **Transfer Advocacy**

The Transfer Advocacy Committee (TAC) serves Transfer Center Coordinators and Directors and the interests of transfer students at community colleges. This committee provides transfer-specific professional development opportunities and supports special projects and initiatives that serve transfer students.

*To get involved, visit [WACAC.org/committees](http://WACAC.org/committees)*





# CONFERENCE PLANNING COMMITTEE

## Conference Chairs

**Ed Devine**, Lafayette College  
**Jeff Morrow**, Oaks Christian School

## Registration and Event Planning

**Deanna Kilgour**, WACAC  
**Teri Kuwahara**, WACAC

## NACAC Liaison

**Amy Jarich**, UC Berkeley

## Program

**Sonia Ryan**, Saint Mary's College High School  
**Katy Murphy**, Bellarmine College Prep  
**Peggy Hock**, Bellarmine College Prep  
**Jeff Morrow**, Oaks Christian School

## Publications

**Sonia Arora**, The Archer School for Girls

## Scholarships

**Gabrielle McColgan**, Castilleja School  
**Karly Brockett**, College Board

## Volunteer Coordinator

**Allie Kvidera**, Texas Christian University

## Student College Fair

**Philip "PJ" Petrone**, Marymount High School

## Counselor College Fair

**Conor ORourke**, Chadwick School

## Housing

**Jenny Umhofer**, Colledge

## Opening and Closing Session

**Terri Devine**, Francis Parker School

## Social and Dodgeball

**Sue DeRuyter**, de Toledo High School  
**Alicia Ortega**, Ruffalo Noel Levitz  
**JT Thomas**, Maybeck High School

## Branding, Communications, Publications, App

**Lori Schmidt**, Lime Twig  
**Ineke Dyer**, California Lutheran University  
**Candyce Coleman**, University of La Verne  
**Laurie Callaway**, Saint Louis University  
**Megan Carlier**, Collegewise  
**Emily Wright**, University of Oregon  
**Samantha Schreiber**, Pomona College

## Exhibits and Sponsorships

**Gary Bednorz**, University of New Mexico  
**Kevin Dyerly**, University of Redlands  
**Aviva Walls**, Shalhevet School

## IDEA Conference

**Jamilla Jamison**, Scripps College

## Local Counselors and Local Advisory

**Karly Brockett**, College Board  
**Cyndy McDonald**, GuidedPath  
**Suzanne Bianco**, Visalia Convention & Visitors Bureau  
**Joys Soares**, Tulare County Office of Education  
**Nicola Wissler**, Visalia Chamber of Commerce

## Mentorship and First Timers

**Barbara Schultz**, Retired Former WACAC President

## Signage

**Teri Ann Matsuda**, Colorado Mesa University

## Evaluations & Media Library

**Chuck Liddiard**, University of Delaware  
**Myra Castro**, WACAC, College Admission Consultant,

## THANK YOU TO ALL OF THE CONFERENCE VOLUNTEERS

On behalf of the entire WACAC Conference Committee, we would like to thank all who donated their time and expertise to make the Meet in the Middle Conference a success. It was WACAC's first time visiting the Central Valley for the annual conference, and every person who volunteered and or presented made the conference a success. We could not have done it without you! Volunteering for WACAC is always fun. I encourage you to give back and connect with colleagues at WACAC 2018, as we move into our 51st year.

Thank you,  
Allie Kvidera, Volunteer Chair



## 50 YEARS OF LEADERSHIP AND SERVICE

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### WACAC FORMER PRESIDENTS

1. Emery Walker	1967/70	21. Dea Nelson	1997/98
2. Marilyn Blum	1970/73	22. Carolyn Barnhart	1998/99
3. Valerie Banks	1973/76	23. Sue DeRuyter	1999/00
4. Yves Thepot	1976/78	24. Linda Zimring	2000/01
5. Ann Thurber	1978/79	25. Rick Diaz	2001/02
6. Marin Tucker	1979/81	26. Barbara Schultz	2002/03
7. Irene Kelly	1981/83	27. Esther Hugo	2003/04
8. Bill Lowery	1984/85	28. Linda Conti	2004/05
9. Steve Hankins	1985/86	29. Marc Meredith	2005/06
10. Jack Quinlan	1986/87	30. Elise Heydenreich Clark	2006/07
11. Jack Wright	1987/88	31. Kavin Buck	2007/08
12. Kathryn Forte	1988/89	32. Terri Devine	2008/09
13. Anthony Garcia	1989/90	33. Minh-Ha Hoang	2009/10
14. Marie Mo'okini	1990/91	34. Katy Murphy	2010/11
15. Christina Hickey	1991/92	35. Greg McCandless	2011/12
16. Katy Murphy	1992/93	36. Robynne Royster	2012/13
17. Jim Whitaker	1993/94	37. Dan Nannini	2013/14
18. Bonnie Laughlin	1994/95	38. Peggy Hock	2014/15
19. Sherry Woodruff	1995/96	39. Ed Devine	2015/16
20. John Garten Shuman	1996/97		



## 50 YEARS OF LEADERSHIP AND SERVICE

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### WACAC Members who have received NACAC Awards

**Emery Walker**, Gayle C. Wilson Award, 1979  
**Sally Needham**, Gayle C. Wilson Award, 1987  
**Roger Campbell**, Gayle C. Wilson Award, 1998  
**Joe Allen**, Gayle C. Wilson Award, 2001  
**Jack Wright**, Human Relations Award, 1985  
**Laurice Sommers**, Human Relations Award, 1994  
**Jean Fetter**, John B. Muir Editor's Award, 1997  
**Michael Smith**, John B. Muir Editor's Award, 1998  
**Antonio Solorzano, Jr.**, Margaret E. Addis Award, 2001  
**Katy Murphy**, Margaret E. Addis Award, 2002  
**Sonali Perera Bridges**, Rising Star Award, 2002  
**Laura Young**, Rising Star Award, 2008  
**Kavin Buck, Elsa Clark, Esther Hugo, Esther Lopez, Rafael Magallan, Marc Meredith, Katy Murphy, Loretta Whitson**, Excellence in Government Relations Award, 2007  
**Esther Hugo**, Gayle C. Wilson Service to Education Award, 2011  
**Carolyn Barnhart**, Gayle C. Wilson Service to Education Award, 2013  
**Samantha Schreiber**, Rising Star Award, 2015

### Murdoch/Finks New Admission Counselor Award (previously named the Emery Walker Award)

The Murdoch/Finks Award is presented to a college level admission officer who has five or fewer years of experience in the profession and has shown an active interest in WACAC by serving on WACAC committees, volunteering to help with WACAC conference, events, fairs, etc. and a dedication to serving the needs of students.

1988 <b>E. Leslie Medford, Jr.</b>	2004 <b>Alistair Grant</b>
1989 <b>Chris Hickey</b>	2005 <b>Gina Aguirre and Nathan Falstreau</b>
1993 <b>Radia Alouache</b>	2006 <b>Laura Young</b>
1994 <b>Carrie Besnette</b>	2007 <b>Conner Keese</b>
1995 <b>Jana Hee</b>	2008 <b>Brad Baertsch</b>
1996 <b>Kelly Farland</b>	2009 <b>Jessica Martin Velasco</b>
1997 <b>Marcela Mejia-Martinez</b>	2010 <b>Jenna Payan</b>
1998 <b>Minh-Ha Hoang</b>	2011 <b>Anne Aubert-Santelli</b>
1999 <b>Kevin LumLung</b>	2012 <b>Todd Hicks</b>
2000 <b>Sonali Perera Bridges</b>	2013 <b>Celina Ng</b>
2001 <b>Tim Ford</b>	2014 <b>Suzanne McDonald</b>
2002 <b>Elizabeth Mejia</b>	2015 <b>Lisa Saldias and Julio Mata</b>
2003 <b>Rakin Hall</b>	2016 <b>Amanda Hotinger</b>



## 50 YEARS OF LEADERSHIP AND SERVICE

### Joseph P. Allen Human Relations Award

The Joseph P. Allen Award was established to honor a professional dedicated to the principles of equal opportunity and equal access to college. With experience at UC Santa Cruz and the University of Southern California, Joe served as one of the Deans of the College Board's Summer Institute for many years, meeting and training young professionals in all areas of recruitment, admission, and the tenets of our field. From the very beginning he did much to champion the underrepresented student and while he had a great mind for looking at the larger picture, he never forgot that each number and statistic was tied to a human being. The Joseph P. Allen award is presented to an individual who has encouraged and supported traditionally underrepresented students in the transition from high school to college.

1985 <b>Jim Montoya</b>	1996 <b>Rae Lee Siporin</b>	2006 <b>Susan Bonoff</b>
1986 <b>Judy Mays</b>	1997 <b>Katy Murphy</b>	2007 <b>Robynne Royster</b>
1987 <b>Roy Lucero</b>	1998 <b>Esther Hugo</b>	2008 <b>Frank Key</b>
1988 <b>Joan Lynch</b>	1999 <b>Georgia Webb</b>	2009 <b>Alice Kleeman</b>
1989 <b>Eric Gravenberg</b>	2000 <b>Arnie Kaminsky</b>	2010 <b>Angel Perez</b>
1990 <b>Francie Tidey</b>	2001 <b>Charles Moore</b>	2011 <b>Joanne Higgins Leslie</b>
1991 <b>Richard Roth</b>	2002 <b>Alfred Herrera</b>	2012 <b>Frieda Lee</b>
1992 <b>Gordon Chalmers</b>	2003 <b>Ludim Seja De Manzano</b>	2013 <b>Maureen Roadman</b>
1993 <b>Marci Whaley</b>	2004 <b>Bill Henley</b>	2014 <b>Anna Takahashi</b>
1994 <b>Charles Mason</b>	2005 <b>Linda Loya</b>	2015 <b>Barbara Simmons</b>
1995 <b>Michael Padilla</b>	2005 <b>Deren Finks</b>	2016 <b>David Linnevers</b>
1996 <b>Bob Laird</b>		

### The Steve Hankins Award

The Steve Hankins award was established in recognition of a consummate professional who dedicated himself to encourage new counselors to consider admissions as not a way station in life, but as a life's calling. Steve was instrumental in the development of WACAC from a fledgling organization into a growth and service organization in the 1990's, including founding both the WACAC and NACAC college fairs in California. He was probably best remembered as a person who was always the one who would ask "newbie's" if they had dinner plans before a college night and if they didn't, he'd invite them along. The Steve Hankins award is presented to a secondary school or independent counselor who has five or fewer years of experience in the profession and has shown an active interest in WACAC by serving on WACAC committees, volunteering to help with WACAC conferences, events, fairs, etc., and a dedication to serving the needs of students.

1992 <b>Nora Fisher</b>	2000 <b>Anne Rossier</b>	2009 <b>Teri Kuwahara</b>
1992 <b>Esther Hugo</b>	2001 <b>Carol Estes</b>	2010 <b>Sharon Neuman</b>
1993 <b>Jennifer Farley</b>	2002 <b>Jennifer Rudolph</b>	2011 <b>AhYoung Chi</b>
1994 <b>Heather Shepherd</b>	2003 <b>Rachel Livingston</b>	2012 <b>JT Thomas</b>
1995 <b>Vivian Tuck</b>	2004 <b>Chris Harrington</b>	2013 <b>Guadalupe Navarrete</b>
1996 <b>Mary Fitzpatrick</b>	2005 <b>Dewey Wilmot</b>	2014 <b>Linda Clark</b>
1997 <b>Holly Watkins Dines</b>	2006 <b>Marlena Norman</b>	2015 <b>Andrew Losier</b>
1998 <b>Julie Taylor</b>	2007 <b>Edgar Montes</b>	2016 <b>Margaret Isied</b>
1999 <b>Kris Ragland</b>	2008 <b>Terri Lewallen</b>	



## 50 YEARS OF LEADERSHIP AND SERVICE

### Katy Murphy WACAC Service Award

Presented to a WACAC member who has displayed outstanding service to WACAC and/or NACAC, exceptional service to the community, responsiveness to the needs of students and families in the school-to-college transition, significant research in admissions or field directly related to college admission and sustained, long-term commitment to the principles of our profession.

1981	Jack Wright	1996	Duncan Murdoch	2007	Linda Conti
1982	Martin Tucker	1997	Bonnie Laughlin	2008	Elaine Berman
1983	Steve Hankins	1997	Ed Schoenberg	2009	Marc Meredith
1984	Marilyn Blum	1998	Pat Coleman	2008	WACAC Government Relations Committee
1989	Sherry Smith	1999	Maria Bowser	2009	Sue DeRuyter
1990	Katy Murphy	2000	Esther Hugo	2010	Jane McClure
1991	Kris Zavoli	2001	Rae Lee Siporin	2011	Kavin Buck
1992	Bill Henley	2002	Mike Drummy & Chapman University Admission Staff	2012	Peggy Hock
1993	Elsa Clark			2013	Lori Schmidt
1994	Dea Nelson			2014	Paul Driscoll
1994	Laurice Sommers	2003	Arnaldo Rodriguez	2015	NaDean Krasnove
1995	Marilyn Blum	2004	Linda Zimring	2016	Susan Lee
1995	Paul Ranslow	2005	Barbara Schultz		
1996	Carolyn Barnhart	2006	Matt Fissinger		

### Juel Lee Mentorship Award

In memory of Juel Lee's contributions to WACAC through mentoring of fellow professionals, this award is given in recognition of outstanding mentoring involvement in WACAC.

2010	Carolyn Barnhart	2012	Ed Devine	2014	Mark Rasic
2011	Bonnie Laughlin	2013	Terri Devine	2015	Kristen Pina
				2016	Greg McCandless

### Arthur Arziola Memorial Award

The Arzola Scholarship was created in recognition of Arthur's work in the field and to continue to support the mission of those who work with underrepresented student communities, thus supporting the mission of the DEA committee and WACAC.

2015 Jessica Munoz

2017 Dwayne Okpaise

### WACAC Special Recognition Award

In gratitude and appreciation for the outstanding support given to members of WACAC.

2006	Greg Ferguson	2014	Kris Zavoli	2016	Dual Graphics
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## SUSTAINING MEMBERS, DONORS and CONTRIBUTORS

On behalf of all WACAC Members, we would like to express our sincere appreciation to all of the following sustaining members, donors and scholarship providers. Please join us in recognizing their commitment to our organization.

### SUSTAINING MEMBERS

Joseph Blassberg  
Sue DeRuyter  
Ed Devine  
Kevin Dyerly  
Vanessa Ea  
Sandra Hayes  
Peggy Hock  
Jeana Kawamura

Andy Losier  
Jason Ma  
Katy Murphy  
Dan Nannini  
Pacific Ridge School  
College Guidance  
Nicola Place  
Mel Preimesbergers

Stephen Pultz  
Bruce Reed  
Maureen Roadman  
Sunday Salter  
Geoffrey Smith  
Aviva Walls  
Dewey Wilmot  
Andrew Woolsey

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Orlantha Nin  
Judy Oberlander  
Kathleen Odell  
Karina O'Neill  
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Edward L Schoenberg  
Samantha Schreiber  
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## EXHIBITORS DIRECTORY

### ACT, Inc.

www.act.org  
**Louise Saladino:** (949) 370-0443  
Louise.Saladino@act.org  
**Dick Moody:** (360)866-6331  
Richard.Moody@act.org

### Ashford University

www.ashford.edu  
**Lauren Gale:** (323)246-7700  
Lauren.Gale@ashford.edu

### Cappex

www.cappex.com  
**David DeYoung:** (847) 859-5625  
ddeyoung@cappex.com  
**Deena Miers:** (773) 570-7463  
dmiers@cappex.com

### Capture Higher Ed

www.capturehighered.com  
**Bernadette Klatkiewicz:** (502) 492-1022  
bklatkiewicz@capturehighered.com  
**Heather Mueller:** (502) 492-1022  
hmueller@capturehighered.com

### Carnegie Communications

www.carnegiecomm.com  
**Jim Kelly:** (978) 842-2774  
jkelly@carnegiecomm.com

### Cogswell College

www.cogswell.edu  
**Kari Edwards:** (408) 668-4597  
Kedwards@cogswell.edu

### Compass Education Group

www.compassprep.com  
**Adam Ingersoll:** (310) 617-2717  
adam@compassprep.com  
**Bruce Reed:** (800) 620-6250  
bruce.reed@compassprep.com  
**Matt Steiner:** (213) 440-3782  
matt@compassprep.com

### Compass Education Group (Continued)

www.compassprep.com  
**Sue McLaughlin:** (415) 464- 8600  
sue@compassprep.com  
**Christopher O'Sullivan:** 8057143567  
chris.michael.osullivan@gmail.com

### Discover Student Loans

www.discover.com  
**Calvenia Woods:** (951) 637-1121  
calveniawoods@discover.com  
**Cheryl Barnes:** (510) 638-3974  
cherylbarnes@discover.com

### EF College Visit Tours

http://www.efexploreamerica.com  
**Tess Black:** (800) 637-8222  
Tess.black@ef.com  
**Leah Doerner:** (617) 619-1166  
Leah.Doerner@ef.com

### EssayDog

www.EssayDog.com  
**Howard Reichman:** (844) 377-2936 ext. 702  
hreichman@EssayDog.com

### Guidebook

www.guidebook.com/schools  
**Julian Spindell:** (650) 319-7233 x 523  
julian@guidebook.com

### IECA Independent Educational Consultants Assoc.

www.IECAonline.com  
**Mark Sklarow:** (703) 591-4850  
msklarow@IECAonline.com  
**Amanda Fogler:** (703) 591-4850  
amanda@IECAonline.com

### Innate

www.innateadvisor.com  
**John Hall, CEO:** (503) 504-3113  
john@innateadvisor.com  
**Brian Rutherford:** (503) 610-3844  
brian@innateadvisor.com



## EXHIBITORS DIRECTORY

---

### Kaplan Test Prep

www.kaptest.com/college-prep  
**Katherine Plommer:** (650) 387-8306  
katherine.plommer@kaplan.com  
**Sara Arghi:** (856) 266-1120  
ashley.lafrance@kaplan.com  
**Poonum Sidhu:** (310) 913-9174  
poonum.sidhu@kaplan.com

### Lime Twig

www.limetwig.com  
**Lori Schmidt:** (626) 744-5252  
lori@limetwig.com

### Revolution Prep

www.revolutionprep.com  
**Jacob Kantor:** (818) 355-4179  
jacob.kantor@revolutionprep.com  
**Justin Sherman:** (310) 593-6842  
Justin.sherman@revolutionprep.com  
**Amanda Light:** (323) 203-0672  
Amanda.Light@revolutionprep.com

### San Francisco State University

www.sfsu.edu  
**Ivan Contreras Mendoza:** (415) 338-3954  
ivancm@sfsu.edu

### ScoreBeyond, Inc.

www.scorebeyond.com  
**Nimrit Sidhu:** (650) 549-1143  
nimrit@scorebeyond.com

### STEM Premier

www.stempremier.com  
**Jackie Pearson:** (770) 609-9381  
jpearson@stempremier.com  
**Carl Forbes:** (843) 800-0581  
cforbes@stempremier.com

### Students Rising Above

www.studentsrisingabove.org  
**Isabella Flores:** (415) 333-4222  
iflores@studentsrisingabove.org

### StudentVox

www.studentvox.com  
**Samara Wenten:** (866) 991-1916  
samara@studentvox.com  
**Dan Curme:** (866) 991-1916  
Dan@studentvox.com

### Study Smart Tutors

www.studysmarttutors.com  
**Kirstie Price:** (707) 495-6897  
kirstie@studysmarttutors.com

### Test Prep Gurus

www.prepgurus.com  
**Nick Standlea:** (949) 482-0076  
nick.standlea@prepgurus.com  
**Donald Funkhouser:** (949) 478-4186  
donald.funkhouser@prepgurus.com

### The Princeton Review

www.review.com  
**Ryan Kiick:** (415) 312-3718  
ryan.kiick@review.com

### University of Central Lancashire

www.uclan.ac.uk  
**Emily Page:** 0 - (789) 121-9494  
epage@uclan.ac.uk

### UReview

www.ureviewcollege.com  
**Tammy Pryor:** (908) 456-3738  
tpryor@ureviewcollege.com

### Your School Profile, LLC

www.yourschoolprofile.com  
**Jean Marie Buckley:** (877) 216-2828  
jmb@yourschoolprofile.com



<b>7:00 AM - 8:00 AM</b>	<b>Pre-Conference and IDEA Registration</b> <b>Location:</b> In Plaza Lobby of Convention Center
<b>7:30 AM – 8:30 AM</b>	<b>Pre-Conference and IDEA Breakfast</b> <b>Location:</b> Charter Oak D and E
<b>9:00 AM - 5:00 PM</b>	<b>Conference Registration – In Plaza Lobby of Convention Center</b> <b>Location:</b> In Plaza Lobby of Convention Center
<b>8:00 AM - 1:00 PM</b>	<b>IDEA Institute</b> ( <i>includes breakfast and lunch</i> )
<b>8:30 AM - 11:30 AM</b>	<b>Pre-Conference Sessions</b> ( <i>includes breakfast</i> )
<b>11:00 AM - 1:00 PM</b>	<b>Exhibitor Booths Open</b> <b>Location:</b> Exhibit Lobby of Convention Center
<b>11:45 AM - 1:00 PM</b>	<b>LDI Lunch</b> ( <i>Invite only</i> ) <b>Location:</b> Mineral King Room
<b>12:00 PM - 12:45 PM</b>	<b>First Timers/Mentors Reception</b> This event is limited to those attending their first WACAC conference. <b>Location:</b> Exhibitor Hall of Conference Center
<b>1:00 PM - 2:30 PM</b>	<b>Opening Session</b> <b>Location:</b> Exhibitor Hall of Conference Center  <b>Welcome to Visalia</b>  <b>Jeff Morrow</b> , WACAC President, Oaks Christian School <b>NACAC Update</b> <b>Amy Jarich</b> , Member of the NACAC Board of Directors, Associate Vice Chancellor of Admissions & Enrollment (interim) U.C. Berkeley <b>Keynote Address</b> <b>Dr. Kyle A. Reyes</b> , Special Assistant to the President for Inclusion, Utah Valley University <b>Conference Overview</b> <b>Ed Devine</b> , WACAC Past-President, Lafayette College <b>Sonia Ryan</b> , WACAC President-Elect, Saint Mary's College High School
<b>2:30 PM - 6:30 PM</b>	<b>Exhibitor Booths Open</b> <b>Location:</b> Exhibit Lobby of Convention Center





## 2:45 PM - 3:45 PM Session A

### A.1 A New SPGP - A preview of the work of NACAC's Steering Committee on Admission Practices.

The SPGP is changing, and we need your feedback. Appointed in 2016, the Steering Committee on Admission Practices is charged with creating a revamped set of professional statements to govern our work with students and each other. The presenters are members of the national and affiliate Admissions Practices Committees and will share insights into the progress of the Steering Committee and gather key insights from the audience as the committee continues to refine the document that will be presented to the Assembly at the NACAC National Conference in September 2017 in Boston.

**Audience:** Secondary and Post-Secondary

**Presenters:** **Omar Zazueta**, Associate Dean of Admission, Claremont McKenna  
**Ffiona Rees**, Senior Associate Director, Evaluation and International Admission, UCLA  
**Emmi Harward**, Executive Director, Assoc. of College Counselors in Independent Schools  
**David Kamimoto**, Associate Director of Admissions, UC Santa Cruz  
**Amy Jarich**, Director of Admissions, UC Berkeley

**Room:** Charter Oak Ballroom A

### A.2 University of California: Undocumented Student Support

UC is committed to the success of all students. UC non-discrimination policy and our policies protecting the privacy of the University community, include undocumented students. Learn about support services for undocumented students (legal services to financial aid). Explore how students can share their status in the UC application, then how it's used in the admissions process.

**Audience:** Secondary School Counselors

**Presenters:** **Cuca Acosta**, Associate Director of Admissions, University of California Santa Barbara  
**Alejandro Delgadillo**, Associate Director-Calvin Bright Success Center, UC Merced  
**Rosa Carrillo**, Puente & AB 540 Counselor at Cerritos College  
**Miguel Torres**, High School Counselor at Tulare Union High School

**Room:** Charter Oak Ballroom B

### A.3 Gaining Control of Admission Testing: Successfully Promoting Best Practices

Confusion and drama around the SAT and ACT has been relentless in the past few years. How do we give testing no more concern than it deserves while encouraging healthy decisions in a competitive environment? Fresh insights on testing will equip you to guide families to sane and successful testing behavior.

**Audience:** Secondary and Post-Secondary

**Presenters:** **Jeff Morrow**, Director of College Counseling, Oaks Christian School  
**Adam Ingersoll**, Co-Founder, Compass Education Group

**Room:** Charter Oak Ballroom C



### A.4 **Practicing What We Preach: Strategies for Continuing Education and Maintaining Work-Life Balance in Higher Education**

It can be challenging to pursue continued education and find work-life balance while working full-time. This panel will provide advice and strategies from both the college and high school perspectives on how to manage personal lives, pursue further education, and more, while balancing the unique work expectations of our profession.

**Audience:** Secondary and Post-Secondary

**Presenters:** **Julio Mata**, Sr. Assistant Director for Regional Enrollment, Miami University  
**David Mills**, Assistant Director - California Recruitment and Initiatives, Arizona State University  
**Scottie Hill**, Director College Guidance, Archer School for Girls  
**Makayla Hall**, Senior Coordinator, Regional Admission & Recruitment, University of Nevada, Reno

**Room:** Charter Oak Ballroom D

### A.5 **The Transfer Pathway with a Guarantee: A Saved Spot at a CSU**

The Associate Degree for Transfer program guarantees students the opportunity to transfer from a California community college into a saved spot at a California State University (CSU) campus. While most community colleges have transfer agreements, a spot at a CSU is not guaranteed. Learn about this program and collect the free materials available to you.

**Audience:** Secondary School Counselors, Post-Secondary/Admission Counselors

**Presenter:** **Rochelle Higgins**, Program Manager, Associate Degree for Transfer

**Room:** Kings Canyon

### A.6 **Creating Trust: The Skill that Makes Teams Great**

You've acquired strong professional skills. What will set you apart is your ability to create trust with your team. Trust is shaped by your ability to communicate in smart, healthy ways. This workshop offers communication techniques to practice as you inspire the best in your team.

**Audience:** Post-Secondary/Admission Counselors

**Presenters:** **Sue DeRuyter**, Director of College Counseling, Dean of Academic Advisement, de Toledo HS  
**JP Reynolds**, *Principal*, The Business of Confidence Consultancy

**Room:** San Joaquin A

### A.7 **Trusting the Brand to Benefit Enrollment**

Most campuses have come to understand the need for unique branding with a clear, compelling message. But how does this help the admissions office by generating an increase in interest from the right students? This session examines how commitment to brand implementation and collaboration across campus can positively impact enrollment.

**Audience:** Post-Secondary

**Presenters:** **Lisa Jordan**, President & Managing Partner, Mindpower, Inc.,  
**Brian O'Rourke**, Vice President for Enrollment Management, Mount Saint Mary's University, LA

**Room:** San Joaquin B



### A.8 **Other Duties as Assigned: A Manager's and Employee's Guide**

An examination of the ubiquitous job duty “other duties as assigned.” Managers and employees will share how they use this tool to maximize potential, advancement and professional development. In other words, how admissions counselors and supervisors can 'meet in the middle' to create job satisfaction outside the job description.

**Audience:** Post-Secondary/Admission Counselors

**Presenters:** **Phillip Moreno**, Director of West Coast Recruitment, Dickinson College  
**Kristine Y. Lee**, Associate Director of Admissions, University of California, Berkeley  
**Janine Bissic**, Director of Admissions, Whittier College

**Room:** San Joaquin C

### A.9 **Student Voices: Connecting Learning to Future Careers**

How has high school learning been revolutionized across high schools in the Central Valley? Students share their stories and experiences in innovative linked learning environments, academies and special programs.

**Audience:** Secondary School Counselors

**Moderator:** Nicola Wissler, Visalia Chamber

**Presenters:** **Cyndy McDonald**, President/Local Area Committee Member, McDonald & Associates

**Room:** San Joaquin D



### 4:00 PM – 5:00 PM      Session B

#### **B.1      Befriending the Other Side: Effective Strategies in Building Positive Working Relationships between High School and College Admissions' Counselors**

Looking to build positive and effective working relationships with high school counselors or college admissions professionals in order to be most effective in helping your students through the admissions' process? This session will provide personal insights from high school counselors and college admissions' professionals on how to communicate effectively with one another, how to make the best use of each other's time, and how to best advocate for students throughout the admissions process. You will find out how having great working relationship goes a long way in this field and what it takes to establish that level of trust, collegiality, and collaboration in order to create a team approach in shepherding students to the next step in their educational journeys.

**Audience:**              Secondary and Post-Secondary Counselors

**Presenters:**          **Olivia Huie**, Director of College Counseling, J Serra Catholic High School  
**Sean Green**, Senior Admission Counselor, University of San Diego

**Room:**                  Charter Oak Ballroom A

#### **B.2      College Essay Guy's Abridged Guide to the Supplemental Essays**

In this session, Ethan Sawyer (College Essay Guy) covers: How to Write the Why Us essay, the Roommate and Design Your Own College Course Essays, the Best Extracurricular Activity Brainstorm Exercise Ever, plus tips for the Activities List and Additional Info section. Resources and hand-outs provided.

**Audience:**              Secondary School Counselors

**Presenters:**          **Ethan Sawyer**, Owner, College Essay Guy

**Room:**                  Charter Oak Ballroom B

#### **B.3      Supporting Students Using the Coalition Tools**

The Coalition's technology platform offers a simple method for collaborating with students to advance outcomes. After the demonstration of the Platform, a panel of experts will describe the way that the Coalition platform has anchored work engaging with students. The panel will feature Coalition member schools, and a counselor from a community based organization. The audience will be encouraged to pose questions, generate additional applications of the tools, and contribute to an interactive discussion led by the panel moderator

**Audience:**              Secondary and Post-Secondary

**Presenters:**          **Nikki Kahealani Chun**, Senior Associate Director, Caltech  
**Omar Zazueta**, Associate Dean of Admission, Claremont McKenna College  
**Sara Urquidez**, Lead College Advisor/Chief Operating Officer, Academic Success Program

**Room:**                  Charter Oak Ballroom C



### B.4 What I Wish I'd Known Before Becoming a Director of College Counseling

From board reports and calendaring to building teams and advising faculty on curriculum changes, there is a lot about being a Director of College Counseling that we wished we would have known before assuming the role. Veteran and rookie directors will share their experiences.

**Audience:** Secondary

**Presenters:** **Aviva Walls**, Director of College and Academic Counseling, Shalhevet High School  
**Ross D Mankuta**, Director of College Counseling & Academic Planning, Milken Community Schools  
**Jeff Morrow**, Director of College Counseling, Oaks Christian School  
**Scottie Hill**, Director of College Guidance, The Archer School for Girls  
**Dr. Candy Navarro**, Director of College Counseling and Advising, Flintridge Sacred Heart Academy

**Room:** Charter Oak Ballroom D

### B.5 You CAN Sit with Us: Creating Effective Campus Partnerships

It often takes a whole campus to successfully recruit a class. But due to decentralized department structures and competing interests, working together with other offices can be difficult. We have compiled a handful of tips for leveraging campus resources and relationships to enhance recruitment efforts and events.

**Audience:** Post-Secondary

**Presenters:** **Peter Walton**, Senior Admission Counselor, Pepperdine University  
**Allessandra Goble**, Senior Admission Counselor, Pepperdine University  
**Ashley Nguyen**, Associate Director of Admission, Pepperdine University  
**Wes Sullivan**, Assistant Director of Undergraduate Admission, California Lutheran University

**Room:** Kings Canyon Room

### B.6 California Community College Transfer Pathways to HBCUs

The presentation will discuss the development of the California Community College Transfer Guarantee to Historically Black Colleges & Universities (HBCUs) Program. The California Community Colleges include 113 individual colleges and 72 districts with a population of approximately 2.5 million students. In 2013 the California Community College Chancellor Office established a grant that would develop transfer pathways for students to HBCUs. The goal of the program is to provide transfer opportunities at these institutions, improve completion goals for Community Colleges in the state and develop pathways that will ultimately contribute to an increase in baccalaureate degree attainment.

**Audience:** Secondary School Counselors

**Presenters:** **Helen Young**, Project Director, California Community College Chancellors Office at El Camino College  
**Kalisha Grandison-Spomer**, Counselor/Articulation Officer at Fresno City College  
**Karen Compton**, Regional Recruiter Office of Admissions at Bethune-Cookman University  
**Jeffery Pierce**, Director of Admissions at Houston-Tillotson University – Austin Texas

**Room:** San Joaquin A





### **B.7 Finding Opportunities for Growth and Professional Development in Admissions**

Are you new in the profession and looking for information? Have you been in admissions for a while and are looking for opportunities to engage beyond your own campus? This session will share ideas and information on a range of activities and programs that are available to support your professional growth.

**Audience:** Mid-level College Admissions Counselors

**Presenters:** **Karly Brockett**, Associate Director, College Board  
**Lauren Popkowski**, Associate Director of College Counseling, Sage Hill School  
**Janine Bissic**, Director of Admissions, Whittier College

**Room:** San Joaquin B

### **B.8 Affirmative Action and the College Admission Process: History and Practice**

This session will explore the history and implementation of affirmative action, the legal challenges to the law, and the role it plays in the college admission process.

**Audience:** Secondary School Counselors, Post-Secondary/Admission Counselors

**Presenters:** **Terri Devine**, Dean of College Counseling, Francis Parker School  
**Bob Hurley**, Director of College Counseling, Francis Parker School  
**Rakin Hall**, Associate Director of Admission, University of Southern California

**Room:** San Joaquin C

### **B.9 Learn How to Support Your International Students as They Apply to US Universities**

The number of international students studying in secondary schools in the US is growing annually. With this influx of diverse students, there comes a new set of guidance challenges. International Admissions Professionals share advice on how to support your international students as they apply to US Universities.

**Audience:** Secondary School Counselors

**Presenters:** **Anna Wise**, Associate Director of International Recruitment, Towson University  
**Kris Rapazzini**, Director of International Student Programs at Valley Christian School  
**Megan Mankerian-Stem**, Director of International Enrollment, Creighton University

**Room:** San Joaquin D



**Tuesday, June 13**

**5:15 PM – 6:30 PM**

**Exhibitor Wine and Cheese Reception**

**Location:** Exhibitor Lobby and Plaza Lobby

**6:30 PM - 9:30 PM**

**WACADEMY 50<sup>th</sup> Anniversary Award Show and Conference Dinner**

**Location:** Exhibitor Hall of Conference Center



**9:30 PM - 1:00 AM**

**WACADEMY AWARDS AFTER PARTY**

DJ Dancing

**Location:** Exhibitor Hall of Conference Center

Karaoke

**Location:** Charter Oak Ballroom A



**7:30 AM – 2:00 PM**

**Conference Registration Open (closes at 2:00 PM)**

**Location:** Plaza Lobby of Convention Center

**7:30 AM – 8:45 AM**

**Local Counselor and First Timer Breakfast**

This event is for local high school counselors with one-day registration and first time conference attendees; Learn about all that WACAC has to offer.

**Location:** Exhibitor Hall of Convention Center

**8:00 AM - 11:00 AM**

**Exhibitor Booths Open**

**Location:** Exhibit Lobby of Convention Center

**9:00 AM – 10:00 AM Session C**

**C.1 Cal State Apply**

After 20 years with the same on-line application for admission (CSUMentor) the California State University system has undertaken an exciting project to completely re-imagine the application and provide an updated applicant experience. To recognize this significant change, the new application name will be Cal State Apply (Calstate.edu/Apply). Come to this session to learn more about this exciting project including the timing, changes to the applicant experience, overall application changes, and our plans to support counselors through this transition.

**Audience:** Secondary Counselors

**Presenters:** **April Grommo**, Director of Enrollment Management Services, California State University Office of the Chancellor  
**Angela Williams**, Project Manager, California State University Office of the Chancellor

**Room:** Charter Oak Ballroom A

**C.2 Bring Flair to your College Fair!**

Planning a successful college fair takes a lot of work even for the most seasoned professional. Hear from Community College, High School and CSU Admission professionals on how to plan a successful fair from A-Z. Additionally, attendees will have the opportunity to network and discuss best practices with each other.

**Audience:** Secondary Counselors, Post-Secondary Admissions/Counselors, Community College Counselors, Community Based Organizations

**Presenters:** **Ilana Israel Samuels**, Associate Director, Prospective Student Services, Cal State East Bay  
**Mai Her**, Transfer/Career Counselor, College of the Sequoias  
**Todd Hicks**, Director of University Access and Success, Cristo Rey San Jose Jesuit High School

**Room:** Charter Oak Ballroom B



### C.3 "Well, There Goes the Neighborhood..."

An examination of the effects of urban development in your recruitment territories. This session will focus on topics such as: gentrification, culture change, and the shifting landscape within the communities in which you and/or your institution serve.

**Audience:** Secondary and Post-Secondary Counselors

**Presenters:** **Vishal Sharma**, Admission Counselor, Mount Saint Mary's University  
**Diana Rios**, Admission Counselor, Mount Saint Mary's University  
**Agasia Lanier**, Assistant Director of Adult Nursing and Transfer Admission, Mount Saint Mary's University  
**Erica Sanchez**, Assistant Director and Summer Bridge Coordinator Office of Undergraduate Admissions, UC Berkeley

**Room:** Charter Oak Ballroom C

### C.4 Online High School

This session will look at the current trends in online learning and examine not only the value of this method of learning but also the potential pitfalls. The session will address what the counselor should look for in recommending an online program curriculum, certifications and student support) as well as what type of student will be successful in an online environment.

**Audience:** Secondary School Counselors

**Presenters:** **Cyndy Locke**, Director of College Counseling, Oaks Christian Online School  
**Brittany Lindsey** Admissions Director Oaks Christian Online School

**Room:** Charter Oak Ballroom D

### C.5 No Majors, No Grades, No Structure? Understanding Self-Directed College Programs and Student Fit

Often characterized as alternative, interdisciplinary, progressive, or as having no majors, self-directed college programs are some of the most interesting and potentially rewarding, yet difficult to understand, offerings in North American higher education. They can be perfect for students who excel when choosing their own path rather than fitting into predetermined structures. This session will improve your understanding of self-directed programs, and the students that typically succeed in them.

**Audience:** Secondary School Counselors

**Presenters:** **Brennan Dignan**, Associate Director of Admission, West Coast Regional, Bennington College  
**Eric Pedersen**, Director of Admissions, The Evergreen State College  
**Jennifer "J.T." Thomas**, College Counselor, Maybeck High School

**Room:** Kings Canyon



### C.6 **Hurry up and Wait: Understanding how Colleges Use Wait Lists**

Colleges are increasingly using wait lists in managing admissions. While wait lists may be a common practice in enrollment management, there are drawbacks, including the uncertainty it causes among applicants. This session will explore the issue and relate it to the challenge of making the admissions process more user-friendly.

**Audience:** Secondary School, Independent, and Post-Secondary Counselors

**Presenters:** **Jenny Umhofer**, Owner and Founder, Colledge LLC  
**Dr. Steven Mercer**, Owner, Mercer Consulting  
**Georgette DeVeres**, Associate VP and Dean of Admission & Financial Aid  
Claremont McKenna College  
**Gary Clark**, Director of Undergraduate Admission, UCLA  
**Michele Butler**, Associate Director of Admission, UC Berkeley

**Room:** San Joaquin A

### C.7 **Cracking the SAT and ACT: Using the Growth Mindset and Research out of Stanford to Improve Scores**

Overview of the SAT/PSAT/ACT/Aspire, SAT Subject tests and AP exams with a special focus on SAT vs ACT. Have your student build a standardized testing plan for optimal performance.

**Audience:** Secondary Counselors

**Presenters:** **Jake Neuberger**, Founder/CEO, Revolution Prep  
**Nathan Smith**, Counselor and High School Bible Chair, Valley Christian School

**Room:** San Joaquin B

### C.8 **Using Data to Show Counselor Impact**

Description: As leaders of schools and as managers of programs, counselors must develop a strategic plan to deliver services that have impact on student outcomes. This session presents effective research-based strategies and a step by step process on how to assess your school's college readiness using data, such as PSAT/NMSQT, SAT, and AP scores. Participants will develop strategies for creating an Action Plan for change, developing teams of colleagues, and implementing a school-wide program to increase college and career readiness.

**Audience:** Secondary School Counselors

**Presenters:** **Dr. Esther Hugo**, Adjunct Professor, San Jose State University and Loyola Marymount University  
**Catalina Cifuentes**, Director of School Counseling Programs and Leadership Associate, College and Career/School Counseling, Leadership Institute of Riverside County

**Room:** San Joaquin C





### C.9 Counseling Collaboration: Many Hats and Many Relationships

Often counselors have to gracefully navigate circles of faculty, parents, and administration, whom we rely on to support students through social and academic development and college preparation. This presentation provides an avenue for fruitful conversation and tools to help school counselors boost existing relationships to foster community support of college.

**Audience:** Secondary School Counselors

**Presenters:** **Marissa Carroll**, Director of College Counseling, Villanova Preparatory School  
**Craig Carroll**, English 9 and English Immersion Support Teacher, Villanova Preparatory School  
**Sonia Arora**, Co-Director of College Guidance, The Archer School for Girls

**Room:** San Joaquin D

**8:30 AM - 10:45 AM**

### Deans and Directors Meeting and Breakfast

Attendance at this session is limited to senior admissions staff

**Location:** Mineral King Room – second floor of convention center

**Moderators:** Marc McGee and Lisa Przekop

**10:15 AM – 11:15 AM**

### Session D

#### D.1 College Board Update on the SAT: Tools and Resources

Over the last 18 months, the College Board has launched new online student score reports, Official SAT Practice with Khan Academy, a new reporting portal for K12 educators and an updated score delivery system/trend dashboard for higher education. These data-rich tools offer detailed, focused information to make reporting and score access easier than ever. Learn how your colleagues are using these resources to streamline their work and better support students.

**Audience:** Secondary and Post-Secondary

**Presenters:** **Jim Bonner**, Director, Higher Ed Services, College Board  
**Megan Rafferty**, Associate Director, K12 Services, College Board,  
**Andy Losier**, Associate Director of College Counseling, Sage Hill School

**Room:** Charter Oak Ballroom A

#### D.2 "I've Never Heard of That College---It Must Not Be Any Good!"

Looking for ways to help students enhance their college search beyond the "usual suspects"? Need evidence to convince parents that there are more than 50 colleges that are "good"? Hear from a non-profit director and colleagues on both sides of the desk, about how to successfully expand the college search and help students find 'fit'.

**Audience:** Secondary and Post-Secondary

**Presenters:** **Marty (Martha) O'Connell**, Co-Director of College Counseling, Marymount HS  
**Jee Won Lee**, Senior Associate Director of Admission, Whitman College  
**Maria Furtado**, Executive Director, CTCL: Colleges That Change Lives

**Room:** Charter Oak Ballroom B



### D.3 Tips, Tales and Truths for College Counselors

Ever feel like you and your Principal / Head of School are not on the same page? Have you ever wished the administrators and teachers knew just a bit more about the college admission process? Hear from a former college counselor and private school principal to learn how you can leverage your knowledge and know-how to best serve your school and meet your principal's expectations. A win-win for everyone!

**Audience:** Secondary School Counselors

**Presenters:** **Dr. Cynthia Colon**, Independent Consultant  
**Terri Devine**, Dean of College Counseling, Francis Parker School

**Room:** Charter Oak Ballroom C

### D.4 Flip the Switch: Bringing Secondary School Experience to the College Admission Process

We often hear about the transition from college admission to high school counseling, but what about the other way around? Five individuals who started their careers in high schools before moving to college admission will share data and anecdotes on how their transitions influence their current roles in college admission.

**Audience:** Secondary and Post-Secondary Counselors

**Presenters:** **Michael P. Gulotta**, Associate Director for Recruitment, University of Southern California  
**Brittany Baker-Brousseau**, Assistant Director of Admission, University of Southern California  
**Stanley Liu**, Assistant Director of Admission, University of Southern California  
**Jaclyn Robbin**, Assistant Director of Admission, University of Southern California  
**Christine Vargas**, Assistant Director of Admission, University of Southern California

**Room:** Charter Oak Ballroom D

### D.5 Navigating the Service Academy and ROTC Application Process

Learn about our nation's five service academies and the process for applying to each. Get your questions answered about their summer programs for high school juniors, preparatory school opportunities, Congressional nomination and medical qualification requirements, and much more! Additionally, ROTC program opportunities (including scholarships) will be discussed.

**Audience:** Secondary School Counselors, Independent Educational Consultants, and CBOs

**Presenters:** **Chris McMunn**, former Coast Guard Officer, Associate Director for Operations, U.S. Coast Guard Academy  
**Lisa Hillhouse**, retired Air Force Officer, Independent College Adviser, Hillhouse College and Career Advising

**Room:** Kings Canyon



### D.6 Get More Involved in WACAC and Advocate for Students

Do you want to get involved in WACAC but aren't sure how to do it? Are you passionate about students' rights and education? Do you wish you could have a say in the laws being passed in our state? Join us for a discussion on what is happening in secondary and higher education and learn how you can make positive changes to legislation and policy, and meet some amazing and passionate fellow WACAC members while doing it! You don't need to know anything about legislation or politics to come to this session – we promise to make it fun!

**Audience:** Secondary and Post-Secondary Counselors

**Presenters:** **Breanne Boyle**, Senior Director, Collegewise  
**Priscilla Vivio**, Independent College Counselor, On My Way Consulting  
**Kris Shay**, Executive Director, Undergraduate Admissions, University of Nevada Las Vegas

**Room:** San Joaquin A

### D.7 Baby Boomer Regionals - From RACC to Retirement

This panel features four seasoned regional representatives who came to this work from distinct paths and a Dean of Admission who is a recognized champion of expanding regional responsibilities. Becoming a regional representative later in your career can open doors to a more flexible and rewarding work experience before retirement.

**Audience:** Secondary and Post-Secondary Counselors

**Presenters:** **Lee Stork**, Western Regional Director, The George Washington University  
**Rick Diaz**, Regional Director of Admission, Southern Methodist University, Dallas, TX  
**Ellen Perlmutter**, Assistant Director of Admissions, Cornell University  
**Gary K. Bednorz**, Student Recruitment Specialist, University of New Mexico  
**Costas Solomou**, Dean of Undergraduate Admission, The George Washington University

**Room:** San Joaquin B

### D.8 What High School Counselors Need to Know About Financial Aid

For beginning counselors, this session will review the basics of financial aid programs, importance of helping students explore options, details of the application process and key components of evaluating financial aid awards.

**Audience:** Secondary School Counselors

**Presenters:** **Sandra Hayes**, Special Assistant to Vice President for Enrollment Management, Santa Clara University

**Room:** San Joaquin C



### **D.9 Tools for the Trade: Using Technology to Help You Become More Efficient with Your Time**

Creating a college going culture does not have to be daunting or overwhelming when you have a large counseling case load. Come learn the strategies you can use to create a college and career readiness culture in a high school of over 2000 students and how technology has become our best friend. You will learn how to use Naviance, California Colleges.Edu, Camtasia and Snagit to make better classroom presentations and how to use Google docs, The Mule and other time saving tools and strategies.

**Audience:** Secondary School Counselors

**Presenter:** **Guadalupe Navarrete**, Head Counselor at Sequoia High School.

**Room:** San Joaquin D

### **D.10 Social Emotional Wellness and College and Career Readiness**

Let's consider our roles in creating a healthy, productive, supportive college and career prep culture for the students we serve. Social and emotional learning provides a foundation for safe and positive environments in our increasingly diverse and textured communities. How can we strike a balance between achievement and healthy lifestyle?

**Audience:** Secondary and Post-Secondary Counselors, IECs

**Presenter:** **Edgar Montes**, Orange County Department of Education  
**Joanne Ehret Farrell**, Beckman High School

**Room:** Sequoia A

### **11:30 AM – 1:15 PM Conference Lunch for All Attendees and Business Meeting**

Your voice is important as we conduct WACAC business. We will review all of the previous night's awards recipients, will conduct WACAC business that includes election results and a time to announce the location of the 2018 Conference.

### **1:00 PM - 5:00 PM**

#### **Exhibitor Booths Open**

**Location:** Exhibit Lobby of Convention Center



### 1:30 PM – 2:30 PM    Session E

#### E.1    **Rallying the Troops: Maximizing Alumni and Current Students in Recruitment**

Recruitment is vital in admissions and no admissions counselor can do it alone. Seasoned admissions professionals will share their institutions Alumni and Current Student Recruitment models including a discussion of best practices, lessons learned and how to lean in, out, front, back, up and down.

**Audience:**            Post-Secondary Counselors

**Presenters:**        **Phillip Moreno**, Director of West Coast Recruitment, Dickinson College  
**Elena Wong**, Regional Director of Admissions, West Coast & Southeast Asia, Drew University  
**Corinne M. Schell**, Director of West Coast Admission and Recruitment, Marist College  
**Sayjal Waddy**, Assistant Director of Admissions, University of Redlands  
**Joseph Davidson**, Southern California Regional Recruitment Manager, The Ohio State University

**Room:**                Charter Oak Ballroom A

#### E.2    **Bridging the Independent and School Counselor Divide**

The relationships between independent and school counselors is consistently strained; however, there are compelling reasons for developing working relationships, for both sides. This presentation allows an independent, a public school, and a private school counselor to share their experiences in building positive working relationships and explain what has made the biggest impact in counseling students and families in the college admissions process.

**Audience:**            Secondary

**Presenters:**        **Nathan Smith**, Academic and College Counselor, Valley Christian High School  
**Casey Rowley**, College Counselor, Beverly Hills High School  
**Robert Schwartz**, Educational Consultant, Premier College Guidance

**Room:**                Charter Oak Ballroom B

#### E.3    **Counseling While White: Creating More Culturally Responsive College Admission Counselors**

As racial stratification grows in postsecondary education, join white educators to investigate racial identity and our work. How might our whiteness occasionally thwart our best intentions? What impact do our missteps have on students and colleagues of color? This session will focus on cultivating more culturally responsive college admission counselors.

**Audience:**            Secondary and Post-Secondary Counselors

**Presenters:**        **Lauren Cook**, Dean of College and Gap-Year Advising, Jewish Community HS of the Bay  
**Alice Kleeman**, Retired-Volunteer, Menlo-Atherton HS, Boys & Girls Club of the Peninsula  
**April Crabtree**, Director of Undergraduate Admission and Recruitment, University of San Francisco

**Room:**                Charter Oak Ballroom C



### E.4 **Leading Through the Middle: Building Organizational Culture and Professional Development**

How do you thrive, not just survive? How do you capitalize on strengths, navigate change, and stay connected with your team without getting lost in the shuffle? Topics include identifying strategies to improve working relationships and expanding your professional network. We will discuss how to engage with a cross-generational admissions team from Baby Boomers through preparing for Gen Z. Together, UC Berkeley and University of San Francisco admissions professionals will share best practices and ways to navigate workplace dynamics in different organizations.

**Audience:** Post-Secondary

**Presenters:** **Ava Agree**, Assist. Director of Undergraduate Admission & Recruitment, Univ. of San Francisco  
**Nicole Blake**, Associate Director, University of California Berkeley  
**Abigail Jelavich**, Assoc. Director of Undergraduate Admission & Recruitment, Univ. San Francisco  
**Kristine Lee**, Associate Director, University of California Berkeley

**Room:** Charter Oak Ballroom D

### E.5 **Putting Your Best Foot Forward**

When applying for a new position, how can you be a compelling candidate? What happens behind the scenes with search committees and in the hiring process? Advice and perspective on successful career transitions will be provided by search consultants and someone who has worked with search as client and candidate.

**Audience:** Secondary and Post-Secondary

**Presenters:** **Jennifer Christensen**, Search Consultant, Carney Sandoe & Associates  
**Patricia Coleman**, Senior Associate of Counsel, Witt/Kieffer  
**Michael Beseda**, Vice Provost for Strategic Enrollment Management, University of San Francisco

**Room:** Kings Canyon

### E.6 **Looking Beyond the Obvious: How to Get Your California Students to Think Beyond the Golden State**

Education happens everywhere. This panel will give school counselors and IECs a host of resources to help California students understand their options beyond our public universities. College representatives from schools involved in RACC, WUE, CTCL and completely unaffiliated with these groups will share information about their colleges and organizations. There are 2,200+ four-year colleges out there and only 200 are in California! This panel will give you some tools and resources to help your students consider the other 90%.

**Audience:** Secondary School Counselors

**Presenters:** **Diana Hanson**, College Counselor, Magellan College Counseling  
**Cindy Welch**, Regional Senior Admissions Counselor, Missouri University of Science and Technology  
**Loretta Klosterman**, Admissions Counselor- Northern California Based, Colorado Mesa University  
**Maria Furtado**, Executive Director, Colleges that Change Lives  
**Libby Browne**, Regional Associate Director of Admission, University of Rochester

**Room:** San Joaquin A





### **E.7 Finding Your Unique Self: The importance of Diversity in the College Admissions Process**

In this session, we will discuss the ways in which diversity presents itself in the college application process. Nearly all students will come across a diversity-related essay prompt as they apply to college. This session will assist participants in developing a better understanding of what diversity means for their students and how students can help admissions officers understand their own individuality and unique cultural context.

**Audience:** Secondary and Post-Secondary

**Presenters:** **Rebecca Heller**, Associate Director of College Counseling, Viewpoint  
**Brooke Smith**, Associate Director of College Counseling, Viewpoint  
**Kris Tesoro**, Regional Recruitment Director, University of Michigan  
**Encarnacion Ruiz**, Director of Admissions, UC Merced

**Room:** San Joaquin B

### **E.8 Helping DREAMers Access and Graduate from College**

TheDream.US, the largest college access and success program for undocumented students in the country, has developed powerful partnerships with 75+ universities to support DREAMers. We will give an overview of the undocumented students experience in accessing and navigating higher education, share our innovative college partnership model, the support practices our partner colleges have in place, and present our two scholarship programs for DREAMers.

**Audience:** Secondary and Post-Secondary

**Presenters:** **Tania Wilcox**, Program Director - College Partnerships, [TheDream.US](https://www.thedream.us)  
**Martha Ortega**, Undocumented Student Services Coordinator, UC Santa Cruz

**Room:** San Joaquin C

### **E.9 The More Things Change, The More They Stay the Same: WACAC's Past and Future**

As we celebrate 50 years of WACAC Service, reflect with a panel of Former Presidents as they share stories of their leadership years. How have we progressed? What has changed? Examine the WACAC mission with an eye to the future and wisdom from the past.

**Audience:** All

**Presenters:** **Former WACAC Presidents**

**Room:** San Joaquin D



### **E.10 Counseling Students with Learning Disabilities: from Testing to Transition**

New counselors will learn how to help students with learning disabilities obtain appropriate testing accommodations and understand the differences in learning support across colleges so they can find a college that fits. Counselors will be provided with activities to help students prepare to advocate for and use appropriate learning accommodations in college.

**Audience:** Secondary School Counselors

**Presenters:** **Dr. Peggy Hock**, AP Coordinator, Bellarmine College Prep  
**Dr. Katharine Gibson**, College Counselor, Westmark School

**Room:** Sequoia A

### **2:45 PM – 3:45 PM Session F**

#### **F.1 Behind the Curtain: What is Holistic Review?**

Many liberal arts colleges and highly selective institutions use a holistic approach when reviewing applications. So what does "holistic" actually mean? This presentation is designed to debunk myths associated with this approach and to offer insight into what factors matter in an effort to help school counselors become more effective advisors for their students.

**Audience:** Secondary School Counselors

**Presenters:** **Alex Bauer**, Assistant Director of Admission, Saint Mary's College  
**Terri Devine**, Dean of College Counseling, Francis Parker School

**Room:** Charter Oak Ballroom A

#### **F.2 Visual and Performing Arts Colleges and Careers: A Complete Guide**

A comprehensive overview of how to find the right fit visual/performing arts college program. Topics include: types of educational programs and majors, best practices on how to navigate portfolio/audition requirements, and career options post-graduation.

**Audience:** Secondary and Post-Secondary

**Presenters:** **Laura Young**, Director, Enrollment Management, UCLA School of the Arts and Architecture  
**Kavin Buck**, Vice President, Enrollment Management and Student Services, Pacific Northwest College of Art

**Room:** Charter Oak Ballroom B



### F.3 The 101 on International Education

Learn how to support your students through the research, application, and decision phases of earning a Bachelor's degree from an international university. The session will include: benefits of an international degree, financing the cost of attendance, application assistance, student life, and what it's like to bring the degree back home.

**Audience:** Secondary School Counselors

**Presenters:** **Lea-Anne Allen**, Regional Manager (North America), Macquarie University  
**Sarah Blank**, North America Representative, Western Region, University College Dublin

**Room:** Charter Oak Ballroom C

### F.4 Why Can't We All Get Along?

#### **Partnerships between School Counselors + Independent Counselors + Test Prep Vendors**

We will dive into the positive relationships between school counselors + independent counselors + test prep vendors. Theme will be about working together and using each other as resources.

**Audience:** Secondary School Counselors

**Presenters:** **Jacob Kantor**, Director of School Partnerships, Revolution Prep  
**Chelsea Block**, College Counselor, Collegewise  
**Olivia Huie**, Director of College Counseling, J Serra Catholic High School

**Room:** Charter Oak Ballroom D

### F.5 Trans 101/102: Beyond the Basics of Transgender Issues in College Admission

This presentation is intended for college counselors and university representatives interested in expanding their understanding of issues pertaining to the inclusion of transgender students in the college admission process. From ongoing legal barriers, to data management practices, to athletics, transgender students are challenging the ways universities understand gender on our campuses. This presentation will seek to outline the current state of transgender students' access to higher education in California and include discussion and sharing of best practices in creating trans inclusive campuses and admission offices.

**Audience:** Secondary and Post-Secondary

**Presenters:** **Brad Ward**, College Counselor, Menlo School  
**Ava Agree**, Assistant Director of Admission, University of San Francisco

**Room:** Kings Canyon



### F.6 Where Women Find Professional Fulfillment After the Rookie Years

A session to share our journeys as mid-profession women, we will focus on taking on new challenges, pulling back, engaging in ACAC and other professional development, and prioritizing life balance. Plenty of time for question and answer, as well as time for the audience to share. A good session for female admission/counseling professionals, as well as their supervisors.

**Audience:** Secondary and Post-Secondary

**Presenters:** **Laura Stratton**, Director of Admission, Scripps College  
**Allison Lopour**, Managing Director, Collegewise  
**Elena Wong**, West Coast Director of Admissions, Drew University  
**Marlena Norman**, Director of College and Career Counseling, Bradshaw Christian High School

**Room:** San Joaquin A

### F.7 UC Application Personal Insight Questions: Review and Advice Looking Ahead

The University of California made a significant change to the application last year by providing a new selection of personalized questions designed to elicit more specific and relevant information. Learn more about the questions, insight on the first year reviewing UC applications with this change, and the types of responses that best captured the attention of the Admission reviewers.

**Audience:** Secondary and Post-Secondary Counselors

**Presenters:** **Mike Drish**, Deputy Director, Undergraduate Admissions, UCLA  
**Kris Wong Davis**, Director of Admissions, UC San Diego  
**Lisa Przekop**, Director of Admissions, UC Santa Barbara  
**Ebony Lewis**, Executive Director of Admissions, UC Davis

**Room:** San Joaquin B

### F.8 Before the Buzzer: Advising the High School Athlete when NCAA is Out of Reach

Competing on varsity teams on Canadian college campuses is possible. Learn from a Canadian university admissions officer (who doubles as a CIS Div-I and NCAA Div-II basketball referee) about eligibility, trying out, funding, admissions, and more. An American athlete will share their experiences competing with the University of Alberta.

**Audience:** Secondary School Counselors

**Presenters:** **Admir Chihaluca**, International Recruitment Coordinator (Americas), University of Alberta  
**Valerie Johnson**, College Counselor, Oaks Christian School

**Room:** San Joaquin C



### F.9 **Spotlight vs. Floodlight, Assisting Teachers in Writing Letters of Recommendation**

We often have teachers who come to us and ask for the student's activities resume so that they can write their teacher recommendation. As college counselors, we then need to explain why this is not necessary and that they should focus on the classroom instead. Come learn ways to guide teachers in writing their letters of recommendation, and hear from the other side of the desk about what they are looking for. Learn how to explain the difference between the counselor and teacher recommendation and how to conduct a teacher training for your school. Be prepared to share your best practices and pick up new tips from colleagues who have done teacher recommendation trainings.

**Audience:** Secondary School Counselors

**Presenters:** **Sue DeRuyter**, Director of College Counseling, de Toledo High School  
**Michael Elgarico**, Director of Undergraduate Admissions, California Lutheran University

**Room:** San Joaquin D

### F.10 **A Change Will Do You Good: Considering Career Paths in College Admission Counseling**

The traditional career pathway in college admission often seems fixed: begin as an admission counselor for your alma mater, then transition to high school counseling when "travel season" grows tiring. Join us to explore alternatives to this trajectory, including opportunities with placement firms, professional organizations, and regional recruitment.

**Audience:** Secondary and Post-Secondary Counselors

**Presenters:** **Lauren Cook**, Dean of College and Gap-Year Advising, Jewish Community High School of the Bay  
**Jennifer Christensen**, Search Consultant, Carney, Sandoe & Associates  
**Emmi Harward**, Executive Director, Association of College Counselors in Independent Schools (ACCIS)  
**Phillip Moreno**, Director of West Coast Recruitment, Dickinson College

**Room:** Sequoia A

### 4:00 PM – 5:15 PM **Counselor College Fair and Involvement Fair**

Meet with representatives from over 100 colleges and universities and learn more about be a part of the WACAC movement.

**Location:** Exhibitor Hall of Conference Center

## VOLUNTEER





**Wednesday, June 14**

**5:45 PM – 1:00 AM**

**Meet in the Middle Visalia Fun Time/Night 2 Social**

**5:45 PM – 7:45 PM**

**WACAC Dodge Ball Tournament**

*"If you can dodge a wrench, you can dodge a ball."* Twelve teams will lay it all on the line in a winner take dance to the Championship!

**Location:** Exhibitor Hall of Conference Center



**6:45 PM – 8:00 PM**

**Beyond Measure Moving Screening**

Watch the follow-up to the smash success *"Race to Nowhere"* with colleagues to see a documentary about schools at the heart of change. "Must see viewing for anyone who cares about education," exclaims the LA Times



**Location:** Charter Oak

**8:00 PM**

**Dine in Visalia**

Visalia boasts some amazing restaurants within steps of the Convention Center. Consult the Visit Visalia Booth in the Exhibit Lobby for details.

**Location:** Great dining options in Visalia

**9:30 PM**

**Meet in the Middle Pub Crawl and popcorn**

Access your Guidebook App for details on the pub crawl through the quint city streets of Visalia. You can also find printed Pub **Crawl Cards** at the Visit Visalia Booth in the Exhibit Lobby of the Convention Center.

**Location:** Downtown Visalia – consult app or obtain Crawl Card.



**7:45 AM - 9:00 AM**

### **Breakfast**

**Location:** Exhibitor Hall of Conference Center

**8:15 AM - 9:00 AM**

**Special Interest Group Meetings** – *See display board in registration and breakfast area for locations*

**Committee Meetings** – *Contact the Committee Chair for locations*

**7:45 AM - 9:00 AM**

### **Former Presidents Breakfast**

This event is restricted to those who have served as President of WACAC or another NACAC affiliate.

## **9:15 AM - 10:15 AM Session G**

### **G.1 Bad Predictions are Killing Higher Education - But It Doesn't Have to End Like This**

72% of colleges and universities report using some type of predictive modeling service, and 61% of all colleges and universities are missing their class. What if a software could actually build your model for you, learn from itself, add more data, and make judgements on its own? Wouldn't that be better?

**Audience:** Post-Secondary

**Presenters:** **Heather Mueller**, Capture Higher Ed  
**Bernie Klatkiewicz**, Capture Higher Ed

**Room:** Charter Oak Ballroom A

### **G.2 Strengthening 9-16 College + Career Readiness**

The Tulare-Kings Region has been recognized as a Regional Hub of Excellence in California by Jobs for the Future. Our primary focus is to support the development and implementation of 9-16 Career Pathways. Learn about one region's approach to creating a best practices C+C Continuum from our PreSchool-PostSecondary regional shareholders.

**Audience:** Secondary and Post-Secondary

**Presenters:** **Joy Soares**, Director, Tulare Kings Linked Learning Consortium and Director, College and Career, Tulare County Office of Education  
**Manjeet Dail**, Director College and Career, Dinuba Unified School District  
**Carmita Pena**, Coordinator, College and Career, Woodlake Unified School District

**Room:** Charter Oak Ballroom B





### **G.3 E. Pluribus Honorem: Benefits of an Honors College Experience at Oregon State University and University of Arizona**

As the nation's most prestigious private colleges and universities become increasingly competitive, students have discovered that many of the Honors Program benefits they seek can be found at larger, public universities, which are often more affordable. This session provides a history of the Honors College model, an overview of the Honors College programs at Oregon State University and the University of Arizona, and provides examples of successful Honors College student and alumni outcomes.

**Audience:** Secondary School Counselors

**Presenters:** **Sung Ahn**, University of Arizona  
**Kaleena Chiddick**, Oregon State University  
**Kelly Pjesky-Rempfer**, Oregon State University  
**Naomi Schoenholz**, University of Arizona  
**Justin Strohmeyer**, Oregon State University

**Room:** Charter Oak Ballroom C

### **G.4 Wonder Women in Admission: The Impact of Social Networking on Professional Development**

By virtue of being a woman in the college admission profession, you are a Wonder Woman in Admission to all of us! Join us for an open discussion about the victories and challenges of being a woman in the admission profession. How do we manage the intersection of our professional and personal lives? How can social networks expand our reach and fill our professional needs? How do we nurture more women to persist into senior leadership roles in this profession?

**Audience:** Secondary and Post-Secondary

**Presenters:** **Nikki Kahealani Chun**, Senior Associate Director of Admissions, California Institute of Technology  
**DeEnna Holohan**, MPA, Director of College Counseling, Notre Dame High School

**Room:** Charter Oak Ballroom D

### **G.5 Disciplinary Disclosure for College Applicants: Perspectives From Both Sides of the Desk**

This session will focus on the ways information may be used in the college admission process when a student discloses they have been found guilty of a disciplinary violation, including the potential repercussions. The college counselors will add their perspective as they counsel students and families under these circumstances.

**Audience:** Secondary and Post-Secondary

**Presenters:** **Kirk Brennan**, Director of Admission, University of Southern California  
**Jennifer Sandoval-Dancs**, Assistant Vice President of Admission, Claremont McKenna College  
**Frank Smith**, Director of College Counseling, Sage Hill School  
**Jasmin Taylor**, Director of College Counseling, Francis Parker School

**Room:** Kings Canyon



**G.6 I Don't Want to be a Student at any College that Would Have Me: Why students confuse top choice with hardest to enter**

Ego has its place but it needs to be clearly defined in the process. How do we get students (and their parents) to focus in on the colleges where they will be most successful, not only as applicants but also as students? This will be a practical workshop replete with ideas participants can go on to use in one-on-one discussions and/or deliver at scale to full grade-level audiences. Presenters are likely to entertain and even more likely to be wearing Smoking Jackets from the 1930s.

**Audience:** Secondary and Post-Secondary Counselors

**Presenters:** **Ryan Kiick**, Senior Vice President, The Princeton Review  
**Casey Rowley**, College Counselor, Beverly Hills High School  
**Paul Kanarek**, CEO, Collegewise

**Room:** San Joaquin A

**G.7 Motivating Your Students: Tips, Tricks and Techniques that Work**

We all have those students who struggle with deadlines, or taking their college research seriously, or even just showing up on time for meetings. In this session we'll discuss techniques that may help you be more effective with your motivationally challenged students in all domains of the college admissions process.

**Audience:** Secondary School Counselors

**Presenters:** **Jed Applerouth**, Founder, Applerouth Tutoring Services  
**Arun Ponnusamy**, Head Counselor and Vice President, College Wise  
**Anna Takahashi**, Director of College Counseling, Eastside College Preparatory School

**Room:** San Joaquin B

**G.8 TransferMation via Student Mentors**

This presentation will provide an outline of services provided by two UC Berkeley mentorship programs: Experience Berkeley Transfer and Starting Point. These student-lead programs aim to support prospective non-traditional students during the application and transition process through peer-to-peer mentorship. In connecting current Cal students to prospective transfer students, EBT and SPMP increase transfer students' rate of success and create a bridge between educational communities.

**Audience:** Secondary School Counselors

**Presenters:** **Marcia Breslin-Cantillana**, Assistant Director of Admissions, University of California, Berkeley  
**Tasha Hutchings**, Clovis Community College  
**Kenny Gutierrez**, Director of Experience Berkeley Transfer, Stiles Hall  
**Steven Nguyen**, Academic Counselor Transfer Center, UC Berkeley

**Room:** San Joaquin C



### **G.9 Delivering opportunity through District Directions: A Partnership for Student Success**

WACAC's nationally award-winning District Directions program forms partnerships with public school districts in an effort to improve college-going rates in underserved schools. Through the use of data, networking with admission officers, and analysis of its college-going culture, public school counselors develop an Action Plan for change and improvement. In addition, counselors engage in WACAC's professional development programs throughout the 15-month program. This session highlights successes of districts already served and explains the application process for future programs.

**Audience:** Secondary and Post-Secondary

**Presenters:** **Dr. Esther Hugo**, Adjunct Professor, San Jose State University and Loyola Marymount University  
**Margaret Isied**, Counselor, San Jose Unified School District

**Room:** San Joaquin D

### **G.10 Talking WUE: We Update & Educate**

WUE (pronounced woo-wee) is the Western Undergraduate Exchange, a regional tuition-reciprocity agreement that enables students from US Western states to enroll at participating two- and four-year public institutions at reduced tuition. The WUE program offered at 150+ institutions has some similarities among all and many variations causing confusion and misunderstandings. Panelists from WUE institutions will explain the commonalities, discuss the variables and address the nuances. Counselors will be equipped to assist students look at out-of-state schools that offer WUE and ultimately reduced tuition!!

**Audience:** Secondary School Counselors

**Presenters:** **Gary K Bednorz**, Student Recruitment Specialist, University of New Mexico  
**Vanessa Ea**, Principal Admissions Counselor, Western United States, University of Colorado, Colorado Springs (UCCS)  
**Makayla Hall**, Senior Coordinator, Regional Admissions & Recruitment, Univ. of Nevada, Reno  
**Dennis Yan**, Recruitment Coordinator, Northern Arizona University

**Room:** Sequoia A



## 10:30 AM - 11:30 AM

## Session H

### H.1 Grade "Eh" Education: Options for American students in Canada

Curious about university choices in Canada? This session will give attendees a glimpse into the benefits of an education abroad. Learn more about the diverse and high-quality university options for students and how to access them.

**Audience:** Secondary School Counselors

**Presenters:** **Courtney Villeneuve**, Recruitment Officer-US, University of Toronto  
**Rachel Toyen**, Manager, International Recruitment, University of British Columbia

**Room:** Charter Oak Ballroom A

### H.2 How Scholarships Can Motivate, Not Just Reward

Waiting until the end of high school to award aid is often too late to impact students' college ambitions and application decisions. By introducing students to available scholarship opportunities starting in 9th grade, and awarding them for their achievements completed throughout high school, they have a higher chance of becoming stronger applicants, and matriculating at colleges and universities that take this approach.

**Audience:** Secondary School Counselors

**Presenters:** **Amanda Schwab**, Director of District Partnerships, Raise.me  
**Stephen Pultz**, University of San Diego's Assistant Vice President of Enrollment Management

**Room:** Charter Oak Ballroom B

### H.3 Moving the Needle: Affecting College Access for Underrepresented Groups

Let's have a roundtable discussion where we can talk about how we as individuals in our specific roles/institutions can more purposely, mindfully and significantly move the needle in college access. What are the barriers we face? What are some of the small and big changes we can implement? How can we work together to increase access?

**Audience:** Secondary and Post-Secondary

**Presenters:** **Anna Takahashi**, Director of College Counseling, Eastside College Preparatory School  
**Dave McDonald**, Associate Provost, Western Oregon University  
**Owen Wolf**, Associate Director of Admission, Pitzer College

**Room:** Charter Oak Ballroom C



### H.4 25+ Amazing 1-Minute Ideas to Take Your College Counseling to the Next Level

We've asked some of the best counselors in the land for their best advice. We've curated the top tips, which we'll share in Part 1 of this high-octane session. Part 2: we'll ask you (the audience) for your best 1-minute ideas - so come prepared. Get your notebook and pen ready!

**Audience:** Secondary School Counselors

**Presenters:** **Ethan Sawyer**, College Essay Guy  
**Evelyn Alexander**, Founder/Principal, Magellan College Counseling  
**Casey Rowley**, College Counselor, Beverly Hills High School

**Room:** Charter Oak Ballroom D

### H.5 Listen Up University of California!

"An appreciative listener is always stimulating." (Agatha Christie). Join representatives from the University of California in an open forum-- you do the talking and UC listens! Share ideas about what is working and what needs fine tuning. This candid dialog between the Counseling community and UC Admission Directors may stimulate creative solutions!

**Audience:** Secondary and Post-Secondary Counselors

**Presenters:** **Jasmin Taylor**, Director of College Counseling, Francis Parker School  
**Lisa Przekop**, Director of Admissions, UC Santa Barbara  
**Michael McCawley**, Director of Admissions, UC Santa Cruz  
**Encarnacion Ruiz**, Director of Admissions, UC Merced  
**Michelle Butler**, Associate Director of Admissions, UC Berkeley

**Room:** Kings Canyon

### H.6 Say Goodbye to the SAT - Panel Discussion

With more than 900 colleges now standardized test optional, this session will explore the much-debated topic of whether use of tests in college admissions is an effective measure of student success. Our panel of experts from high schools, test required and test optional colleges will discuss varied viewpoints.

**Audience:** Secondary and Post-Secondary

**Presenters:** **Poonum Sidhu**, Programs Manager, Kaplan Test Prep  
**Ed Devine**, Regional Director of Admissions, Lafayette College  
**Corinne Schell**, Director of West Coast Admission and Recruitment, Marist College  
**Ross Mankuta**, Director of College Counseling & Academic Planning, Milken Community Schools  
**Candy Navarro**, PhD, Director of College Counseling and Advising, Flintridge Sacred Heart Academy

**Room:** San Joaquin A



### H.7 But Where Do I Start???

Researching colleges can be overwhelming. This session will explain how students can conduct their own independent research. Our guidelines are flexible enough to be tailored to those students focused on prestige and rankings to those concerned about paying for college to those who simply have no idea where to start.

**Audience:** Secondary School Counselors

**Presenters:** **Liz Marx**, Director -Collegewise Conejo Valley  
**Amy Krueger**, Associate Director of College Counseling, Oaks Christian School

**Room:** San Joaquin B

### H.8 Bridging the Gap: Building Meaningful Connections Across Both Sides of the Desk

How can we move beyond school visits and college fairs? This workshop will highlight specific strategies that secondary or CBO counselors and admissions officers can utilize together (i.e. district-wide collaborative workshops for students/families and professional development training sessions for educators) as well as other initiatives such as counselor advisory boards, fly-in programs, newsletters, and online resources.

**Audience:** Secondary, CBO and Post-Secondary Counselors

**Presenters:** **Maria Gaston**, Associate Director of Admissions, University of Pennsylvania  
**Leanne Huebner**, Co-Founder and Board Member, Minds Matter National, Inc.  
**Jennifer Noble**, College/Career Counselor, Granada Hills Charter High School

**Room:** San Joaquin C

### H.9 Innovation 101: Leaders Tell All

Innovation is everywhere, and college admissions is no exception! Hear from a panel of admissions directors about how they keep up with students and push the envelope on access, technology and connectivity.

**Audience:** Post-Secondary

**Moderator:** **Diana Fairchild**, Head Academic & College Counselor, Valley Christian High  
**Presenters:** **Kristy Blue**, Director of Admissions West Coast, Augustana College  
**Chuck Liddiard**, Assistant Director of West Coast Admissions & West Coast Youth Entrepreneurship Coordinator, The Horn Program in Entrepreneurship University of Delaware  
**Elena Wong**, West Coast Director, Drew University  
**Allie Sevall-Kvidera**, Regional Director of Admission-Southern California & Oregon Texas Christian University

**Room:** San Joaquin D



### **H.10 Out of State Doesn't Mean Out of Reach**

Deciding where to attend college can be a challenging task. Many students and families hear "Out of State" and think 'Expensive! Can I get in? We'll never see each other' ... This informative workshop debunks myths by covering: out-of-state possibilities, top reasons students choose a college, various costs models, financial aid and scholarship opportunities including. Fit can be found beyond the Golden State.

**Audience:** Secondary Counselors, Post-Secondary Admissions/Counselors, Community College Counselors, Community Based Organizations. IEC's

**Presenters:** **Gary K Bednorz**, Student Recruitment Specialist, University of New Mexico  
**Phillip Moreno**, Dickinson College  
**Lea-Anne Allen**, Macquarie University

**Room:** Sequoia A

### **11:45 AM - 1:00 PM Brunch and Closing Session**

#### **Why Do You Do What You Do?**

This question is a central theme to what we ask our students to contemplate as they apply to college. Answered well, this question will tell of obstacles overcome, beliefs challenged, periods of personal growth, and backgrounds that are central to an individual.

Don't miss this inspirational deep dive into the motivation that fuels members of our profession. In this session, our panel will fearlessly share their personal stories of inspiration in a Ted-Talk like format. Their stories of college access and completion are compelling reminders of the impact we can make in the lives of young people.

**Moderator:** **Sonia Ryan**, Saint Mary's College High School

**Presenters:** **Eva Blanco Masias**, Santa Clara University  
**Valencia Valentine Hamman**, La Jolla Country Day School  
**Michele Brock**, College of the Sequoias  
**Jessie Ryan**, The Campaign for College Opportunity

**Room:** Exhibit Hall

**Thank you for joining us!**  
**We look forward to seeing you at the Annual Conference in 2018**





## OUR MEMBERSHIP

WACAC is an organization of leaders in college admission and an affiliate of the National Association for College Admission Counseling.

**2,154** MEMBERS | **52%** INCREASE SINCE 2006

University Professionals **39%**  
*Private – 56% Public – 43%*

High School Professionals **27%**  
*Private – 51% Public – 49%*

Independent Professionals **20%**

Non Profit, student, retired **14%**

## WESTERN ASSOCIATION FOR COLLEGE ADMISSION COUNSELING

**1967 • 2017**

### WACAC OFFERS:

- Professional Development opportunities for our members on the transition from high school to college.
- Access to research and resources for our members.

### WACAC ADVOCATES FOR:

- Participation of traditionally underrepresented, underserved populations in postsecondary education and in our profession.
- Student Rights in the college selection process.

## PROFESSIONAL DEVELOPMENT

### Spring Conference

WACAC's annual signature event with workshops covering new ideas, best practices, and current issues around the college admission process.

**3** DAYS IN JUNE | **913** HIGH SCHOOL, INDEPENDENT, TRANSFER, AND ADMISSION PROFESSIONALS ATTENDED IN 2016

### Inclusion, Diversity, Equity and Access (IDEA) Conference

In conjunction with the annual conference, IDEA provides solutions for professionals serving underrepresented populations.

**50** HIGH SCHOOL, ENROLLMENT MANAGEMENT, ADMISSION, OUTREACH, AND RECRUITMENT PROFESSIONALS ATTENDED IN 2016

### Share, Learn, and Connect

For counselors who work with high school and community college students transitioning to college. Held in:

- Bay Area
- Orange County
- Inland Empire
- Sacramento
- Los Angeles

**1,068** HIGH SCHOOL, TRANSFER, AND INDEPENDENT COUNSELORS ATTENDED IN 2016

### California Dreamin' College Tour

Bi-annual summer tour of colleges in either Southern or Northern California. Tours include two to four visits per day, as well as professional development, networking, and evenings out at California's many tourist attractions.

**1** WEEK SUMMER TOUR | **37** HIGH SCHOOL, INDEPENDENT, AND COMMUNITY COLLEGE COUNSELING PROFESSIONALS PER PROGRAM

### District Directions

WACAC supports one public school district each year by providing comprehensive support and year-long professional development to its administrators and counselors on college and career readiness.

## COLLEGE FAIRS

Free to the public since 1972, the College Fair program allows students to interact with admission representatives from a wide range of postsecondary institutions to discuss course offerings, admission and financial aid requirements, and college life in general.

**9** COLLEGE FAIRS IN NEVADA & CALIFORNIA | **9,857** STUDENTS ATTENDED IN 2016

## MENTORING

### Admission Practices After Hours

Gatherings held for enrollment professionals that include networking, best practices in admission, and other professional development topics.

### Leadership Development Institute

A selective program that provides training and professional development to mid-level managers preparing them for leadership roles in the organization and profession.

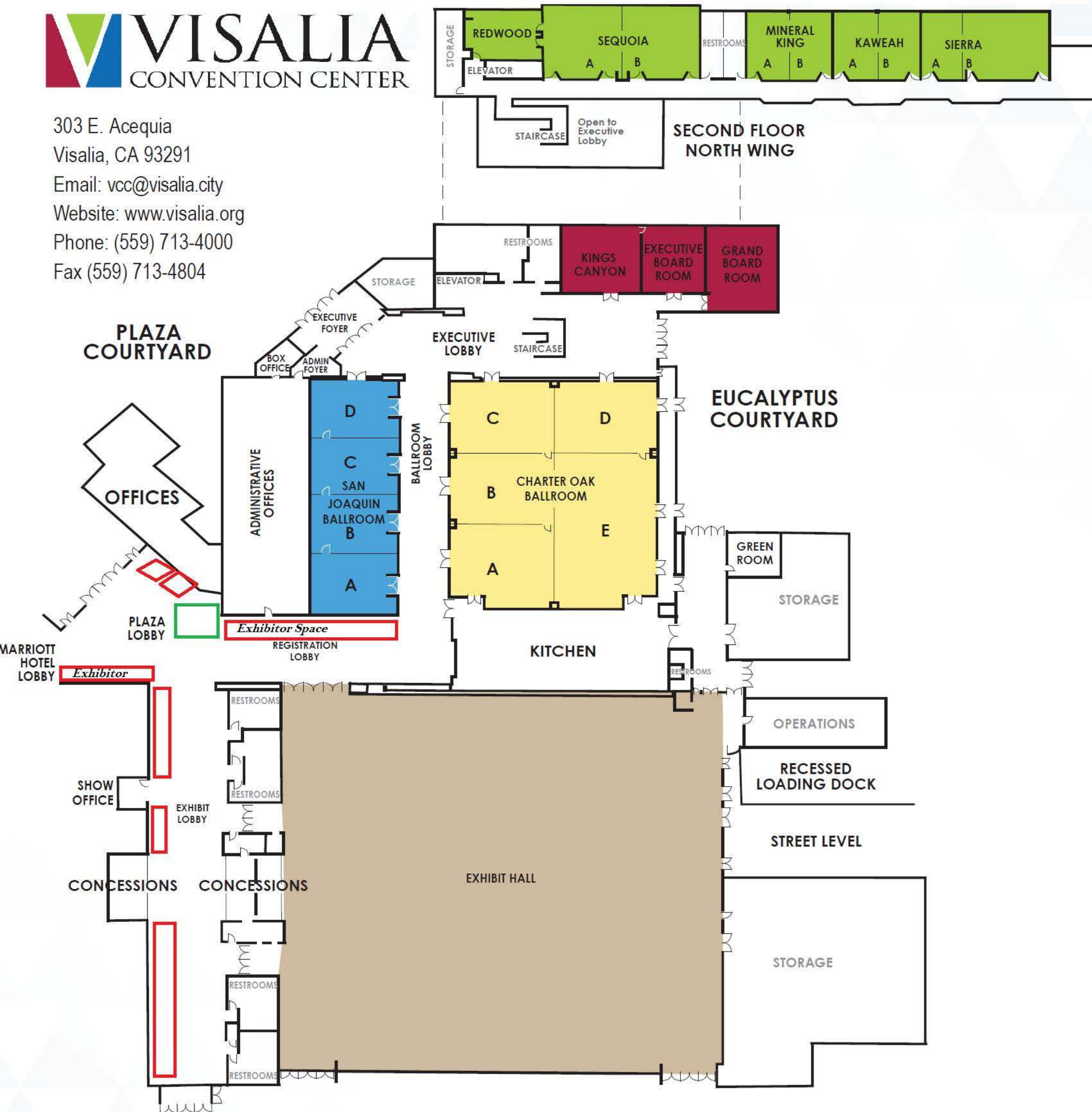
## LEGISLATIVE CONFERENCE

Trained members work with local and state Senate and Assembly members and committees to share our educational priorities, expertise, and personal stories.

**WACAC.ORG**

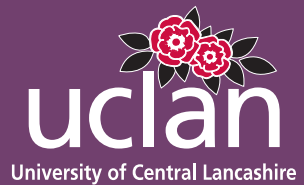


303 E. Acequia  
Visalia, CA 93291  
Email: [vcc@visalia.city](mailto:vcc@visalia.city)  
Website: [www.visalia.org](http://www.visalia.org)  
Phone: (559) 713-4000  
Fax (559) 713-4804





# THE UNIVERSITY OF CENTRAL LANCASHIRE (UCLAN)



- Fifth largest university in the UK
- 35,000 students and staff
- Global citizens – students from 120 nationalities
- History dating back to 1828
- In recent years was named the North West's top modern University in all national newspaper league tables
- UCLan has been recognised as the region's top university for producing graduate start-up businesses, ranked 3rd in the UK



## FACULTY STRUCTURE

Faculty of Business, Law and Applied Social Sciences	Faculty of Health and Well Being	Faculty of Science and Technology	Faculty of Culture and the Creative Industries	Faculty of Clinical and Biomedical Sciences
School of Business School of Management School of Social Work, Care and Community Lancashire Law School Centre for Excellence in Learning and Teaching (CELT)	School of Nursing School of Midwifery and Community Health School of Health Sciences School of Sport and Exercise	School of Engineering School of Forensic and Applied Sciences School of Physical Sciences and Computing School of Psychology	School of Art, Design and Fashion School of Film, Media and Performance School of Humanities and the Social Sciences School of Journalism, Language and Communication	School of Dentistry School of Medicine School of Pharmacy and Biomedical Sciences

To view our courses, please visit our website: [www.uclan.ac.uk/courses](http://www.uclan.ac.uk/courses)

To book your place on a 'British Education System and Application Process' seminar, or to learn more about the University of Central Lancashire, please contact:

Emily Page, Regional Manager  
 epage@uclan.ac.uk  
 +44 1772 89 5029