

 Association for
Dakota College Admission Counseling



The Lodge at Deadwood

2017 Dakota ACAC Conference Agenda

Tuesday, May 23

- 8:00 AM Registration Lobby
- 9:00 AM General Session: Welcome and Get Acquainted Time Pine Crest A
- 9:45 AM Keynote Presentation: **Jeremy Tiers, Tudor Collegiate Strategies**..... Pine Crest A
- 11:30 AM Business Meeting and Lunch with **Gwen Kanelos, NACAC Board Director** Pine Crest D
- 1:30 PM Breakout Sessions (A)
- (1) **10 BIG Recruitment Mistakes That Colleges Are Making** Pine Crest A
The competition to attract prospective students is at an all time high for colleges and universities across the country. This interactive educational session will discuss 10 common mistakes (and how to avoid them) that many college and university admission teams make during the student recruitment process.
Presenters: Jeremy Tiers, Director of Admission Services for Tudor Collegiate Strategies
- (2) **Maintaining Health During Travel** Russell
As admissions counselors our activity levels can vary immensely during travel season. One day we're driving and sedentary for 8-10 hours but another day we may have three fairs in one day standing for 6-8 hours. A toll is taken. Remaining in optimal health during travel season can be challenging, but by moving our bodies, keeping a healthy diet, and taking preventative measures we can more effectively do our jobs and maintain health on the road.
Presenter: Brittney Lystad, Admissions Counselor. SD School of Mines & Technology
- (3) **ACT Solutions Overview** Cody
A discussion about ACT enrollment management services and related ACT programs, including ACT Score Report enhancements to the student, college and high school reports.
Presenter: Chris Mitchell, State Lead, ACT
- 2:30 PM Breakout Sessions (B)
- (1) **Dual Credit From a High School Counselor Perspective: Opportunity or Headache?** Pine Crest A
As more and more South Dakota high school students choose to take advantage of dual credit options, secondary counselors often find themselves thrust into different roles; academic advisor, registrar, scheduler and purveyors of piles of paperwork. This session will give insight to college admission counselors on the challenges (and successes) associated with dual credit options within a large public high school from a high school counselor viewpoint.
Presenters: Laura Lloyd-Smith, EdD, and Roxann Engel, Counselors, Rapid City Central High School
- (2) **Senior Admissions Roundtable**..... Russell
An interactive discussion on issues of interest to directors and other senior personnel involved in planning and policy issues on campus.
Moderator: Amy Crissinger, Assoc. Vice President for Enrollment Management, Dakota State University
- (3) **Road Warriors—The Good, The Bad, & The “Where Am I?”** Cody
Heading out on the road your first time as an admission counselor can be intimidating! Hear from some veteran admission counselors on various first year tips and tricks in the areas of travel, time management, & self care. There will also be a panel of veteran admission professionals who will be ready for any questions you may have! *(For 1st & 2nd year admission professionals)*
Presenter: Molly Hill, Director of Admissions, and Sarah McFarland, Transfer Counselor, Presentation
- 3:30 PM Exhibit Viewing and Popcorn, Fruit & Beverage Break Pine Crest A
- 4:00 PM General Session
- (1) **Data-Driven Relationship Building** Pine Crest A
An admission counselor's responsibilities can vary across institutions but a commonality for all includes establishing and maintaining relationships with prospective students and their families. When you are responsible for recruitment in a large territory it can sometimes be difficult to target or narrow your focus to specific students. Join us to learn how one university manages their recruitment territories through data-driven decision making in an effort to reach a desirable student-to-institution fit. Attendees will be invited to share their ideas as well.
Presenter: Seinqis Leinen, North Dakota State University

- 5:00 PM State Meetings
- North Dakota Council of Dakota ACAC *Russell*
 - Council on College Admissions in South Dakota *Cody*

6:00 PM Evening on Your Own

Wednesday, May 24

7:45 AM Breakfast Buffet (*Sponsored by the U.S. Army R.O.T.C.*) *Pine Crest A*

9:00 AM Breakout Sessions (D)

(1) **Communicating with Internal Constituents** *Pine Crest A*

A roundtable discussion on how your admissions office communicates with other offices and groups within your university. Planning campus visits takes cooperation by many, as do preparing for large group campus visits, working with faculty to share the high points of their programs and ensuring prospective students' questions about financial aid, registering, and scholarships are being answered. Admission staff can hear from others about what works for them, what doesn't, and get ideas on how to improve their own processes.

Presenter: Kaleen Peterson, Assistant Director for Enrollment Services at Valley City State U.

(2) **Text Messaging: The Faster Way to Reach Prospective Students** *Russell*

Presenters will discuss statistics on how well implementing text messaging has increased prospective students' response rates, and different types of text messaging platforms and how they decided to use the company Mongoose. They will cover how to work the software and how it ties in with their current CRM, Hobson's, and how they gain permission for prospective students to send texts.

Presenters: Hannah Holt & Samantha Gillespie, ND State College of Science

(3) **US Army ROTC** *Cody*

The presenter will share opportunities through Army ROTC to bring high quality students to universities, and retain them with the support of the ROTC program. ROTC seeks to award scholar-athlete-leaders full tuition and fees scholarships for participating universities, in order to develop them into the leaders of tomorrow's Army, Army National Guard and Army Reserve. The program also acts as a support network once students arrive on campus. This presentation will discuss who is the optimal ROTC student, the benefits of an ROTC scholarship, the requirements of a student receiving the scholarship, and the support that ROTC provides students to retain them in college.

Presenter: 1LT Nathan Reicks, Assistant Professor of Military Science, Chadron State College

10:00 AM Breakout Sessions (E)

(1) **Challenging Conversations: Are You Prepared?** *Pine Crest A*

Many admission counselors and representatives are trained on the facts and figures of their institution such as academic majors, campus statistics, fun facts, and student stories. However, many admission counselors do not receive early in-depth training on handling those challenging conversations that may arise about campus safety, graduation rates, test score requirements or meeting admission standards. I will share tips and advice based on my experiences and encourage discussion from other counselors. Attendees will learn new strategies which will allow them to feel more confident serving students and families.

Presenter: Briana Justin, Admission Counselor, North Dakota State University

(2) **Regional Admissions Roundtable** *Russell*

Whether you are just getting started as a regional representative, have been in the field several years, or you are merely thinking about pursuing a regional position, join us to learn more about maximizing your opportunities. This session will feature an information exchange on what many regional representatives are doing to foster relationships with students and high school counselors, communicating with campus-based staff, working with applications, day-to-day work, and working with new technologies and applications helpful during travel.

Moderators: Amanda Hegland & Tena Heikes, Northern State U; Tara Mulhauser, U of ND

(3) **Getting The Most From Your Athletics Recruiting Process** *Cody*

Does your university have a manual that lays all the expectations out? Do you have new coaches come in and think they know how the process works? Maybe developing a manual on your recruiting process or a guide to maximizing efficiency and effectiveness is overdue on your campus! Let's talk together in this forum about the process, who to include and whom you had better include. Let's have an open discussion so we all can walk away from this with ideas of where to start.

Presenter: James Morowski, Director of Admissions at Mayville State University

11:00 AM **Closing Session: *The Future of Leadership*** Pine Crest A

People are hungry for exciting and meaningful work. As employment expectations evolve, the work experience will change from “me” to “we.” In the future, individuals at all levels of public and private organizations will take risks and make decisions. Teamwork and imagination will be the rule, not the exception. Diverse teams will learn to adapt, embrace, and move forward from change. More importantly, teams will realize that to true growth is found in the art of thinking. This is the hard work of being a world-class organization. When it clicks, the result is a seamless experience for internal and external customers. The future is now and the benefits can be realized today.

Presenter: Malcom Chapman, President of the Chapman Group

NOON Adjournment



Jeremy Tiers is quickly becoming a familiar name in college admission and enrollment management circles. As the Director of Admissions Services for Tudor Collegiate Strategies, Jeremy works with college and university admission, marketing/communications and campus visit staffs nationwide helping them with student recruitment strategies and staff professional development.

Improving customer service is a constant challenge for businesses, organizations, and colleges. Creating and cultivating relationships is critical to any winning strategy. How do you build great relationships? And, can they really pay a lifetime of dividends for you both personally and professionally? Jeremy will answer these and other questions, and he'll offer additional thoughts on how to grow and win.

Malcom “Chap” Chapman is president and founder of the Chapman Group, an organizational communications-consulting firm that offers retreat facilitation, strategic planning, coaching, seminars, and keynote addresses to organizations and businesses.

He is a former U.S. Marine Corp Officer and he served three terms as Councilman for the City of Rapid City. Chap has worked in professional sales and as a consultant to the Center for Naval Analysis in Washington D.C. He is an active National League of Cities advocate, participant, and presenter. Chap holds a Masters' Degree in Public Administration and was awarded the 2008 South Dakota Municipal League Excellence in Municipal Government Award. He was recently selected as a 2015-2017 Bush Fellow.



EXHIBITORS/SPONSORS

ACT is an independent not-for-profit organization providing more than a hundred assessment, research information and program management services in the area of education and workforce development. — Chris Mitchell, State Lead, 500 ACT Drive, Iowa City, IA 52243-0168. (319) 322-8224 / chris.mitchell@act.org

US Army ROTC partners with 273 host universities, and almost 1,200 partner universities to recruit, educate and inspire Senior ROTC Cadets in order to commission officers of character for the Total Army. Four-year National Scholarships are available to high school seniors who are planning to attend participating universities – Mr. Eric Jones, 501 E. St Joseph St., Rapid City, SD 57701, (605) 394-2769 / eric.jones@sdsmt.edu

Center for Talent Development & Jack Kent Cooke Scholarships. Center for Talent Dev. (CTD) provides a unique array of advanced, gifted programs for academically talented students. Jack Kent Cooke Scholarships, through CTD, offers students the opportunity to apply for their scholarships – Young Scholars for 7th grades and College Scholars for 12th grade. — Tammie Stewart, 617 Dartmouth Place, Evanston, IL 60208. (847) 491-7127 / tammie-stewart@northwestern.edu

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Maximum Promotions/CustomCollegeBanners.com Table cloths for recruiting and more ... All price points available. Swag, flags, tents and more ... Based in Sioux Falls, serving Dakota colleges since 1986.— Vesna Cehajic, 705 N West Ave., Sioux Falls, SD 57104. (605) 335-1005 / mark@maximumpro.com

The ASVAB CEP is offered FREE to participating high schools as a public service. ASVAB CEP testing is available to students in grades 10-12 and to postsecondary students. Participation is ALWAYS voluntary. We provide test administration for all testing populations, including facilitating school administered testing and career exploration for smaller rural schools and home schooled students. The CEP helps students, who often over or under-represent their abilities, to accurately identify their strengths. ASVAB CEP results give students a current snapshot of their skill levels so they may improve performance on high stakes standardized tests. — Jeannie Meyer Hoagland, 605-334-3812 or Jeannie.a.meyerhoagland.civ@mail.mil