



Follow us!

► [Twitter.com/MACAC1970](https://twitter.com/MACAC1970)

June 2015 Edition



► [Facebook.com/MichiganACAC](https://facebook.com/MichiganACAC)



► MACAC.org

MACAC

THE MICHIGAN ASSOCIATION FOR COLLEGE ADMISSION COUNSELING

Muse

In this issue:

- Membership Updates
- From the desk of the President
- Camp College Wrap-up
- Maggie Miller Scholarship Recipients
- Government Relations Update
- Upcoming events & updates

Information about

MEMBERSHIP RENEWAL

will be coming to you later this summer!

Need to renew before June 30, 2015? Contact Zay Reynolds at admin@macac.org for assistance.

Michigan Secondary Schools: \$50 - Membership extends to all people employed by the member institution

Michigan Colleges and Universities: \$65 - Membership extends to all people employed by the member institution

Independent Counselor, Consultant, Agency, or Organization: \$65 - Non-school affiliated persons or organizations

Retiree: \$25 - Individuals who were actively engaged in providing counseling, admission or financial aid services at one (or more) MACAC member institutions for least 10 years and who are (1) age 65 or over or (2) deemed retired under the retirement program of the last such institution

Associate Member: \$65.00 - Any non-Michigan institution, organization, or individual

Student: \$15

Could you benefit from having a **mentor**? Have you been in the profession for 5+ years and would like to share your knowledge with new professionals?

Contact **Nicole Veirs** at nzarkows@nmu.edu



From the desk of the President:

Congrats to all of the high school counselors who are closing the books on another academic year, to the college admission folks who are wrapping up another recruitment cycle, and to the independents and organizations who have helped guide students through the secondary-to-higher-education transition. Your summer vacation, be it a week or a month, is well earned! But if you're like me, you've been reflecting on this past year in order to begin planning for the coming year. *What were my successes? Where is there opportunity for improvement?* In fact, I asked those exact questions to the 2015-16 MACAC Executive Board at our quarterly meeting on May 29. Their responses indicated that MACAC has come a long way but there is work still to be done.

The last few years in MACAC have been characterized by the term “rebuilding.” My presidential predecessors have brought our organization back from the brinks of fiscal insolvency and have established a foundation on which we can build a bigger and better MACAC – a MACAC that can meet the demands of its membership and provide professional development opportunities and resources to create a strong college-going culture in the state of Michigan. My charge for the MACAC Executive Board is nothing if not ambitious and includes:

- Building membership
- Developing more in-person and online professional development events
- Securing funding from philanthropic organizations and donors
- Increasing social media and web presence
- Promoting awareness of issues facing underrepresented students
- Advocating on behalf of school counselors
- Establishing working relationships with other Michigan organizations
- Staying compliant with NACAC

I have full faith in my fellow elected officers and appointed committee chairs to meet many of these goals. However, the work cannot rest on their shoulders alone; we need YOU to get involved! Serving as a MACAC committee member is itself a valuable professional development experience and one that might propel you into a leadership position in the near future (I started my MACAC career as a member of the Camp College committee).

John F. Kennedy said, “Things do not happen. Things are made to happen.” Together we are going to make it happen.

With confidence,
Hillary Teague
President, MACAC



Use **#MYMACAC** on Twitter to post suggestions and celebrate the great work being done throughout our organization.



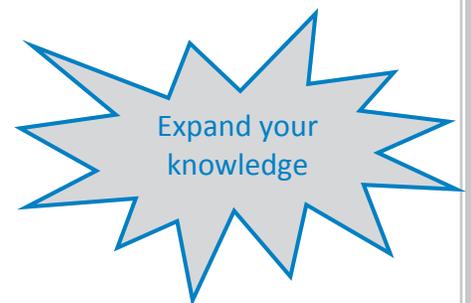
MACAC wants YOU



to join a committee!

Visit www.macac.org/committees for more information.

- Admission Practices Committee
- Advancement Committee
- Annual Conference Planning Committee
- College Fairs Committee
- Communications Committee
- Government Relations committee
- Inclusion, Access, and Success Committee
- Membership Committee
- Professional Development Committee



CHECK OUT THESE GREAT SUMMER APPS & WEBSITES!



FirstGenerationStudent.com

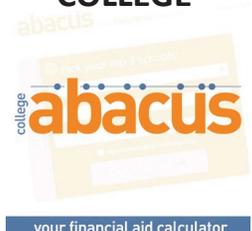
FIRST GENERATION
E4fc.org

IACAC
Illinois Association for
College Admission Counseling

COLLEGE SEARCH



PAYING FOR COLLEGE



TEST PREP



CAMP



O

Camp College was held at Ferris State University on May 7th. High school students from mid and west Michigan learned **Education** is their **Superpower**.



L

Participants attended informative college prep sessions led by representatives from across the state. Many thanks to Ferris State University, presenters, counselors from the participating high schools, NACAC for the grant money, and colleges and universities who sponsored a room and/or bus.

L



E

Over 151 students participated from 9 different high schools and learned about important topics related to college.

G

Stay tuned for the 2016 Camp College location!

E



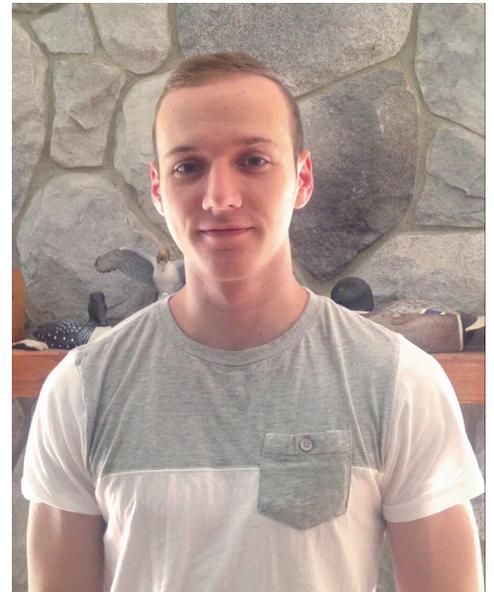
CONGRATULATIONS to
 Class of 2015 Graduates and
Maggie Miller Scholarship recipients :



DANIEL FOY
 GROSSE POINTE SOUTH
 HOPE COLLEGE



SARAH RASCH
 GRAND RAPIDS WEST CATHOLIC
 GRAND VALLEY STATE UNIVERSITY



CONNOR CAMPBELL
 SALEM HIGH SCHOOL
 MICHIGAN STATE UNIVERSITY



It's t-shirt weather! Donate to MACAC and we will send you an official MACAC shirt. Contact Kim Bryant at kjbryant@umich.edu for more information. Don't miss out!



2015 MACAC Maggie Miller Scholarship Committee: Pictured: Gail Tubbs, Kim Lifton, Lauren Fields, Jen Foldvary, Anne Young, Kim Bryant, Claudia Siewert, Bill Hancock, Darrell Nelson, and Danielle Karclerz.
 Not pictured: Christopher Tremblay, Troy Glasser, Alvina Gipson, Jenn Swank, Doug Fletcher, Mirela Mesic, Heidi Smitley, Lori Johnston, Judi Stahl, Jane Dittus and Jane Williams

MICHIGAN HOUSE HEARS TESTIMONY ON COUNSELING BILL 4552

PATRICK O'CONNOR, GOVERNMENT RELATIONS

MACAC members offered their support of House Bill 4552 in front of the Michigan House Workforce and Talent Development Committee this spring. As introduced, the legislation would require new counselors in grades 6-12 to either demonstrate proficiency in college and career counseling, or show evidence of completing courses in career and college counseling within their first three years of employment as a school counselor.

One of the most unique aspects of this bill is that the request for more training for school counselors is coming from—school counselors. When asked why they feel a more stringent requirement is needed, school counselors offer the following reasons:

It helps students. Counselors who have completed a separate college counseling class of at least 45 clock hours report important differences in working with students. Some cite the ability to develop a comprehensive college counseling curriculum for all students in grades 9-12 or 6-12—knowing how to organize and present college awareness activities in an organized way helps them make the most of what little time they have with students.

Other counselors point to the “nuts and bolts” of college counseling they get in a focused class, logistics that aren’t covered in the state standards for college and career awareness. As one public school counselor remarked in her testimony before the House:

If you think about it you would be hard pressed to find a teacher that only had training in classroom management and lesson planning but no training in the subject which they teach. That is how I see school counselors; we are teachers of career exploration and college planning but most of us receive no training in this subject.

Something as basic as developing a list of schools with strong engineering programs may seem simple enough to learn on the job—until the demands of your time and the size of your caseload don’t allow you the time to learn how to do that, let alone actually do it. Training in the details makes a world of difference.

Job Security More and more counselors are realizing that strong college and career knowledge is a key to more satisfied students, parents, and school administrators. While some families place a high value on the mental health components of school counselor services, all students need help making strong college and career plans—and if a family feels like they’re getting real help in these essential areas, they’re not going to keep it a secret. Unfortunately, polls indicate deep dissatisfaction with the level of counselor knowledge in these areas; turning that perspective around can be the key to greater public support of school counselors.

Some counselors also express concern that their lack of knowledge in these crucial areas make them more vulnerable to replacement by career coaches, college success advocates, or college advisers. To be clear, no college adviser is placed in a school that has laid off a school counselor. Having said that, it is worth noting that members of the College Advising Corps receive 160 clock hours in training in college counseling—training some school counselors have asked to have themselves. Ensuring that all counselors complete college and career classes early in their careers gives them a credential and a competitive advantage over outside independent agents; not only will school counselors have comprehensive college and career expertise, but they will have the training in mental health and development education needed to offer affective support for students as well.

As written, the legislation offers better training for school counselors in ways that cost no additional time nor money—and in exchange, counselors get the tools they need to make a greater impact in the lives of their students, while gaining a credential that can give them a leg up in a competitive job market. That’s good news for everyone.

High Schools—Need \$5,000 for Your College Counseling Program?

Reach Higher High School Grants Available

A new grant opportunity is available for Michigan high schools. Competitive mini-grants of \$5,000 are available for high schools that wish to address four essential elements of a strategy to build a college-going culture and improve college-enrollment outcomes:

1. Establish a College Advisory Council;
2. Plan and host a linked triad of college-access events (College Application Week, College Cash Campaign, College Decision Day);
3. Conduct a college-going culture audit; and

Assess the current effectiveness of its counseling/advising program in three areas: capacity, focus, and training.

The Request for Proposals is now available and due Monday, September 7, 2015. For more information [visit MCAN's website](#).

Two Quick SAT Resources

Patrick O'Connor, Gov't Relations

It's been six months since the State of Michigan announced the state switch to the new SAT, effective with statewide testing next spring. Dates for the 2016 testing still haven't been set, but counselors looking for information on the test can use these resources:

- A comprehensive overview of the SAT, PSAT 8/9, PSAT 10, and PSAT, with **Michigan specific information**, can be found at www.collegeboard.org/michigan
- If you have questions about the PSAT once you've looked at the Web site, contact MichiganPSAT@collegeboard.org

Remember- College Board is offering free, self-paced test prep material online through Khan Academy.

Save the Date for
Promoting the Publics
Friday, September 18
Kellogg Center
Michigan State
University
East Lansing, MI
PromotingThePublics.com

F O L L O W * U S I
[Twitter.com/MACAC1970](https://twitter.com/MACAC1970)
[Facebook.com/MichiganACAC](https://facebook.com/MichiganACAC)
MACAC.org



Contact the Editor:

Caitlin Thayer
cavan1cm@cmich.edu
248-526-2617

SAVE THE DATE

for the **MACRAO 2015**

New Professionals Conference

August 25 and 26

Radisson Hotel, Lansing MI

WANTED:

NEW COLLEGE ADMISSIONS STAFF MEMBERS

REWARD:

OPPORTUNITIES TO TRAIN AND DEVELOP
FOR THE UPCOMING TRAVEL SEASON

CONTACT **CAITLIN THAYER** FOR MORE INFORMATION

CAVAN1CM@CMICH.EDU OR 248-526-2617

MACAC Approves Content Standards for College Counseling Class

In response to the growing number of college counseling courses and professional development experiences available to school counselors, The Michigan Association for College Admission Counseling passed a set of content standards for college counseling courses at its December 2014 meeting.

“The standards were originally the idea of Bob Bardwell” said Patrick O’Connor, past co-chair of MACAC’s Professional Development Committee. “Counselors are taking these courses to obtain the skills and resources needed to help students and families make strong college decisions. These standards will help them judge a course’s ability to do just that.”

This is the first list of content standards for a college counseling course known to be passed by a professional organization. Comments or suggestions for revision should be referred to Patrick O’Connor at poconnor@cranbrook.edu

Michigan Association for College Admission Counseling Content Standards for Courses in Counseling in the College Selection Process

General competencies

- Understanding and application of various college admission choice theory
- Knowledge of psychological and family issues that may be present in the college admissions process
- Understanding the relationship between models of comprehensive school counseling programs (i.e.: ASCA National Model) and the delivery of college admission counseling
- Understanding of the importance of creating partnerships with faculty, school administrators, community leaders, and community-based organizations in delivering quality advice in college admission counseling
- Awareness of the wide array of different kinds of colleges, including community colleges, research colleges, and liberal arts colleges
- Admissions requirements for community colleges and public and private colleges/universities
- Understanding of alternatives to college, including gap years, postgraduate years, and deferrals
- Ability to discern when to discuss postsecondary options other than college with a student
- Knowledge of college application timelines and deadlines
- Knowledge of the unique needs of special populations going through the college search and application process (i.e., multicultural populations, international students, students with disabilities, gifted students and student athletes)
- Ability to find resources available to counselors in the college admissions process (i.e., print materials, software, web sites and organizations)
- Awareness of college admission testing options and the use (and misuse) of standardized testing
- Ability to write effective letters of recommendation for multiple purposes – two year, four year, vocational training program or employment
- Ability to support teachers in the writing of effective letters of recommendation for these same purposes
- Getting the most out of the visiting a college campus
- Establishing strong relationships with colleges and college admissions officers
- Hosting a successful high school visit by a college admission officer
- Awareness of legal and ethical issues confronting the college counselor
- Knowledge of financial aid applications and process, including the role of the FAFSA
- Ability to collect, analyze and synthesize college admission counseling data on the individual, school, state and national levels
- Being able to identify, close and eliminate the opportunity and achievement gaps for all students in regard to higher education
- Understanding the professional organizations and resources available for school counselors
- Being aware of and to discuss current trends, issues and controversies in college admissions
- The ability to develop, implement, manage, and evaluate a college admission counseling curriculum that meets the needs of the students and families served by the school
- Knowledge of how to evaluate the efforts of a college admission counseling program, and how to share those results with a wide variety of audiences

Specific competencies:

- Assist a high school student through the college search and application process, including the online application process
- Assist a student and family to complete the FAFSA, other required financial aid forms, and searches for funds for college.
- Work with a student who has applied via various types of admission decision programs, minimally early decision, early action and restricted early action
- Coordinate and organize a college tour, college fair or educational program for students and families
- Work with a student from an underrepresented population (i.e.: student of color, low income, special needs, LGBT, homeless or undocumented)
- Use college or high school specific data to inform decision making
- Apply the ethical guidelines of the Statement of Principles of Good Practice of the National Association for College Admission Counseling

This list was originally developed by Bob Bardwell of Monson High School (MA), and enhanced with suggestions by members of the MACAC Executive Board.

Approved by the MACAC Executive Board, December 11, 2014.