



Countdown to the February 9th Early Bird Registration Deadline is on!

Register [HERE](#) today!

We are excited to offer you a wide range of sessions, plus engaging keynotes.

*Are you a school counselor? There are **6 SCECH hours available**, including 5 College, 3 Career and 1 Military!*

2022 MACAC Conference Sessions

Thursday March 10 10:15-11:15 AM (Session A)

Michigan's Sixty by 30 Strategy and YOU!

Presenters: Jamie Jacobs, Deputy Director, Michigan College Access Network
Ava Attari, Program Administrator, Office of Sixty by 30, Michigan Department of Labor and Economic Opportunity

In her first State of the State address, Gov Whitmer set Michigan's first statewide attainment goal: Increase the number of working-age adults with a postsecondary certificate or college degree to 60% by 2030. This goal was later adopted by the Michigan legislature as Michigan's attainment goal. Join this session to hear more about Michigan's strategy and learn how you can get engaged in and connected to this work through support from and partnerships with the Michigan College Access Network and the Office of Sixty by 30. Your work with students is directly connected to the State's ability to be successful in reaching this goal. **1 SCECH hour - College**

STEM's Many Branches: College Planning for Students Interested in Science, Technology, Engineering, or Mathematics

Presenters: Meredith Graham, College Counselor, Collegewise

We know we need more STEM graduates. But what's the difference between majors in science, technology, engineering, and mathematics? This session will cover the similarities and differences between the majors and their career paths, and offer examples and anecdotes that counselors can use to help illustrate science, technology, engineering, and mathematics. The session will also cover some tips and tricks to help students identify their best fit within STEM. Finally, the session will cover special

considerations in high school planning for students thinking about pursuing the STEM fields. **1 SCECH hour - Career**

Listening to the Student Voice: How to Meaningfully Engage Today's Students

Presenters: Zack Ward, Regional Director, Encoura
Meaghan Cahill-Dunn, Encoura

Students' voices are loud and clear today. Growing concerns like financial responsibility and social inclusion can be readily heard from students everywhere. As students' motivations have evolved over the course of the pandemic, colleges and universities have been challenged to change with them. Now, it is even more critical to identify opportunities within your enrollment funnel to meaningfully engage students in a way that speaks directly to their motivations and preferences. In today's session, we'll share the latest research and marketing solutions that can help you deliver the right message to the right student at the right time—and just as importantly, on the right channel —ensuring you bring your best-fit students from admitted to enrolled.

How to bring Careers to Life for High School Students

Presenters: Jen Foldvary, College Counselor, St. Mary Catholic Central High School
Tamara Johnson, College Counselor, St. Mary Catholic Central High School

"This session will highlight how the college counselors at St. Mary Catholic Central High School in Monroe help their students explore various career possibilities. We will take an in-depth look at our Career Day for sophomores and juniors, our mandatory job shadowing day that takes place at the end of our students junior year, as well as our partnership with our English Department for career exploration projects. The session will allow time for discussion and idea sharing." **1 SCECH hour - Career**

Thursday March 10 11:30 AM-12:30 PM (Session B)

Cultivating Emotionally Intelligent Student Interactions

Presenters: DeVon Hunt, Director of Learning and Development, Inroads Analytics

A fiercely competitive higher ed enrollment environment is compelling admissions professionals to evolve their traditional advisory skill sets. Emotional intelligence is one example that has become increasingly critical to impactful student engagement. Fortunately, research shows that you can develop it throughout your lifetime.

This session explores its application to the recruiting process and the benefits for admissions staff. You will leave with a solid understanding of the characteristics of emotionally intelligent counselors, along with practical techniques for building student relationships.

Supporting 1st Generation Future College Students: How School Counselors and Educators Can Help Students Bridge the Gap Between High School and College

Presenters: Christopher Kasper, High School Counselor, Ann Arbor Pioneer High School
Dion Charity, High School Counselor, Northview High School

Presented by two former first-generation college graduates, you can learn ten tips, strategies, and things to consider when working with future first-generation college students. This roadmap will lay out the process--from start to finish--on how to support your students in their dreams and aspirations of being a college student (and graduate). How counselors can help level the playing field in advanced courses will also be explored. **1 SCECH hour - College**

The Reporting Lifecycle of Michigan High School and Postsecondary Student Data

Presenters: LeeAnn Connelly, Portal Analyst, Center for Educational Performance and Information
Victoria Schmalz, Center for Educational Performance and Information

As the state of Michigan's agency responsible for collecting, securely managing, and reporting education data, the Center for Educational Performance and Information (CEPI) receives a wide variety of data on Michigan students. But where does that data end up? In this presentation, we will discuss how CEPI collects high school and postsecondary data, as well as how that data is reported on the MI School Data website, Michigan's official source for pre-K, K-12, postsecondary, and workforce data. We will explore all of the ways Michigan students' data contribute to our goal of helping educators and policymakers make informed decisions to improve student success. **1 SCECH hour - General**

4th B Session Pending Confirmation

Thursday March 10 3-4 PM (Session C)

Record, Recruit, Repeat - Improve Yield and Fight Melt with Personalized Video

Presenters: Margaret Henney, Director of Marketing, Covideo
Riley VanPelt, Admissions Counselor, Michigan State University

Between declining enrollment numbers, Covid-19 restrictions and social distancing challenges, colleges and universities have been tasked with finding creative ways to continue to engage with prospective students. Rather than relying solely on traditional outreach such as phone calls and emails, forward-thinking admissions teams are adapting with a new form of communication: video email and messaging. Join us as we explore this innovation, exchange best practices, and share how admission teams are winning with personalized videos.

MI Student Aid - Making College Accessible, Affordable and Attainable

Presenters: Emily Hurtado-Arboleda, MI Student Aid - Outreach Analyst, Michigan Department of Treasury – Office of Postsecondary Financial Planning
Chad Somerville, Michigan Department of Treasury – MI Student Aid

This session will provide college access professionals with information on MI Student Aid resources available, such as: State financial aid programs, navigating the data management system, MiSSG, MI Student Aid Counselors Corner, MI Student Aid Scholarship Search, Social Media, GovDelivery communication, MI Student Aid Customer Care Center, and MI Student Aid Financial Literacy Workshops. Through discussion, college access professionals will share successful strategies, learn about MI Student Aid's new regional approach, and how to implement MI Student Aid services into their work with students. **1 SCECH hour - College**

How to Help your Students Write Authentic College Essays

Presenters: Kim Lifton, President, WOW Writing Workshop
John Ambrose, Director of Undergraduate Admissions, Michigan State University
Andrew Grayson, Senior Associate Director of Admissions, Kalamazoo College
Heidi Smitley, Director of Guidance and College Counseling, Grand Rapids Catholic High School
Ashleigh Taylor, Founder and College Application Strategist, Empowered4College

Inside the world of college admissions, everyone uses buzzwords: Authentic is at the top of the list. But what does authentic mean when it comes to the college essay? And how can you help your students write authentic essays that colleges want to read? Wow's Kim Lifton will moderate this interactive session featuring an all-star expert panel. We'll share advice from inside the admissions office, explore best practices of our panelists, and answer questions from session attendees. As always, we'll give away free resources (including a book for counselors), so you can help your students write effective essays.

1 SCECH hour - College

Applying to Service Academies

Presenters: Leigh McNeil, Regional Admissions Director, United States Naval Academy
Lieutenant Daniel Schmerber, Field Admission Counselor (Michigan and Illinois), United States Naval Academy

Come learn about the US Service Academies (US Naval Academy, US Military Academy at West Point, US Air Force Academy, US Coast Guard Academy, and the US Merchant Marine Academy), student life and services, and the application and the nomination process! Special focus will be on the US Naval Academy, as a case in point. **1 SCECH hour - Military**

Friday March 11 11 AM-12 PM (Session D)

Streamlining Michigan College Fairs

Presenters: Isabella Williams, Associate Director of College and Fair Relations, StriveScan
Lauren Penner, Admissions Counselor, University of Detroit Mercy; Michigan College Fair Committee Co-Chair

The Michigan College Fair Committee will report on their work over the past several months to streamline college fairs across the state. StriveScan will discuss how to enhance the student and college representative experience at fairs through electronic barcode scanning, resulting in a safer, faster, easier, and more data-driven experience for all. The goal of this session is to provide updates, as well as an opportunity for open discussion on the state of college fairs in Michigan from both the college representative and high school counselor perspective. Join us to share your thoughts and learn more about what lies ahead for college fairs in Michigan! **1 SCECH hour - College**

Social Emotional Learning

Presenter: Kay Jones, MA, LLPC, Senior Recruitment Adviser, Oakland University

This session is a great opportunity to tap into our emotions and learn how to exhibit empathy, nurture positive relationships, and be a little kinder to ourselves. **1 SCECH hour - General**

Opportunity: Registered Apprenticeship!

Presenters: Stephanie Vomvolakis, Youth Apprenticeship Specialist, Michigan Department of Labor and Economic Opportunity
Callan Eschenburg, Apprenticeship Expansion Specialist, Michigan Department of Labor and Economic Opportunity

Hindsight may be 2021, but registered apprenticeship is the future in the State of Michigan, and the future starts now. With \$14.3 million in U.S. Department of Labor grant funding, Michigan is well positioned to help employers fill thousands of openings in high-skill, high-wage, in-demand careers via registered apprenticeships. Through this funding, Michigan Registered Apprenticeship Innovation Network (MiRAIN) and Michigan Youth Apprenticeship Readiness Network (MiYARN) will accelerate more than 5,230 and 1,024 youth registered apprentices across the State. This session will provide attendees with information and showcase the current state of Apprenticeship in Michigan. **1 SCECH hour - Career**

3rd & 4th D Sessions Pending Confirmation

We are excited to present TWO keynotes this year!

NACAC CEO, Dr. [Angel Perez](#), is recognized as a national thought leader and a sought-after speaker on issues of educational equity, access, and success in American education. We are excited to have him share his vision with MACAC!



[Anna S. Mueller](#), PhD of sociology at Indiana University. Mueller's primary research agenda examines how social relationships and social contexts shape adolescent health and wellbeing, with a focus on adolescent suicide and suicide clusters. Dr. Mueller was named "Scientists to watch" in 2020 for her work.

