

## Possible Session Topics:

- Trends in college majors, academic and/or career plan counseling
- Raising expectations and overcoming challenges
- Developing culturally responsive practices
- Assisting first-generation college students
- Multicultural recruitment and retention
- College financial aid and scholarship initiatives for greater access
- Trends/Updates in community college counseling
- Trends/Updates in high schools– vocational programs, online classes, etc.
- Trends/Updates in Scholarship Applications
- NCAA eligibility
- Using social media for recruitment; social media in admissions
- Equity and Access
- Presentation skills and unique ways to give information sessions
- New admissions counselor boot camp
- Strategies, time/priority management, dealing with difficult conversations, etc.
- Social/Emotional Implications In the Application Process for Gen Z
- Partnering with community-based organizations
- Naviance/Common App/Scoir from both sides of the desk
- Maximizing college visits
- Challenges facing small colleges
- Alumni Day Planning for High Schools
- Using Data to drive decisions and programming on the high school side
- College counseling programming ideas/models
- Mock admissions committee program for students
- Data reporting, “number crunching”, using reporting tools, Access, Excel
- Financial Aid 101/Financial Aid 201
- College Counselors and their role within Counseling Offices
- Counseling students with learning differences
- Counseling undocumented students/DREAM Act
- Enrollment management reporting and modeling
- Roundtable with secondary school counselors and college admissions
- Gender and the admissions process
- Government relations update on national and regional legislation that will affect our profession
- Admissions offices and handling a PR crisis on-campus
- Admissions offices and group visits

- Building useful partnerships
- Adolescent development and learning related to the college admissions process
- Develop professionally and stay connected when working remotely
- Engaging and supporting high schools with few resources
- How to gain more community and parental involvement and principal support (esp. public schools)
- International applications
- Public school counselors with large caseloads, how to get colleagues on board with college counseling, how to reach students and tips for getting parents interested/engaged
- ED and how to guide students through this process
- The implications of May 1
- Inside competitive college admissions
- Issues facing independent counselors
- Middle management
- Principal/headmaster panel on their view of college counseling
- Recruiting in new markets
- School counselor and admission counselor roundtable
- Supports colleges have in place for low socioeconomic background and first-gen students
- Taking the next step forward in your career
- The role of financial aid in enrollment management, admissions, and admission decisions
- Tips from admissions counselors on how to help a student make their application 'shine'
- Working with a CRM
- Working with faculty and breaking down campus barriers in recruitment efforts
- Working with international students attending U.S. schools in the admissions process
- Working with prospective student-athletes from the college side
- Working with transfer students/Making your institution more transfer-friendly