

**2018 Schedule Draft**

	Secondary	Emerging Admissions	Mgmt/Leadership	General 1	General 2
	Mtg Room 1	Mtg Room 2	Mtg Room 3/4	Mtg. Room 5	Harltand Salon
<b>Day 1</b> 1:30 2:15	How to help students make the most of their honors college apps (Aimee Bettersworth)	Oh Snap! Marketing your Institution on Snapchat (Wesley Gift)	Hot On the Trail of the Student Decision Journey (Anne Frehofer - CAPTURE)	Ready, Set, FAFSA!: Insider Tips to Win Over Tricky FAFSA Scenarios (Kim Dolan - KHEAA)	What's new with AP®? (Elizabeth McKenzie - CollegeBoard)
<b>Day 1</b> 3:15 4:00	Maximizing your College Fair for Success (Caelin Anderson)	Cultural Competency in Higher Ed (Jordan McDowell)	Recruiting, Retaining, and Utilizing Volunteers in the Student Recruitment Process (Chris McCoy)	How to Write a More Effective Letter of Recommendation (Joel Ford)	Hidden Gems for High School Counselors – How to Effectively Use Regional Representatives (Jessie Arnold)
<b>Mission Sessions</b> <b>Day 2</b> 8:30 9:15	CAMP COLLEGE (Johnny Bergman)	NACAC 2019 (Billy Sarge)			
<b>Day 2</b> 9:30 10:15	Aiding in the admissions process for student athletes (Leigh Moore)	NACAC SPGP Updates (Bob Nesmith)	Seeing the Color-Blindness of Student Success (Martha Sales)	Stay Woke Fam: Communicate with Gen Z Like a Savage (Megan Robinson)	College Admissions Blindspots (Danny Easley)
<b>Day 2</b> 10:30 11:15	Dual Credit (Robin McCoy)	Leading Without a Title (Emily Carnall)	Compañeros: Increasing College Accessibility to Hispanic Students through Partnerships (Autumn Richards)	Title Undecided (David Dewitt)	What HS Counselors Need to Know to Help Students Apply for and Consider Financial Aid Offers (Jayne Fonash)
<b>Day 2</b> 11:30 12:15	Gatton Academy (Zack Ryle)	Making the Most of Advancement Opportunities (Lauren Mohr)	Managers as Mentors: Leading a Team of Millennials to Success (Vicky Hidalgo)	Mind the Gaps – Proper Planning and Partnering = a Work of Art (Caelin Anderson)	Customer Services for Millennials and Beyond (Joe Fries - Sallie Mae)