

WACAC Connection

WINTER 2005

wacac

WESTERN ASSOCIATION FOR
COLLEGE ADMISSION COUNSELING



Linda Conti
WACAC President
Oaks Christian School
2004 Conference Chair

President's Message

Think Big, Act Small....

A Regional
Organization of the
National Association
for College Admission
Counseling

When I was a young pup admission counselor back in the mid-80s my mentor gave me several sage tidbits of advice and one of those was to get involved in my professional organization. I wisely followed that advice and it has been a marvelous instrument in my life to shape and mature me professionally. Although I concede that it is always important to grow and improve professionally, there comes a point in a person's career where it is time to do more giving than taking and to share, mentor and teach those who are in the early stages of their counseling careers. It is confusing to me to hear members lament that professional development workshops are repetitive or that there is not enough offered to a broad range audience. A professional organization is

made up of volunteers all pitching in to help one another and if you have reached that "mature" stage in your career, I urge you to consider how you might be a positive influence in WACAC and in your immediate neighborhood. The Executive Board is composed of 21 volunteers who are eager to solicit help from our membership and thereby increase the services and proactive ability of the Board in every area of California and Nevada. Check out our new website and take the initiative to e-mail or call a Board member and offer your talent to our organization. For new people in our profession, you too can take the advice I followed

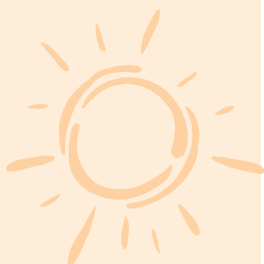
and gain the experience and expertise offered by Committee involvement.

It is a concern for me that so many high school counselors in our states are not members of WACAC. The 2001-02 Department of Education reports that there are about 6,500 public, secondary school counselors in California and close to 700 in Nevada. The WACAC database indicates that there are approximately 400 secondary school counselors (which includes a large contingency of private high schools) who are members. On the college side, there are approximately 135 4-year universities between California and Nevada and a representation of about 650 admission professionals. How can we improve those statistics? How can we become relevant to the vast majority of counselors who are not even aware that WACAC exists? One idea that I have launched as a trial balloon in the Ventura County area is a Cohort Group. Most of the counselors in my immediate area are not

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Connecting
people
Changing
lives



members of WACAC and yet they do seek opportunities to grow professionally. Often these options are not available to the public school counselor. So, in an effort to give feet to my concern, I decided to invite counselors within a 10-mile radius to come to my school for a one-stop, one-topic workshop from 3:15 - 5:00 pm. We invited Bill McMurray from Wheaton College to talk to us about Writing the Counselor Letter of Recommendation. He had an audience of 12 and it was a perfect venue for him to share not only his extensive knowledge in this

arena but also to use the last 15 minutes to tell us about Wheaton College (an institution that many in the group were unaware of). All the counselors agreed that it was a valuable learning experience and we are looking forward to our next gathering sometime in January. It was free to everyone and it cost me a pot of coffee and some cookies.

If you are a veteran member of WACAC, consider forming a "Cohort Group" in your area! WACAC is a big organization of about 1400 members. One conference a year as

well as other Professional Development opportunities offered by WACAC cannot meet the needs of all of the counselors who are not served by our organization. Being able to connect and network with counselors in your neighborhood is a valuable benefit to this kind of endeavor. Let's Think Big by encouraging our counseling community to become active members of their professional organization and let's Act Small by initiating and advocating Cohort Groups. Adopt a "Good Neighbor" policy!

COLLEGE FAIRS SPRING 2005

Jan Russell, College Fair Chair, WACAC.

WACAC is proud of its 6 college fairs, as well as of the 6 NACAC college fairs that we host in our State. They enable thousands of students to learn about opportunities in higher education; they enable hundreds of colleges to share their information with these students.

It is now time for all colleges to register to attend the WACAC fairs. (Registration information for the NACAC fairs is available on the NACAC web page) Registration for WACAC fairs is totally online;

there is a link from the WACAC web page. On-time registration will close on March 4th, 2005, so avoid late fees and register now!

College Guidance counselors, it is time to prepare your students to attend the fair in your area. Check the attached calendar for dates and times. Remember, the fairs are free to all students, and schools can apply for bus stipends. For detailed information, please contact the chairperson of the fair nearest you, or feel free to email me at jan.russell@athenian.org

I anticipate a busy, educational, worthwhile, and gratifying series of college fairs this coming April. Hopefully you will all attend, or volunteer to help in one way or another.

Everyone's participation makes a difference!



WACAC announces the spring schedule of the 2005 Share Learn and Connect workshops!

Submitted by Cyndy McDonald

Plan now on attending a WACAC Share, Learn and Connect workshop near you! These one day workshops are designed to meet your needs as a professional assisting students in the transition from high school to college. WACAC announces three workshops for the spring 2005:

January 5, 2005 - Mount St. Mary's College Los Angeles

March 4, 2005 - CSU Fresno Fresno

April 15, 2005 - Truckee Community College Reno, NV

Many workshops include a keynote address, and topics such as: **College Counseling 101, Colleges That Change Lives, ACT and College Board Updates, Ethics in our Profession, Admission Case Studies, Working with Learning Disabled Students, and many more!** Check online for each specific workshop agenda. Registrations are also online at www.wacac.org. Workshops are open on a first come, first served basis, so register early to reserve your place!

SHARE LEARN and CONNECT

COLLEGE FAIRS

2005 SCHEDULE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
April 10 NACAC Orange County at Anaheim Convention Center 1:00pm-4:00pm	April 11	April 12 NACAC Ventura County at Seaside Park, Ventura 5:00pm-9:00pm	April 13	April 14 NACAC Inland Empire at Ontario Convention Center, Ontario 9:00am-12:00noon 6:00pm-9:00pm	April 15	April 16
April 17	April 18	April 19	April 20 NACAC Greater Los Angeles at Pasadena Center 9:00am-12:00noon 5:30pm-8:30pm	April 21 NACAC San Diego County at San Diego Convention Center, San Diego 5:30pm-8:30pm	April 22 NACAC San Diego County at San Diego Convention Center, San Diego 9:00am-12:00noon	April 23
April 24	April 25 NACAC San Francisco at Bill Graham Civic Auditorium, SF 3:00pm-7:00pm	April 26 WACAC Marian County at Dominican University, San Rafael 6:00pm-8:00pm	April 27 WACAC North Bay at Sonoma State University, Rohnert Park 9:00am-11:30am 6:00pm-8:00pm	April 28 WACAC Santa Clara County at Mission College, San Jose 9:00am-12:00noon 5:00pm-8:00pm	April 29 WACAC East Bay at Hayward State University, Hayward 6:00pm-8:00pm	April 30 WACAC East Bay at St. Mary's College, Moraga 1:00pm-4:30pm
May 1	May 2 WACAC Central Valley at CSU Stanislaus, Turlock 9:00am-12:00noon 6:00pm-8:00pm					

Look at what's new!

The WACAC web site has been redesigned to make more information easily accessible to members. Take a look at www.wacac.org to find information about WACAC committees and events. Look for the list of internet resources and for current news features. If you have news suggestions that need to be posted and/or additional resource links you would like



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to have added, contact phock@sbcglobal.net. The web site will be updated twice a month, so visit often to stay connected with your professional community. P.S. & nbsp; Register now for **Share, Learn and Connect: Los Angeles 2005** and the **Legislative Conference**. Please visit our website to register and to obtain more event details!

Save the Date
for the
**2005 Counselor
Summer Institute: LA**



WACAC's second annual institute for new counselors or for counselors wanting to sharpen their skills, will be held August 6-12, 2005 at Occidental College, Los Angeles. Our Counselor Summer Institute brings college counselors from across the country together for a one-week workshop that uses a case-study approach to examine complex counseling issues. It offers Continuing Education Units. Details will be posted on the WACAC website at www.wacac.org. Registration will be online only, and open to the first 50 participants. Begin planning NOW to attend this summer!

2005 Spring Conference

WACAC is coming to Soka University - www.soka.edu in Aliso Viejo California! Mark your calendars now- June 1 to June 3, 2005. We will gather to **recharge, relax and reflect** around the theme of achieving balance in our lives both professionally and personally. Our featured speaker will be Lloyd Thacker, founder of the Education Conservancy www.educationconservancy.org



Registration materials, session proposal forms and other important information will all be available shortly on the WACAC web site - www.wacac.org or simply call Marc D. Meredith at Otis College of Art and Design- 310-665-6820 or marcm@otis.edu to volunteer on the conference planning committee.

NACAC Legislative Conference

February 26-March 1, 2005
Washington D.C.
Capitol Hill Holiday Inn

For details and registration visit:
www.nacac.com/hill_legconf.html

WACAC will sponsor 10 members to attend the NACAC Legislative Conference. The cost of registration and partial travel costs will be reimbursed.

If you are interested, please email Esther Lopez, Government Relations Chair, at elopez@stmarys-ca.edu



Interested individuals must attend the WACAC Legislative Conference Feb. 1-2 in Sacramento, CA for consideration of this sponsorship.

WACAC Makes Mark in Milwaukee

Western Assembly Delegates advance motion that resolves the Single-Choice Early Action discussion

Submitted by Esther Hugo

Assembly Delegate Activities

Western ACAC made a strong presence at the national conference in Milwaukee in September. The hottest topic of discussion centered on the use of single-choice, early action in use by Stanford, Harvard, and Yale. This practice is in violation of the NACAC code of ethics; however, a moratorium on enforcement established by the NACAC Executive Board was designed to allow time for discussion and review of the practice.

This topic dominated heated discussion in two Assembly Delegate sessions. Western advanced a motion from its AP Committee Chair, Sonali Perera from Mount St. Mary's College, to the floor for discussion and approval.

Seven other motions from other state and regional organizations were presented for consideration, and subsequently withdrawn. The Western motion was presented by Chief Delegate Esther Hugo from Santa Monica College, and seconded by Hawaii ACAC. The Western ACAC motion read:

"We move that the NACAC AP Committee and the NACAC Steering Committee on Admission Practices add and adopt Single Choice Early Action (SCEA) to the admission decision options."

The rationale given in support of the motion was, "We strongly believe that it is NOT in our best interest to exclude colleges and universities from our organization. Single Choice Early Action is NOT "unethical practice". We have heard from many counselors that SCEA has actually calmed the frenzy of the application process. Regarding the moratorium: We need to have clear language on admission decisions so we can implement our code of ethics for our members and our students."

The Assembly approved the motion from Western. The national AP committee will add language to the Statement of Principles of Good Practice in support of the motion.

The NACAC Assembly Delegates are: Patty Avila-Porter, Kevin Buck, Andres Castillo, Linda Conti, Sybil Furman, Terri Hart-Devine, Peggy Hock, Mike Hughes, Esther Hugo, Heather Keddie, Alice Kleeman, Cyndy McDonald, Sonja Montiel, Esther Lopez, Robynne Royster, and Art Stenmo. Jan Russell served as an Alternate Delegate.

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WACAC members make Presentations in Milwaukee

Several Western ACAC members made presentations at the conference on the following sessions:

Member	Institution	Topic
Patty Avila-Porter	Truckee Meadows, NV	Community Colleges
Carolyn Barnhart	Retired, LAUSD	Community Colleges
Carolyn Barnhart	Retired, LAUSD	Plan now for Retirement
Elaine Berman	Wildwood School	The College Process at "Unusual" high schools
Kavin Buck	UCLA	Visual & Performing Arts Basics
Andy Castillo	Schurr HS	Working with Immigrant Students
Deren Finks	Harvey Mudd College	Enrollment Officers Forum
Matt Fissinger	Loyola Marymount	Building Bridges: Networking
Esther Hugo	Santa Monica College	Developing Future Leaders
Ed Humes	Harcourt Publishing	School of Dreams
Heather Keddie	Stanford	Leadership in the Profession
Pu'a Low	Chapman University	Leadership in the Profession
Robin Mamlet	Stanford	Single Choice Early Action
Will Marmolejo	Loyola Marymount	Attracting, Motivating and Retaining Work-Study Students
Hector Martinez	The Webb School	Will the End Game of Admission Be Poker? Are Wild Cards Allowed?
Cyndy McDonald	Tulare Office of Education	Financial Aid Basics
Marc McElroy	Mater Dei High School	Student Athletes
Charles Moore	CSU Fullerton	By the Numbers: Enrollment in CA Higher Education by Ethnicity
Katy Murphy	Notre Dame DeNamur	When the Message Matches the Mission: Our Bosses Speak
Peter Osgood	Harvey Mudd College	Counseling the Science student
Canh Oxelson	Harvard Westlake HS	Leadership in the Profession
Sonali Perera	Mount St. Mary's College	Leadership in the Profession
Walter Pineda	University of the Pacific	Community Colleges
Bruce Poch	Pomona College	NACAC E-list Live!
Steve Pultz	University of San Diego	Working with International Credentials
Jonathan Reider	San Francisco University HS	Unwritten Rules of College Admission
Antonio Reveles	Bell HS	Working with Immigrant Students
Arnaldo Rodriguez	Pitzer College	The College Process at "Unusual" high schools
Jay Rosner	The Princeton Review	Skills for the Advanced Practitioner
Jay Rosner	The Princeton Review	Affirmative Action & Michigan
Allison Rouse	KIPP Foundation	Leadership in the Profession
Robynne Royster	University of the Pacific	Tools of the Trade
Bill Rubin	College Authority	Counseling the Science Student
Ed Schoenberg	Otis College of Art	Visual & Performing Arts Basics
Barb Schultz	Beckman HS	Understanding Transcripts
J. Michael Thompson	USC	Defining "Qualified" in Admissions
Esther Walling	Jefferson High School	Working with Immigrant Students
Rebecca Wandro	Convent of the Sacred Heart High School	Attracting and Retaining Work-Study Students
Jenny Woo	Cal Tech	Visual & Performing Arts Basics

The deadline for NACAC Conference in Tampa, FLA is January 10, 2005 and can be accessed from the nacac.com website.

The Newbies Guide to WACAC Spring Conference

Submitted by Marlena Norman and Nathan Falstreau (University of Pacific)



Ok, so it was your first WACAC Spring Conference and you didn't know what to expect. Don't trip, neither did we! Myself, Marlena Norman, an Enrollment Services Counselor at University of the Pacific, and Nathan Falstreau, who is also an Enrollment Services Counselor at the University, had the opportunity to attend our first WACAC Spring Conference in June. Nathan, who just completed his second year in the profession, was not able to participate in the conference last year due to the infamous budget issues (we're sure some of you can relate). I, on the other hand, am completing my first year in the profession and was excited to attend my first WACAC conference, which I've heard so much about (obviously a much better budget year). Neither one of us knew what we were getting ourselves into and we wish we had been "warned" about the do's and don'ts when attending a WACAC conference. So, here is some advice that we would like share with all first-timers, or even you old-timers, which will help you get connected, and most importantly, stay out of trouble!

Rule # 1: Even if your boss isn't attending the conference, someone else is watching you. We think that they broadcast your every move live via-satellite to every director's office for review.

Rule # 2: Karaoke night is not a WACAC approved session. If you decide to attend this function, it is not considered a valid professional development opportunity. Use proper judgment when explaining to your staff what you did all week.

Rule # 3: Oops, you forgot your business cards! This is the number one rookie mistake. You are NOBODY without your cards. You'll look like just another college student. If you remember your business cards, trade them with people you meet.

Rule # 4: Just remember to send the individuals you traded business cards with a "nice to have met you" email once you get

back to your office. This kind of gesture can go a long way.

Rule # 5: Newbies, don't hang out with just the other newbies. They are a lot of fun, but really, they can't do anything for you.

Rule # 6: If you aren't a social person and don't know how to connect, get involved and join a committee! If the thought of joining a committee frightens you, force yourself to go to the social events. This is where everyone lets their hair down and it is great for making connections (please refer to rules 1, 2 and 17 when attending a social event).

Rule # 7: Don't miss the first-timers breakfast that you know your boss is going to be attending. When they see you later on in the day, they are going to know that you just woke up. Trust us!!

Rule # 8: Don't latch on to your coworkers. Eat breakfast, lunch, and dinner with people you don't know. There is nothing worse than going to a conference and hanging out the whole time with people that you see everyday. Branch out!

Rule # 9: Attend sessions that you don't have any experience with. Maybe you will develop an interest in something new and can bring it back to your office. Your boss will love your newfound interest and give you all kinds of work (like you don't have enough work to do already).

Rule # 10: Go see the exhibitors, they have free schwagg (stuff, tchochkis, brick-a-back) that must be vital to your career as an admission professional or they wouldn't have it! You can never have too many highlighters or stress balls shaped like the earth. Who knows? You might win something in the drawings too!

Rule # 11: You never know if the person that you are talking to will be your boss someday. So let's keep the flirting down to a minimum. That could be awkward if you have to report to them one day.

Rule # 12: Remember that if you grab a box lunch on the last day of the conference, that it is going to be some variation of leftovers from dinner the night before. We recommend that you stop at a Taco Bell© on the way home. It's tasty and it fits into every new admissions counselor's budget.

Rule # 13: Wear your nametag at all times! There are going to be a hundred instances when you see someone and you know that you know them from somewhere but can't quite remember where. Because you are so dynamic in your profession, of course they are going to remember you. You don't want to look stupid.

Rule # 14: Stay on campus! We think that you would be pleasantly surprised at how comfortable and convenient "some" of these rooms can be (please refer to the WACAC registration form). Plus, they are usually bigger than Nathan's apartment and either way, you still have to bring shower slippers. Please be mindful that you are sharing a room with someone else (refer to rule #11).

Rule # 15: If possible, please attend any pre-conference workshops. These are smaller and usually very specific. It is a good way to meet people in this environment and transition into the main sessions. You might learn something!

Rule # 16: Don't be greedy. When they give out the conference hospitality gift, don't take two, that's just not nice.

Rule # 17: Admission folk are fun people to hang out with. They also like wine. There is always free wine. Need we say more? Is beer a form of wine? (see rules #1, #11, and #16)

Rule # 18: So you are a young single professional at the conference. Remember that the WACAC Spring Conference is NOT another version of the TV show, Eliminate! Use good judgment (please refer to rules #1, #11, and #17).

Rule # 19: Sessions can sometimes be as tedious as standardized testing. You want to remain alert and focused, so bring lot of snacks and energy bars! We like Chile Cheese Fritos".

Rule # 20: The freaks come out at night. Bring your deck of UNO" cards and Dominoes because you ll need it after the day s activities are through.

Rule # 21: Do good things and only a few will notice. Do bad things and everyone will notice (refer to rule #1).

Rule # 22: You are never too young, old, or new to present a session at the conference. Get your name and your school's name out there by sending a presentation proposal before you go. Don't forget to make sure that you know what you are talking about. When you are there, remember that you are representing your

school. Don't bring shame to the family (remember that all rules are null and void if you haven't followed rule #1).

Rule # 23: Eat a lot. Hey, three meals a day that you didn't have to cook yourself? Why not?

Most importantly, remember to have fun! Meet as many people as possible, and learn something new about the profession. We have learned that it can sometimes be tough being the "new kid on the block" and be in an environment where there are already established relationships. Just grab that WACAC nametag, the free tote bag, any schwagg (see rule #10) that you can get your hands on, and prepare to have a lot of fun learning about why you love what you do!

On the Move

William A. Marmolejo has moved from LMU(LA) to Los Angeles City College as Dean of Enrollment.

Congratulations William!



Register Now!

2005 WACAC Legislative Conference

Tuesday-Wednesday, February 1-2, 2005

Holiday Inn Capitol Plaza & State Capitol, Sacramento, CA

Conference Schedule:

February 1- 2:00 PM- 7:00 PM

2:00-3:00 PM Conference Check-In
3:00-5:00 PM Advocacy Training
5:00-7:00 PM Dinner and Speakers

February 2- 7:00 AM- 3:30 PM

8:00-9:00 AM Breakfast & Overview of the Day
9:00 AM-2:00 PM At the Capitol
2:30-3:30 PM Wrap up and Debriefing

Registration Cost: Sponsored by WACAC

WACAC may be able to reimburse one night's lodging for a shared double room.

Meals: Dinner on 2/1 and Breakfast 2/2 will be provided

This is a great opportunity to make a Difference!

Get involved in California Politics!

Get involved in WACAC!

Develop Professionally!

Conference Site & Lodging:

Holiday Inn Capitol Plaza, 300 J Street, Sacramento, CA 95814
(916) 446-0100

\$113 room rate (mention WACAC)

Please register on the WACAC website **www.wacac.org**

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for College Admission Counseling**
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The WACACconnection is published quarterly. Please address all correspondence to: Editor, **WACACconnection, 701 S. Mt. Vernon Ave., San Bernardino, CA 92410**, or email hjohnson@sbccd.cc.ca.us. Submission of articles, photographs, letters, and announcements of interest to the members of the Western Association of College Admission Counseling are always welcome.

Visit our website: www.wacac.org

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