

College Scholarship Service of the College Board Colloquia Retrospective, 1997-2010

The following summaries capture the themes, keynote addresses, presentations and speakers which comprise the history of the CSS Colloquium since its inception. This annual gathering draws financial aid, admission, enrollment management professionals and others who seek to learn from thought leaders and colleagues as they face the local, national and global challenges of maximizing the success of students on the high school to college pathway.

2010 Leading Boldly in Perilous Times

(Dana Point, CA) The struggling national economy has heightened the challenges facing higher education. Families are concerned about the affordability of college at a time when it is seen as more important than ever in securing employment; the public and the government increasingly see higher education as a 'mature industry' ripe for regulation and oversight. Can the experiences of leaders in other mature industries provide insights as higher education's role changes? How are college leaders *reacting*—and how might they become *proactive*—in the face of these perilous times?

Keynote Address: Nancy L. Zimpher, chancellor, State University of New York

Presentations and Panels:

- **Please Report to the President's Office: A Conversation with College Leaders**
 - Kent John Chabotar, president and professor of political science, Guilford College
 - E. Gordon Gee, president, The Ohio State University
 - Nancy L. Zimpher, chancellor, State University of New York
- **Lessons Learned: What Others Can Teach Higher Ed about Staying in Business**
 - Anthony B. Iton, senior vice president of Healthy Communities, The California Endowment
 - Cater Lee, reporter and anchor, CBS2 and KCAL9 News, Los Angeles
 - Geneva Overholser, director, Annenberg School of Journalism, University of Southern California
- **Portents of Peril**
 - David H. Kalsbeek, senior vice president for enrollment management and marketing, DePaul University
 - Jill M. Tiefenthaler, provost, Wake Forest University (in absentia)
- **Different Values or Different Answers?**
 - Michael P. Fraher, director of financial aid, Vassar College
 - Courtney O. McAnuff, vice president, enrollment management, Rutgers University
 - James G. Nondorf, vice president and dean of college admissions and financial aid, University of Chicago

- **Irrational and Unpredictable: Behavioral Economics, Emotions, and College Decision-Making**
 - Todd Rogers, senior researcher, Ideas42, Harvard University
- **Leadership and Mission: A Call to Action**
 - Michael K. McLendon, associate dean and chief of staff, and associate professor of public policy and higher education, Peabody College of Vanderbilt University
- **Forging Ahead**
 - James M. Montoya, vice president, higher education relationship development, The College Board

2009 New Visions, New Voices for the 21st Century

(Delray Beach, FL) Significant challenges lie ahead for higher education as our institutions grapple with changing demographics, the effects of a truly global economy, and shifting family expectations about the college experience. If we want to continue providing and increasing access to high-quality education, how can we prepare for change on all fronts?

Keynote Address: Molly Broad, president, American Council on Education

Presentations and Panels:

- **Thinking Education: The Challenge of Higher Education in the High-Velocity World**
 - Jim Carroll, futurist and author
- **Why Do I Feel So Squeezed? The Challenges Faced by the Middle Class**
 - Larry Mishel, president, Economic Policy Institute
 - Jon McGee, vice president, College of St. Benedict and St. John's University
- **So Just What Do They (Will They) Want?**
 - Susan Conner, former executive vice president, Lumina Foundation
 - Christina Milano, chief executive officer, Cleveland Scholarship Programs
 - Janet Soto-Rodriguez, student, The Ohio State University
- **Price Point: Climbing Walls or Filling Seats?**
 - Kathy Kurz, vice president, Scannell and Kurz
 - Kevin Menk, managing partner, Strategic Resource Partners, LLC
- **Looking Out for Number One**
 - Philip Ballinger, director of admissions, University of Washington
 - Michael Mills, associate provost, enrollment management, Northwestern University
- **Collaborations for Tomorrow**
 - Hiram Fitzgerald, associate provost, Michigan State University
 - Caroline Miller, associate provost for enrollment, University of Cincinnati
 - Nancy Zimpher, president, University of Cincinnati
- **Observers/Reactors Session**
 - William Kirwan, chancellor, the University System of Maryland
 - James Montoya, vice president, the College Board
 - Janet Soto-Rodriguez, student, The Ohio State University

2008 Return on Investment: Global Perspective, National Interest

(Dana Point, CA) As the world shrinks and tuition grows, perspectives on the value of higher education become more complex. Accountability is the new buzzword: U.S. college costs, retention rates, and strengths in comparison to education in other countries are all being carefully watched. How do we insure that we are making wise investments—as institutions and as families—in higher education?

Keynote Address: Sanford J. Ungar, president, Goucher College

Presentations and Panels:

- **American Education in a Global Context**
 - Watson Scott Swail, president and CEO, The Educational Policy Institute
- **Education Pays, But Who Pays for Education?**
 - Susan Murphy, associate dean, academic and enrollment services, University of San Francisco, moderator
 - Tia Martinez, manager, The Bridgespan Group
 - Mike Nettles, senior vice president, policy evaluation and research, Educational Testing Service
 - Jennifer Presley, education policy consultant
- **Four Different Institutional Perspectives on Return on Investment: Follow the Money!**
 - Natala Hart, senior advisor for economic access, The Ohio State University, moderator
 - Scott Friedhoff, vice president for enrollment and communications, Allegheny College
 - Loren Loomis Hubbell, vice president of finance, North Carolina Wesleyan College
 - Gregory Mahler, academic dean and vice president for academic affairs, Earlham College
 - Janina Montero, vice chancellor for student affairs, University of California-Los Angeles
- **Making Our Investments Productive: Accountability**
 - David Shulenburger, vice president for academic affairs, National Association of State Universities and Land-Grant Colleges
 - Jane Wellman, executive director, Delta Project on Postsecondary Costs, Productivity, and Accountability
- **A Good Return on Investment: Achieving Higher Retention and Graduation Rates**
 - Philip R. Day, Jr., president, National Association of Student Financial Aid Administrators
 - John B. Lee, president, JBL Associates
- **Crafting Our Message: Higher Education Is a Good Investment**
 - Fraser Seitel, president, Emerald Partners
- **Mustering the Will: Waking the Sleeping Giant**
 - Michael McPherson, president, the Spencer Foundation

2007 Money, Mission, and Metrics: Colliding Expectations

(Sunny Isles Beach, FL) All too often, the promises of our institutional missions are in conflict with what we do to preserve our financial strength, compete for students, and enhance our rankings. Higher education is now seen as perpetuating, rather than diminishing, the distance between students of differing racial, social, and financial backgrounds. In acting like businesses, are we neglecting our ideals?

Keynote Address: Gene R. Nichol, president, College of William and Mary

Presentations and Panels:

- **Institutional Missions: Quaint Sentiments or Inspirational Creeds?**
 - Matt Hartley, assistant professor of education, University of Pennsylvania
- **The Impact of Rankings on Access and Diversity**
 - Robert Kuttner, editor, *The American Prospect*
 - Clayton Spencer, vice president for policy, Harvard University
- **Do Institutions Function Like Businesses, or Should They?**
 - Gail Berson, dean of admissions and financial aid and vice president for enrollment, Wheaton College
 - Doug Christiansen, associate provost for enrollment and dean of admissions, Vanderbilt University
 - Dennis Martin, associate vice chancellor, Washington University
- **Can We Talk? Recruiting and Enrolling Students from Low-Income Backgrounds**
 - Jerome Lucido, vice president for enrollment policy and management, University of Southern California, moderator
 - Jack Blackburn, dean of admissions, University of Virginia
 - Janet Rapelye, dean of admission, Princeton University
 - Nanci Tessier, vice president for college marketing and enrollment management, Saint Anselm College
 - Ronald Williams, president, Prince George's Community College
- **Why is Financial Aid So Complicated, and Should It Be?**
 - Susan Dynarski, assistant professor of education, Harvard University
 - Karen Fooks, director of student financial affairs, University of Florida
 - Art Hauptman, public policy consultant
- **Mission, Money, and Metrics: Understanding the Political Environment**
 - David Ward, president, American Council on Education

2006 Redefining Student Success: The Challenges & Implications of Extending Access

(Dana Point, CA) Today's economic climate claims to reward winners. Yet the future is at risk. Jobs are moving overseas, personal savings have declined, and the government runs on deficits. Our students are underperforming in the global arena. Can we redefine our measures of success to include students with the potential to be winners who are currently distanced from higher education?

Keynote Address: Betraying the American Dream and Closing the College Gate

Gary Orfield, professor of education and social policy, Harvard Graduate School of Education; cofounder and director of the Civil Rights Project, Harvard University

Presentations and Panels:

- **Defining Success: Overhauling Our Assumptions**
 - Deborah Bial, president and founder, the Posse Foundation
 - Patricia Covarrubias, assistant professor of communications and journalism, University of New Mexico
 - Amelia Katanski, assistant professor of English, Kalamazoo College
- **Academic Preparation: A Barrier to Access and Success?**
 - David Armstrong, chancellor of community colleges and workforce education, State of Florida
 - Jenny Krugman, executive director of partnerships, the College Board
- **Redefining Success for the Global University: The Challenges and Implications of Increasing International and Study-Abroad Enrollments**
 - Jane Edwards, director of international programs, Harvard University
 - Ron Moffat, director, International Student Center, San Diego State University
- **People and Jobs on the Move: Implications for Higher Education**
 - James H. Johnson, Jr., distinguished professor of management, and director, Urban Investment Strategies Center, University of North Carolina at Chapel Hill
- **The Perfect Storm: The Financial Dilemma Facing Middle-Income Families Accessing Higher Education**
 - Sally Donahue, director of financial aid, Harvard College
 - Natala Hart, director of financial aid, The Ohio State University
 - Don Honeman, dean of admissions, University of Vermont
 - Heather McDonnell, director of financial aid, Sarah Lawrence College
 - Stuart Oremus, director of college counseling, The Wellington School
 - Bill Schilling, senior director of student financial services, University of Pennsylvania
 - Joellen Silberman, dean of enrollment, Kalamazoo College
- **Removing Barriers to College Access and Success for Students from Low-Income Backgrounds**
 - Steve Brooks, executive director, North Carolina State Education Assistance Authority
 - Youlonda Copeland-Morgan, vice president and dean of admission and financial aid, Harvey Mudd College, and trustee of the College Board
- **What Americans Think about the Value of Education and Its Relationship to Success**
 - Peter Hart, chief executive officer, Peter D. Hart Research Associates

2005 Refocusing on the Common Good: Advancing Equity & Access in Higher Education

(Bal Harbour, FL) Higher education faces increased scrutiny from the general public in regard to access and equity. Higher education values inclusion, but seems to reinforce educational inequalities and social stratification, given costs and competition for students. The public is ambivalent as to who should be educated and to what standard. How can we help refocus our commitment to the common good?

Keynote Address: The "Supply-Side Block" in Higher Education: Attainment, Equity, and Social Class
Eugene Tobin, program officer in higher education for the Liberal Arts Program, Andrew W. Mellon Foundation

Presentations and Panels:

- **The Changing Demography: Realities, Challenges, and Implications**
 - Cheryl Blanco, director of policy analysis and research, Western Interstate Commission for Higher Education
 - Don Heller, associate professor and senior research associate, Center for the Study of Higher Education, Pennsylvania State University
- **Classism: The Greatest Obstacle to Connecting to Higher Education**
 - Peter Sacks, essayist and social critic
- **Connecting the First-Year Experience to Improved Retention**
 - Randy Swing, co-director and senior scholar, Policy Center on the First Year of College
- **Education Pays: The Benefits of Higher Education for Individuals and Society**
 - Sandy Baum, professor of economics, Skidmore College, and senior policy analyst, the College Board
- **State Models for Increasing Access to Higher Education**
 - Gretchen Bataille, senior vice president of academic affairs, University of North Carolina at Chapel Hill
 - William H. Hurry, Jr., executive director, Rhode Island Higher Education Assistance Authority
 - Dolores A. Mize, associate vice chancellor and special assistant to the chancellor, Oklahoma State Regents for Higher Education
- **Federal Law and Financial Aid: An Overview of the Framework for Evaluating Diversity-Related Programs**
 - Art Coleman, attorney, Holland and Knight, LLP
 - Pamela Fowler, director of financial aid, University of Michigan
- **The Consequences of Affirmative Action at Selective Institutions**
 - Douglas Massey, professor of sociology, Princeton University

2004 Breaking Down the Barriers: Renewing Our Commitment

(Laguna Beach, CA) Many barriers exist between students and higher education: lack of information on admission and aid processes; low expectations for many students (especially students of color); enrollment caps related to state and federal budget cuts; increasing costs; and even institutional practices themselves. How can we help create public policy based not on winners and losers, but on multiple winners?

Keynote Address: An Agenda for Higher Education in the Twenty-First Century

William E. "Brit" Kirwan, chancellor, University System of Maryland

Presentations and Panels:

- **Early College Awareness: The Need for a National Commitment**
 - Lynn Denton, director, "College for Texans" Campaign
 - Joyce Elliot, director, AP Initiatives, the College Board
 - William Tierney, director, Center for Higher Education Policy Analysis, Rossier School of Education, University of Southern California
- **Keeping the Promise: The Campaign for College Opportunity**
 - Steve Weiner, retired executive director, Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges
- **Preparing for Tomorrow's Students: A Conversation with School Superintendents**
 - Eric Smith, superintendent, Anne Arundel County Public Schools, and chairman, Board of Trustees, the College Board, moderator
 - Carlos Garcia, superintendent, Clark County School District
 - Carol Johnson, superintendent, Memphis City School System
 - Mark Schneider, superintendent, Mid-Prairie School District
- **Inspiring Excellence**
 - Gaston Caperton, president, the College Board
- **Financial Aid Challenges in Achieving Diversity**
 - Natala Hart, director of financial aid, The Ohio State University
 - Loretta Martinez, legal counsel and general secretary, Colorado College
 - Joellen Silberman, dean of enrollment, Kalamazoo College
- **Affordability: The Effect of Financial Aid on Enrollment and Persistence**
 - Sandy Baum, professor of economics, Skidmore College, and senior policy analyst, the College Board
 - Susan Choy, vice president, MPR Associates
 - Edward St. John, professor of education, Indiana University
- **The Day after Tomorrow: Longer Run Prospects for Higher Education Funding**
 - Michael McPherson, president, the Spencer Foundation
 - Morton Schapiro, president, Williams College
- **Renewing Our Commitment**
 - Steve Brooks, executive director, North Carolina State Education Assistance Authority

2003 Begging for Leadership: A Call for Courage, Commitment, and Creativity

(St. Augustine, FL) As the competition between students and between colleges heats up, complex issues are coming to the fore. Affirmative action, the relationship between income level and college choice, the consequences of early decision programs, and other aspects of our work are hot topics. The country is looking for leadership on these issues. How will we respond?

Keynote Address: Leadership Challenges

Diana Chapman Walsh, president, Wellesley College

Presentations and Panels:

- **Early Decision: An Issue Begging for Leadership**
 - Jerome Lucido, vice provost for enrollment management and director of admissions, University of North Carolina at Chapel Hill
 - Jim Miller, dean of admissions and financial aid, Bowdoin College
 - Don Saleh, associate vice president for enrollment management, Syracuse University

- **The Source of the River: Understanding Who Our Freshmen Are**
 - Douglas Massey, Dorothy Swaine Thomas Professor of Sociology and Sociology Department chair, University of Pennsylvania

- **Responsibility and Risk-Taking: A Conversation with Institutional Leaders**
 - Natala Hart, director of financial aid, The Ohio State University, moderator
 - Don Hossler, vice chancellor for enrollment services, Indiana University Bloomington, and associate vice chancellor for Enrollment Services, the Indiana University System
 - James F. Jones, Jr., president, Kalamazoo College
 - Diana Chapman Walsh, president, Wellesley College

- **Affirming Action toward Diversity**
 - Jonathan Alger, assistant general counsel, University of Michigan
 - Art Coleman, counsel, Nixon Peabody, LLP
 - Barbara Gill, director of undergraduate admissions, University of Maryland at College Park

- **Access and Affordability: Federal, State, and Institutional Strategies for Enrolling Low-Income Students**
 - Terry Hartle, senior vice president and director, division of government and public affairs, American Council on Education
 - Michael McPherson, president, Macalester College
 - Susan O'Flaherty, executive director of student services, Western Michigan University

2002 Values and Practices: Confronting the Disconnects

(Laguna Beach, CA) Higher education offers access to a brighter future for its students. We as professionals say we value access and equity: then why the increased emphasis on rankings, merit scholarships, and competition for the 'best' students? What are the key disconnects between our values and practices—between what we say and what we do--and how can we resolve the inconsistencies?

Keynote Address: Do We Do What We Say We Do in Our Colleges and Universities?

Andrew Delbanco, Julian Clarence Levi Professor of Humanities, Columbia University

Presentations and Panels:

- **Great Expectations: Yours, Mine, and Ours**
 - Enriqueta Chavez, counselor, scholarships and financial resources, Eastlake High School
 - Helen Johnson, president, HEJ Associates
 - Hector Martinez, director of college guidance, the Webb School
- **You Loved Me in Recruitment, and Now You Say, "Have a Nice Stay"**
 - Natala Hart, director of financial aid, The Ohio State University, presenting remarks prepared by Mabel Freeman, assistant vice president for undergraduate admissions and first year experience, The Ohio State University
 - Anthony Ramirez, student, Claremont-McKenna College
 - Danny Sledge, dean of students, Kalamazoo College
- **Turning the Enrollment Process Upside Down: Challenging Conventional Measures of Success**
 - Barbara Gill, director of undergraduate admissions, University of Maryland at College Park
 - Larry Hough, board member, Versura, Inc., and former trustee, MIT and George Washington University
 - Cassandra Roy, college counselor, Crenshaw High School
- **College Access in the Twenty-First Century: Demographics and the Demand for Financial Aid**
 - Donald Heller, associate professor and senior research associate, Pennsylvania State University
- **Merit and Need-Based Aid: Reconciling Resource Allocation and the Commitment to Access**
 - Youlonda Copeland-Morgan, associate vice president of admission and financial aid, Harvey Mudd College, moderator
 - Jaci King, director, Center for Policy Analysis, American Council on Education
 - Shirley Ort, associate provost and director of financial aid, University of North Carolina at Chapel Hill
 - Charles Treadwell, assistant vice president for federal and state relations, New York State Higher Education Services Corporation

2001 Beyond Sound Bites: Measuring Success in a Bottom-Line Society

(St. Petersburg, FL) How successful have we been in bringing into higher education those students who have traditionally been underrepresented--but who represent where population growth will be in the future? Can we look at student potential in new ways as we make admission decisions, and can we make the case to key constituents that choice, access, and equity are worthy goals?

Keynote Address: Higher Education in the Age of Money

David Kirp, professor, Goldman School of Public Policy, University of California- Berkeley

Presentations and Panels:

- **8 Percent African American, 5 Percent Latino, 1 Percent Native American: Have We Achieved Our Goal?**
 - Andre Bell, vice president of marketing, communication, and enrollment, Bentley College
 - Natala Hart, director of financial aid, The Ohio State University
 - Linda Simmons, executive assistant to the president, Lane Community College

- **The Real Bottom Line: How Do Rankings, Testing, and Financial Aid Affect Student Aspirations and College Recruitment?**
 - Joellen Silberman, dean of enrollment, Kalamazoo College
 - Joellen Silberman, dean of enrollment, Kalamazoo College, presenting remarks prepared by Jenny Krugman, district supervisor, division of advanced academic programs, Miami Dade County
 - Patricia Martin, senior program manager, the Education Trust

- **Connecting the Dots: dot-com, dot-org, dot-edu**
 - Stan Hudson, assistant dean for enrollment services, Harvard School of Public Health, moderator
 - Richard Hesel, principal, the Art and Science Group
 - Chris Munoz, associate provost for enrollment management, University of Dayton
 - David Strauss, principal, the Art and Science Group

- **Beyond Sound Bites: What Will the Election Results Mean for Education?**
 - Steve Brooks, executive director, North Carolina State Education Assistance Authority
 - Terry Hartle, senior vice president for government and public affairs, American Council on Education

2000 Traditional Values...Today's Practices...Tomorrow's Students: A New Enrollment Framework

(Laguna Beach, CA) Today's competitive environment, emphasizing image, rankings, and creative financing strategies, suggests the traditional values that brought professionals to college advising and enrollment careers are being lost. Given growing state involvement in affirmative action, and great differences in the composition of the coming student generation, can we put together a sound enrollment framework for the 21st century?

Keynote Address: Baby Boomers to Gen X to Gen Y: Changing Values, Changing Expectations

Laurence N. Smith, vice president for university marketing and student affairs, Eastern Michigan University

Presentations and Panels:

- **The Pipe-Smoking Dean Meets the Green-Eye-Shaded Enrollment Management Consultant**
 - Eric Gravenberg, associate vice president, student affairs and enrollment management, California State University at Sacramento
 - Donna Palmer, director of financial aid, Loyola Marymount University
 - Ann Wright, vice president for enrollment, Rice University
- **Who Is Managing Your Institutional Image: Your Institution or U.S. News and World Report?**
 - Renuka Balakrishnan, parent
 - Kathleen Dawley, president, Maguire Associates
 - Steven Koblik, president, Reed College
- **Achieving Diversity With or Without Affirmative Action**
 - Doris Davis, dean of admissions, Barnard College
 - Rae Lee Siporin, director, undergraduate admissions and relations with schools, University of California-Los Angeles
 - Daryl Smith, professor of education and psychology, Claremont Graduate University
- **Financial Aid: Buying Talent or Creating Opportunity?**
 - Joseph Allen, vice provost for enrollment, University of Southern California
 - Patsy Myers Emery, senior associate director of financial aid, Northwestern University
 - Joseph W. Watson, vice chancellor, student affairs, University of California-San Diego
- **Building a New Enrollment Framework: Where Do We Go from Here?**
 - Sharon M. Alston, director of college counseling, Bullis School, and chair, Guidance and Admission Assembly, the College Board
 - Steve Brooks, executive director, North Carolina State Education Assistance Authority
 - Georgette DeVeres, director of financial aid and associate dean of admission, Claremont McKenna College, and chair, CSS Assembly, the College Board

1999 Is This What It's Come to—Winner Take All?

(St. Petersburg, FL) Higher education is becoming a key player in our winner-take-all society. Families are anxious to pick the 'right' college at the 'right' price; colleges depend on capturing the 'best' students in order to maintain or enhance reputations. In this context, the role of financial assistance becomes extremely complex. How can we deal with, or modify, the prevailing winner-take-all mentality?

Keynote Address: Can Need-Based Financial Aid Survive in a Winner-Take-All Environment?

Robert H. Frank, Goldwin Smith Professor of Economics, Ethics, and Public Policy, Cornell University

Presentations and Panels:

- **Do Traditional Institutional Quality Measures (Acceptance Rates, Yield Rates, Win Rates) Really Measure Quality?**
 - Michael Nettles, professor of education and public policy, University of Michigan, and College Board trustee
 - Janet Rapelye, dean of admissions, Wellesley College, and College Board trustee
- **Is Early Decision Admission a Winner-Take-All Strategy?**
 - Jim Miller, director of financial aid, Harvard and Radcliffe Colleges, moderator
 - Joseph Allen, vice provost for enrollment, University of Southern California
 - Sharon Alston, director of college counseling, Bullis School
 - Bruce Poch, dean of admissions, Pomona College
- **Are Parents Packaging Their Children? What Are Institutions Doing to Feed the Parents' Frenzy?**
 - Barry McCarty, dean of enrollment services, Lafayette College, moderator
 - Carolyn Lindley, director of financial aid, Northwestern University
 - Jerome Lucido, director of admissions, University of North Carolina at Chapel Hill
 - Rod Skinner, director of college counseling, Shorecrest Preparatory School
- **Doing the Right Thing in a Winner-Take-All World**
 - Donald M. Stewart, president, the College Board
- **Can We Reconcile the Traditional Equity Commitment of the Student Aid Program with Market-Driven Enrollment Imperatives?**
 - Joellen Silberman, dean of enrollment, Kalamazoo College, moderator
 - Youlonda Copeland-Morgan, associate vice president of admission and financial aid, Harvey Mudd College
 - Paul Orehovec, vice provost, University of Miami
- **What Are the Unintended Consequences of a Winner-Take-All Society? What Can We Do about Them?**
 - Georgette DeVeres, director of financial aid, Claremont McKenna College, and vice-chair of the CSS Council, moderator
 - Linda Clement, assistant vice president and director of undergraduate admissions, University of Maryland, and College Board trustee
 - Barbara Tornow, executive director of financial assistance, Boston University

1998 College Affordability and Enrollment Challenges

(Chandler, AZ) As more colleges turn away from standard need analysis and awards, families and lawmakers are concerned about the affordability of higher education. What drives college costs? What about access and opportunity for all? How can colleges handle enrollment challenges related to college costs, and how can we help families prepare to pay for college?

Keynote Address: College Affordability and Enrollment Challenges

Michael McPherson, president, Macalester College; and Morton Schapiro, professor of economics and dean of the College of Letters, Arts, and Sciences, University of Southern California

Presentations and Panels:

- **College Affordability: How Are Institutions and Families Coping?**
 - Rebecca Dixon, associate provost of university enrollment, Northwestern University, moderator
 - Sandy Baum, professor of economics, Skidmore College
 - Frank Campanella, executive vice president, Boston College
 - Larry Gladieux, executive director for policy analysis, the College Board
 - Joellen Silberman, dean of financial aid and enrollment, Kalamazoo College
 - Penny Sommers, college counselor, John C. Fremont High School
 - Bill Young, director of enrollment management, Colorado School of Mines

- **What Are the Cost Drivers? What Can We Do about Them? What Can We Say about Them?**
 - Katharine Hanson, president, the Consortium on Financing Higher Education, moderator
 - Michael McPherson, president, Macalester College
 - Jay Morley, president, National Association of College and University Business Officers
 - Thomas Rajala, director of admission, Boston University

- **Helping Families Prepare to Pay for College: New Approaches for the 21st Century**
 - Edwin Below, director of financial aid, Wesleyan University, and FASSAC chair, moderator
 - Sandy Baum, professor of economics, Skidmore College
 - Shirley Ort, associate vice chancellor and director of scholarships and financial aid, University of North Carolina at Chapel Hill

Small Group Discussions and Reporting

1997 The Role of Ethics in Enrollment Management and Financial Aid

(Safety Harbor, FL) The use of financial aid as a marketing tool in the competition for students, in an environment driven more and more by market forces, has resulted in confusion, not only for families and counselors, but for aid and admission officers as well. Are there ethical—or unethical—ways to deliver financial aid?

Keynote Address: Is There Still a Role for Ethics in Enrollment Management and Financial Aid?

Andrew Delbanco, Julian Clarence Levi Professor of Humanities, Columbia University

Presentations and Panels:

- **Ethics in the Work Place**
 - Nancy Beane, college counselor, the Westminster Schools
 - Rick Shaw, dean of admission and financial aid, Yale University
 - Bruce Walker, dean of admissions, University of Texas at Austin
 - Sally Waters, director of financial aid, Hampton-Sydney College

- **ABCs of Financial Aid Leveraging: What Are the Implications for the Financial Aid Community?**
 - Youlonda Copeland-Morgan, director of financial aid and associate dean of admission, Harvey Mudd College
 - Jim Day, president, Hardwick-Day
 - Bill Elliot, vice president for enrollment, Carnegie Mellon University
 - James Scannell, president, Scannell and Kurz
 - David Strauss, principal, the Art and Science Group

Small Group Discussions and Reporting