

Southern Regional Forum

Oct. 23–24, 2012 | Miami | Investing in Education

Investing in Education

A Call to Action

Investing in America's Future Investing in Teaching Investing in Counseling Investing in Ad
 Investing in Opportunity Investing in Equity Investing in Africa Investing in Higher Education

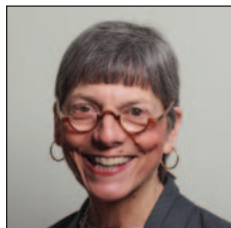
Welcome to Miami!

2012 Southern Regional Forum Program Planning Committee

On behalf of the Southern Regional Council, we welcome you to the 2012 Southern Regional Forum. Our delegates are from member institutions and associations in Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Virginia. Participants at our Forum are both College Board members and nonmembers who share our commitment to quality education.

We deeply appreciate the vital contributions to this gathering. Thanks first to the outstanding members of the Southern Regional Council, and especially those members of the Planning Committee, for the vibrant sessions and dynamic speakers. To our presenters and speakers, we applaud your insights, information and expertise. Many thanks as well to the staff of the Southern Region for putting together the special events and for providing the vision that drives our efforts. Together we will link the College Board's mission to the goals of the institutions that we serve by assuring that students attain college success and opportunities for fulfilling careers.

Sincerely,



Jenny Oren Krugman

Jenny Oren Krugman
Vice President
 Southern Region



Tina McEntire

Tina McEntire
Past Chair
 Southern Regional
 Assembly Council

President's Message



David Coleman
President
The College Board

Welcome to Miami and the 2012 Southern Regional Forum.

As I begin at the College Board, I look forward to learning about the issues that confront your institutions and impact your students in the Southern Region. At Wednesday's plenary session, I will also provide some initial thoughts on how the College Board might best fulfill its social mission of connecting students to college opportunity and success.

The 2012 Southern Regional Forum, held in conjunction with the College Board Forum, enables you to come together with your colleagues to explore the most effective ways to ensure powerful educational results for students. We have designed this year's regional forum to identify entrenched and emerging challenges facing your region and to discuss how we can work together — across the entire spectrum of educational professionals — to develop and implement real solutions. This year's Southern Regional Forum also celebrates institutions and individuals that are deeply committed to driving students forward.

It is my privilege to begin working with you on principles that are at the heart of the College Board's mission, with a special focus on ensuring that all students have access to rigorous course work that is essential for success in college and careers.

Educators and professionals from many K–20 institutions across the 10 Southern states are gathered here to further invest in education. Whether you are a first-time attendee or a longtime participant, we thank you for joining this unique event.

Sincerely,

A handwritten signature in black ink, appearing to read "D.C.", with a long, sweeping underline.

SOUTHERN REGIONAL OFFICE STAFF

Atlanta Office

Administration

Laura Cox
Meeting Associate

April Crumbley
Assistant Director, PD and Operations

Ginger Garner
Director of Regional Operations

Jenny Krugman
Vice President, Southern Region

Gail Mitchum
Sr. Director of Planning, Operations and
Administration, Atlanta Office

Marlene Porter
Executive Assistant

Carla Sapp
Meeting Associate

Higher Education Services

Stephanie Allen
Regional Associate, Higher Education Services

Terrance Dixon
Senior Educational Manager, Higher Education
Services

Mary Harshaw
Senior Educational Manager, Higher Education
Services

Liz McKenzie
Senior Educational Manager, Higher Education
Services

Tony Pace
Senior Director, Higher Education Services

K–12 Services

Larry Brown
Executive Director, K–12 Services

Raphael Curtis
Senior Educational Manager, K–12 Services

Lynn Demmons
Senior Educational Manager, K–12 Services

Bill Heron
Senior Educational Manager, K–12 Services

Alicen Kikkert
Regional Associate, K–12 Services

Becky Patterson
Educational Manager, K–12 Services

Janet Swandol
Senior Educational Manager, K–12 Services

Stephanie Tucker
Regional Associate, K–12 Services

Peyton White
Educational Manager, K–12 Services

North Florida Office

Administration

Jacqueline Gillie
Director of Operations, Florida

K–12 Services

Brian Barnes
Educational Manager, Florida Partnership

Amanda Webb Carroll
Partnership Specialist

Shari Pobjecky
Educational Manager, Florida Partnership

Debbie Shepard
Director, Florida Partnership

Government Relations

Stacy Bassett
Director, Government Relations, South

Gabe Sheheane
Director, Government Relations, South

Alyssa Tolle
Administrative & Legislative Specialist,
Government Relations

South Florida Office

Administration

Cindy Pelle
Assistant Director,
Operations & Administration

K–12 Services

Hoor Bhanpuri
Senior District Director, K–12

Marcia Elliott
District Director, Hillsborough Partnership

David Gupta
Executive Director, Florida

Mark Matthews
Senior District Director, K–12

Jorma Young
District Director, Hillsborough Partnership

Regionally Elected Trustees

Mildred Johnson
Director of Undergraduate Admissions
Virginia Tech

Michael Shackelford
Vice President of Student Affairs
Virginia State University

Southern Regional Council and Program Planning Committee

Meredith Bazemore
Director of Scholarships
Appalachian State University, North Carolina

Thomas Benza
Associate Director, Student Financial Aid
Wake Forest University, North Carolina

Eric Bergholm
General Director of Advanced Academic Access
Hillsborough County Public Schools, Florida

Richard Blanchard
Education Associate
South Carolina Department of Education

Debbie Carrington, *Chair*
Counselor/AP Coordinator
William B. Murrah High School, Mississippi

Stephanie Chatman
Admissions Director
Jackson State University, Mississippi

Marion Cherne
Social Studies Department Chair
Glynn Academy, Georgia

Cindy M. Gates
Principal
Choctawhatchee High School, Florida

Doris Helms
Provost and Vice President for Academic Affairs
Clemson University, South Carolina

Heath Heron
Principal
Matilda Harris Elementary School, Georgia

Deana Ison
Executive Assistant to the President
Transylvania University, Kentucky

Bonnie Joerschke
Director of Student Financial Aid
University of Georgia

Bebe Kok
College Counselor
John Carroll Catholic High School, Alabama

Tina McEntire, *Past Chair*
Associate Provost for Enrollment Management
University of North Carolina at Charlotte

Alveta Green Mitchell
Director of Guidance Services and Student
Records
Virginia Beach City Public Schools, Virginia

Bob Nesmith
Dean of Admission and Student Financial
Planning
Centre College, Kentucky

Emily Remington
Program Manager of College Readiness
Initiatives at the Cowen Institute, Tulane
University, Louisiana

Alex Reyes, *Chair-Elect*
 Assistant Principal
 Meadow Woods Elementary School, Florida

Kimberly Scott
 Director of Guidance
 Lawton Chiles High School, Florida

Lloyd Scott
 Director of Admissions
 Appalachian State University, North Carolina

Pamela Tapley
 Assistant Superintendent of Secondary Schools
 C & I
 School District of Osceola County, Florida

Erin Thaler
 Teacher and Student Advocate
 Osborne High School, Georgia

John Traverse
 AP English Teacher
 Houston High School, Tennessee

Kimberly Trosclair
 Director, Gulf Coast Get2College Center
 Education Services Foundation, Mississippi

Scott Verzyl
 Associate Vice President for Enrollment
 Management and Executive Director of
 Undergraduate Admissions
 University of South Carolina

Gil Villanueva
 Assistant Vice President and Dean of Admission
 University of Richmond, Virginia

Clyde Walker
 Associate Director of Student Financial Aid
 and Undergraduate Scholarships
 Vanderbilt University, Tennessee

Registration Hours

The registration desk is located outside the Ocean Ballroom/Ocean Tower Ballroom II Foyer.

Tuesday, Oct. 23: 7 a.m.–7 p.m.
 Wednesday, Oct. 24: 6:45 a.m.–2:00 p.m.

Resource Center

Located outside the Ocean Ballroom/Ocean Tower Ballroom II Foyer

- Meet with College Board staff from your region.
- Find out the latest information on key College Board programs and services.

Tuesday, Oct. 23: 1–4:30 p.m.
 Wednesday, Oct. 24: 9–11:30 a.m.

Name Tags

Attendance at all sessions is limited to registrants. Registrants are asked to wear their name tags at all times.

Room Capacity

Seating in session rooms is limited. Due to fire regulations, we must limit the attendance at sessions by the designated room capacity. If you arrive at a session room where no seating is available, please choose to attend another session.

Voting Privileges

Each College Board member institution is eligible to appoint three delegates to represent it at the College Board Annual Forum and at regional forums. Duly designated delegates to an assembly of the College Board are entitled to vote in meetings of that assembly and in the Annual Business Meeting of the members of the College Board. If you are a delegate, your voting card will be distributed to you in your registration packet at the regional forum.

Your chief executive officer may designate a person as the alternate delegate to the assembly. To be valid, the alternate delegate designation form must be signed by the chief executive officer. If you are the official delegate to one assembly, and the official delegate to another assembly is not attending, you may be designated the alternate delegate to a second assembly as well. Please note that even if you are designated the alternate delegate to another assembly, you may cast only one vote at the Annual Meeting of the Members.

Due to time frames of producing our program brochure, information on sessions, presenters and events may have changed. Changes will be posted for your review.

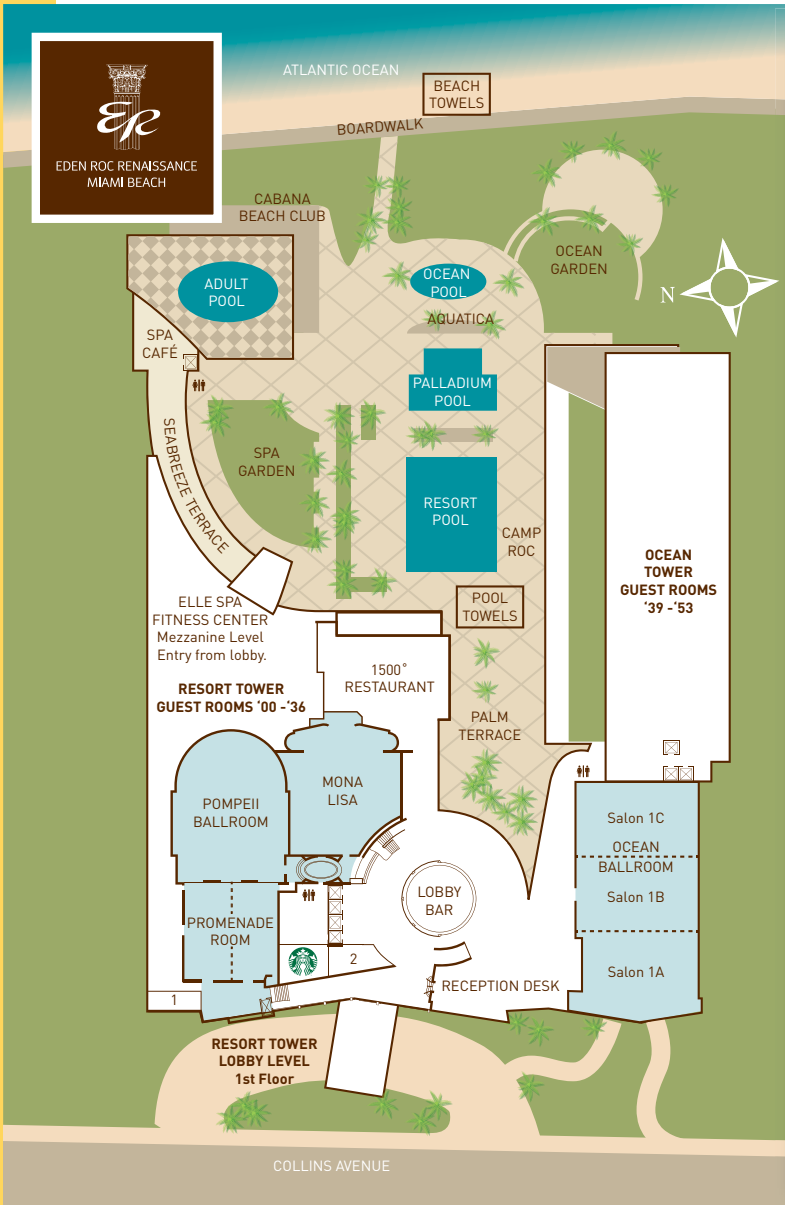
Certificate of Attendance 



Continuing education units (CEUs) are available for most sessions. Please bring the CEU form to the designated person for certification at the end of each session. Drop off your completed form at the registration desk after the conference; fax to 770-225-4062 or mail to CEU Regional Forum, The College Board, 3700 Crestwood Parkway, NW, Suite 700, Duluth, GA 30096-7155. Your certificate will be mailed to you.

Note: CEUs are not available for plenary sessions, membership meetings, delegate assembly meetings, the college fair or social events. If you have questions, please see staff at the registration desk. The College Board is an authorized provider of the IACET Continuing Education Unit (CEU). The International Association for Continuing Education and Training (IACET, 1760 Old Meadow Road, Suite 500, McLean, VA 22102) is a nonprofit organization. One (1) IACET CEU is equal to ten (10) contact hours of participation in an organized continuing education experience offered by an organization that has met strict criteria and guidelines (detailed at www.iacet.org).

Hotel Floor Map



Detailed floor plans for the Resort Tower Penthouse Meeting Space (15th Floor), Resort Tower Conference Level (Lower Level), and Ocean Tower 3rd and 5th Floors. The Resort Tower Penthouse Meeting Space includes rooms 4, 15, 21, and 22. The Resort Tower Conference Level includes rooms 3, 7, 8, 9, 10, 11, 12, 13, 14, 16, 17, 18, and 19. The Ocean Tower 3rd Floor includes Salon 1A, Salon 1B, and the Ocean Ballroom. The Ocean Tower 5th Floor includes the Water View Terrace and Salon 2A, Salon 2B, and Salon 2C.

GUEST SERVICES		LEVEL
1	Business Center/UPS	L
2	Retail Store/Lustre Boutique	L
3	Hertz	LL

MEETING SPACE		LEVEL
4	Bal Harbour	PH
5	Bayshore	LL
6	Belle	LL
7	Brickell Lounge	LL
8	Executive Boardroom	LL
9	Fisher A	LL
10	Fisher B	LL
11	Hibiscus	LL
12	Key Biscayne A	LL
13	Key Biscayne B	LL
14	La Gorce	LL
15	Lapidus	PH
16	Palm	LL
17	Rivo Alto	LL
18	San Marco	LL
19	San Marino	LL
20	Star	LL
21	Sunny Isles	PH
22	Watson	PH

L Lobby
LL Lower Level
PH Resort Tower Penthouse Level

Fitness Center located in ELLE Spa. After hours access through hallway beside ELLE Spa Mezzanine Level.

EDEN ROC RENAISSANCE® MIAMI BEACH HOTEL
4525 Collins Avenue
Miami Beach Florida 33140
t: 305.351.0000
edenrociami.com

© 2012 Renaissance Holdings, Inc.

11:45 a.m. –12:45 p.m.

New Member and First-Time Attendees Orientation

Lobby Level, Promenade A (North)

If you are a new member or if this is your first time attending, join us to learn more about the College Board, the Southern Region, member services and how to be more involved. Participants will have an opportunity to meet and interact with the Southern Regional Council.

1–2 p.m.

Building a College-Ready Culture

Ocean Tower Ballroom II, Salon C

In order to produce graduates who are college and career ready, today's high schools must prepare students to succeed in any postsecondary experience. In this session, K–12 educators will learn how to build and foster key components of college readiness: clear communication, high expectations for all students, rigorous curricula, student support and stakeholder engagement. Participants will examine and assess strategies that exemplary schools have utilized to achieve student success after high school. They will evaluate their own practices and develop a set of new strategies that they can implement immediately at their schools.

Speaker(s): **Dan Cunningham**, Executive Director, EXCEerator Solutions, The College Board, MD; **Rachel Dixon**, Senior Director, EXCEerator Design, The College Board, FL

Community Reads: Building a Collegiate Reading Program

Ocean Tower Ballroom I, Salon A

To engage students in the social and intellectual enjoyment of collegiate reading, Osborne High School has begun a community reading program. The books, which are selections from college freshman summer reading lists, span diverse content areas. Students in grades 9–12, faculty from all departments, staff throughout the school, alumni, parents and community members (including university professors and teaching interns) participate together in book discussions led by the senior AP[®] English classes. The discussions are organized to maximize the contributions of all involved. In this session, participants will build an outline for their own potential community reads program — complete with possible texts, timelines and supporting staff. Participants will evaluate elements such as school diversity, community interests, financial support and internal leadership, while brainstorming methods for program expansion.

Speaker(s): **Jennifer Glendening**, Curriculum Administrator, Osborne High School, GA; **Erin Thaler**, Teacher, Student Advocate, Osborne High School, GA

Guidance and Admission Assembly

Ocean Tower Ballroom I, Salon C

The Guidance and Admission Assembly (GAA) provides a forum for members to discuss issues and actions related to supplying educational opportunities for all students at crucial transition points in their lives. The assembly identifies and responds to the needs of its members as they work, individually and collectively, to encourage students and families to keep their options open and to offer opportunities for student access and success. It presents opportunities for members to engage in dialogue and make their recommendations known to the GAA Council, to the Board of Trustees and to the members of the College Board. The assembly addresses issues related to professional ethics and educational standards, and provides advice on College Board programs and services related to such functions as early awareness, precollege planning, assessment, admission and retention.

Chair: **Marion Cherne**, Social Studies Department Chair, Glynn Academy, GA

Information and Misinformation: Using the NPC to Evaluate Financial Aid Offers

Lobby Level, Promenade A (North)

How useful is the Net Price Calculator (NPC) when it comes to college and financial aid planning? Why do financial aid packages differ from seemingly comparable colleges? How can families understand and evaluate the offers they receive? In this session, participants will learn how to translate and evaluate financial aid offers. They will develop tools and strategies for teaching families how to navigate this complex process.

Speaker(s): **Thomas P. Benza, Jr.**, Associate Director, Student Financial Aid, Wake Forest University, NC; **Forrest Stuart**, Associate Vice President for Financial Aid, Furman University, SC

Professional Practice in Enrollment Management

Lobby Level, Promenade B (South)

What does it mean to be a professional in enrollment management? What are the foundations upon which the profession rests? This session invites new and seasoned staff members from all areas of secondary and postsecondary education (including admission, financial aid, faculty and enrollment) to learn, participate and lend their perspectives on what it means to be a professional practitioner involved in enrolling and supporting students. Participants will identify the elements that define professional practice in general and enrollment practice in particular. They will apply these elements to the issues, challenges and trade-offs encountered in daily practice.

Speaker(s): **Don Hossler**, Professor of Educational Leadership and Policy Studies, Indiana University, Bloomington, IN

Using Tuition Cooperatives to Develop Financial Incentives for STEM Majors >CEU

Ocean Tower Ballroom I, Salon B

The Academic Common Market and other tuition cooperatives allow students to cross state lines but still pay in-state tuition rates. In-state tuition can serve as a powerful financial incentive to attract or retain students. Tuition discount agreements can expand opportunities for STEM majors and increase competition among institutions to recruit these students. In this session, staff from the Tennessee Higher Education Commission will share knowledge and best practices gained from the state's successful Race to the Top STEM Professional Development Grant projects. Participants will assess the impact of current tuition discount policies and identify how such policies affect student choice. Participants will propose collaborative strategies that states can use to develop financial incentives for STEM majors.

Speaker(s): **Kathryn Meyer**, Higher Education Program Coordinator, Tennessee Higher Education Commission, TN; **Penny Shelton**, Research and Planning Analyst, Tennessee Higher Education Commission, TN; **Sean Tierney**, Complete College America Data Analyst, Maryland Higher Education Commission, MD

2:15–3:15 p.m.

Academic Assembly

Ocean Tower Ballroom I, Salon A

The Academic Assembly offers a forum for members to discuss issues and actions related to providing educational opportunities for all students. The assembly promotes educational excellence and equity through the articulation and elaboration of academic standards as well as standards for the delivery of curriculum and instruction horizontally across the disciplines and vertically across the education continuum (K–16). It is a setting in which to address topics on curriculum, articulation, assessment, school governance structures and sustained professional development. This year, the discussion will specifically focus on the skills needed in college classrooms and how secondary and higher education faculty can work together to be sure students are prepared without the need for developmental or remedial course work in college.

Chair: **Doris Helms**, Provost and Vice President of Academic Affairs, Clemson University, SC

ACCUPLACER®: A Measure of College Readiness >CEU

Ocean Tower Ballroom II, Salon C

This session discusses the design and use of ACCUPLACER® as a measure of college readiness. Participants will assess the use of diagnostic testing and multiple measures for student placement. They will develop tools and strategies to diagnose students' strengths and weaknesses, in order to provide targeted preenrollment interventions.

Speaker(s): **Suzanne McGurk**, Senior Assessment Manager, ACCUPLACER, The College Board, SC

College Ready: Closing the Achievement Gap and Empowering Latino Students >CEU

Ocean Tower Ballroom I, Salon B

The Hillsborough County Public Schools district has established academic programs within its secondary schools that have made the concept of college readiness a reality. Two principals of HCPS high schools with large Latino and migrant student populations will join the general director of advanced academic access to discuss the successes and challenges their efforts have encountered. In this session, participants will evaluate the district's attempts to increase graduation rates and AP participation among Latino students, while identifying the challenges facing their own Latino student populations. Participants will develop appropriate interventions and draft a list of best practices for engaging Latino students and their families in college readiness programs.

Speaker(s): **Eric Bergholm**, General Director of Advanced Academic Access, Hillsborough County Public Schools, FL; **Dave Brown**, Principal, Strawberry Crest High School, FL; **Craig Horstman**, Principal, Dr. Earl J. Lennard High School, FL

Ensuring Academic Success Among African American Males >CEU

Ocean Tower Ballroom I, Salon C

Research conducted by North Carolina Central University (NCCU) shows that African American males currently comprise 9 percent of full-time college students in North Carolina. However, data projections estimate that by the year 2017, African American males will represent less than 3 percent of the state's college population (Office of Research, Evaluation and Planning, NCCU). Clearly, much work remains to be done to ensure the academic success for an underserved population of African American males. In this session, participants will brainstorm ways in which the offices of student affairs, academic affairs and alumni affairs can collaborate to identify and address the needs of a diverse student population. Participants will learn techniques to reinvent old, successful student practices to promote self-efficacy, unity, retention and matriculation among African American males.

Speaker(s): **Jason Dorsette**, Director, Centennial Scholars Program and Male Initiatives, North Carolina Central University, NC; **Kevin Rome**, Vice Chancellor for Student Affairs and Enrollment Management, North Carolina Central University, NC

International Recruiting at Southern Universities: New Approaches >CEU

Lobby Level, Promenade B (South)

Changes in the global economy have increased the pool of students studying outside their home countries. While East Asia has contributed significantly to the growing numbers of international students at Southern universities, opportunities to attract talented students extend far beyond the Pacific Rim. This session will address major trends that impact international student mobility and recruitment to U.S. universities, particularly those in the southern region of the U.S. Participants will interact with seasoned international admission professionals in order to examine the latest data, discuss the challenges facing international students, and share best practices for recruiting, admitting and enrolling foreign students. They will develop insights and effective approaches for reaching ambitious, diverse populations of students.

Moderator: **Clay Hensley**, Director, International Strategy and Relationships, The College Board, NY

Panelists: **Gareth Fowles**, Vice President for Enrollment Management, Lynn University, FL; **John Gaines**, Director of Undergraduate Admissions, Vanderbilt University, TN; **Vern Granger**, Associate Vice President and Director, Office of Admissions and First Year Experience, The Ohio State University, OH; **Amy Jarich**, Assistant Vice Chancellor and Director of Undergraduate Admissions, University of California, Berkeley, CA

Pell Grants: Meeting the Needs of the Melting Pot

CEU

Lobby Level, Promenade A (North)

The economic recession has changed the mix of Pell Grant recipients. The Pell program is no longer a program solely for students from low-income families; it now supports students from middle-income and many previously high-income families. In this session, participants will evaluate the shift in demographics among current Pell Grant recipients. They will examine detailed information provided by institutions about their Pell recipients and will assess how this information relates to early awareness and outreach activities.

Speaker(s): **Wayne Kruger**, Director of Financial Assistance Operations, St. Petersburg College, FL; **Francisco Valines**, Director, Financial Aid, Florida International University, FL

3:30–4:30 p.m.

Becoming a Data Expert and Change Agent for Your School

CEU

Ocean Tower Ballroom I, Salon B

In this session, participants will practice using national databases; state, district and school report cards; and College Board reports to access, analyze, disaggregate, cross-tabulate and chart longitudinal data directly linked to student achievement. In addition, participants will assess their current programs and services in order to begin the process of developing a data-driven school counseling program.

Speaker(s): **Jennifer Dunn**, Director, Counselor Advocacy, The College Board, DC

Building a STEM Mind-Set in Pre-AP® Science and Mathematics Classrooms

CEU

Ocean Tower Ballroom I, Salon A

Inquiry-based labs and problem-based learning are just two of the strategies teachers can investigate as they work to develop a STEM Mind-Set that directly connects science and mathematics concepts and activities in the classroom. This session will highlight the structure and key activities of a two-day workshop model that involves back-mapping from AP science and mathematics courses to Pre-AP® courses, investigating direct connections between select concepts, and identifying Pre-AP and AP strategies that will support student readiness. Participants will practice a handful of select Pre-AP and AP strategies that emphasize the natural connections between science and mathematics. They will develop a set of best practices for building a STEM Mind-Set among their students.

Speaker(s): **Jeremy Haack**, Supervisor, Secondary Science, Baltimore County Public Schools, MD; **John W. Staley**, Director, Pre-K–12 Mathematics, Baltimore County Public Schools, MD; **Stephanie Sutton**, STEM Grant Specialist, Office of Technical and Career Education, Virginia Beach City Public Schools, VA; **Lavell White**, Guidance Counselor, Landstown High School, VA

College Scholarship Service Assembly

Lobby Level, Promenade A (North)

The College Scholarship Service Assembly (CSSA) provides a forum for members to discuss policies, practices and procedures designed to help students and families prepare to meet the costs of postsecondary education. The CSSA articulates the ideals and principles that should animate the administration of student financial aid. The assembly also promotes the sharing of information and ideas among secondary institutions and among public and private agencies that are involved in helping students and families learn about, apply for and obtain financial aid.

Chair: **Bonnie Joerschke**, Director of Student Financial Aid, University of Georgia, GA

Inspect What You Expect: Identifying Rigorous Instruction in the Classroom

CEU

Ocean Tower Ballroom II, Salon C

This interactive session will establish a case for academic rigor, using field knowledge, educational experiences and current research as a basis for support. Participants will engage in personal reflection and a group discussion in order to develop their own vision of rigorous instruction and to compare and contrast that vision with research-based definitions from the field. They will learn how to identify the elements of rigorous instruction in the classroom and will examine those elements within a SpringBoard® lesson. Then, they will analyze SpringBoard as a model for rigorous instruction.

Speaker(s): **Shaylia McRae**, Executive Leadership Coach, Hillsborough County Public Schools, FL; **Douglas Waugh**, Senior Director, SpringBoard, The College Board, NY

Look Who's Talking Now: Utilizing Current Students for Recruitment Success

CEU

Lobby Level, Promenade B (South)

Looking for creative ways to expand your college applicant pool? The solution might be right in front of you. Current students are the eyes, ears, faces and lifelines of your institution. Who better than students to provide their own personal stories about your university and relate to the needs of prospective applicants? Join this session to hear from college admission professionals on how a student body can become its ultimate recruitment resource. Participants will brainstorm ways in which current students can maximize recruitment efforts ranging from the “campus visit” to social media and beyond. They will assess commonly used recruitment tactics and resources, comparing the impact and the admission yield to that of student-based recruitment strategies.

Speaker(s): **Derek Brinkley**, Coordinator of Multicultural Recruitment, Xavier University, OH; **Mark Carter**, Assistant Director of Undergraduate Admissions, Loyola University, LA

Understanding the Art and Science of Reviewing College Applications **CEU**

Ocean Tower Ballroom I, Salon C

Every high school counselor and senior student applicant wants to know how an application is viewed by a college admission officer. What weighs more heavily in the admission process: course work, grades, GPA or class rank? How important are AP, International Baccalaureate and honors-level courses? How do colleges view dual enrollment courses, and do they offer college credit for them? How do the résumé and essay elements factor into the admission process? In this session, participants will identify the steps involved in the evaluation process as exemplified by a panel of experts from regional institutions. Participants will develop strategies for supporting individual students through the application process and for maximizing students' chances of getting into top-choice schools.

Speaker(s): **John Gaines**, Director of Undergraduate Admissions, Vanderbilt University, TN; **Mildred Johnson**, Director of Undergraduate Admissions, Virginia Tech, VA

4:45–5:45 p.m.

Welcoming Remarks and Keynote Speaker: Edward L. Ayers, President, University of Richmond

Ocean Tower Ballroom II, Salons A & B



Join us for Edward L. Ayers's engaging presentation, "The Civil War and Emancipation 150 Years On." Ayers is leading a national conversation about the Sesquicentennial of this significant event, including asking President Obama to consider the freedom of four million Americans as a momentous milestone in American history.

A teacher and scholar of American history, Edward L. Ayers was named president of the University of Richmond in 2007. Since that time, he has led the University of Richmond community in the development of The Richmond Promise—a five-point strategic plan aimed at making the university accessible to a diverse body of students, faculty and staff who work together with the local community to create a distinctive and integrated learning experience for all.

Ayers has also authored *The Promise of the New South: Life After Reconstruction* (1992), a finalist for both the National Book Award and the Pulitzer Prize. It was named the best book on the history of American race relations and on the history of the American South. Ayers is also a co-host of *BackStory*, a nationally syndicated radio show that ties history to the present

6–6:30 p.m.

State Meetings

Connect with your elected State Council Representative at the 10 state-specific sessions in which participants of member and nonmember institutions will discuss and debate local statewide issues.

ALABAMA, KENTUCKY, LOUISIANA, MISSISSIPPI
COMBINED MEETING

Ocean Tower Ballroom I, Salon C

FLORIDA MEETING

Ocean Tower Ballroom II, Salon C

GEORGIA MEETING

Ocean Tower Ballroom I, Salon A

NORTH CAROLINA, SOUTH CAROLINA MEETING

Lobby Level, Promenade B (South)

TENNESSEE MEETING

Lobby Level, Promenade A (North)

VIRGINIA MEETING

Ocean Tower Ballroom I, Salon B

6–6:45 p.m.



Our keynote speaker, Edward L. Ayers, will also sign his book, *The Promise of the New South: Life After Reconstruction*. This publication will be available for purchase.

Book Signing: Foyer Outside Ocean Tower Ballroom II, Salons A & B

6:30–8 p.m.

Evening Reception — Join your colleagues from across the region for hors d'oeuvres and cocktails.

Ocean Garden

7:30–9 a.m.

Breakfast, Business and Accolades

Ocean Tower Ballroom II, Salons A & B

Join your Southern Regional *Past Chair*, **Tina McEntire**, for the 2012 annual meeting of the members. This is an opportunity for member delegates to speak directly to the elected and appointed leadership across all educational professions and have an impact on the educational agenda. The business meeting agenda includes:

- Presentation of regional awards
- Reports from the Chair of the Southern Regional Assembly
- Results of regional assembly elections
- Report from the regionally elected College Board Trustees

Business Agenda:

- I. Call to Order
- II. Approval of Minutes
- III. Reports
- IV. Old Business
- V. New Business
- VI. Announcements/Recognition
- VII. Adjournment

9:15–10:15 a.m.

Advancing Student Learning and Teaching with AP® Insight

Ocean Tower Ballroom II, Salon C

AP Insight is an “always-on” classroom tool, providing insight into diverse student needs and increasing the opportunity for all students to succeed. AP Insight is built around the critical and foundational challenge areas of the AP Biology course and includes time-saving tools for teachers that are grounded in proven learning strategies. In this session, educators from Hillsborough County (Tampa, FL) and the AP Insight team will share their collaborative experience developing and refining AP Insight to address the needs of diverse students in AP classrooms. Participants will utilize the components of the new program — including classroom-ready resources, professional learning tools, and interim assessments with instructionally relevant feedback. Participants will analyze the attributes of formative assessment processes in order to identify effective practices that they can incorporate into their own instructional toolbox.

Speaker(s): **Eric Bergholm**, General Director of Advanced Academic Access, Hillsborough County Public Schools, FL; **Cindy Hamen Farrar**, Director, AP PD Content, The College Board, NY; **Jazheel Lenegar**, District Coordinator for Advanced Academic Access, Hillsborough County Public Schools, FL; **Elaine Silverstone**, AP Online Strategy, Senior Director, District Adoption, The College Board, NY; **Lila Schallert-Wygal**, Executive Director, AP Online Strategy and Management, The College Board, NY

FAFSA Simplification: The Winners, the Losers, the Alternatives

Lobby Level, Promenade A (North)

To reduce the complexity of the federal student aid system and, hopefully, to increase college participation and success, the Obama administration has proposed simplifying the FAFSA by removing the majority of income questions and asset information. The College Board has partnered with five states to model the impact of the proposed changes. The collaboration has considered what the changes will mean for the equitable and efficient distribution of need-based grant funding, who will be helped or hurt by the reduction in eligibility data, and what can be done to minimize any negative consequences. Participants will examine the results of the study and identify its national, state and institutional policy implications. They will develop strategies to preserve equity in the awarding of need-based grants.

Speaker(s): **Bonnie Joerschke**, Director of Student Financial Aid, University of Georgia, GA; **Ron Day**, Director of Student Financial Aid, Kennesaw State University, GA

Higher Education + Schools with High Needs = High Expectations for All Students

Ocean Tower Ballroom I, Salon B

Tulane University emerged from Hurricane Katrina with a renewed interest in the well-being of its neighbors. Tulane created the Cowen Institute to conduct research, advocate policy and engage the community in college readiness. One of the institute’s signature programs, AdvanceNOLA, implements AP courses in Title I high schools — providing course materials and teacher training. Additionally, AdvanceNOLA has helped to create college-going cultures within schools. In this session, participants will evaluate how universities can develop and lead multisector approaches that connect high-needs schools to needed assets. Participants will develop strategies to leverage university resources, such as access to instructional facilities and postsecondary students; to better support teachers and students in AP courses; and to inspire high expectations for academic success.

Speaker(s): **Emily Ferris**, Director of Admissions and Development, Edna Karr High School, LA; **Delaney French**, AP Coordinator, New Orleans Charter Science and Mathematics High School, LA; **Emily Remington**, Assistant Director of Programming, Scott S. Cowen Institute for Public Education Initiatives, Tulane University, LA

Leveraging University-Wide Web Content for Prospective Student Recruitment

Lobby Level, Promenade B (South)

How can savvy enrollment managers create the custom content that today’s prospective students demand? For many institutions, their content creation and delivery models are not up to the task of targeted communication. Rather than executing an effective content strategy, many schools find themselves regenerating and duplicating content in silos and pockets. As a result, too often they deliver an insincere and inconsistent experience to an audience that demands individualized and authentic interaction. The University of Richmond has taken this challenge head-on, integrating a university-wide content strategy with enrollment management processes. In this session, participants will assess the importance of single-source content in marketing to prospective students. Participants will learn how to create university-wide Web content that enhances the college search experience and boosts recruitment.

Speaker(s): **Rebecca Buffington**, Associate Director of Admission, University of Richmond, VA; **Phillip Gravely**, Director of Web and Editorial Services, University of Richmond, VA

Successful Integration of Educational Social Media **CEU**

Ocean Tower Ballroom I, Salon A

In this session, educators working at the district and classroom levels will demonstrate how to integrate educational social media to increase student engagement and enhance collaborative learning in secondary schools. Instructors can use this technology to conduct formative assessments, peer reviews of writing and ongoing bloglike discussions. It can also be a powerful recruitment and mentoring tool for AP programs. Participants will practice using social media technology and will discuss the ways in which it can boost student engagement. They will develop strategies for promoting a collaborative culture among students and teachers through the use of peer editing, mentoring, assessment building and the creation of a virtual portfolio.

Speaker(s): **Joel Boyce**, Secondary English Language Arts Instructional Facilitator, Clayton County Public Schools, GA; **Andrea Conaway**, Teacher, Clayton County Public Schools, GA; **Jennifer Henley**, Teacher, Clayton County Public Schools, GA; **Niomi Henry**, K–12 Social Studies Coordinator, Clayton County Public Schools, GA; **Caryn Turner**, Assistant Principal, Clayton County Public Schools, GA

Using Online Resources to Achieve Big Futures in the 21st Century **CEU**

Ocean Tower Ballroom I, Salon C

How can counselors and educators use online resources to guide students through meaningful self-exploration as part of the college search process? In this session, participants will explore YouCanGo!™ and BigFuture™ — new, free online college planning resources created collaboratively by the Education Conservancy and the College Board. Participants will evaluate research about student needs, wants and online/social trends, and will develop strategies for incorporating these sites into the counseling toolbox.

Panelists: **Roy Ben-Yoseph**, Executive Director, Online College Planning Products, The College Board, VA; **Luis Martinez-Fernandez**, Professor of History, University of Central Florida, FL

10:30–11:30 a.m.

Building Bridges for African American Students: From K–12 to Higher Ed **CEU**

Ocean Tower Ballroom I, Salon A

This session will focus on engaging and supporting African American students throughout their educational experience. Presenters from Shaker Heights City School will discuss their program Study Circles — recently expanded to cover grades 6–12 — that serves to attract and maintain enrollment of African American students in AP classes. Presenters from Morehouse College will examine how educators can build bridges for at-risk students to help them progress from high school to attainment of a Ph.D. In this session, participants will develop strategies and tools to implement similar programs at their schools and with their students. They will brainstorm ways in which innovative technology, networking and research partnerships can help at-risk students overcome barriers to academic success.

Speaker(s): **Terrance Pollack**, AP Teacher and Founder of the Study Circle Program, Shaker Heights High School, OH

College Application Week: A Team Effort **CEU**

Ocean Tower Ballroom I, Salon C

St. Augustine High School has a college acceptance rate of 100 percent and treats the college application process as a team effort involving students, counselors, senior team teachers, administrators and parents. College Application Week is held each fall, during which time all students work on their college applications in their core subject class periods — with teacher assistance — to ensure that quality applications are submitted early. The school trains parents to play an active role in guiding their children through the application process. In this session, participants will evaluate and develop the skills needed to conduct a similar application week (or summer workshop) at their own institutions. They will develop strategies for forming “teams” of administration officials, counselors and teachers to facilitate the application process for seniors.

Speaker(s): **Perla Garcia**, Teacher, St. Augustine High School, TX; **Olga Gentry**, Principal, St. Augustine High School, TX; **Anissa Quesada**, Teacher, St. Augustine High School, TX; **Kimberly Trosclair**, Director, Gulf Coast Get2College Center, Education Services Foundation, MS; **Kimberly Van Uden**, Math Instructor, Jackson Preparatory School, MS

College Outcomes for Low-SES Students: The Role of AP Fee Reductions **CEU**

Ocean Tower Ballroom I, Salon B

Low-SES students face unique challenges en route to attaining a college degree. Fee reduction programs can help mitigate these challenges. In this session, panelists will explore the benefits of the AP fee reduction program from a state standpoint and provide classroom-level insights on how AP courses can most effectively improve college awareness and success. Participants will analyze the findings of two seminal College Board research studies indicating that low-SES students participating in the AP fee reduction programs had improved college outcomes. Participants will develop a set of best practices for successfully implementing a fee reduction program on the state level and on the classroom level.

Moderator: **Tony Di Giacomo**, Director of Information Management, Research and Development, The College Board, NY

Speaker(s): **Carlos Escobar**, English Department Chair, Felix Varela High School, FL; **Jeff Wyatt**, Assistant Research Scientist, Research and Development, The College Board, NY

Common Core State Standards: After Adoption, the Work Begins **CEU**

Ocean Tower Ballroom II, Salon C

The presenter will discuss the implementation phase of the Common Core State Standards initiative. How will this change impact teachers across core disciplines and grade levels? How will educators align standards, develop curricula, train teachers, inform parents and prepare for brand-new assessments? In this session, participants will create a working outline of the tasks they will need to perform in order to successfully enact the Common Core State Standards. They will work together to develop implementation strategies, address practical concerns and propose solutions.

Speaker(s): **Dane Linn**, Executive Director, State Policy, The College Board, DC

Developing Effective Default Reduction Strategies

CEU

Lobby Level, Promenade A (North)

This session will focus on default reduction strategies that have proven effective at Shaw University. Utilizing these strategies, the university was able to realize a 10-point reduction in the default draft rate between 2009 and 2010. Participants will evaluate the advantages of implementing a no-cost, campuswide financial literacy program and a default prevention team. They will learn and assess specific initiatives to effectively lower the default rate at their institutions.

Speaker(s): **Rochelle King**, Dean of Enrollment Management/Director of Financial Aid, Shaw University, NC; **Jeffrey Smith**, Vice President of Administration/Student Affairs, Shaw University, NC; **Dorothy Yancy**, President, Shaw University, NC

Ways to Increase Your Transfer Populations: A Private and Public School's Perspective

CEU

Lobby Level, Promenade B (South)

The recruitment of transfer students has become an essential component in college admission enrollment strategies. The approach to increase enrollment populations will be addressed from the perspectives of two different types of universities. Participants will identify recruitment of underrepresented populations, recruitment on a budget, and community college relationships. They will evaluate their own recruitment practices and develop strategies for increasing transfer populations.

Speaker(s): **David Lee Henry**, Director of Admissions, University of South Florida, FL

11:45 a.m.–1:30 p.m.

Colloquium Luncheon — Breaking Through to Students in Today's Media Environment

Ocean Tower Ballroom II, Salons A & B

Today, the debate around the cost and value of college has never been more contentious. Mixed messages, confusing statistics and competing voices add to the "noise" around education issues, making it increasingly difficult for students and parents to make sense of it all, and leaving the public feeling disgruntled and alienated from the process.

How do we communicate to students and the public by leveraging emerging technologies, social media and the dynamic world of gaming? How can we help students feel engaged in learning on their own terms, and ensure that the public feels invested in the success and reformation of our education system?

Moderator: **Christen Pollock**, Advocacy Office, The College Board, NY

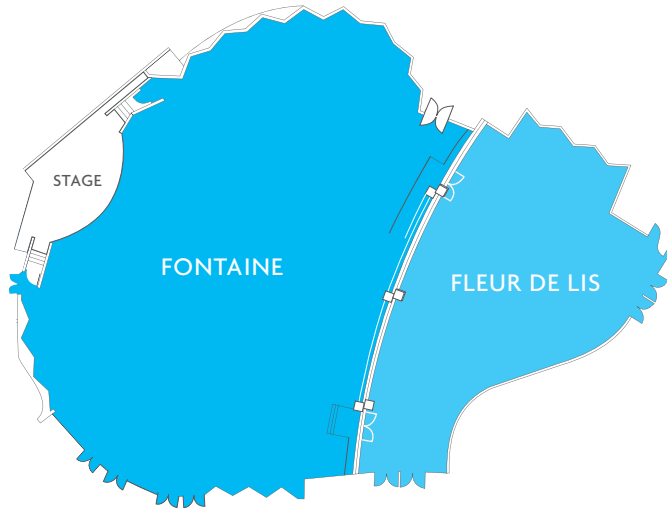
Panelists: **Jason Rzepka**, Senior Vice President of Public Affairs, MTV, NY; **Deborah Maue**, Vice President, TRU, IL; **Carly Burton**, Senior Program Manager, frog, New York, NY; **Danyelle Carter**, Former Miami Dade College Student

Join our joint Forums at the Fontainebleau Hotel for an afternoon of sessions and colloquiums, followed by a presentation by the College Board's new president, David Coleman. The day will end with an evening reception and College Fair.

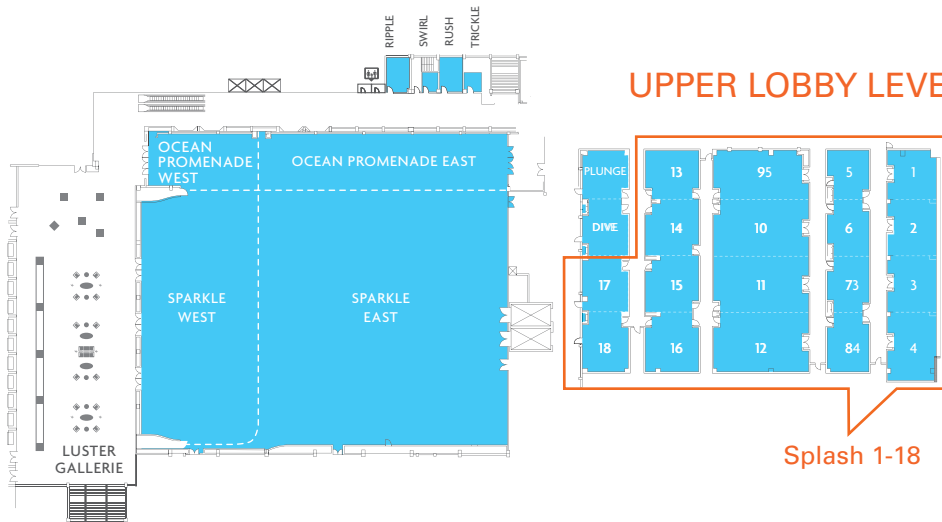
Investing in America's Future Investing in Teaching Investing in Counseling Investing in Academic Success Investing in Career Readiness Investing in Community Investing in Opportunity Investing in Rigor Investing in Student Leadership

Hotel Floor Map

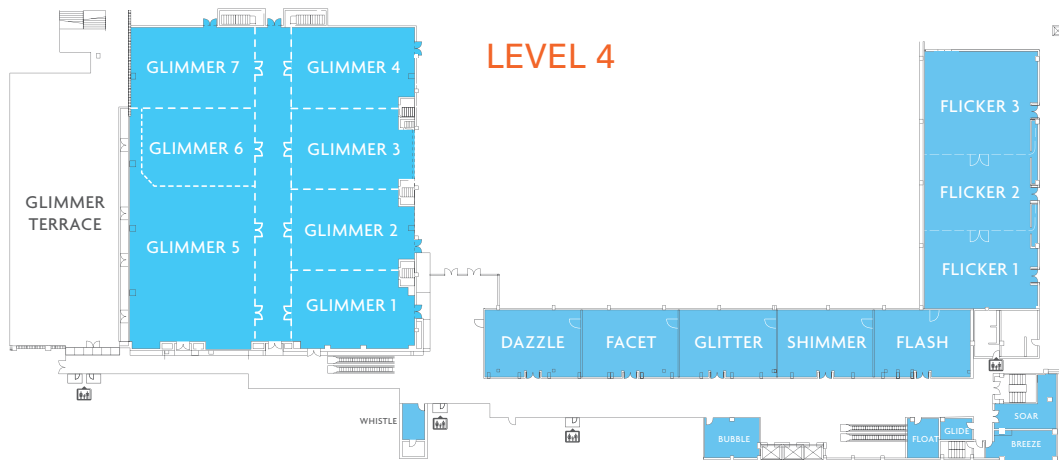
LOBBY LEVEL



UPPER LOBBY LEVEL



LEVEL 4



2–3:30 p.m.

English Language Learners and the Right to Rigor

Lobby Level, Fontaine–Fleur de Lis

English language learners (ELLs) account for one in every 10 students across the country — nearly five million children in American public schools. These students have a right to rigorous course work that provides them with an opportunity to be successful in college and careers. David Coleman, president of the College Board, will moderate a discussion with national ELL experts on how to ensure that all students — regardless of background — are challenged and given an opportunity to succeed.

Moderator: David Coleman, President, The College Board, NY

Speaker(s): Lily Wong Fillmore, Jerome Hutto Professor in Education Emerita, UC Berkeley, CA; Kenji Hakuta, Lee L. Jacks Professor of Education, Stanford University, CA; Guadalupe Valdés, Bonnie Katz Tenenbaum Professor of Education, Stanford University, CA

Fisher v. University of Texas: The U.S. Supreme Court Again Takes On College Admission

Level 4, Flicker 2–3

The Supreme Court has agreed to hear a case that revisits the question of the appropriate use of race and ethnicity in college admission as a means to achieve institutional diversity goals that are beneficial to students. In *Fisher v. University of Texas*, the Court will review its decision rendered in the 2003 landmark *Grutter* case, where they affirmed the University of Michigan Law School's limited use of race and ethnicity to meet diversity goals. The outcome of this case could reverse or significantly modify that decision. The session will review the current law, the status of the case, and offer suggestions for responses and reactions to possible outcomes. Oral arguments are scheduled for Oct. 10, 2012, and could provide insight into the direction the Court is going with the case. This critical case will have long-standing impact on national goals related to access and success in higher education for underserved populations of college-bound students.

Speaker(s): Arthur Coleman, Managing Partner, EducationCounsel LLC, DC; Kedra Ishop, Vice Provost and Director of Admissions, The University of Texas at Austin, TX; Bradley Quin, Executive Director, Higher Education Advocacy, The College Board, VA

Global Shifts: Expanding International Engagement in U.S. Higher Education

Upper Lobby Level, Splash 9–10

American education (K–12 and higher education) is evolving in response to a multitude of global opportunities and challenges. In this session, participants will investigate the spectrum of international engagement in colleges and universities, analyzing trends in areas such as student mobility, global cooperation, talent recruitment, innovative partnerships and the critical importance of secondary school involvement in internationalization. Panelists will share their distinct perspectives on why and how all levels of learning institutions can engage internationally to effectively prepare all students for a rapidly changing, increasingly interwoven world. The session will present participants with an expanded lens through which to question and understand the internationalization of the education landscape.

Moderator: Douglas L. Christiansen, Vice Provost for Enrollment and Dean of Admissions, Vanderbilt University, TN

Speaker(s): Randall Deike, Vice President of Enrollment Management, New York University, NY; Zina Evans, Vice President for Enrollment Management, Associate Provost, University of Florida, FL; Janina Montero, Vice Chancellor, Student Affairs, University of California, Los Angeles, CA; Jeremiah Quinlan, Dean of Admissions and Financial Aid, Yale University NUS College, Singapore; Yong Zhao, Presidential Chair, Associate Dean for Global Education, College of Education Professor, Department of Educational Methodology, Policy, and Leadership, University of Oregon, OR

Truth to Power: Advancing the Case for Education

Upper Lobby Level, Splash 11–12

Although state legislatures and other political bodies are not typically composed of education professionals, they often retain control over how education is practiced and funded. This session will empower educators to influence politicians at the local, state and federal levels. It will address how educators can best convey the value and importance of education in light of budget discussions and occasional public mistrust. Participants will hear from state legislators, policy associations (NCSL), education advocates and policymakers regarding how best to open a productive dialogue to ensure that educators' concerns are addressed. Participants will review the successes and challenges surrounding such dialogue, and they will learn how to develop strategies for participating in policy conversations and legislation.

Moderator: **Joyce Elliott**, State Senator, District 31, Arkansas Senate, AR

Speaker(s): **Julie Bell**, Education Program Director, National Conference of State Legislatures, DC; **Michael Bileca**, State Representative, Florida House of Representatives, FL; **Patrick O'Connor**, Government Relations Committee Co-Chair, Michigan Association for College Admission Counseling, MI

3:45–4:45 p.m.

Trends in Higher Education

Lobby Level, Fontaine–Fleur de Lis

Join **Sandy Baum**, independent policy analyst for the College Board, as she discusses the latest findings from *Trends in College Pricing 2012* and *Trends in Student Aid 2012*. Be one of the first to receive copies of the 2012 Trends in Higher Education reports. By providing up-to-date and accurate information, the reports help students, families, institutions and policymakers understand published college prices and the financial aid that allows students to pay those prices. A 20-minute Q&A segment will offer attendees an opportunity to interact with Dr. Baum and her team at the end of the session. **Christen Pollock**, Vice President of the Advocacy & Policy Center at the College Board, will give opening remarks.



Sandy Baum, a consultant to the College Board and co-author of the annual *Trends in Student Aid* and *Trends in College Pricing* reports, is Senior Fellow at the George Washington University Graduate School of Education and Human Development and Professor Emerita of Economics at Skidmore College. She writes and speaks

widely on issues relating to college affordability, student aid, college prices, and other aspects of higher education finance.

“Speed Up/Catch Up”: Making the 12th Grade Productive for All Students

Level 4, Dazzle

“Speed Up/Catch Up” is a partnership of like-minded education leaders working to make the final year of high school a time for sharpening skills, overcoming weaknesses and raising expectations. Session panelists will describe their efforts to create challenging 12th-grade experiences that assist all students in making the most of a pivotal education transition. In this session, participants will evaluate innovative programs and services that help college-bound students prepare for their entry to college. Participants will also identify strategies for students who have not prepared well for college or career, and they will learn how to utilize diagnostic tools and other methods to help these students plan and prepare for their postsecondary future.

Speaker(s): **Kenneth Ender**, President, Harper College, IL; **Stephen Handel**, Executive Director, Community College Initiatives, The College Board, CA; **Lucille Jordan**, President, Nashua Community College, NH; **David Schuler**, Superintendent, Township High School District 214, IL

Advocacy for All: One District’s Mission to Ensure Equity and Access

Level 4, Shimmer

Duval County is a large urban school district that has successfully expanded acceleration programs to each of its 21 public high schools and has designed middle school initiatives to provide direct feeders into these programs. Presenters will share points of pride relating to student recruitment and retention. Acceleration program alumni will discuss their participation in a variety of district forums and programs. Session participants will examine the role that acceleration mechanisms play in efforts to build a culture of college and career readiness. Participants will leave this session with tools and best practices that they can immediately implement in their districts to impact the availability and accessibility of acceleration programs and to recruit and retain students for those programs.

Speaker(s): **Tyler Joi Bailey**, Alumnus, Duval County Public Schools, FL; **Carolyn Girardeau**, Executive Director, High School Programs, Duval County Public Schools, FL; **Bernadette Hardeman**, Advanced Placement Incentive Grant Coordinator, Co-District Director, AVID, Duval County Public Schools, FL; **Adam Smith**, Alumnus, Duval County Public Schools, FL

An Innovative Curriculum Designed to Teach Students How to Succeed

Level 4, Flash

Recent data published in the *Chronicle of Higher Education Almanac* (2011) established that only 25 percent of students graduating from American high schools are adequately prepared for college in all academic areas. This statistic demonstrates the increased need to provide additional support for a growing number of students. At many institutions, there are simply not enough resources available for individual outreach and mentoring. As a response to this need, the Office of Academic Support Services at Stevenson University created a course to provide additional support to students who are identified as at risk for academic failure. In addition to individualized goal setting and monitoring, the course covers seven modules that were purposefully selected based on examination of common difficulties experienced by students at Stevenson as well as national trends in academic support. Attendees will leave this session with the outline of a curriculum for potential use at their own institutions.

Speaker(s): **Virginia Iannone**, Assistant Vice President for Academic Support Services, Stevenson University, MD; **Cassandra Jones**, Director of Academic Advising, Stevenson University, MD

Communication Strategies for Reaching Out to Latino Parents and Students

Level 4, Facet

Your school or organization can reach more Latino parents and students by leveraging the media to its advantage. Whether you are looking to recruit Latino students or to build issue-based support, simple strategies can generate visibility (if not action) and help cultivate deeper relationships with the media sources that reach Latino families. Participants will develop planning strategies and actions that can lead to longer-term gains among the Latino community. Participants will evaluate a primer on Latino communications and create a checklist that will help with the development of media outreach plans.

Speaker(s): **Gemma Carrillo**, Education Specialist, Miami Dade County Public Schools, FL; **Maria de los Angeles Corral**, Associate Director, Latino Communications and Marketing, The College Board, NY; **Laura Isensee**, Journalist, *Miami Herald*, FL; **Mario Andrés Moreno**, Reporter, Univision, FL; **Douglas L. Christiansen**, Vice Provost for Enrollment/Dean of Admissions and Assistant Professor of Public Policy and Higher Education, Vanderbilt University, TN

Connecting the Dots: Financial Aid from Application to Repayment

Upper Lobby Level, Splash 7–8

In light of the struggling economy, it is now more important than ever for high school counselors to advise students early in the college admission process about the necessary steps to obtain financial aid. In this session, participants will practice implementing a financial aid high school lesson plan, using pre- and posttest data from a Virginia high school as a model. Participants will compile a list of steps that will help them advise seniors and families about what occurs after the FAFSA and/or CSS/Financial Aid PROFILE® has been submitted, what to expect from the financial aid process during college, and what they need to know about paying back student loans.

Speaker(s): **Tamara Christman**, Director of School Counseling, Potomac Falls High School, VA

Increasing Academic Expectations in a High-Poverty, Minority Student Body

Upper Lobby Level, Splash 13–14

Bridgeport High School qualified as one of the top three finalists in President Obama’s Presidential Commencement Challenge during the spring of 2011. Bridgeport provides a successful model for increasing academic expectations and rigor in a high-poverty, Hispanic student body. The school’s AP program is open enrollment, and students take college courses in high school after passing local community college entrance exams. In this session, participants will brainstorm ways to cultivate an atmosphere in which college attendance is expected and accessible to all students, regardless of socioeconomic or racial barriers. Participants will also develop practical strategies to help create college-going cultures within their own communities.

Speaker(s): **Jeffrey Jackson**, AP Teacher and College Instructor, Bridgeport High School, WA; **Tamra Jackson**, High School Principal, Bridgeport High School, WA; **Scott Sattler**, Superintendent, Bridgeport School District, WA

Net Price Calculators: Are They Working?

Upper Lobby Level, Splash 5–6

The mandate for colleges and universities to provide net price calculators has now been in place for about a year. Many in higher education embraced NPCs as a significant step in helping families understand the true cost of college and their aid eligibility. Others were worried about misleading families and losing potential students. How have things turned out? Are NPCs as bad as some predicted or a boon for college-going students? With practitioners as panelists, this session will feature a conversation about best practices and lessons learned in the use of NPCs — exploring their role as an access tool, a relationship-building tool, a financial literacy tool, and as a mechanism for helping families understand affordability and available options.

Speaker(s): **Carolyn Lindley**, Director of Financial Aid, Northwestern University, IL; **Heather McDonnell**, Associate Dean, Financial Aid and Admissions, Sarah Lawrence College, NY; **Rodney Oto**, Associate Dean of Admissions and Director of Student Financial Services, Carleton College, MN; **Barry Simmons**, Director, Office of University Scholarships and Financial Aid, Virginia Polytechnic Institute and State University, VA

Predictive Analytics: Using Targeted Interventions to Enhance Persistence

Level 4, Glitter

Predictive analytics can be used to provide early, targeted interventions to enhance persistence, academic performance and degree attainment — particularly among students who are most at risk. Since 2006, the University of South Florida has implemented a logistic regression model that predicts the risk of individual student attrition based upon prematriculation characteristics, including the College Student Expectations Questionnaire and various elements of institutional data. Eastern Connecticut State University has also developed a logistic regression model for identifying at-risk students prior to matriculation by combining preenrollment risk factors for attrition and poor academic performance. In this session, participants will compare and contrast the characteristics and effectiveness of both models. Participants will also assess the potential for integrating predictive analytics as the foundation for a campuswide approach to student success at their respective institutions.

Speaker(s): **Amilcah Gomes**, Student Development Specialist, Eastern Connecticut State University, CT; **Thomas Miller**, Associate Professor in College Student Affairs, The University of South Florida, FL

Streamlining the Path to Degree Completion Through Effective PLA Policies

Level 4, Flicker 2–3

Well-respected organizations including the College Board, Lumina Foundation, American Council on Education, Council for Adult and Experiential Learning, and Complete College America are calling upon policymakers and institutional leaders to reexamine their approach to prior learning assessments (PLAs). Some state leaders have already done so, and others are in the midst of the process. In this session, participants will review PLA and academic policy in order to assess the need for change. Participants will also discuss the impetus for change, including the need to relieve intense enrollment capacity pressures, the push to enhance productivity in the face of rapid disinvestment in public higher education, the recognition of new forms of student learning via open-source providers, and the critical role of adult and veteran student markets in achieving desired degree-attainment goals.

Speaker(s): **Gretchen Bataille**, Senior Vice President for Leadership and Lifelong Learning, American Council on Education, DC; **Rick Legon**, President, Association of Governing Boards of Universities and Colleges, DC; **Jim Moran**, Vice Chancellor and Chief Academic Officer, Pennsylvania State System of Higher Education, PA; **Ephraim Smith**, Executive Vice Chancellor and Chief Academic Officer, The California State University, CA

The “Ideal” High School Graduate: The Conversation Continues

Upper Lobby Level, Splash 9–10

Proceeding from the understanding that no student is “ideal” and that each presents characteristics and accomplishments that appeal to different institutions and fulfill various roles, this workshop continues the discussion begun at last year’s Forum regarding how high schools and colleges can work together to produce knowledgeable, ethical and socially conscious young adults. This session will address valuable learning experiences beyond the classroom, as well as characteristics that distinguish well-qualified applicants beyond their grades and test scores. Participants will learn to identify the distinguishing features colleges seek in evaluating applicants, discover how to highlight these traits in an application, and examine innovative ideas to augment college preparation. Participants will work together to develop ways to foster the shared goal of educating responsible citizens of the global community.

Speaker(s): **Jonathan Burdick**, Dean of Undergraduate Admission and Financial Aid, University of Rochester, NY; **Marcia Landesman**, Associate Director of Undergraduate Admissions, Yale University, CT; **Barbara Leifer-Sarullo**, Director of College Counseling, Solomon Schechter School of Westchester, NY; **Quenby Jackson Mott**, Vice Dean and Director of Admissions, University of Pennsylvania, PA; **Mark Spencer**, Dean of Admissions, Brandeis University, MA

The Feds Are Coming... The Feds Are Coming... Just the Message Your President Wants to Hear!

Level 4, Flicker 1

Institutional program reviews are no longer solely focused on financial aid offices, but something to be “enjoyed” on a broad institutional basis. Just because you are in admission, don’t assume you’re safe! The U.S. Department of Education has increased the number and scope of its institutional program reviews. These reviews are increasingly expansive, involving numerous offices across campus. In this session, financial aid directors who have recently survived federal reviews on their campuses will describe their experiences from the time of initial notification to the final determination of findings. Participants will gain useful insights to help in the development of institutional strategies to prepare for and manage federal and other similar program reviews, as well as to effectively follow up after the review process concludes.

Speaker(s): **David Mohning**, Executive Director, Office of Student Financial Aid and Undergraduate Scholarships, Vanderbilt University, TN; **William Spiers, Jr.**, Director of Financial Aid, Tallahassee Community College, FL

The Florida Partnership — A Model for Success

Upper Lobby Level, Splash 11–12

In 1999, under Gov. Jeb Bush (creator of the Foundation for Excellence in Education), the state of Florida joined with the College Board and created the Florida Partnership for Minority and Underrepresented Students (the Florida Partnership). Focused on increasing academic rigor in Florida’s public schools, the program was signed into law in 2004. Funding is contingent on the legislature’s yearly appropriations process. In this session, a diverse panel will discuss the history, goals and proven track record behind this successful program. Participants will brainstorm funding strategies and analyze lessons learned in order to assess local readiness for such partnerships. Participants will evaluate the feasibility and value of replicating the model in other states.

Speaker(s): **Anitere Flores**, State Senator, District 38, Florida Senate, FL; **Erik Fresen**, Representative, Florida House of Representatives, FL; **Wendy Kelly**, Principal for The Policy Group, NC; **Debbie Shepard**, Director, Florida Partnership, The College Board, FL; **Patrick Wnek**, Director of Curriculum, School Board of Levy County, FL

Using AP Potential™ to Close the Achievement Gap

Upper Lobby Level, Splash 15–16

Counselors and administrators will discuss their use of AP Potential™ to identify and construct pathways to success for all student groups, particularly those students who are not accessing rigorous courses. Presenters will share AP Potential data for various student groups and explore the process of analyzing such data in order to eliminate achievement disparity. In this session, participants will work together in small groups to locate and identify gaps in access and support for nontraditional AP students, and to propose collaborative, schoolwide interventions to bridge those gaps. Additionally, participants will discuss communication gaps in schools and create an AP Potential plan to enhance transparency for all stakeholders — including teachers, support staff, parents and administrators.

Speaker(s): **Gina Davenport**, Assistant Principal, Anne Arundel Public Schools, MD; **Brian Love**, Assistant Principal, Anne Arundel County Public Schools, MD; **Susan Love**, School Counseling Specialist, Anne Arundel County Public Schools, MD

5–6:15 p.m.

Achieving the Social Mission of the College Board



Upper Lobby Level, Sparkle Ballroom

Special thanks to South Dade Senior High School's Buccaneer Marching Band; Andrew Zweibel, Teacher and Alicia Hidalgo, Principal

Welcoming Remarks



Eduardo Padrón
Forum Honorary Co-Chair
President, Miami Dade College



Paul Sechrist
Chair, Board of Trustees, The College Board,
President, Chief Executive Officer
Oklahoma City Community College

Keynote Address

David Coleman will discuss his initial thoughts for building on the legacy of Gov. Gaston Caperton, and delivering rigor and excellence to all students.



David Coleman
President, The College Board

A product of New York City public schools, David Coleman grew up in a family of educators and followed them into this field. He has been recognized as one of *Time* magazine's "11 Education Activists for 2011" and was named one of the NewSchools Venture Fund Change Agents of the Year for 2012.

6:15–7:45 p.m.

Welcome Reception and College Fair

Level 4, Glimmer

Following President Coleman's speech, please join us for the Welcome Reception. Here you will have an opportunity to network with colleagues from across the country. Refreshments and hors d'oeuvres will be served. This year's reception will be held in conjunction with the College Fair, which is the central meeting place for school counselors to speak face-to-face with admission and financial aid officers from a broad spectrum of colleges and universities. A list of participating colleagues is in your conference bag.

SOUTHERN REGIONAL ASSEMBLY

Call for Nominations

Your voice matters. As we work together to increase access and equity in education, our governance structure provides guidance on the issues affecting today's students, educators and communities. Nominate an outstanding colleague to participate in the College Board's governance, and help support our mission to inspire all students to succeed.

NOMINATIONS FOR 2013

This year, we are seeking nominations for the following positions:

- Regional Academic Council Member
- Regional College Scholarship Service Council Member
- Regional Guidance and Admission Council Member
- Alabama Council Member
- Florida Council Member
- Kentucky Council Member
- Virginia Council Member
- Board of Trustees Member
- College Scholarship Service Assembly Council Member

ROLES AND RESPONSIBILITIES

Please note that all candidates considered for College Board and regional council and committee positions must be affiliated with College Board member institutions.

Southern Regional Council Members

- Provide a forum through which College Board members can deliberate on matters of mutual concern.
- Improve communications across the educational spectrum.
- Evaluate and promote the use of College Board programs, services and activities.
- Advise the regional office on educational issues and needs in the region, and regional positions on national issues.
- Attend three meetings per year (June, September and February).
- Serve a three-year term.

Board of Trustees Members

- Establish policies and procedures related to membership, programs and services.
- Approve the annual budget and major program fees.
- Advise the president, who is responsible for the organization's management.
- Participate in the Board of Trustees meetings in January, March, June and September.
- Encouraged to attend the Annual Meeting of the Members, held in conjunction with the College Board Forum in late October/early November. Trustees are also encouraged to attend the Colloquium in January and a regional meeting each February.
- Serve a four-year term.

College Scholarship Service Assembly Council Members

- Discuss policies, practices and procedures to help students and families prepare to meet the costs of postsecondary education.
- Consider policies, practices and procedures designed to support institutions, agencies and organizations in the equitable and efficient administration of student financial aid programs.
- Attend two meetings per year.
- Serve a three-year term.

Mark Your Calendars!

Southern Regional Forum

REGIONAL March 7–8, 2013
Forum

www.collegeboard.org/srforum

Call for Nominations

SOUTHERN REGIONAL ASSEMBLY NOMINATION FORM

Please use one form for each person you are nominating. You may nominate one person for several positions on a single form.

Information About the Nominee

Name: _____ Title: _____

Institution: _____

Address: _____

Phone: _____ Email: _____

Nominee is being recommended for the following position(s) *(check all that apply)*:

- Regional Academic Council Member
- Regional College Scholarship Service Council Member
- Regional Guidance and Admission Council Member
- Alabama Council Member
- Florida Council Member
- Kentucky Council Member
- Virginia Council Member
- Board of Trustees Member
- College Scholarship Service Assembly Council Member

What are your reasons for nominating this person? If elected, what contributions will this individual make? If you prefer, please attach a separate letter of recommendation.

Attached is a bio of the nominee containing no more than 250 words. Yes No

Is this person aware of your nomination? Yes No

Nomination Submitted by:

Name: _____ Title: _____

Institution: _____

Address: _____

Phone: _____ Email: _____

Please return by **Dec. 14, 2012** to:

Ginger Garner

Southern Regional Office, The College Board
3700 Crestwood Parkway NW, Suite 700, Duluth, GA 30096-7155
Email: ggarner@collegeboard.org Fax: 770-225-4062

Welcome New Members

Archbishop Edward A. McCarthy High School

Southwest Ranches, FL

Austin-East Magnet High School

Knoxville, TN

Bartow County School System

Cartersville, GA

Chaminade-Madonna College Preparatory

Hollywood, FL

Columbia College

Fairfax, VA

Community Christian School

Tallahassee, FL

Embry-Riddle Aeronautical University

Daytona Beach, FL

FLAG Foundation

Charlottesville, VA

Gilbert High School

Gilbert, SC

Glenwood School

Smiths Station, AL

Hewitt-Trussville High School

Trussville, AL

Holy Cross School

New Orleans, LA

The Hope Fund

Lexington, VA

International High School of New Orleans

New Orleans, LA

J.W. Mitchell High School

New Port Richey, FL

Johns Creek High School

Johns Creek, GA

Kingdom Christian Academy and Preparatory School

Columbus, GA

KIPP Gaston College Preparatory

Gaston, NC

Lusher Charter School

New Orleans, LA

Manassas Park High School

Manassas Park, VA

Mater Academy

Hialeah Gardens, FL

Mater Academy East Charter High School

Miami, FL

Mater Academy High School of International Studies

Miami, FL

Mater Lakes Academy High School

Miami Gardens, FL

Mater Performing Arts and Entertainment Academy

Hialeah Gardens, FL

North Alabama Center for Educational Excellence

Huntsville, AL

North Stafford High School

Stafford, VA

Patriot High School

Nokesville, VA

Royal Palm Beach Community High School

West Palm Beach, FL

Rutherford County Board of Education

Murfreesboro, TN

Somerset Academy Charter High School

Pembroke Pines, FL

Suncoast High School

Riviera Beach, FL

Talladega College

Talladega, AL

Think Smart Outreach Center, Inc.

Erwin, NC

Trident Technical College

Charleston, SC

Villa Madonna Academy

Villa Hills, KY

Virginia College Savings Plan

Richmond, VA

Virginia Intermont College

Bristol, VA

Voyager Academy

Durham, NC

Wekiva High School

Apopka, FL

West Boca Raton Community High School

Boca Raton, FL

CEU Attendance Form

In order to receive continuing education units (CEUs) for your participation in the 2012 Southern Regional Forum, follow these instructions: At the end of each eligible session you attend, have the designated College Board staff person attach a sticker to your worksheet before you leave the room. After the forum, total your hours, and either drop off your completed and signed worksheet at the registration desk, fax it to 770-225-4062 or mail it to CEU Regional Forum, The College Board, 3700 Crestwood Parkway NW, Suite 700, Duluth, GA 30096-7155. Your certificate will be mailed to you at the address you indicate below. Please provide all information.

Name: _____ Home Phone: _____
 Institution: _____ Home Address: _____
 School Address: _____ Home City, State, ZIP: _____
 School City, State, ZIP: _____ Email: _____
 Signature: _____ Mail my certificate to School Home

Plenary sessions, meals, membership meetings and assemblies are not eligible for CEU credit.
 Additional workshops not eligible for CEU credit will be noted in the program.

Tuesday, Oct. 23, 2012	Session Name	Hours	CB Stamp/Sticker
1–2 p.m.		1.00	
2:15–3:15 p.m.		1.00	
3:30–4:30 p.m.		1.00	
Wednesday, Oct. 24, 2012	Session Name	Hours	CB Stamp/Sticker
9:15–10:15 a.m.		1.00	
10:30–11:30 a.m.		1.00	
Total Hours Completed			



The College Board has been approved as an authorized provider by the International Association for Continuing Education and Training (IACET), 1760 Old Meadow Road, Suite 500, McLean, VA 22102, and may offer CEUs for its programs that qualify under the ANSI/IACET Standards, internationally recognized as good standards of practice. One (1) CEU is defined as ten contact hours of participation in an organized continuing education experience under responsible sponsorship, capable direction, and qualified instruction. (www.iacet.org)

Important: This form must be validated at the end of each session, in the session room. We will not be able to validate this form at any other time.

Investing in *America's Future* Investing in *Teaching* Investing in *Counseling* Investing in *Adolescents*
Investing in *Equity* Investing in *Opportunity* Investing in *Rigor* Invest

Notes

Investing in America's Future Investing in Teaching Investing in Counseling Investing in Achieving the Dream Investing in Student Success Investing in Equity Investing in Opportunity Investing in Rapor Invest

Notes

About the College Board

The College Board is a mission-driven not-for-profit organization that connects students to college success and opportunity. Founded in 1900, the College Board was created to expand access to higher education. Today, the membership association is made up of over 6,000 of the world's leading educational institutions and is dedicated to promoting excellence and equity in education. Each year, the College Board helps more than seven million students prepare for a successful transition to college through programs and services in college readiness and college success — including the SAT[®] and the Advanced Placement Program[®]. The organization also serves the education community through research and advocacy on behalf of students, educators and schools.

For further information, visit www.collegeboard.org.

Southern Regional Office

3700 Crestwood Parkway NW, Suite 700
Duluth, GA 30096-7155
866-392-4088
770-225-4062 (Fax)

Upcoming Event

Collaborate 2013: **Common Core Colloquium & Southern Regional Forum**
March 7–8, 2013
Atlanta, Georgia

