



Atlanta

REGIONAL
Forum
2011 Atlanta

THE PRACTICAL AND THE TACTICAL —
SOLUTIONS FOR TODAY'S EDUCATION PROFESSIONAL

Southern Forum **Program**

Renaissance Concourse Hotel
Atlanta, Ga.

Feb. 10–11, 2011

Welcome

On behalf of the Southern Regional Council, we welcome you to the 2011 Southern Regional Forum.

On behalf of the Southern Regional Council, we welcome you to the 2011 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. Our forum participants are both College Board members and nonmembers who share our commitment to quality education.

We would like to express our appreciation for the many vital contributions to this gathering. Thanks first to the Regional Council's 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 Office for putting together the special events and for providing the vision that drives our efforts. Even in these challenging times, we strongly believe that 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 opportunity.

Sincerely,



Jenny Oren Krugman
Vice President
Southern Region Office



Antonio Boyle
Chair
Southern Regional Assembly Council

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 more than 5,900 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.

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Support Services, Fort
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Bebe Kok
College Counselor,
John Carroll Catholic
High School, Ala.

Alveta Green Mitchell
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Services and Student
Records, Virginia Beach
City Public Schools, Va.

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Dean of Admission
and Student Financial
Planning, Centre
College, Ky.

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Orange County Public
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Clyde Walker
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Student Financial Aid,
and Undergraduate
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University, Tenn.

Beatriz Zarraluqui
Administrative Director,
Miami-Dade County
Public Schools, Fla.



A Message from the President

Dear Colleague:

On behalf of the entire College Board, welcome to your 2011 Regional Forum. I am so pleased that you have joined us for a discussion on this year's theme, "The Practical and the Tactical — Solutions for Today's Education Professional."

At the College Board, we have long believed that face-to-face interaction is critical to fostering personal relationships and to reaching agreement on complicated subjects. With the political and economic landscape shifting beneath our feet almost daily, we hope that you will use this unique opportunity to share your thoughts and ideas with colleagues who are deeply committed to, and passionate about, education.

We're going to start by picking up the conversation from Forum 2010 in Washington, D.C., where we spent the better part of three days evaluating the *College Completion Agenda* and *Trends in College Pricing* reports. But we are also adding some new twists, thanks to your input and creativity. In response to the recommendations of our members, the College Board has commissioned an Arts Academic Advisory Committee (AAC) to advise on developments in the fields of dance, music, theater, visual arts and emerging art forms. The Arts AAC also established the first annual Award for Excellence and Innovation in the Arts, and we hope you will join us as we celebrate this inaugural event here at the Forum.

While you're enjoying the festivities, keep your eye out for members of the regional council and the Program Planning Committee. These dedicated individuals once again devised a remarkable program that tackles the current obstacles and opportunities for students, schools and colleges, and they deserve a great deal of appreciation for their efforts.

To all of you, thanks once again for taking the time to participate in this critical forum, and for your commitment to improving education — the cause of our lifetime.

Sincerely,

Gaston Caperton

Registration Hours

The registration desk is located on the Banquet Level.

Registration Hours

Wednesday: 2–5 p.m.

Thursday: 8 a.m.–5 p.m.

Friday: 7:30–11 a.m.

Resource Center Hours

The resource center is located in the Templehof Room.

- Meet with College Board staff from your region.
- Find out the latest information on key College Board programs and services.
- Stop by for valuable data about YOUR institution.

Resource Center Hours

Thursday: 9 a.m.–12:45 p.m. and 2:15–5 p.m.

Friday: 7:30–11 a.m.

Name Tags

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

Earn CEUs!



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).

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 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.

See our accompanying "At a Glance" for room assignments.

Inspiration Luncheon

Thursday, Feb. 10



© Will May

Chris Farina, Filmmaker,
*World Peace and other
4th-Grade Achievements*

President, Rosalia Films,
Charlottesville, Va.

Chris Farina is a graduate of the University of Virginia (B.A., American Government) and American University (M.A., Communication – Producing for Film and Video). His first two films, *Route 40* and *West Main*

Street, were collaborations with Reid Oechslin, Charlottesville filmmaker, and both films are guided by the principle of respect for the individuals portrayed, allowing them to tell the story of their lives and their community. Each film portrays people living and working in familiar American settings that typically receive little media attention. He has also worked with fellow Charlottesville filmmaker and Academy Award winner Paul Wagner on two films, *The James River* and *Angels*.



© Will May

John Hunter, Award-Winning
Teacher and Educational
Consultant, Charlottesville, Va.

A native Virginian and graduate of Virginia Commonwealth University, John Hunter is an award-winning gifted teacher and educational consultant who has dedicated his life to helping children realize their full potential. Utilizing his background as a musician, composer and filmmaker during

a three-decade career as a teacher, Hunter has combined his gifted teaching and artistic talents to develop unique teaching programs using multimedia software programs in creative writing and film courses.

While in India, the cradle of Gandhian thought, Hunter, intrigued by the principles of non-violence, began to think of how his profession might contribute to peace in the world. Knowing that ignoring violence would not make it go away, how could he teach peace in an often-violent world?

In 1978, at the Richmond Community High School, Hunter led the first sessions of his World Peace Game. Over time, in a synchronous unfolding with the growing global focus on increasingly complex social and political conditions, the game has gained new impetus. As Hunter succinctly explains, "The World Peace Game is about learning to live and work comfortably in the unknown."

Keynote Breakfast and Business Meeting

Friday, Feb. 11



Wes Moore, Youth Advocate
and Author

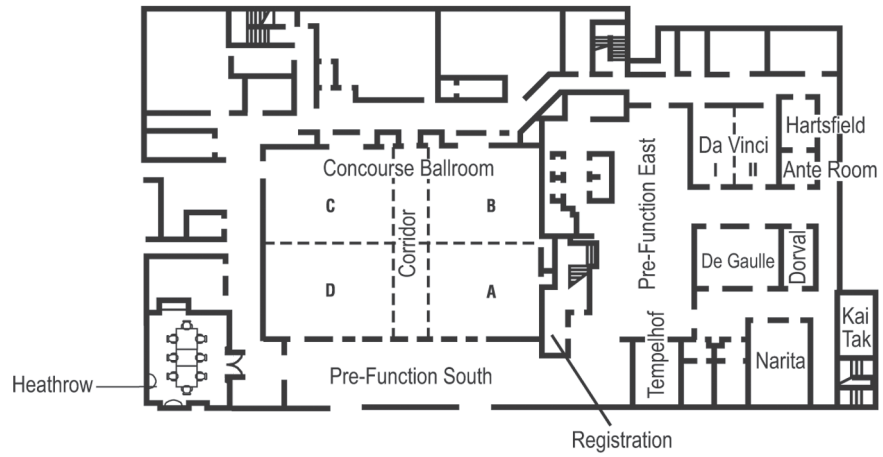
Wes Moore is a graduate of Valley Forge Military College (1998), Johns Hopkins University (2001) and Oxford University (2004). Moore served a combat tour in Afghanistan in 2005-06 as a paratrooper and captain in the U.S. Army, and as a White House Fellow—appointed special assistant to Secretary of State

Condoleezza Rice (2006-07). Moore grew up between two worlds — amid affluent classmates and struggling neighbors. His bad behavior eventually resulted in his enrollment in military school, where by graduation, he was company commander.

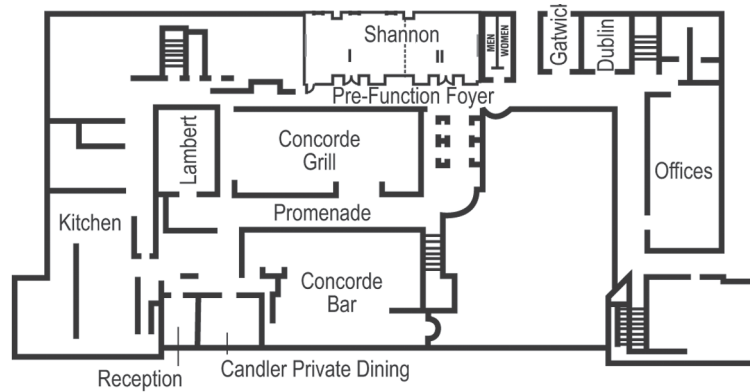
In 2000, *The Baltimore Sun* ran an article about how Moore, despite his troubled childhood, had just received the Rhodes Scholarship. At the same time, the *Sun* was running stories about four African American men arrested for the murder of an off-duty police officer. One of the men was just two years older than Moore, lived in the same neighborhood and was also named Wes Moore.

The juxtaposition of their lives and the questions it raised had a profound impact on Moore. He delved into their parallel biographies, discovering startling similarities and important divergences. This experience inspired the memoir *The Other Wes Moore: One Name, Two Fates*. Moore is committed to being a positive influence and helping kids find the support to enact change. With a high school student dropping out every nine seconds, Moore says that public servants — teachers, mentors and volunteers — are as imperative to our national standing and survival as our armed forces.

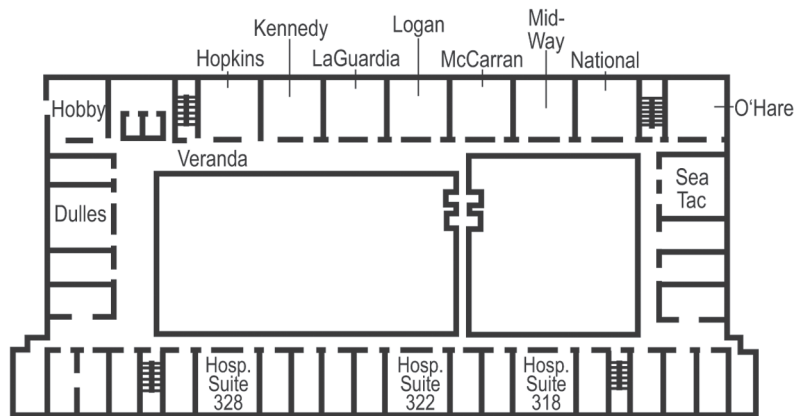
Banquet Level



Atrium Level



Third Level



9 a.m.–12 p.m.

SAT® Test Center Supervisor Workshop >CEU

The SAT® Test Center Supervisor Workshop is a FREE professional development opportunity for educators who administer the SAT. This half-day workshop will highlight what's new for this year as well as some initiatives we are considering. The three-hour session will be interactive and will include a discussion of best practices — what works for you and how to offer the highest-quality testing experience for your students. Representatives from the College Board and Educational Testing Service will lead this workshop.

Come visit a SAT test center supervisor representative outside our Resource Center!

9–9:45 a.m.

New Member and First-Time Attendees Orientation

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.

10–11:15 a.m.

1. Does One Size Fit All? What Does Enrollment Management Really Mean? Who Is Responsible for What?

In higher education, enrollment management is the latest buzzword and encompasses strategies to not only shape and meet institutional goals, but also improve retention and graduation rates. Colleges that have instituted enrollment management offices or divisions often have coordinated efforts to include many university functions — admission, financial aid, student services and registrar. This session is designed to discuss enrollment management structures and best practices. Participants will learn how to design a structure that fits their institution and maximize efficiencies in the enrollment process.

Presenter(s): **R. Scott Verzyl**, Associate Vice President for Enrollment Management and Executive Director of Undergraduate Admissions, University of South Carolina–Columbia; **Nanci Tessier**, Vice President for Enrollment Management, University of Richmond

Intended Audience: Administrators and Admission Officers

2. Developing an Institutional Need-Based Aid Program >CEU

Determining need-based aid can be a complex procedure, and the collection of data can be time consuming. This session describes the steps in gathering and analyzing student financial aid data to help participants facilitate the development of an institutional need-based aid program.

Presenter(s): **Bonnie Joerschke**, Director, Student Financial Aid, University of Georgia; **Phil Asbury**, Deputy Director, Office of Scholarships and Student Aid, University of North Carolina at Chapel Hill; **Douglas Christiansen**, Vice Provost for Enrollment and Dean of Admissions, Vanderbilt University

Intended Audience: Financial Aid and Enrollment Management Officers

3. The \$1.2 Million I-Step Grant to Improve 9th-Grade Success >CEU

In this session, participants will review two and a half years of activities and data that have made a positive difference for students as they have transitioned from eighth to ninth grade. Participants will learn what works to successfully prepare students, parents and teachers for high school. The emphasis must be to make sure that every student is adequately prepared for college or a career. Sustainability is the watchword because the attendees will know the difference between a systemic change and a program. Participants will learn practical strategies and tips about how to make data produce results. After listening to the speakers, the attendees will engage in dialogue and begin to develop strategies for their school or district.

Presenter(s): **Jim MacGregor**, Lead Counselor, I-Step; **Melissa Cooper**, Transition Counselor, I-Step; **Karen Leininger**, Transition Counselor, I-Step; **Michele Reed**, Transition Counselor, I-Step, Osceola School District, Kissimmee, Fla.

Intended Audience: Secondary Educators, Curriculum Leaders and School Counselors

4. College for Students with Learning Disabilities and/or ADHD >CEU

More students with learning disabilities (LD) and attention deficit hyperactivity disorder (ADHD) are going to college. In this session, participants will learn what they need to know to develop tools to support these students in the classroom with academics and testing. Participants will also gain an understanding of the characteristics of successful LD and ADHD students. In addition, participants will be able to determine what services are available at different colleges, find the best fit and understand the basics of obtaining services.

Participants will leave the session being able to enumerate the eight characteristics of students with LD who do well in college, and outline the steps for requesting accommodations for

standardized testing. Participants will also learn four crucial differences students need to know about obtaining services at college versus high school. Through comparisons of different paths to college, participants will strengthen their skills in helping students maximize their chances of acceptance to appropriate colleges.

Presenter(s): **Susan Day**, Director of Counseling, Mill Springs Academy, Alpharetta, Ga.; **Kathy Muma**, School Psychometrist, Mill Springs Academy, Alpharetta, Ga.

Intended Audience: Postsecondary Educators, Secondary Educators and School Counselors

5. Cultivating a Green STEM Future >CEU

In this session, presenters will share details of South Carolina's Green STEM programs that motivate students, build interest and prepare for success in the fields of science, technology, engineering and mathematics (STEM), with an emphasis on green technologies. Information on pre-K–16 seamless pathways for a green curriculum in middle and high schools in the state is provided. The collaborative bridge that connects K–12 STEM learning experiences to high-growth, high-demand jobs is emphasized during the session. Participants will come away with instructional tools to prepare students in STEM fields.

Presenter(s): **Valerie Harrison**, Deputy Superintendent of Standards and Learning, South Carolina Department of Education; **Donna Elmore**, Associate Vice President, Orangeburg-Calhoun Technical College; **James Couch**, Director, Office of Career and Technology Education, South Carolina Department of Education

Intended Audience: Administrators, Postsecondary Educators, Secondary Educators, Curriculum Leaders and School Counselors

6. Alignment Matters — SpringBoard® and the Common Core Standards **CEU**

As the College Board's official Pre-AP® program, SpringBoard® was built on the rigorous College Board Standards for College Success™. Districts need a rigorous instructional program to support their transition to a Common Core State Standards-based curriculum. In this session, participants will learn how SpringBoard English Language Arts and Mathematics for grades 6–12 embraces and actualizes the critical concepts and skills delineated in the Common Core State Standards by offering a proven, research-based curriculum that helps to ensure AP®, college and career success for students. Through a rich discussion and a close examination of specific lessons, participants will leave this session with an understanding of how SpringBoard's backward-mapping design and integrated components — instructional materials, formative assessments and professional development — can help them realize a seamless and successful transition to the Common Core State Standards.

Presenter(s): **Alex Chavarry**, Director, SpringBoard Strategic Accounts, The College Board; **Judy Windle**, Senior SpringBoard Mathematics Instructional Specialist, The College Board; **Ellen Greig**, SpringBoard English Language Arts Trainer, The College Board

Intended Audience: Administrators, Secondary Educators and Curriculum Leaders

7. Does It Pass the Litmus Test? Engaging Students with Technology **CEU**

In this session, participants will learn strategies to convert students from passive consumers of content to engaged producers through effective use of instructional technology.

As International Society for Technology in Education CEO Don Knezek said, "Teachers must become comfortable as co-learners with their students and colleagues around the world. Today it is less about staying ahead and more about moving ahead as members of dynamic learning communities. The digital-age teaching professional must demonstrate a vision of technology infusion and develop the technology skills of others."

Participants will be asked to redefine education leaders as described by Knezek. Technology-based learning plans that model the use of student-centered collaboration, creative thinking, critical thinking and problem solving will be shared during this presentation. Participants will learn to guide students to create solutions to problems that are real to them, connecting classroom learning to the world in which they live.

Presenter(s): **Joe Burnsworth**, Assistant Superintendent, Department of Curriculum and Instruction, Virginia Beach City Public Schools, Va.;

Sharon W. Bowers, Educator in Residence, National Institute of Aerospace; **Christopher Jones**, Teacher, Green Run High School, Virginia Beach, Va.

Intended Audience: Administrators, Secondary Educators and Curriculum Leaders

11:30 a.m.–12:45 p.m.

8. Best Practices in Transfer Admission **CEU**

This session will provide attendees with best practices in the growing area of transfer admission. The presenter from the University of North Carolina at Charlotte will focus on the use of technology in the transfer admission process, while the presenter from Clemson University will discuss a transfer bridge program that has experienced great success. After hearing from the speakers, participants will leave this session with the knowledge and skills to expedite transfer admission programs in their institutions.

Presenter(s): **Tina McEntire**, Director of Admissions, University of North Carolina at Charlotte; **Robert Barkley**, Director of Admissions, Clemson University

Intended Audience: Administrators, Admission Officers and Community College Personnel

9. Best Practices — 10 Years of National Peer Reviews **CEU**

Federal program compliance reviews seem to be on the upswing in recent months. Come hear a seasoned financial aid administrator talk about her experience in conducting national peer reviews at institutions across the country. This session outlines the compliance exceptions common at many institutions, as well as common recommendations from hundreds of peer reviews. How might your institution rate in a federal program review? This session will detail some of the methods to curtail findings that are common at many institutions. Attendees of this session will develop preparation strategies for peer reviews.

Presenter(s): **Pam Fowler**, Executive Director of Financial Aid, University of Michigan—Ann Arbor

Intended Audience: Administrators, Financial Aid Officers and Admission Officers

9a. Are You Smarter Than an 8th-Grader? — The College Readiness Pathway: Monitoring Progress Toward College Readiness **CEU**

In this session, participants will examine the College Board's new assessment for middle school, ReadiStep™. They will identify opportunities and develop strategies for using it with the

PSAT/NMSQT® and the SAT to monitor student progress and readiness for college-level work. ReadiStep is part of the College Readiness Pathway, a series of assessments that work to help schools and districts identify and close achievement gaps from middle school through high school, and to prepare all graduating students for the rigors of college. The Pathway includes built-in tools such as Skills Insight™ and the College Readiness Index to provide educators with actionable feedback tied to instruction.

Presenter(s): **Peyton White**, Educational Manager, K–12, The College Board

Intended Audience: Educators, and School and District Administrators

10. Guidance and Admission Assembly

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 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: **Teri Gimbel**, Director of Guidance, Lincoln High School, Tallahassee, Fla.

11. Confronting the Top Challenges to College Access **CEU**

Despite efforts at collaboration, misunderstandings still persist between K–12 institutions and colleges. What happens to students who have an interest in math and science, but do not know how to pursue it? In this session, participants will identify major challenges faced by minorities and low-income students when preparing for college. Drawing on a review of experiences at two K–12 institutions, participants will develop strategies for motivating students to engage in academically rigorous courses beyond middle school.

Presenter(s): **Antonio Boyle**, Assistant Vice President for Enrollment Management, South Carolina State University—Orangeburg; **Wallace Keese**, Director of Student Support Services, Fort Valley State University

Intended Audience: Administrators, Admission Officers, Postsecondary Educators, Secondary Educators, Curriculum Leaders and School Counselors

12. But You've Gotta Know the Territory **CEU**

Virtually all admission officers, no matter how junior, have a territory for which they are responsible. But how many can tell you very much about that territory beyond its boundaries and what the targets are for the current cycle? How many have had any input into the setting of their goals, the profile of their contribution to the enrolling class, the spin on messaging, the selection and scheduling of recruitment activities, or the importance of financial aid as a lever in their territory? Learning about and understanding a territory are critical ingredients to a successful year and important elements in a staff member's professional development. The expectation of good territory management — one that encourages certain behaviors, cultivates initiative and rewards ownership — benefits both the individual and the institution.

This session will look at practices and tools — some of which come from the College Board — that develop and support good territory knowledge, and highlight how some regional institutions are supporting and encouraging staff to become true territory managers. It will provide attendees with the opportunity to share best practices.

Presenter(s): **Steven Graff**, Product Director and Senior Consultant, Recruitment and Admissions Data Services, The College Board; **Kelly Rawlings**, Associate Director of Undergraduate Admissions, Virginia Tech; **Sam McNair**, Associate Dean of Admissions for Operations, Sewanee: The University of the South

Intended Audience: Admission Officers

13. Government Relations in the Southern Region **CEU**

In this session, participants will learn what's happening in specific states, and in the Southern Region as a whole, as it relates to policy and legislation. The role of the College Board in these efforts and how attendees might participate and be involved will also be discussed. Participants will also meet the College Board's newest government relations director, who is representing a portion of the Southern states. Participants will gain the knowledge to utilize the education policies and current legislation in their state and how to develop strategies to participate in legislation.

Presenter(s): **Gabe Sheheane**, Director, State Government Relations, The College Board

Intended Audience: Administrators, Admission Officers, Postsecondary Educators, Secondary Educators, Curriculum Leaders and School Counselors

12:45–2:15 p.m.

14. Inspiration Luncheon

Join us to be inspired and congratulate your colleagues on their outstanding achievements and continued commitment to excellence at our annual Inspiration Awards luncheon.

Speakers: **Chris Farina**, President and Filmmaker, Rosalia Films; **John Hunter**, Award-Winning Teacher and Educational Consultant, Charlottesville, Va.

Intended Audience: All Attendees

Your registration form must indicate that you will be attending this luncheon.

2:30–3:45 p.m.

15. Hidden Treasure: Valuable Resources on the College Board Website **CEU**

This session will feature a hands-on review of the College Board website for higher education professionals, including new resources for advocacy, financial aid, academics and testing. Participants will gain experience in navigating the College Board website to obtain resources to inform their work.

Presenter(s): **Tony Pace**, Senior Director, Higher Education, The College Board

Intended Audience: Administrators, Admission Officers, Postsecondary Educators, Secondary Educators, Curriculum Leaders and School Counselors

16. College Scholarship Service Assembly

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 schools and school systems, postsecondary institutions, and public and private agencies that are involved in helping students and families learn about, apply for and obtain financial aid.

Chair: **Clyde Walker**, Associate Director of Student Financial Aid, Vanderbilt University

17. The Barber's Edge: An Examination of the Barbershop and Its Implications for Creating Classroom Culture **CEU**

In this session, participants will examine an unusual community approach that develops and enhances the academic cultural and social practices of African American young men. Attendees will discover significant resources to assist in classroom and academic achievement for African American male students. Participants will leave this session with the tools to promote academic achievement for these students.

Presenter(s): **Edward L. Hill**, Assistant Professor, Georgia College & State University

Intended Audience: Administrators, Secondary Educators, Curriculum Leaders and School Counselors

18. Mind the Gap: Creating a Culture of Safe Passage for Students into College Readiness **CEU**

In this session, participants will find out how articulation between a middle school, high school and community college is closing the gap for minority students. This presentation includes schoolwide implementation of college readiness strategies. Participants will leave with the instructional tools for implementing pathways into college readiness.

Presenter(s): **Eric Bergholm**, General Director, Advanced Academic Access, Hillsborough County Public Schools, Tampa, Fla.; **Craig Horstman**, Principal, Earl J. Lennard High School, Ruskin, Fla.; **Anna Volda**, Principal, Beth Shields Middle School, Ruskin, Fla.

Intended Audience: Administrators, Curriculum Leaders and School Counselors

19. AP® Options for All — Improving Rural Access via Technology **CEU**

This session will provide evidence of positive student outcomes resulting from the use of online AP course offerings to ensure the access to and quality of AP learning experiences for rural students in South Carolina, through the state virtual public school. Documented success stories about comprehensive efforts will be shared, providing attendees with a skill set to improve AP results for all students. Participants will leave this session with tools for offering AP courses to rural students and strategies to improve AP student results.

Presenter(s): **Rick Blanchard**, Gifted and Talented/AP Education Associate, South Carolina State Department of Education; **Dee Appleby**, Director, Office of eLearning, South Carolina State Department of Education

Intended Audience: Administrators, Secondary Educators, Curriculum Leaders and School Counselors

20. Find the Funding: Expand Rigor and College Readiness Through Powerful Funding Sources **CEU**

Educational institutions of all types often require additional support to implement and operate new initiatives, increase graduation and matriculation rates, form partnerships, and achieve equity for and achievement in AP. Current and upcoming grants from federal, state and private institutions can provide funding for these initiatives and reforms, but only to those who know which grants are best suited to their needs and prepare clear, data-driven applications with the right messaging. In this session, participants will explore current funding sources, mostly in the form of grants, which can expand rigor and college readiness to all students — particularly those from underrepresented backgrounds. Participants will also hone their grant-writing skills and discuss how to tailor their application to the expectations of the grant-making institution.

Presenter(s): Catherine Dunn, Senior Director, District/State Strategy, Outreach, and Response, The College Board

Intended Audience: Administrators

21. AVID: A College Readiness System **CEU**

The Advancement Via Individual Determination (AVID) and College Board programs are natural allies in the preparation of students for college readiness and success in rigorous academic courses. Fostering the interdependence of AVID and AP teachers and programs on a campus is essential to the college readiness preparation of all students. AVID's system of acceleration and support not only prepares predominantly low-income and minority students for college, but also is a catalyst for building a college-going culture that permeates entire schools and districts. AVID is a schoolwide and districtwide approach featuring a college-preparatory AVID elective course and a rigorous curriculum for students that typically includes enrollment in AP and Pre-AP courses. Participants will explore evidence-based strategies and methodologies that enable students to develop the habits of mind necessary for success in AP courses, postsecondary academics and the workplace. Upon completion of this session, participants will have the instructional tools to engage students in preparation for college.

Presenter(s): Ann Hart, Eastern Division Director, AVID Center

Intended Audience: Administrators, Secondary Educators, Postsecondary Educators, Curriculum Leaders and School Counselors

4–5:15 p.m.

22. Demystifying the College Admission Process at Highly Selective Schools

There's been much attention from the media about the admission process at highly selective schools. Well, guess what? It's all about the fit and the match. When building a class, the admission offices at selective colleges and universities are intent on identifying students who will benefit the most from the distinct academic and social opportunities available on our campuses and how they will impact our institutions. Participants will come away with a better sense of what selective institutions do to generate applications, and what goes on behind the scenes when selecting applicants for admission.

Panelists: **Jean Jordan**, Dean of Admission, Emory University; **Gregory Roberts**, Dean of Admission, University of Virginia; **Gil Villanueva**, Dean of Admission, University of Richmond

Intended Audience: Secondary Educators and School Counselors

23. Protecting Students — the Impact of New Consumer Protection Laws

This session will provide an overview of new regulations regarding credit cards, as well as those regarding private student loans. It also will include information about completing the self-certification form and encouraging students to seek federal assistance before taking out a private loan. High school counselors and admission officers will obtain important information to deliver when working with prospective college students and their families.

Presenter(s): David Gelinas, Senior Associate Dean of Admission and Financial Aid, Davidson College

Intended Audience: School Counselors and Admission Officers

24. Academic Assembly

The Academic Assembly (AA) offers a forum for members to discuss issues and actions related to providing educational opportunities for all students. The AA promotes educational excellence and equity through the articulation and elaboration of academic standards as well as standards for the delivery of curricula and instruction horizontally across the disciplines and vertically across the education continuum. This forum is a setting to address topics on curricula, articulation, assessment, school governance structures and sustained professional development.

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

25. The SAT: Not Just for Admission Decisions Anymore **CEU**

Did you know that colleges use SAT scores to recruit students? Many students, counselors and teachers believe that SAT scores are only used for admission decisions. In fact, test scores are often used to start the recruitment process for your students. When students hold their test scores until they have all the results, they are only delaying the timing of when they can begin learning more about colleges in which they are interested. By the end of this session, participants will identify strategies for counseling students about the effect of sending their scores to colleges at the time they take the SAT, and have a better grasp of the advantages for colleges to appropriately and quickly recruit students.

Presenter(s): R. Scott Verzyl, Associate Vice President for Enrollment Management and Executive Director of Undergraduate Admissions, University of South Carolina; **Bob Spatig**, Director of Admissions, University of South Florida

Intended Audience: K–12 Counselors and Secondary Educators

26. Growing AP from a State Department of Education Perspective **CEU**

In this session, participants will leave with strategies and materials to formulate a plan to move more students within a state to college success, not just college admission. The Georgia Department of Education representative will offer insights about the following topics associated with expanding AP within a state: analyzing reports, recruiting and retaining students in classes, providing professional development for teachers, budgeting and scheduling courses, and engaging parents and other stakeholders in the program. The Alabama Department of Education representative will contribute knowledge and materials in these same topic areas, as well as adding information in regard to gaining financial support for AP through state and other funding sources, and expanding AP to traditionally underserved areas of a state.

Presenter(s): Georgia McSwain, College Readiness Program Specialist, Georgia Department of Education; **Phyllis Rase**, AP/IB Program Manager, Curriculum and Instruction, Alabama Department of Education

Intended Audience: Administrators, Curriculum Leaders, Secondary Educators and School Counselors

27. The College Completion Agenda: A Practical Guide to College Access and Success

In December 2008, the Commission on Access, Admissions and Success in Higher Education issued 10 recommendations that address the demands and challenges currently facing the education sector in

the United States. State legislators, policymakers and educators play a large part in fulfilling each of these recommendations. To advance the work of policymakers and educators, the College Board and the National Conference of State Legislatures (NCSL) have coproduced *The College Completion Agenda*, a practical guide for state legislators to align their education policymaking to the recommendations. This session will explore the highlights of the guide, including state diagnosis and evaluation tools for each recommendation. This guide can be of real value for legislators and educators, providing them with tools to become even more positive and active forces in education reform.

Presenter(s): Christen Pollock, Vice President, Advocacy and Government Relations, The College Board

Intended Audience: Legislators, Administrators, Curriculum Leaders, Postsecondary Educators, Admission Officers, Secondary Educators and School Counselors

28. CollegeKeys Compact™ Innovation Awards: Recognizing Exemplary Practices that Expand Options for Low-Income Students

Annually, more than 405,000 students who are fully prepared to enter a four-year college will not do so, and 170,000 will attend no college at all. The obstacles extend beyond financial barriers to include poor preparation, low expectations, and a lack of reliable information about the possibility of college and the value of attendance. The College Board, through the CollegeKeys Compact™, recently created the Innovation Awards to recognize exemplary programs and practices that address the needs and challenges of low-income students and help them get ready for, into and through college. The 2010 Innovation Award winners — one in each of three categories — Getting Ready, Getting In and Getting Through — will discuss these exemplary programs. Participants will learn strategies for replicating these practices to increase college access and success among students of low-income backgrounds.

Presenter(s): Ron Williams, Vice President, The College Board; Southern Region Getting Ready Award Winner; Southern Region Getting In Award Winner; Southern Region Getting Through Award Winner

Intended Audience: Administrators, Admission Officers, Secondary Teachers and School Counselors

5:30–6:15 p.m.

29. State Meetings

Building upon the Government Relations update session occurring earlier in the program, the state meetings are an opportunity to learn more about what's happening in your area specifically as it relates to education policy and legislation. There are 10 state-specific sessions in which participants of member and nonmember institutions will discuss and debate local statewide issues. Elections for state representatives to the regional council are being held in Georgia, Louisiana, Mississippi and North Carolina.

Intended Audience: All Attendees

6–7:30 p.m.

30. College Fair Reception

Acknowledging that face time with your colleagues can be of the utmost benefit, we wanted to provide a new approach to interaction with fellow education professionals. This year, the College Board's Planning Committee offers a refreshed College Fair experience for both College Fair exhibitors and Southern Regional Forum attendees.

Intended Audience: All Attendees

Your registration form must indicate that you will be attending this reception.

7:30–9 p.m.

31. Night at the Movies

Following the College Fair Reception, we invite you to view the documentary, *World Peace and other 4th-Grade Achievements*, an inspiring movie that follows John Hunter, a teacher who leads his students in the World Peace Game, triggering an eight-week transformation of the children from students of a neighborhood public school to citizens of the world. Following the movie, Hunter will be available to discuss his classroom experiences and answer questions.

Intended Audience: All Attendees

Friday, Feb. 11

7:30–9:30 a.m.

32. Keynote Breakfast and Business Meeting

Join Southern Regional Council Chair Antonio Boyle, Assistant Vice President for Enrollment Management and Director of Admissions, South Carolina State University, for the 2011 Meeting of the Members.

Keynote Speaker: Wes Moore, Youth Advocate and Author

Intended Audience: All Attendees

Your registration form must indicate you will be attending the breakfast and meeting.

Business Agenda:

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

9:45–11 a.m.

33. The Lost Ones: The Missing Generation of Admission Professionals

Where are the "thirty-something" admission professionals? How are generational trends impacting admission careers? We have many admission professionals in their 20s and admission directors in their 40s, 50s and 60s. Do professionals in their 30s get tired of paying their dues and leave the profession? The panel will discuss these issues and invite the audience to join in the discussion.

Panelists: Vern Granger, Assistant Dean of Enrollment Services and Director of Admissions, University of Tennessee; **Amy Jarich**, Senior Associate Dean of Undergraduate Admissions, University of Virginia; **Deana Ison**, Senior Associate Director of Admissions, Transylvania University

Intended Audience: Administrators and Admission Officers

34. Risks and Rewards of Transparency: Ethical and Policy Considerations in Implementing a Net Price Calculator

In this session, participants will join in a frank discussion of the factors institutions should consider in meeting the regulatory requirement (or seizing the opportunity) to provide a net price calculator to prospective students and their families. What are the ethical issues and policy considerations to be addressed? Who on campus should be involved in implementation decisions and how is collaboration and consensus achieved? What risks may emerge for institutions in providing net price estimates and for families trying to interpret the results? What could be the rewards and benefits of providing this information? This will be an interactive session aimed at sharing concerns, generating ideas and exploring solutions so that attendees can return to their campuses with a plan of action.

Moderator(s): **Anne Sturtevant**, Director of Enrollment Services & Access Enrollment, The College Board

Panelists: **Marie R. Mons**, Director of Scholarships and Financial Aid, Georgia Institute of Technology; **TBA**

Intended Audience: Admission and Financial Aid Officers

35. Session Rescheduled to 39a

36. Auditions, Portfolios and Interviews: Oh My! Navigating Music and Fine Arts Admission ▶CEU

This session will feature a dialogue on counseling and advising students who are considering a major in the fine and performing arts. Participants will develop a framework for evaluating arts colleges, liberal arts versus professional training programs, the differences in the application process, and how auditions and portfolio reviews work. Participants will leave this session with handouts and tips to help them advise students interested in the arts. Information and advice on video game design, animation and careers in the music industry will also be covered.

Presenter(s): **Allyson Halperin**, Admissions Counselor, College of Music and Fine Arts, Loyola University New Orleans; **Andrew Laue**, Director of Undergraduate Admissions, Webster University; **Nanette H. Tarbouni**, Director of College Counseling, John Burroughs School, St. Louis, Mo.

Intended Audience: School Counselors

37. Why We Don't Counsel Students to Go to Community Colleges, and Why We Should ▶CEU

Nationally, community colleges educate 47 percent of all students attending college and are the appropriate first choice for many high school students. Yet many high school counselors don't consider the community college option and are rewarded for placing their students in selective colleges. How do we decide who should go where, and do our structures help us make the best choices for our students? Participants will leave this session with strategies to guide students into college.

Presenter(s): **Steve Berrien**, Vice Chancellor for Academic and Student Affairs, Nunez Community College; **Debbie Carrington**, Counselor/AP Coordinator, William B. Murrah High School, Jackson, Miss.; **Libby Brookshire**, School Counselor, Biloxi High School, Biloxi, Miss.

Intended Audience: Administrators, Postsecondary Educators and School Counselors

38. PSAT/NMSQT® Skills Report Changes: Using New Feedback to Improve College Readiness ▶CEU

The PSAT/NMSQT provides extensive feedback on the critical reading, mathematics and writing skills students need to be successful in college and beyond. Beginning with the 2010 administration, PSAT/NMSQT reports reflect a new set of skills — the same college readiness skills included in the ReadStep and SAT assessments.

In this session, participants will learn how PSAT/NMSQT skill categories have changed and how these changes affect student and educator reports. Participants will also learn how to utilize various PSAT/NMSQT reports such as the Summary of Answers and Skills (SOAS) report, identify skill gaps, implement curricular adjustments, improve college readiness, and prepare students for the SAT and state assessments.

Presenter(s): **Emily Paulsen**, Associate Director, PSAT/NMSQT, College Readiness, The College Board; **Andrew Schwartz**, Assessment Manager, Mathematics Research Development, The College Board; **TBA**

Intended Audience: Administrators, Secondary Educators and Curriculum Leaders

39. Need an Inspiration? Access for the Underserved ▶CEU

Green Run High School has an enrollment of 1,661 students. Many of those students face barriers in reaching college success because they do not have family members who have attended college or a peer group that encourages academic pursuits. Green Run has created several programs to create an academic environment that allows students to acquire the information they need to consider college a possibility. Included in this session is an

overview of the Green Run Minority Achievement Committee and the AVID program. Participants will leave this session armed with strategies to help students excel academically and develop a sense of responsibility to society.

Presenter(s): **George Parker**, Principal, Green Run High School, Virginia Beach, Va.

Intended Audience: Administrators, Secondary Educators, Curriculum Leaders and School Counselors

9:45 a.m.–12:30 p.m.

39a. AP in the 21st Century: Future Directions ▶CEU

Teachers and administrators will engage in an interactive presentation focused on new directions, programs and tools to support AP teachers and enhance AP course quality. Data analysis and personal feedback are used to supply important input that can be used by the College Board to meet the needs of diverse school districts, administrators and teachers. By attending this session, participants will develop the skills required to be able to match their own professional development needs to new College Board programs and opportunities that enhance their classroom teaching and AP scores.

Presenter(s): **Trevor Packer**, Vice President, Advanced Placement Program, The College Board

Intended Audience: Administrators, Secondary Educators and Curriculum Leaders

11:15 a.m.–12:30 p.m.

40. ACES™ — Did You Know It's Free? Case Studies on SAT Validity ▶CEU

Come learn about how two institutions utilized the College Board's Admitted Class Evaluation Service™ (ACES™) to conduct validity studies for free. ACES is a free online service that predicts how admitted students will generally perform at institutions and how successful they can be in specific courses. ACES studies provide the information to confirm or improve current admission and placement policies. Following the presentations, attendees will have the opportunity to ask questions. They will leave this session with instructional tools to develop their own validity studies to aid in admission and student success in college.

Presenter(s): **Kristina M. Cragg**, Assistant to the President for Strategic Research and Analysis, Valdosta State University; **Gil Villanueva**, Dean of Admission, University of Richmond; **Terrance Dixon**, Senior Education Manager, Higher Education, The College Board

Intended Audience: Admission Officers, Postsecondary Educators and School Counselors

41. 2011-12 FAFSA Enhancements

This session will cover the Free Application for Federal Student Aid (FAFSA) enhancements for 2011-12. Learn how the IRS Data Retrieval Process and other features will affect student aid applications. Participants will leave this session with strategies for assisting students in the completion of the updated FAFSA application.

Presenter(s): **David Bartnicki**, Federal Training Officer, Federal Student Aid, U.S. Department of Education

Intended Audience: School Counselors and Financial Aid Officers

42. Session Rescheduled to 9a

43. Managing the Concerns and Expectations for High School Freshmen, Sophomores and Their Parents as They Relate to College Admission

College counselors at independent schools are finding themselves increasingly in the position of having to not only alleviate concerns about college admission but also reassure parents that there is a cost benefit associated with a private education. College counselors have to refocus students and parents on the high school journey itself, and equip and empower students and their parents with the knowledge that will help them make the most of the high school experience. Please join us in a conversation led by college counselors at independent schools who will share information about the programming their schools have in place to help manage the parental and student expectations during these challenging times.

Moderator(s): **Peter Morgan**, College Counselor, Woodward Academy, College Park, Ga.

Panelists: **Vicki Englehart**, Dean of College Counseling and Guidance, Lake Highland Preparatory School, Orlando, Fla.; **Patty Montague**, Counselor, Marist School, Atlanta, Ga.; **Gretchen Andersen**, Assistant Director of College Counseling, The Lovett School, Atlanta, Ga.; **Sam Moss**, Dean of College Guidance, Darlington School, Rome, Ga.

Intended Audience: Secondary Educators and School Counselors

44. What You Need to Know to Help the Prospective College Student-Athlete

In this session, participants will learn the dos and don'ts for high school counselors working with students interested in participating in intercollegiate athletics at Division I, II and III schools. Participants will learn to specifically identify the athletic recruiting cycle and understand the guidelines

that govern the athletic recruitment process and the terms and conditions of athletic scholarships. They will be able to discuss the NCAA certification process for colleges and universities, identify how students gain the attention of college coaches, and establish pertinent questions to ask college coaches during the recruiting process.

Presenter(s): **Glenn Terry**, Assistant Director of Client Relations, NCAA Eligibility Center

Intended Audience: School Counselors, Administrators, Admission Officers, Postsecondary Educators, Secondary Educators, Curriculum Leaders and Financial Aid Officers

45. Organizing Summer Programs to Stem Learning Loss Among Students from Underrepresented Groups

Studies have shown that students who are not academically engaged during the summer lose a significant percentage of the knowledge they acquire during the regular school year. Through an empirical analysis, this presentation will demonstrate how summer programming may stem summer learning loss in mathematics, reading and writing, and help students gain access to honors and AP courses. Participants will leave this session with methods to develop a program to enhance student learning in mathematics, reading and writing.

Presenter(s): **Lawrence Morehouse**, President and CEO, Florida Education Fund; **Lyra Logan**, Vice President, General Counsel and Director of Pre-College Programs, Florida Education Fund

Intended Audience: Administrators, Secondary Educators, Postsecondary Educators and Curriculum Leaders

46. Is Your AP Credit Policy Still Valid? An Easy Plan for an AP Course Audit

In this session, a representative from the University of North Carolina at Charlotte will discuss the university's experiences with its recent AP review. Information will be provided on how College Board personnel and website tools assisted the university with its review process. Outcomes, changes and unexpected successes will be discussed. Participants will leave this session with the ability to complete the AP Course Audit utilizing best practices and website tools.

Presenter(s): **Ariel Foster**, Senior Director, AP, The College Board; **Barbara Seyter**, Associate Director, University of North Carolina at Charlotte

Intended Audience: Administrators, Admission Officers and School Counselors

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Leroy W. Fails Award
Rebecca S. Chambers, *Program Manager, AP, SAT, ACT, PSAT/NMSQT, Office of Standards, Instruction and Assessment*, Georgia Department of Education, Atlanta, Ga.

Counselor of the Year Award
Terina Isaac, *Counselor*, Center for the Arts, North Atlanta High School, Atlanta, Ga.

Outstanding AP Teacher of the Year Award
Angi R. Eagleton, *Teacher, AP English Literature*, The Dunham School, Baton Rouge, La.

Bob Costas Grants Award
Gabriel Ortiz, *Education Program Director*, Oasis Middle School, Bradenton, Fla.

Inspiration Award Winner
Green Run High School, Virginia Beach, Va.

Greenhouse Grant Recipients
North Carolina Central University, Durham, N.C.;
Metro Nashville Public Schools, Nashville, Tenn.

CEU Attendance Form

In order to receive continuing education units (CEUs) for your participation in the 2011 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.

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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.

Thursday, Feb. 10, 2011	Session Name	Hours	CB Stamp/Sticker
	10–11:15 a.m.	1.25	
	11:30 a.m.–12:45 p.m.	1.25	
	2:30–3:45 p.m.	1.25	
	4–5:15 p.m.	1.25	
Friday, Feb. 11, 2011	Session Name	Hours	CB Stamp/Sticker
	9:45–11 a.m.	1.25	
	9:45 a.m.–12:30 p.m.	2.50	
	11:15 a.m.–12:30 p.m.	1.25	
Total hours completed			



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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.

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Eden Roc Renaissance Miami Beach
Miami, Fla.
October 2012

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