



COLLABORATE!

A Blueprint for Student Success



Midwestern Regional Forum

Chicago, IL • Feb. 10–12, 2013



Regional Vice President Welcome Letter

Dear Colleague,

Welcome to the 2013 Midwestern Regional Forum! The Midwestern Regional Forum is a unique opportunity for educators representing both higher education and K–12 to collaborate on our shared goals of quality education, college readiness and success for all students.

The program for the Midwestern Regional Forum is designed by the Program Planning Committee, which is made up of volunteers within the Midwest region who represent various professional and educational roles within higher ed and K–12 education. I'd like to personally thank the 2013 Program Planning Committee for their outstanding efforts, as well as the speakers and presenters for volunteering their time and expertise to create significant learning opportunities for our community of educators.

This year's Midwestern Regional Forum will highlight the importance of working together to ensure student success as we prepare students to transition into college and careers. It will also provide pertinent insights into best practices and implementation of initiatives that have led to increased college readiness across the Midwest. In addition, we will celebrate diversity with sessions that showcase programs within Midwestern institutions that are opening the doors to college access and success for increasingly diverse groups of students.

All attendees are invited to join us for the Annual Business Meeting, our yearly gathering of the College Board membership in the Midwestern region, on Monday, Feb. 11, at noon in the Chicago Ballroom, Salons D and E.

On behalf of the College Board and the Midwestern Regional Office, we thank you for participating and look forward to your engagement over the next few days. We believe the speakers and program sessions will provide you with useful and insightful information that is beneficial to you professionally, and to the students you serve.

I encourage you to provide your feedback on our gathering at the conclusion of the forum, which will help our 2014 Regional Forum Program Planning Committee. As always, we value your participation, welcome your input and look for ways to serve you best.

Respectfully,



Greg Walker

Regional Vice President, Midwestern Region
The College Board

Regional Council Welcome Letter

Dear Colleague,

It is our pleasure to welcome you to the 2013 College Board Midwestern Regional Forum. This annual gathering draws admission, financial aid, counseling and teaching colleagues from the 13 states of our Midwestern Region to discuss, engage and educate each other, and become reenergized for the vital work we do to support students and families in our schools, colleges and universities. It is important that we take this time to gain the enrichment and perspective that come from collegial interaction and networking. We are glad to see so many of you dedicating time to join us at the forum.

Our program has been in the making for nearly a year, thanks to hours of brainstorming, planning and networking by members of the Midwestern Regional Program Planning Committee and the staff of the College Board. The planning committee is made up of your colleagues, who have put together a program designed to generate new insights, understanding, dialogue and debate about vital issues in our professional work as secondary and postsecondary educators.

Among the most important purposes of the forum is to provide time to reconnect with colleagues and friends, as well as opportunities to meet new colleagues who share a commitment to student success in higher education. We extend a special welcome to those who are attending the regional forum for the first time. We applaud your curiosity and commitment to professional development. Your ideas and voice are important and truly welcome in the discussions over the next three days; we hope the forum fosters your ongoing involvement in College Board events. I encourage you to attend the First-Timers Session, which will introduce you to the College Board and the Forum itself.

One of the highlights of the forum will be our opening luncheon speaker. Scott Page, professor, researcher and author, researches how diversity improves performance and decision making, when “diversity” means not what we look like on the outside, but rather what we look like within — the tools and abilities that make each of us unique. Page will speak about the science of this type of diversity. Mr. Page is the director of the Center for the Study of Complex Systems at the University of Michigan, and serves as an external faculty member of the Santa Fe Institute. He is the author of *Diversity and Complexity* and *The Difference*.

As you make your travel arrangements, please be sure to schedule your departure to allow plenty of time to enjoy our closing panel discussion, “Breaking Through to Students in Today’s Media Environment.” Panelists from the Midwest and media companies will discuss media messages around the cost and value of college and how to communicate with students and the public by leveraging social media and other emerging technologies.

The 2013 forum returns to the Magnificent Mile at the Chicago Marriott Downtown on Michigan Avenue. The Downtown Marriott has easy access to shopping, theater and excellent dining options. It is a great privilege to invite you to Chicago to share your expertise, expand your knowledge and prepare you to return to your daily challenges with renewed vigor and fresh perspectives. Please join us for an outstanding forum in one of America’s greatest cities!

Regards,



Jon McGee,
Vice President of Planning and Public Affairs, College of Saint Benedict/Saint John’s University and Chair, Midwestern Regional Council, St. Joseph, MN



Gary Swegan,
Assistant Vice President of Enrollment Management and Director of Admissions, Bowling Green State University and Chair-Elect, Midwestern Regional Council, Bowling Green, OH

Welcome Letter from the College Board President

Welcome to Chicago, host city for this year's Midwestern Regional Forum.

Now in my fifth month as president of the College Board, I look forward to learning about the issues that confront your institutions and impact your students here in the Midwest. Although I cannot personally attend your forum, throughout the year my team and I will work closely with the members of your Regional Council and with leaders in your universities and school districts. Together, we will applaud successes and address challenging issues that you face as you foster student academic accomplishment.

This year, the Midwestern Regional Forum, *Collaborate 2013! A Blueprint for Student Success*, joins you and your colleagues to explore how we can most powerfully drive results for students. Your forum-planning team has designed this year's forum to identify entrenched and emerging issues facing Midwestern educators and to discuss how we can work together — across the full spectrum of educational professionals — to develop solutions that drive students forward. Through our network of members in guidance, financial aid and enrollment, the College Board is uniquely positioned to design and implement these solutions.

I look forward to working with you on issues that are at the heart of the College Board's social mission, with a special focus on ensuring that all students have access to rigorous course work.

Whether you are a first-time attendee or a longtime participant, we thank you for joining us at this important event.



Sincerely,

A handwritten signature in black ink that reads "D. Coleman".

David Coleman

President and CEO, The College Board

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St. Norbert College
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Pam Horne

Associate Vice Provost for Enrollment Management and Dean of Admissions, Purdue University, West Lafayette, IN

General Information

Registration

Registration Hours

Sunday 8 a.m.–5 p.m.
Monday 8 a.m.–5 p.m.
Tuesday 8–10:30 a.m.

Resource Center

5th Floor Foyer and North Alcove

While you are at the Midwestern Regional Forum, plan to visit the new College Board Resource Center to gather resources, view the latest initiatives within the Midwest and to meet with College Board educational managers.

If you are a K–12 education professional, an educational manager will be able to assist you in identifying and exploring issues that affect your institution’s college readiness rate, and discuss institution data on AP®, PSAT/NMSQT® and SAT®.

If you are a higher education professional, come learn how you can shape and manage your admission funnel using trusted systems and data from the College Board.

You will also have an opportunity to preview SpringBoard®, the College Board’s official Pre-AP® program. SpringBoard offers a carefully articulated, engaging and rigorous curriculum for grades 6–12 that provides students with the skills and knowledge necessary to compete in the 21st century.

Also available in the Resource Center will be an Internet café, provided free of charge to all regional forum attendees.

Resource Center Hours

Sunday 10 a.m.–5:30 p.m.
Monday 8 a.m.–5:30 p.m.
Tuesday 8–10 a.m.

Repeat Sessions

Sessions that are offered more than once have **(Repeat Session)** next to each session title.

Connect!



Follow us on Twitter: **@CB_Forums**
Join the conversation: **#MWForum**

Voting Privileges

Each College Board member institution is eligible to appoint one delegate to each of the three assemblies of the College Board. All delegates are entitled to vote in the assembly to which they are appointed and at the Midwestern Regional Assembly Annual Business Meeting on Monday. Voting cards are provided in each delegate’s registration packet.

Meals Guide

Following are the General Session Meals that are provided throughout the conference:

Sunday, 2/10: 8–9:30 a.m., Coffee Service in Preconference sessions ONLY
Sunday, 2/10: 11:30 a.m.–12:30 p.m., Lunch, Chicago D/E
Monday, 2/11: 7:30–8:30 a.m., Breakfast, 5th floor foyer
Monday, 2/11: 12–12:45 p.m., Lunch, Chicago D/E
Monday, 2/11: 6–7:15 p.m., Reception, Marriott Ballroom, 4th floor
Tuesday, 2/12: 9:30–10:15 a.m., Brunch, Chicago D/E

Evaluations

We depend on session and general Regional Forum evaluations to determine our content for future years. Kindly fill out session evaluations, which are distributed at the end of each session. In addition, please fill out the general Regional Forum survey, which will be emailed to all participants shortly after the Regional Forum.

Certificate of Attendance

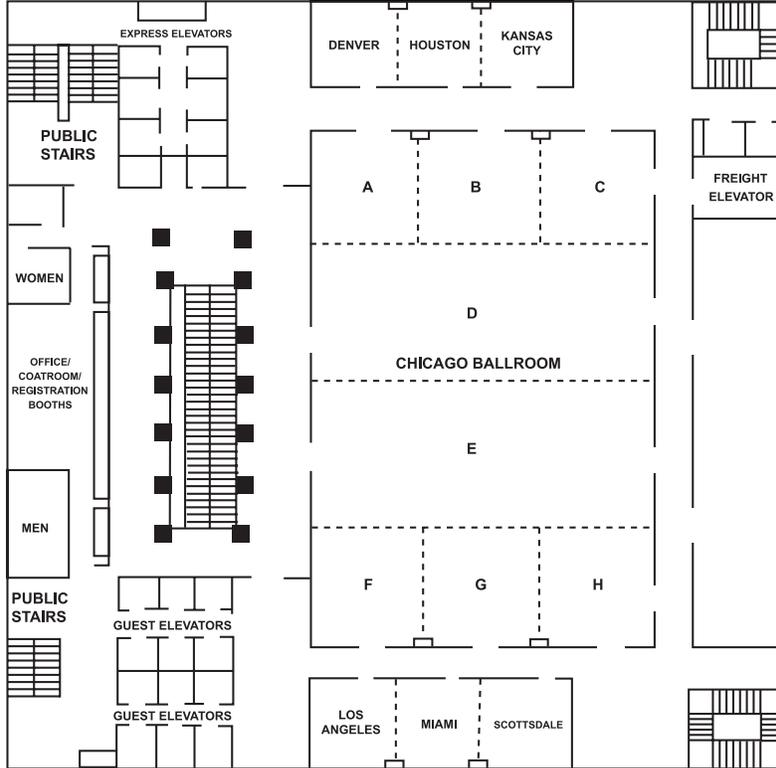
The College Board is an authorized provider of the IACET continuing education unit. A CEU attendance form to verify participation in CEU eligible sessions is provided in the back of the forum program. At the conclusion of each eligible breakout session, please collect a CEU sticker from the College Board representative in the room. Place these stickers on your CEU attendance form. At the conclusion of the forum, total your hours, then you may drop off your completed and signed attendance form at the Registration Desk.

Room Capacity

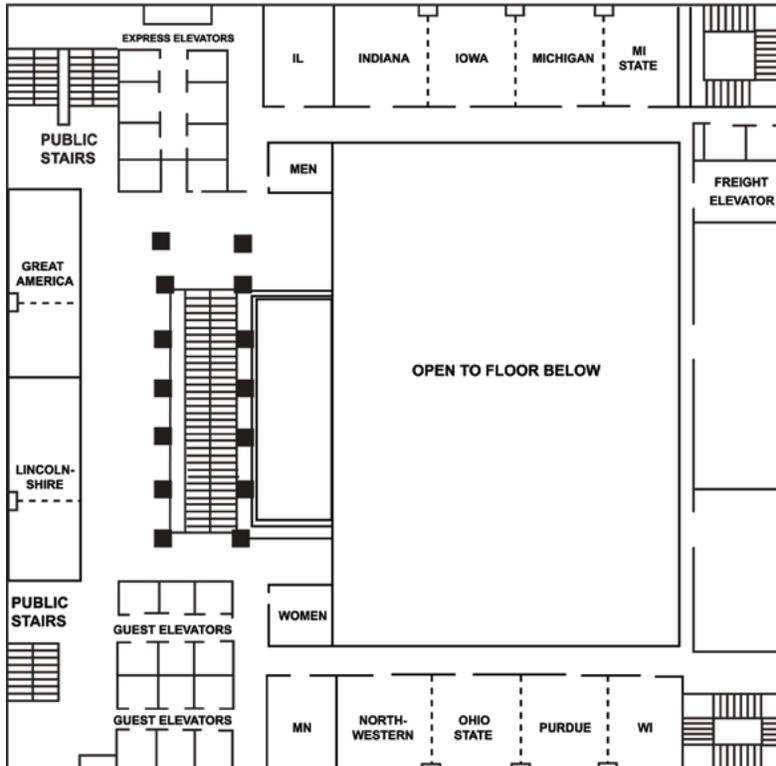
Seating in session rooms is limited. Due to fire regulations, we must limit the attendance at sessions by the designated room capacity. If you arrive at a session room where no seating is available, please choose to attend another session.

Floor Plans

5TH FLOOR MEETING ROOMS



6TH FLOOR MEETING ROOMS



Sunday, Feb. 10, 2013

Breakfast On Your Own

8:30–11:30 a.m.

CEU Preconference Session: SAT® Test Center Supervisor Workshop

Location: Denver/Houston

Primary Audience: School and College Administrators

Secondary Audience: Academic

This workshop is a free professional development opportunity for educators who administer the SAT®. Participants will identify techniques on effective ways to recruit and train staff, implement logistics, and create a welcoming testing environment. As a result of this workshop, participants will be able to apply the tactics they learned to effectively administer the SAT. The 3-hour session will be interactive and include a discussion of best practices — what works and how to offer the highest-quality testing experience for students.

Speaker: Marc Lieberman, Assistant Director, SAT Program Operations, The College Board, NY

8:30–11:15 a.m.

Preconference Session: College Board Data to Improve Your Enrollment Planning and Student Search

Location: Chicago A

Primary Audience: Admission Officers

The College Board has an abundance of insightful data and information for enrollment professionals. However, these reports can be hard to find and the sheer amount of information can be difficult to digest. This workshop brings together a number of key resources and provides highlights and context so that you can use College Board data to improve your recruitment and enrollment planning. Sample categories of information include: High-Level, National Perspective; Talking to Students About College; Creating More Purposeful Student Search Service® Orders; and College Board Data About Your Institution. Participants will leave with a reference guide to important national, regional, and institutional information, as well as important links to resources available throughout the year. Please register early so that we can prepare the most comprehensive data for your institution.

Speaker: Marc Geslani, Educational Manager, Higher Educational Services, The College Board, IL

9–11 a.m.

Preconference Session: Understanding the SAT: What Role Should It Play in the Admission Process?

Location: Los Angeles

Primary Audience: Admission Officers

The SAT is the most widely used college admission test in the country, but how much do you really know about it? What does it measure? And how can you be sure it is used properly in the admission process? This workshop is designed for everyone involved in helping young people transition from high school to college. If you'd like to learn more about the SAT, join your guidance and admission colleagues in a great professional development opportunity. Participants will examine the SAT's development, content, its relevance to the admission process, and its impact on student-body diversity in regard to ethnicity, gender and socioeconomic status.

Speaker: Jill Oakley-Jeppe, Director, K–16 Initiatives, The College Board, OH

9–10:30 a.m.

CEU Preconference Session: Unpacking the Findings of the Second National Survey of School Counselors

Location: Miami

Primary Audience: Counselors

Secondary Audience: Guidance

The College Board's second annual National Survey of School Counselors, with a companion survey of school administrators, highlights compelling information that will guide counselor training and practice and help shape the work of national organizations, legislators, school boards and principals — all of whom support the national agenda for college and career readiness. Participants will hear from a panel about the findings and implications for the school counseling profession. The panel will engage participants in a discussion regarding the translation of the survey results into concrete strategies for increasing college and career readiness for all students at their institutions. Participants will translate survey results into concrete strategies to increase college and career readiness.

Moderator: Jennifer Dunn, Director, NOSCA, The College Board, DC

Speakers: Venisa Beasley-Green, Director of Counseling, Percy L. Julian High School, IL; Katherine Cortest, School Counselor, Norman High School, OK

10–11:15 a.m.

Preconference Session: Regional Forum 101 — First Timers' Session

Location: Chicago B

Primary Audience: All

If this is your first time attending the Midwestern Regional Forum, or if you want to learn more about the College Board in the Midwestern region, attend this overview of the College Board. This session will highlight the events related to this year's Regional Forum, networking opportunities, member services and our organizational structure. Participants will have an opportunity to meet and interact with the leaders of the Midwestern Regional Council.

Speakers: Representatives of The College Board

10–11:30 a.m.

Preconference Session: The AP® Program: Changes, Developments and Updates

Location: Scottsdale

Primary Audience: Teachers and Curriculum Leaders

Join College Board staff for a discussion of future developments in AP designed to help educators provide AP opportunities to their students. Participants will learn about plans to increase support for AP teachers and information about forthcoming changes to AP science, history and world language courses.

Speaker: **Auditi Chakravarty**, Vice President, AP Curriculum, Instruction and Assessment, The College Board, NY

11:30 a.m.–12:15 p.m.

Midwestern Regional Forum Opening Lunch

Location: Chicago D-H

Join us for lunch and to meet and network with your colleagues.

12:15–1:45 p.m.



Opening Session and Keynote Speaker: Scott Page

Location: Chicago D-H

Leaders of the Midwestern Regional Council welcome participants to the 2013 Midwestern Regional Forum, present awards and introduce keynote speaker Scott Page.

An innovative teacher and researcher, Scott Page studies how social, political and economic systems work and how diversity improves performance and decision making. Page defines diversity as the tools and abilities that make each of us unique. He demonstrates that groups of intelligent people who are inwardly diverse — with different perspectives, mind-sets and ways of solving problems — can make more accurate predictions and solve problems more effectively than groups of experts.

Page is a co-author of *Complex Adaptive Systems* and a member of the external faculty at the Santa Fe Institute, the world-renowned research center dedicated to using complexity science to solve human problems. In addition to working at the Santa Fe Institute, Page is director of the Center for the Study of Complex Systems at the University of Michigan, where he serves as the Leonid Hurwicz Collegiate Professor of Complex Systems, Economics and Political Science. He also consults with corporations and nonprofits on marketing and organizational performance.

2–3:15 p.m.

Academic Assembly Meeting

Location: Denver/Houston

Primary Audience: Teachers and Curriculum Leaders

Secondary Audience: All

Led by the Midwestern Region’s National Assembly Representative, the Academic Assembly Meeting provides a forum in which to exchange views and discuss strategies to provide educational opportunities for all students. Your views and professional expertise are key to the College Board’s mission of helping students find a path to college opportunity and success. We hope you will join us for this interactive session.

Speaker: **Hector Garcia**, Superintendent, Plano School District 88, IL

CEU Acquiring the Skills to Advance in Admission

Location: Scottsdale

Primary Audience: All

Senior enrollment managers and admission professionals will gather to discuss the skill sets necessary to advance in the profession and the pros and cons of specialization. Participants will examine ways that high-level enrollment managers can engage their rising stars and provide opportunities for career advancement, cross-training and acquisition of skills. Participants will be able to convert the techniques discussed into tactics to implement at their own institutions.

Moderator: **Stephanie Chipman**, Vice President for Enrollment Management, Illinois College, IL

Speakers: **Tammy Byland**, Director, Office of Admissions, University of Missouri–Kansas City, MO; **Tina Cajigas**, Director of Workforce Strategy in Enrollment Management and Marketing, DePaul University, IL; **Omar Correa**, Vice President of Enrollment Management, Loras College, IA; **Amber Hunter**, Executive Director, University of Nebraska, NE

Leading Success™

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BE-MORE Intentional About African American Males' Academic Success

Location: Chicago A

Primary Audience: Counselors

Secondary Audience: Academic

This presentation will highlight the importance of collaboration among student affairs, academic affairs and alumni affairs offices to identify and address the needs of a diverse university-student population. Presenters will discuss the challenges faced by NCCU (North Carolina Central University) faculty, staff and administrators. Although the university has achieved higher retention and graduation rates, stark statistics reveal that much work remains to be done to ensure academic success for an underserved population of African American males. Data gathered from the state of North Carolina show African American males currently comprise 9 percent of full-time college students. However, data projections for the state of North Carolina reveal that by 2017, African American males will represent less than 3 percent of the college population (Office of Research, Evaluation and Planning, NCCU).

Speakers: **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

CEU College Planning in the Digital Age: Using Online Resources to Engage and Guide All Students to College

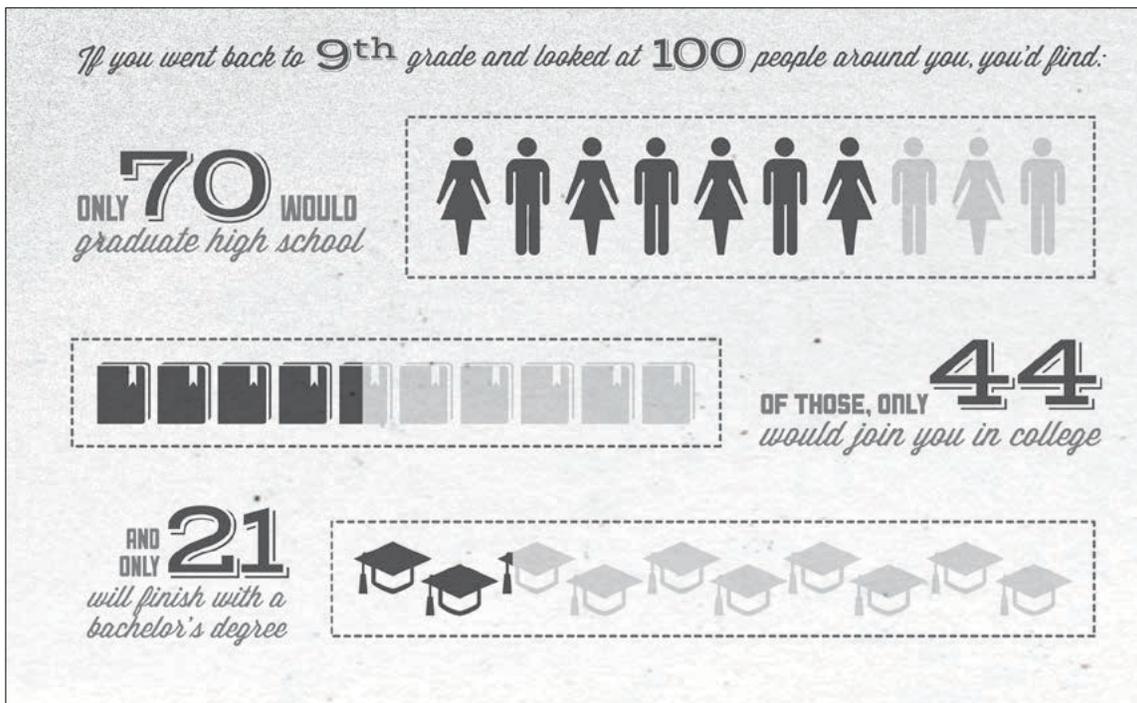
Location: Chicago C

Primary Audience: Counselors

Secondary Audience: Admission

Participants in this interactive workshop will discuss the latest findings on how to effectively engage students in college planning, as well as trends in social media. Learn about new free college guidance websites — BigFuture™ and YouCanGo!™ — that were shaped by this research and created collaboratively by the College Board and the Education Conservancy. Get insight from counselors and other educators about how to effectively use these sites in college counseling toolkits. Join us to discuss what we've learned and which questions still need to be answered.

Speakers: **Roy Ben-Yoseph**, Executive Director of Online College Planning Products, The College Board, VA; **Joyce V. Brown**, Senior Consultant, Chicago Public Schools, IL



For every student we collaboratively help to earn a college degree, we contribute to that individual's economic and personal well-being and the success of our communities and society at large.

2–3:15 p.m. (cont.)

CEU From Blackboard to Blackboard: Traditional vs. Tech-Heavy Classrooms (Repeat Session)

Location: Los Angeles

Primary Audience: Teachers and Curriculum Leaders

Secondary Audience: Administrators (Academic)

Classroom technology and the technological ability of students are advancing at dizzying speeds, far outstripping the skills of our aging school faculty. Despite drastic budget cuts in public schools, educators are expected to keep up with new technology, both in how content is taught and in how educators communicate. Is classroom technology the instructional “magic bullet” it was once thought to be? A “traditionalist” and a teacher with a thoroughly “wired” classroom will share the instructional and financial merits of each approach. Participants will compare and contrast teaching approaches and the benefits and perceived disadvantages of both. Participants will interpret evidence from the classroom and hard data from the accounting office. Participants will be ready to implement techniques in their classrooms utilizing the technology discussed.

Moderator: Todd Siler, Social Studies Department Chair, Wyoming High School, OH

Speakers: Blake Taylor, English Teacher, Walnut Hills High School, OH;

Nichole Wilson, AP Literature Teacher, William Mason High School, OH

The Midwest Educational Landscape: 13 States in 75 Minutes

Location: Miami

Primary Audience: All

Throughout the Midwest, the educational climate continues to be redefined. Each state faces a variety of challenges (budget reductions, political interests, changing leadership, etc.). In this session, members of the State Government Relations team will provide a state-by-state overview of each of the 13 states in the Midwestern region. This session will be highly informative and will include a plethora of information that will touch upon K–12 and higher education institutions.

Speakers: Jon Gubera, Director, State Government Relations, The College Board, IN; Jeff Peterson, Director, State Government Relations, The College Board, MN

The Role of Finances in Postsecondary Access and Success

Location: Chicago B

Primary Audience: Financial Aid and Scholarship Officers

Secondary Audience: All

Research shows that financial aid promotes access to higher education and success in college for students who otherwise could not afford it. But continual increases in college costs coupled with policy shifts that reduce funding from federal, state and institutional aid sources seem contrary to good sense. This session will explore the demographics and trends in higher education funding to suggest necessary policy changes for the federal government, states and higher education institutions. (This is a reprise of a seminar Dr. Donald Heller, dean of the College of Education at Michigan State University, presented to the Advisory Committee on Student Financial Aid on May 2, 2012.)

Moderator: Rick Shipman, Director, Office of Financial Aid, Michigan State University, MI

Speaker: Donald Heller, Dean, College of Education, Michigan State University, MI

3:30–4:45 p.m.

Ask Us Anything: Chief Admission Officers in the Spotlight

Location: Chicago B

Primary Audience: Counselors

Secondary Audience: Financial Aid

Audience members will have a chance to ask chief admission and enrollment management officers from three very different institutions questions about the admission process and profession. The open dialogue will foster greater insight and deeper understanding among college admission officers and high school counselors.

Moderator: Jon Boeckenstedt, Associate Vice President, Enrollment Management and Marketing, DePaul University, IL

Speakers: Mary Ellen Anderson, Director of Admissions, Indiana University, IN; Mary Chase, Associate Vice President, Creighton University, NE; Scott Friedhoff, VP for Enrollment and College Relations, College of Wooster, OH

Career and Technical Education (CTE): What Is the College Board's Role?

Location: Los Angeles

Primary Audience: All

The College Board supports a rigorous high school experience for all students. Because not all students follow the same path through high school and college, the College Board is embarking on a new effort to explore its role in career and technical education (CTE). College Board Senior Vice President Tom Rudin will open the session by sharing a brief overview of the College Board’s new initiative in this arena, but the main focus of the session will be on listening to our membership share ideas, experiences and information on CTE from their own institutions, and on soliciting input regarding how the College Board may support CTE (e.g., through curricula, assessments, or other means) in the secondary and postsecondary sectors. Please come to this session prepared to give input to help shape the College Board’s CTE agenda in the months and years ahead.

Speaker: Tom Rudin, Senior Vice President, Advocacy, Government Relations and Development, The College Board, NY

CEU **The Collective Power of Community, Business and School Partnerships to Increase Educational Outcomes for Young Men of Color**

Location: Miami

Primary Audience: School and College Administrators

Secondary Audience: All

Finding ways to improve the existing educational outcomes for large numbers of young men of color will depend on how swiftly our communities, businesses and schools collectively move toward the mantra of “The Whole Is More Than the Sum of Its Parts.” Hear from a panel of practitioners, school and business leaders, counselors, higher education professionals and community advocates. Learn strategies for building partnerships and implementing transformative practices to help young men of color develop and maintain healthy identities. Discover innovative ways to customize your program for increased academic achievement of young men of color in secondary and postsecondary environments.

Moderator: Jennifer Dunn, Director, NOSCA

Speakers: Felipe Barahona, Program Manager, Futuro Wal-Mart Mentoring Program, MI; Katherine Cortest, School Counselor, Norman High School, OK

Increasing Awareness, Access and Success for College Readiness

Location: Scottsdale

Primary Audience: Counselors

Secondary Audience: Academic

Nationally, black, Latino, first-generation and low-income students are struggling to make it to college graduation. In this session, participants will see how economically, racially and ethnically diverse Evanston Township High School is attacking the issue head-on by ramping up efforts to eliminate what statistics show is an achievement gap, but can also be viewed as a knowledge gap. This large, public high school is promoting college awareness and increased access to opportunities while preparing students for success in college by expanding college readiness programs to all students across all grade levels. This culture shift is taking place with the addition of an earned honors credit model and increasing enrollment in AP courses, while offering a variety of support systems that encourage self-determination and promote student growth, leadership, confidence, balance and well-being.

Speakers: Beth Arey, College and Career Coordinator, Evanston Township High School, IL; Dale Leibforth, AP Mathematics Teacher, Instructional Coach, Increasing Access and Success in AP, Chair, Evanston Township High School, IL

CEU **Strategies for Increasing Academic Efficacy**

Location: Chicago C

Primary Audience: Teachers and Curriculum Leaders

Secondary Audience: Administrators (Academic)

Presenters will provide a variety of conceptual frameworks for helping students think at high levels. In the current climate of constant testing, students are often taught information rather than thinking strategies. Participants will be introduced to a number of strategies that work across curricular areas to encourage creative and open-ended responses, so that students learn to think effectively in a variety of fields.

Moderator: Ryan Christianson, Principal, Lincoln High School, WI

Speakers: Sue Harvey, Teacher for the Gifted, Lincoln Public Schools, NE; Joan Jacobs, Supervisor of Gifted Education, Lincoln Public Schools, NE

Student Borrowing: Myth vs. Reality

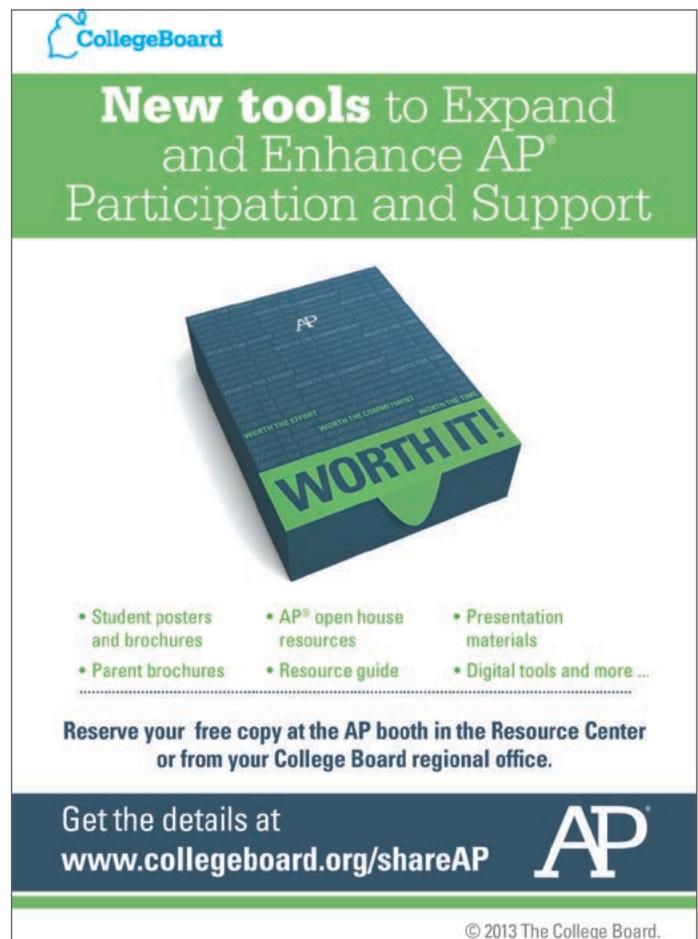
Location: Chicago A

Primary Audience: Guidance

Student borrowing for higher education expenses has been center stage in the media, with stories about students who borrow unreasonably large amounts, often for a degree that is not completed or does not generate expected income. This session will discuss the myths and realities of student borrowing, answering questions such as, “Does the average student borrow too much or what most would call a reasonable amount?” and “Is life after college a constant struggle to make ends meet or are most students doing fine?” Participants will hear from a high school college advisor, a college financial aid administrator and the president of the National Association of Financial Aid Administrators on this important topic.

Moderator: Rick Shipman, Director, Office of Financial Aid, Michigan State University, MI

Speakers: Justin Draeger, President and CEO, National Association of Students, Washington, DC; Kathy Pivonka, College Advisor, Cathedral High School, IN



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Monday, Feb. 11, 2013

7:30–8:30 a.m.

Continental Breakfast

Location: 5th Floor Foyer, Chicago D-H

7:30–8:45 a.m.

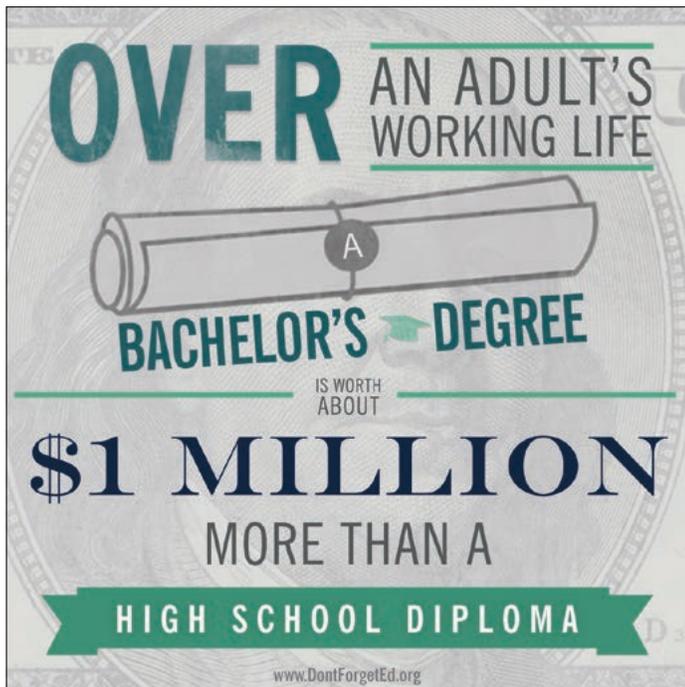
CEU From Blackboard to Blackboard: Traditional vs. Tech-Heavy Classrooms (Repeat Session)

Location: Los Angeles

Primary Audience: Teachers and Curriculum Leaders

Secondary Audience: Administrators (Academic)

Classroom technology and the technological ability of students are advancing at dizzying speeds, far outstripping the skills of our aging school faculty. Despite drastic budget cuts in public schools, educators are expected to keep up with new technology, both in how content is taught and in how educators communicate. Is classroom technology the instructional “magic bullet” it was once thought to be? A “traditionalist” and a teacher with a thoroughly “wired” classroom will share the instructional and financial merits of each approach. Participants will compare and contrast teaching approaches and the benefits and perceived disadvantages of both. Participants will interpret evidence from the classroom and hard data from the accounting office. Participants will be ready to implement techniques in their classrooms utilizing the technology discussed.

Moderator: **Todd Siler**, Social Studies Department Chair, Wyoming High School, OHSpeakers: **Blake Taylor**, English Teacher, Walnut Hills High School, OH;**Nichole Wilson**, AP Literature Teacher, William Mason High School, OH

The goal College Board shares with our members and the education community is to connect a growing number of students with opportunities for college admission and successful graduation.

9–10:15 a.m.

Advancing Success in AP

Location: Los Angeles

Primary Audience: Teachers and Curriculum Leaders

Secondary Audience: Administrators (Academic)

The Advanced Placement Program® (AP) serves thousands of Indiana students and colleges annually by providing rigorous college-level courses and examinations. While Indiana's AP participation and performance continues to grow, what efforts are taking place to further advance AP in our high schools through access and performance, especially in the STEM areas? What are the plans and strategies to advance AP through stronger student performance? Join us as we take a look at the most recent AP data in Indiana and comparable states. Topics include IDOE efforts to impact greater success through teacher professional development and AP networks, the sharing of effective pedagogical methods, Indiana's NMSI (National Math and Science Initiative) grant and the impact this award makes in high schools across the state.

Speakers: **Amy Marsh**, Assistant Director for College and Career Readiness, State Coordinator for AP, IB and Dual Credit, Indiana Department of Education, IN; **Karen Morris**, AP-TIP IN Program Director, University of Notre Dame, IN; **Jill Oakley-Jeppe**, Director, K–16 Initiatives, The College Board, OH

CEU Beyond Our Borders: Preparing 21st-Century Students for a Global Society

Location: Miami

Primary Audience: Academic

Education must play a key role in preparing all students for success in an interconnected world. Fostering global competencies and skills has become a priority for our nation. But what exactly are these skills? And how are these skills best developed and mastered by today's students? Join a conversation with leaders from a variety of institutions to learn how they are preparing students for success in an interconnected world. These strategies include introducing a specific skills-based curricular program, such as the new pilot AP | Cambridge Capstone™ Program, as well as expanding the study of world languages and cultures. The session will also investigate how higher education increasingly values these skills and seeks students who can show mastery of global competencies. Participants will be able to execute strategies to better prepare students for a global society through utilization of specific competencies and skills.

Speakers: **Robert Davis**, Executive Director, Chinese Language and Culture, College Board, IL; **Midwest school and district representatives**

CEU Bring Your Own Technology

Location: Chicago C

Primary Audience: Teachers and Curriculum Leaders

Secondary Audience: Administrators (Academic)

This presentation will focus on the benefits of students utilizing their own technology (laptops, netbooks, etc.) at school. Presenters will discuss how they implemented this program at their institutions and how they encouraged student and teacher involvement and parental support. Participants will have the tools to build support for and implement a plan for students to bring their own technology.

Moderator: **Todd Siler**, Social Studies Department Chair, Wyoming High School, OH

Speakers: **Mark Ault**, Assistant Superintendent, Indian Hill Exempted Village Schools, OH; **Arline Pique**, Technology Director, Indian Hill Exempted Village Schools, OH; **Antonio Shelton**, Principal, Indian Hill High School, OH

Building a Culture of Engagement Using Predictive Analysis

Location: Denver/Houston

Primary Audience: Admission Officers

Secondary Audience: Financial Aid

Have you harnessed big data? The advent of big data and the growing use of higher education research firms have led to the widespread use of predictive analytics in enrollment management offices. The Universities of Dayton and Kansas are evolving their capabilities to shape and decipher university-wide strategic decisions. The panelists will share how these strategies have improved engagement among recruits, faculty, students, administrators and alumni.

Moderator: **Molly Wilson**, Assistant Vice President, University Marketing and Strategies, University of Dayton, OH

Speakers: **Sundar Kumarasamy**, Vice President, Enrollment Management and Marketing, University of Dayton, OH; **Matt Melvin**, Vice Provost, University of Kansas, KS; **Jason Reinoehl**, Director, Enrollment Strategies, University of Dayton, OH

Cultivating the Next Generation of Financial Aid Leaders

Location: Great America

Primary Audience: Financial Aid and Scholarship Officers

Who is going to take over the financial aid helm when the current group of experienced directors retires? Current directors will learn how to cultivate the next generation of leaders, and aspiring professionals will gain important knowledge necessary for their career progression.

Speakers: **Katherine M. Allen**, Director of Financial Aid and Scholarships, Office of Financial Aid, University of Michigan–Dearborn, MI; **Amy Crutchfield**, Associate, Witt/Kieffer, IL; **Jane Hojan-Clark**, Executive Director, Department of Financial Aid, Student Employment and Military Education Benefits, University of Wisconsin–Milwaukee, WI; **Sandy Sundstrom**, Director of Financial Aid, St. Olaf College, MN

CEU Determined Inclusion: Setting the Bar High; Helping Every Student Reach It

Location: Ohio State

Primary Audience: Teachers and Curriculum Leaders

More students are being encouraged to take AP courses, the PSAT/NMSQT® and the SAT, yet not all students are prepared or willing to participate. Walnut Hills High School, a large, urban public school in which 97 percent of the students take at least one AP course before graduating, has responded to

the challenge with a program of determined inclusion in which ALL students and faculty are encouraged to participate. The principal will explain the change process resulting in a school culture that opens higher level learning opportunities to all students and supports their success. The presenters will describe quality test preparation in and out of the classroom that meets the needs of an expanding and diverse population, including additional services to ensure the success of vulnerable student populations. These measures involve after school and weekend tutoring in all subjects, lunch time PSAT/SAT reviews, as well as programs that integrate test preparation into substantive classroom course work.

Speakers: **Jeff Brokamp**, Principal, Walnut Hills High School, OH; **Jerron Gray**, Science Instructor, Grades 7 and 10, Walnut Hills High School, OH; **Kathy Restle**, Assistant Director, College Information Center, Walnut Hills High School, OH; **Dawn Wolfe**, Teacher, Walnut Hills High School, OH

Guidance and Admission Assembly Meeting

Location: Chicago D-H

Primary Audience: Counselors

Secondary Audience: All

Led by the Midwestern Region's national assembly representative, Darnell Heywood, the Guidance and Admission Assembly Meeting provides a forum in which to exchange views on issues related to providing educational opportunities for all students at crucial transition points in their lives. Your views and professional expertise are key to the College Board's mission of helping students find a path to college opportunity and success. All participants are invited to join this interactive session.

Speaker: **Darnell Heywood**, Co-director of College Counseling, Columbus Academy, OH

10:30–11:45 a.m.

CEU Academia del Verano: A Program to Build Self-Efficacy for AP Success

Location: Los Angeles

Primary Audience: Academic

Discover how to use a summer academy model and an inquiry-based curriculum to empower students and parents to increase AP success. Analytical and rhetorical skills are discussed, and the session demonstrates how history, English and Spanish can be used to support AP success.

Moderator: **Ryan Christianson**, Principal, Lincoln High School, WI

Speakers: **Gina Gamboa**, Berwyn Cicero Project Director, NEIU Chicago Teachers Center, IL; **Jose Gamboa**, Assistant Principal of Instruction, J.S. Morton High School, IL; **Patrick Glazik**, Teacher, J.S. Morton East High School, IL; **Michael Parre**, Director of Science and Assessment, J.S. Morton East High School, IL; **Michael Webber**, AP Coordinator/Guidance Counselor, J.S. Morton HSD 201, IL

CEU A Candid Conversation: Demystifying the College Admission Process

Location: Denver/Houston

Primary Audience: Admission

Secondary Audience: Guidance

Prospective students and families often view the college admission process as confusing and mysterious. Admission professionals from both public and private universities will discuss the various components of a holistic review process: grades, advanced course work, essays, special talents, etc. Differences in



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10:30–11:45 a.m. (cont.)

admission processes, such as early action, will be addressed. School counselors will develop strategies to help their students get a competitive edge in the college admission process.

Moderator: **Jacquie Berkshire**, College Counselor, Lake Forest High School, IL

Speakers: **Pam Horne**, Associate Vice Provost for Enrollment Management and Dean of Admissions, Purdue University, IN; **Ann Larson**, Director of Admissions, Miami University, OH; **Christopher Watson**, Dean of Undergraduate Admission, Northwestern University, IL

CEU College Counseling for Students with Great Expectations and Not-So-Great Transcripts

Location: Chicago C

Primary Audience: Counselors

Secondary Audience: Guidance

This panel presentation will allow several experienced school counselors to share best practices and counseling techniques used to help their overly ambitious students through the college admission process. How can the students expand their list to include more realistic options? How can “finding the match” become the goal, rather than “capturing the prize”? Participants will walk away being able to utilize specific strategies for working with parents and students.

Speakers: **Carolyn Blair**, Counseling Services Director, Clayton High School, IL; **Jim Conroy**, Chair, Post-High School Counseling, New Trier High School, IL, **Jen FitzPatrick**, Associate Director of College Counseling, Columbus Academy, OH, **Frank Sachs**, Director of College Counseling, The Blake School, MN

CEU Getting a Seat at the Table

Location: Miami

Primary Audience: Financial Aid and Scholarship Officers

Secondary Audience: Admission

This session is designed to assist senior financial aid professionals in expanding their role from tactical to strategic, focusing on what senior administrators are looking for, communicating effectively outside of the financial aid office, understanding institutional priorities, and how to talk effectively about data.

Moderator: **Diane Stemper**, Executive Director of Student Financial Aid, The Ohio State University, OH

Speakers: **Pamela Fowler**, Executive Director of Financial Aid, University of Michigan, MI; **Craig Munier**, Director, Office of Scholarships and Financial Aid, University of Nebraska–Lincoln, NE; **Shirley Ort**, Associate Provost and Director of Scholarships and Student Aid, University of North Carolina at Chapel Hill, NC

Ready/Set/Go: Increasing Access and Equity Through Technology

Location: Great America

Primary Audience: All

This session will introduce the new Ready/Set/Go website (<http://readyssetgo.state.mn.us>) developed through an APIP grant-based collaboration of the Minnesota Department of Education, the Minneapolis Public Schools and the St. Paul Public Schools. The site is designed to increase student access and equity in rigorous high school courses by providing timely and engaging information and support to students, parents and teachers. A variety of e-tools and resources have been integrated to create a dynamic and engaging site that aims to provide practitioners, learners and their families with the information

needed to increase access and success. For example, comprehensive instructional resources and AP model lessons, developed to engage all students, are provided, as are opportunities for teachers to contribute and rate resources and network across the state. Student and parent landing pages are designed to provide engaging and clear information and supports, resulting in increased postsecondary access and success. Participants will examine the Ready/Set/Go website and be able to employ best practices utilized by the presenters.

Speaker: **Sally Wherry**, Supervisor, High School Initiatives Center for Postsecondary Success, Minnesota Department of Education, MN

CEU Systemwide Implementation of “Own the Turf” Campaign Initiatives

Location: Chicago A

Primary Audience: Counselors

Secondary Audience: Guidance

Whole-school, district and state “Own the Turf” campaign initiatives designed and implemented by school counselors and counselor supervisors represent concrete ways counselors can take a leadership role in developing and supporting a college-going culture in their schools and districts. Implementing a systemwide campaign of college and career readiness addresses the persistent inequities among student groups, sets high expectations for all students, and helps to ensure that more students graduate from high school and college and are career ready. A panel of counselor leaders will share how they launched and are managing their systemwide campaigns, the benefits their schools and districts accrued, and the challenges they overcame as they used NOSCA’s Eight Components of College and Career Readiness Counseling. Participants will be able to design their own “Own the Turf” campaign at their institutions.

Moderator: **Dominique Jones**, Assistant Director, NOSCA, College Board, DC

Speakers: **Venisa Beasley-Green**, Director of Counseling, Percy L. Julian High School, IL; **Katherine Cortest**, School Counselor, Norman High School, OK

Where Is the Value in All This Testing for Students?

Location: Chicago B

Primary Audience: All

The College Board assessments can serve many purposes beyond a college entrance examination. The tools that students and educators can access provide an unbelievable amount of information for students. The results and data can be used for student improvement, access to scholarships, and to identify those students who have not been traditionally viewed as preparing for college or considered for AP courses. But much of this data goes unused, resulting in many students losing out on great learning tools and opportunities. The social mission of the College Board is to ensure that all students in all parts of the country, rural, urban and suburban, have access to postsecondary education at all levels. In order to achieve this mission, the College Board is committed to providing high quality programs, services such as professional development and assessments intended to reach and support all students in attaining their goals. Today many states and districts have designed, or are designing, opportunities for students to achieve high standards through multiple pathways of learning that are relevant and rigorous. No longer is a single “track” acceptable to prepare all students for postsecondary education and their chosen career. We are committed to meeting these needs in new ways to give students an open door to a rewarding, prosperous future. The session will highlight practices in linking AP and Career Technical Education and other case studies that show rigorous pathways for students leading toward a brighter future.

Speaker: **Wanda Monthey**, Senior Director, SAT Initiatives, The College Board, DC

Noon–1:30 p.m.

Midwestern Regional Assembly Annual Business Meeting Luncheon and Awards

Location: Chicago D-H

Primary Audience: All

All regional forum participants are invited to join the Midwestern College Board members at the annual business meeting. Following lunch, business related to the regional assembly will be discussed and several individuals will be recognized with regional awards. An interactive panel discussion will follow in the general session room.

1:30–2:30 p.m.

General Session Panel: Building a Regional Education Partnership to Increase College Attainment and Success

Location: Chicago D-H

Primary Audience: All

This session will demonstrate how the Central Ohio Compact, which sets the goal of achieving a 60 percent college completion rate by 2025, created a regional model of enhanced educational achievement from pre-K to grade 16. Participants will learn how to bring together a variety of constituents to create a successful regional model based on shared data acquisition, curricular alignment, academic preparation, flexible pathways to higher education and affordability.

Moderator: Mabel Freeman, Special Advisor, President’s Office, Columbus State Community College, OH

Speakers: Steve Dackin, Superintendent, Reynoldsburg City Schools, OH; David Harrison, President, Columbus State Community College, OH; Kathy Krendl, President, Otterbein University, OH

2:45–4 p.m.

Ask a Fed

Location: Chicago A

Primary Audience: Financial Aid and Scholarship Officers

Representatives from the US Department of Education will be available to answer questions and give updates.

Speakers: Representatives from Federal Student Aid — an office of the U.S. Department of Education

Booming Applications: Institutional Goals vs. Student Stress

Location: Ohio State

Primary Audience: Admission Officers

Secondary Audience: Financial Aid

The number of college applications is booming. Students apply with ease and are embracing options like the common application, a “fast app” and even mobile applications. As colleges seek to balance institutional goals and growing student interest, how do they manage yield? How do these applications help to support institutional goals? Are these new application processes more stressful to students? What support can a college counselor provide to guide students in this dynamic world of college admission?

Moderator: Todd Malone, Associate Director of Admission, Loyola University Chicago, IL

Speakers: Kent Barnds, Vice President, Enrollment, Communication, Planning, Augustana College, IL; Michael Barron, Assistant Provost for Enrollment Management and Director of Admissions, University of Iowa, IA; Joyce V. Brown, Senior Consultant, Chicago Public Schools, IL; Frank Sachs, Director of College Counseling, The Blake School, MN

Introducing the AP | Cambridge Capstone™ Program and Credential

Location: Great America

Primary Audience: School and College Administrators

Secondary Audience: All

Secondary schools and higher education institutions are constantly seeking effective ways to prepare students for an increasingly global and interconnected future. The College Board’s Advanced Placement Program (AP) and the University of Cambridge International Examinations are collaborating with 15 secondary schools in three countries to pilot the AP | Cambridge Capstone Program and Credential. In this unique offering, the in-depth subject-matter study offered through AP courses and exams is combined with the interdisciplinary seminar curricula and assessment of research projects and presentations offered by the University of Cambridge International Examinations. This interactive session will provide an overview of the development of the pilot program and credential, as well as information about the initial stages of the pilot. Representatives from leading higher education and secondary institutions will discuss their perspectives on the program’s utility and value. AP and Cambridge staff will describe key attributes of the program and pilot.

Moderator: Auditi Chakravarty, VP, AP Curriculum and Assessment, The College Board, NY

Speakers: Sally Lindsley, Senior Associate Director of Processing, University of Michigan, MI; Mary Trachsel, Associate Professor, University of Iowa, IA

Leading Rigorous Instruction for Common Core State Standards

Location: Chicago C

Primary Audience: Administrators (Academic)

With a changing instructional landscape, it is important to provide strategies for teachers to use across subject areas, as well as assist administrators in connecting those strategies to rigorous instruction. In this session, participants will create a shared understanding of rigor, learn a common set of strategies that will help students meet the performance expectations of the Common Core, and participate in an activity that models the use of those strategies to engage a complex text. Teachers and administrators will leave with a stronger understanding of the instructional implications of Common Core State Standards, as well as tools they can immediately apply to their everyday work.

Speakers: Danny Millet, District Lead Counselor, Office of College & Career Readiness, SpringBoard Sales Coach, The College Board, NY; Douglas Waugh, Senior Director, Product Management, SpringBoard

2:45–4 p.m. (cont.)

CEU **NCAA Counseling Perspective on Student-Athletes****Location:** Denver/Houston**Primary Audience:** Counselors**Secondary Audience:** Admission

In this session, participants will learn best practices for high school counselors working with students interested in participating in intercollegiate athletics at Division I, II and III schools. Participants will learn to identify the athletic recruiting cycle and understand the guidelines that govern athletic scholarships. They will also discuss the NCAA certification process for colleges and universities.

Speaker: **Haethem Rasul**, Coordinator of Guidance, Testing and Student Activities, Cleveland Heights High School, OH

Near-Peer Perspectives on Increasing College-Going Rates**Location:** Chicago B**Primary Audience:** Counselors**Secondary Audience:** Administrators (Academic)

Near-peer college advisors serving in Illinois, Michigan and Missouri share their experiences working alongside partner school counselors to increase college-going rates among first-generation, low-income and underrepresented students.

Speakers: **Alicia Smith**, College Advisor, Missouri College Advising Corps; **Elizabeth (Beth) Tankersley-Bankhead**, Executive Director, Missouri College Advising Corps, University of Missouri, MO

CEU **Study Circles to Attract and Maintain African American Students****Location:** Los Angeles**Primary Audience:** Teachers and Curriculum Leaders**Secondary Audience:** Administrators (Academic)

Shaker Heights City Schools created the Study Circle Program, which was designed to attract and maintain the enrollment of African American students in existing AP courses. Since the initiation of the study circles, there has been a tremendous increase in minority enrollment in AP classes, and the program has been expanded for students in grades 6–12. Session participants will be equipped with the necessary tools to employ a similar program at their own schools.

Speakers: **Michael Griffith**, Principal, Shaker Heights High School, OH; **Terrence Pollack**, Teacher, Shaker Heights High School, OH

4:15–5:30 p.m.

CEU **College Eligible vs. College Ready****Location:** Great America**Primary Audience:** Counselors**Secondary Audience:** All

Too many students are being accepted to and starting college only to leave in their first year. While students have the academic knowledge to start college, many do not have the personal/social skills to persist or navigate the systems in college. Come hear what researchers have identified as the “soft skills” students

need to be successful. Participants will leave with ideas and strategies to support students to go to and graduate from college.

Speakers: **Jim Bierma**, Project Director, Ramp-Up to Readiness™, University of Minnesota, MN; **Shelly Landry**, District Lead Counselor, Office of College & Career Readiness, Minneapolis Public Schools, MN

CEU **Creating a Culture of College Readiness by Building a Continuum of K–12 AP District Programming****Location:** Chicago C**Primary Audience:** School and College Administrators**Secondary Audience:** All

Southfield Public Schools has created a culture of college readiness over the past six years. This journey has included developing exciting and supportive partnerships, enhancing vertical alignment and expanding the awareness of Advanced Placement® into all grades at the elementary, middle and high school levels. Participants will examine how developed partnerships fueled parent and community support for college readiness and AP Potential™. Participants will examine the K–12 continuum of programs in place to support college readiness and Advanced Placement in Southfield Public Schools. Participants will discover techniques the district implemented, including instructional strategies to meet the needs of diverse learners to support the expansion of college readiness and AP Potential.

Speakers: **Wanda Cook-Robinson**, Superintendent, Southfield Public Schools, MI; **Lynda Wood**, Associate Superintendent for Instruction, Southfield Public Schools, MI

NASFAA Reauthorization Listening Session**Location:** Chicago B**Primary Audience:** Financial Aid

Members of the NASFAA’s Reauthorization Task Force will conduct a listening session to gather information from the College Board’s regional membership about topics that should be addressed in the next reauthorization of the Higher Education Act (HEA) scheduled for 2014. The task force will use the feedback from this and similar listening sessions conducted in 2012 to formulate recommendations for HEA reauthorization that will be presented in spring 2013 to NASFAA’s Board of Directors for adoption to guide advocacy efforts when Congress takes up reauthorization.

Speaker: **Thomas Babel**, Vice President, Regulatory Affairs, DeVry Inc., IL

CEU **Strategic Recruitment Leads to Student Success****Location:** Denver/Houston**Primary Audience:** Financial Aid

Traditionally, the college admission process has been defined and structured by institutions to fit their enrollment goals. Today’s student population, however, is causing some rethinking of that model. Shifting populations and changing demographics, along with a proliferation of communication choices, are presenting some interesting challenges for institutions. Students are seeking and finding more ways to participate in the process. As a result, institutions need to be more thoughtful and intentional in developing their prospect pool by taking into account factors that will lead beyond matriculation to graduation. After reviewing the changing recruitment landscape, participants will be able to develop a recruitment plan to move beyond simply “getting the numbers” to focusing on students and their success.

Moderator: Steven Graff, Senior Director, Admission Services, The College Board

Presenters: Jacqueline Acosta, Education Manager-Higher Ed, The College Board, IL; Jonathan Wehner, Director of Recruitment and Strategic Initiatives, Case Western Reserve University, OH

Veterans and Higher Education

Location: Chicago A

Primary Audience: Financial Aid and Scholarship Officers

Secondary Audience: Admission

This session will provide an overview of veterans' educational benefits and administrative challenges with a focus on the services needed to address veterans returning to the classroom. Participants will develop a plan for better serving the needs of veterans returning to the classroom.

Moderator: Jessica Rafield, Associate Director of Financial Aid, St. Norbert College, WI

Speakers: Jane Hojan-Clark, Executive Director, Department of Financial Aid, Student Employment and Military Education Benefits, University of Wisconsin-Milwaukee, WI; Lisa Ann Ori, Veterans Specialist, University of Wisconsin-Milwaukee, WI

Writing Templates and Argumentation in Vertical Team Planning for AP

Location: Los Angeles

Primary Audience: Teachers and Curriculum Leaders

Secondary Audience: Administrators (Academic)

A former urban school administrator and university professors will lead a discussion outlining the benefits and challenges of developing a stable schoolwide vocabulary for discussing critical literacy across disciplines. The session leaders will provide strategies that support the argument that sharing a simple, clear language and working toward the development of an explicit progression of argumentation skills fosters student academic success and student independence as measured by Advanced Placement and CCSS.

Moderator: Mark Klimesh, Director of Advanced Placement, Chicago Public Schools, IL

Speakers: Katherine McKnight, Professor, National Louis University, IL; Eileen Murphy, Independent Consultant, Ithaca Education Inc, IL

6–7:15 p.m.

Reception and Social

Location: Marriott Ballroom, 4th Floor

Tuesday, Feb. 12, 2013

7:30–8:30 a.m.

Coffee Service

8–9:15 a.m.

AVID and AP: A Partnership for College Readiness

Location: Miami

Primary Audience: School and College Administrators

Secondary Audience: Administrators (Academic)

The AVID (Advancement Via Individual Determination) and College Board programs are natural allies in the preparation of students for success in rigorous academic courses (like Advanced Placement) and college readiness. AVID's system of acceleration and support not only prepares predominantly low-income and minority students for college, but 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/Pre-AP courses.

AVID will partner with a local school/district to share their success in using 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. Participants will learn how schools use AVID and AP in tandem to help close the achievement gap by increasing enrollment of minority and low-income students in Pre-AP and AP courses. Practitioners will also share how they use AVID strategies with all AP students and how this collaboration can promote a college-going school culture. A program manager from the AVID Center will also discuss the similar relationship between AVID and Common Core, where Common Core outlines expectations and AVID provides the support and strategies to achieve them.

Speakers: George Buss, Program Manager, AVID Center, IL; Jennifer Kuras, State Director, Upper Midwest States, AVID Center, MN

College Scholarship Service Assembly Meeting

Location: Chicago B

Primary Audience: Financial Aid

Led by the Midwestern Region's national assembly representative, the College Scholarship Service Assembly Meeting provides a forum in which to exchange views on helping students and families prepare to meet the costs of postsecondary education and to support institutions to efficiently administer financial aid programs. Your views and professional expertise are key to the College Board's mission of helping students find a path to college opportunity and success. All participants are welcome to join us for this interactive session.

Speaker: Kristine Butz, Associate Director, Financial Analysis and Reporting, University of Notre Dame, IN

Creating College-Ready Writers: Reaching Common Core State Standards Through Writing Workshops

Location: Chicago A

Primary Audience: Administrators (Academic)

The Common Core State Standards demand a high level of student writing. These rigorous expectations require teachers to focus their writing instruction and to support students by using a variety of research-based methods. Using a SpringBoard Writing Workshop, participants will begin by examining the structure of a workshop (argumentative mode), move to deconstructing a mentor text, and finish with examining strategies for coconstructing a class essay. Through each section, teachers will reflect on opportunities for differentiation and leave with a process and instructional framework they can apply immediately in their classrooms.

Presenters: Danny Millett, SpringBoard Sales Coach, The College Board, NY; Douglas Waugh, Senior Director, Product Management, SpringBoard



8–9:15 a.m. (cont.)

CEU Data-Driven Counseling Decisions

Location: Chicago C

Primary Audience: Counselors

Secondary Audience: Guidance

In this session, counselors will learn how to use various tools to help them make data-driven decisions. Counselors will be shown how to use AP Potential to make placement decisions for students who have not previously been identified for AP courses. The session will also illustrate how to use My College QuickStart™ to help students make decisions about postsecondary education. Counselors will receive information on how to use their current management systems to identify student learning gaps and areas of weakness in order to determine remediation needs. The session will also provide information on the current FAFSA, so counselors can help students complete the federal form that is required to qualify for college financial aid.

Speakers: **Joyce V. Brown**, Senior Consultant, Chicago Public Schools, IL; **Shelly Landry**, District Lead Counselor, Minneapolis Public Schools, MN

Getting Wiki with It: How to Use Wikispaces Effectively in Your Class

Location: Scottsdale

Primary Audience: Teachers and Curriculum Leaders

Secondary Audience: Administrators (Academic)

Participants will learn how to use Wikispaces in their schools and classrooms to facilitate student-to-student and teacher-to-student collaboration. Wikispaces can be used to store handouts, assignments and PowerPoints. Attendees will see an example of how Wikispaces are used in a current AP English classroom and learn how to set up Wikispaces for use in their own classrooms.

Speakers: **William Fricke**, AP English Language and Composition/Adjunct English Instructor, North Muskegon High School/Muskegon Community College, MI

CEU International Recruiting at Midwestern Universities: New Approaches

Location: Denver

Primary Audience: Admission Officers

Secondary Audience: Admission

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 universities in the Midwest, opportunities to attract talented students extend far beyond the Pacific Rim. This session will address major trends impacting international student mobility and recruitment to U.S. universities, particularly those in the Midwest. Participants will interact with seasoned international admission professionals to examine the latest data, discuss the challenges facing international students, and share best practices for recruiting, admitting and enrolling foreign students. Participants will develop insights and effective approaches for reaching ambitious, diverse populations of students.

Moderator: **Martha Pitts**, Senior Director, Higher Education Strategic Accounts, The College Board, NY

Speakers: **Kevin Browne**, Vice Provost for Academic and Enrollment Services, University of Illinois at Chicago, IL; **Patricia Croom**, Associate Director of International Admissions, Michigan State University, MI; **Kristina Wong Davis**, Director of Outreach and Recruitment, The Ohio State University, OH

Finding Funding in All the Right Places

Location: Los Angeles

Primary Audience: All

Do you have a great program at your institution that you would like to continue to fund? Or, do you have a great idea for innovation or expansion, but now need to find the resources to implement the program or initiative. After this session, participants will be able to utilize basic strategies for assessing current budget priorities and program alignment and identify possible sources of federal, state and private grant funding. Come ready to listen, share and be creative!

Speaker: **Penny Kotterman**, Director, District and State Strategy Outreach, The College Board, IL

Teenagers: A Whole Different Generation

Location: Houston

Primary Audience: Admission Officers

Secondary Audience: Guidance

Much has been written and discussed about teenagers today. But how much of what you hear is true and how much is anecdotal? In this session, two organizations that specialize in knowing the teenage market will share their insights. Stamats TeensTALK™ collects information on teen communication preferences, important messages, key influencers and digital media usage. TRU Insights will share results of a national survey of teenagers that uncovers teens' values, opinions and attitudes about college and other important issues.

Moderator: **Tammy Scheuermann**, Associate Director of Admission, DePaul University, IL

Speakers: **Darren Huinker**, Senior Client Consultant, Statmats, IA; **Erik Medina**, Vice President, TRU, IL

9:30–11:30 a.m.

Midwestern Regional Forum Closing Brunch and General Session Panel: Breaking Through: Communicating with Students in a Noisy World

Location: Chicago D-H

Primary Audience: Admission Officers

Secondary Audience: All

Technology changes rapidly, but our desire for personal communication and engagement with students remains the same. Pervasive, portable, constant media has created a near-deafening technological buzz, making it increasingly difficult to reach and connect with students and parents. What resources are available to facilitate stronger connections? How do we break through the social media din and build bridges with students? And how do we convey a sense of authenticity in our messaging and outreach? Join us for a lively discussion as we focus on strategies to embrace the message and not simply chase the media.

Moderator: **John Lawlor**, Principal and Founder, The Lawlor Group, Inc., MN

Speakers: **Marie Groark**, Executive Director, Get Schooled Foundation, WA; **Matt Klawitter**, Associate Director, Digital, Office of Alumni Relations and Development, Northwestern University, IL; **Joyce Lantz**, Director of Communications, Office of Undergraduate Admissions, University of Notre Dame, IN; **Erik Medina**, Vice President, TRU, IL

Call for Proposals — 2014 Regional Forum

Deadline for Submission: May 1, 2013. Sessions with multiple presenters and perspectives and detailed learning outcomes are encouraged.

Submitted by:

Name: _____ Institution: _____

Address: _____

Phone: _____

Intended Audience (Check one or explain how this topic might appeal to more than one audience.):

Teachers and Faculty Financial Aid Higher Ed/Admission Administrators Guidance General (of interest to all participants)

Session Title: _____

Session Description (Please give a clear description.):

Learning Outcomes: What are the two most important learning outcomes that your audience will take from the session?

1. _____

2. _____

List below the presenters for your session:

(List additional presenters on a separate sheet.)

Presenter 1

Name: _____ Title: _____

Institution: _____

Phone: _____ Fax: _____ Email: _____

Presenter 2

Name: _____ Title: _____

Institution: _____

Phone: _____ Fax: _____ Email: _____

Are the presenters listed above aware of this proposed session? Yes No

Submit for receipt no later than May 1, 2013, to: (Duplicate this form if you have additional suggestions.)

The College Board, Midwestern Regional Office, Attn: 2014 Regional Forum

8700 W. Bryn Mawr Ave, Ste 900N, Chicago, IL 60631 or fax it to: 847.653.4528

Call for Nominations

MIDWESTERN REGIONAL ASSEMBLY

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 2014

For 2014, we are seeking nominations for the following positions:

- Chair-Elect, Midwestern Regional Assembly
- Representative to the Midwestern Regional Council (four positions available)
- Regionally Elected Representative to the National College Scholarship Service Assembly Council (CSSA)

ROLES AND RESPONSIBILITIES

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

Chair-Elect, Midwestern Regional Assembly (one-year term)

- Lead the Regional Forum Program Planning Committee and oversee the program planning process for the Midwestern Regional Forum.
- Serve as a member of the Midwestern Regional Council.
- Serve one year each as chair-elect, chair and immediate past chair of the Midwestern Regional Assembly.

Midwestern Regional Council Representative (three-year term)

We are seeking representatives for each of the following constituent groups: Financial Aid Representative, Guidance Representative, Admission Representative and Academic Representative.

- Provide a forum through which College Board members can deliberate on matters of mutual concern.

- Improve communications across the education spectrum.
- Evaluate and promote the use of College Board programs, services and activities.
- Advise the regional office on education issues and needs in the region, and regional positions on national issues.
- Attend three meetings per year (May, September and February). The College Board covers the reasonable cost to attend the May and September meetings.

National Assembly Council Members (CSSA — three-year term)

- Offer advice on College Board programs and services that support universal access to high standards of learning.
- Address issues related to curricula, articulation, assessment, the governance structure of schools and sustained professional development.
- Plan the Annual Meeting and Forum activities for the assembly.
- Manage the affairs of the National Assembly and advise the Board of Trustees and president of the College Board on matters of concern to the assembly.
- Attend meetings in May and December. All reasonable expenses for these meetings are covered by the College Board.
- Attend regional council meetings and the Midwestern Regional Forum to report on assembly council discussions and initiatives and to solicit regional feedback.

NOMINATIONS FOR 2014

MIDWESTERN 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):

- Chair-Elect, Midwestern Regional Assembly
- Representative to the Midwestern Regional Council (choose one)
- Financial Aid Admission
- Guidance Academic
- Regionally Elected Representative to the National College Scholarship Service Assembly Council (CSSA)

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 biography of the nominee consisting of fewer 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 Sept. 30, 2013, to:

Sangeetha Subramanian

Midwestern Regional Office, The College Board

8700 W. Bryn Mawr Ave, Ste 900N, Chicago, IL 60631

Email: ssubramanian@collegeboard.org Fax: 847.653.4528

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2013 Regional Forum Program planning committee Members

The Midwest Regional Staff would like to thank all of our 2013 Program Planning Committee members for their hard work throughout the year in building our Regional Forum content.

Gary Swegan

Chair
Assistant Vice President for Enrollment Management and Director of Admissions
Bowling Green State University
Bowling Green, OH

Jon McGee

Past Chair
Vice President, Planning and Public Affairs
College of Saint Benedict/Saint John's University
37 South College Avenue
St. Joseph, MN

Kelvin Adams

Superintendent of Schools
St. Louis Public Schools
Saint Louis, MO

Ryan Christianson

Principal
Lincoln High School
Wisconsin Rapids, WI

Mark Klimesh

Director of Advanced Placement
Chicago Public Schools
Office of Teaching and Learning
Chicago, IL

Todd Siler

Social Studies Department Chair
Wyoming High School
Cincinnati, OH

Greg Thornton

Superintendent
Milwaukee Public Schools
Milwaukee, WI

Jefferson Blackburn-Smith

Vice President for Enrollment
Otterbein University
Columbus, OH

Jon Boeckenstedt

Associate Vice President of Enrollment Management
DePaul University
Chicago, IL

Adele Brumfield

Director of Admissions
University of Wisconsin–Madison
Madison, WI

Tammy Byland

Director, Office of Admissions
University of Missouri–Kansas City
Kansas City, MO

Lori Greene

Director of Admission
Loyola University Chicago
Chicago, IL

Rick Shipman

Director, Office of Financial Aid
Michigan State University
East Lansing, MI

Karen Belling

Director of Financial Aid
Wheaton College
Wheaton, IL

Diane Stemper

Director, Student Financial Aid
The Ohio State University
Columbus, OH

Jeff Zahn

Director of Financial Aid
St. Norbert College
De Pere, WI

Tamuriel Grace-McKinley

School Counselor
Beloit Memorial High School
Beloit, WI

Shelly Landry

District Lead Counselor
Minneapolis Public Schools
Minneapolis, MN

Haethem Rasul

Coordinator of Guidance, Testing and Student Activities
Cleveland Heights High School
North Canton, OH

Sandra Daniels Mosley

District Lead Counselor
Woodward Trustee
Cincinnati, OH

CEU Attendance Form

In order to receive continuing education units (CEUs) for your participation in the 2013 Midwestern Regional Forum sessions, follow these instructions.

At the end of each eligible session you attend, please write in the name of the session and have the designated College Board staff person attach a sticker to your worksheet before you leave the room. After the conference, total your hours, and either drop off your completed and signed worksheet at the College Board Registration Desk, or mail it to the Midwestern Regional Office, The College Board, 8700 West Bryn Mawr Avenue, Suite 900N, Chicago, IL 60631-3512. 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 <input type="checkbox"/> School <input type="checkbox"/> Home

Plenary sessions, meals, membership meetings and assemblies are not eligible for CEU credit. Only sessions listed in the program with a round CEU stamp are eligible for credit. CEUs are calculated as follows: 1 CEU per hour of instruction.

Sunday, Feb. 10, 2013	Session Name	Hours	CB Stamp/Sticker
8:30–11:30 a.m.		3	
9–11 a.m.		2	
9–10:30 a.m.		1.5	
10–11:30 a.m.		1.5	
2–3:15 p.m.		1.25	
3:30–4:45 p.m.		1.25	
Monday, Feb. 11, 2013	Session Name	Hours	CB Stamp/Sticker
7:30–8:45 a.m.		1.25	
9–10:15 a.m.		1.25	
10:30–11:45 a.m.		1.25	
2:45–4 p.m.		1.25	
4:15–5:30 p.m.		1.25	
Tuesday, Feb. 12, 2013	Session Name	Hours	CB Stamp/Sticker
8–9:15 a.m.		1.25	
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 10 contact hours of participation in an organized continuing education experience under responsible sponsorship, capable direction and qualified instruction. Per IACET guidelines, based on the total of hours completed, anything 0.5 hours or above will be rounded up and anything below 0.5 will be rounded down. (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.

Upcoming College Board Conferences 2013

National Chinese Language Conference

APRIL 7–9

Boston, MA

www.asiasociety.org/nclc

A collaboration of the College Board and Asia Society, the NCLC is the largest annual gathering for practitioners, policymakers and school leaders with an interest in Chinese language teaching and learning in North America.

Destination Equity 2013: Charting Bright Futures for All Students

APRIL 12–13

New Orleans, LA

destinationequity.collegeboard.org

Destination Equity focuses on equitable counseling practices by providing hands-on strategies and tools to assist school counselors in their efforts to ensure that all students graduate high school college and career ready.

Preparate™: Educating Latinos for the Future of America

MAY 1–2

Chicago, IL

preparate.collegeboard.org

Preparate™: Educating Latinos for the Future of America brings together professionals from middle schools, secondary schools, higher education and community-based organizations for thought-provoking sessions and the opportunity to share best practices that help prepare Latino students for opportunities and success.

A Dream Deferred™: The Future of African American Education

MAY 2–3

Chicago, IL

dreamdeferred.collegeboard.org

A Dream Deferred™: The Future of African American Education continues to inspire powerful thinking around key issues that affect African American students. Educators from around the country will convene to develop a unified voice to advocate for and effect change.

Native American Student Advocacy Institute

MAY 30–31

Missoula and Pablo, MT

nasai.collegeboard.org

The Native American Student Advocacy Institute (NASAI) enables educators, community-based organizations, and tribal leaders to discuss solutions, share best practices, and address crucial topics in education crucial to Native American students.

ACCUPLACER® National Conference

JUNE 27–29

San Antonio, TX

www.collegeboard.org/accuplacerconference

The ACCUPLACER® National Conference provides professional development sessions designed for faculty and testing professionals who want to learn more about ACCUPLACER products, best practices and the testing system.

AP Annual Conference 2013

JULY 17–21

Las Vegas, NV

apac.collegeboard.org

The AP Annual Conference is the largest professional development gathering of the Advanced Placement Program and Pre-AP communities, AP Coordinators, school counselors and administrators from across the United States and throughout the world.

The College Board Forum

OCTOBER 23–25

New York, NY

forum.collegeboard.org

The College Board Forum offers all educators an unparalleled opportunity to discuss important issues affecting them today and tomorrow. Join professionals from schools and colleges across the nation and around the world to network and share ideas with a wide range of peers from superintendents, teachers, and counselors, to presidents, faculty, and admission and financial aid officers.

About the College Board

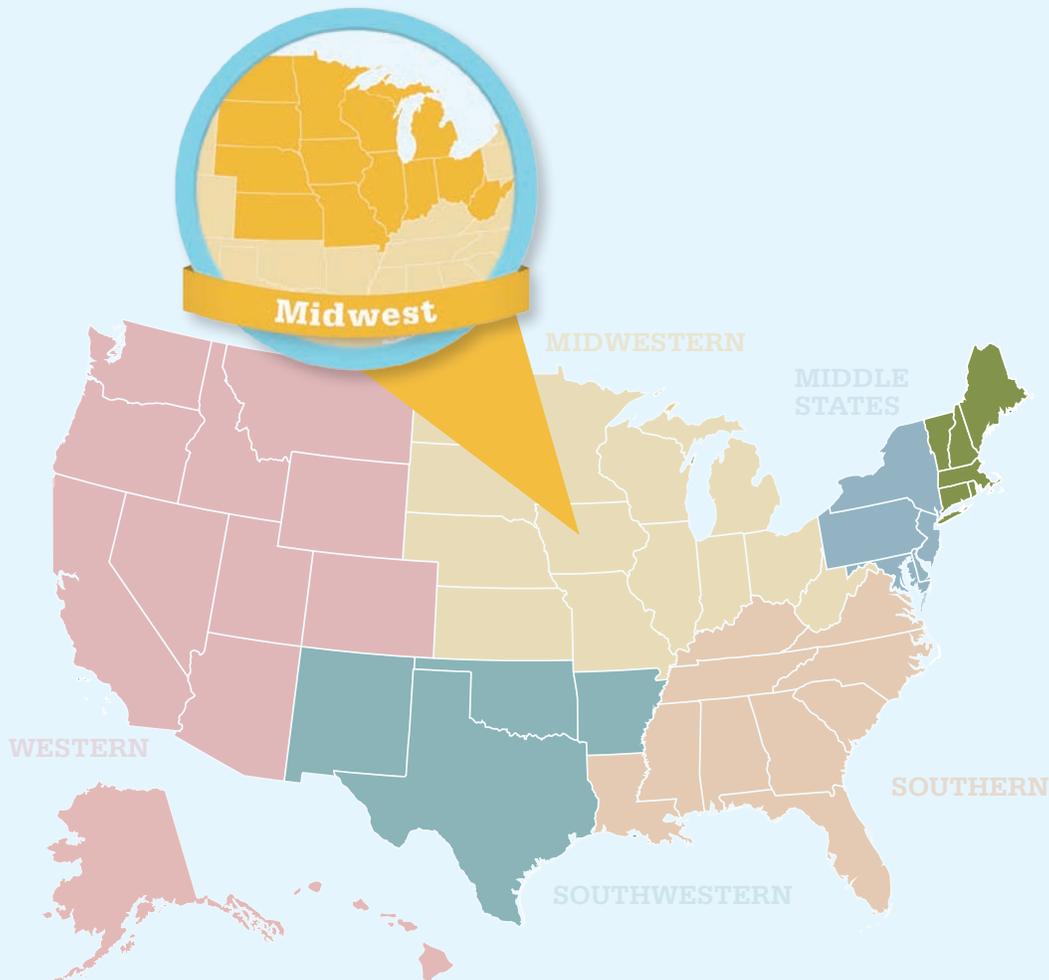
The College Board is a mission-driven, not-for-profit organization that connects students to college success and opportunity. Founded in 1900, the College Board was created to expand access to higher education. Today, the membership association is made up of over 6,000 of the world’s leading educational 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.

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The College Board | Regional Offices



The College Board's regional offices are committed to partnering with state leaders, K-12 school districts, colleges & universities to:

- Provide consultative support on key goals and objectives in driving student success
- Share research, data and best practices that ensure all students can access, enroll in and succeed in college
- Offer professional development workshops and seminars for administrators, teachers and counselors
- Help administrators successfully implement College Board programs and services
- Connect educators with colleagues from across the region and around the country

Contact your regional office for more information about the College Board's programs and services and find out how you and your institution can get involved as members.

Midwestern Regional Office

866.392.4086

ROMWRO@collegeboard.org

8700 W. Bryn Mawr Ave

Suite 900N, Chicago, IL

60631