



COLLABORATE!

A Blueprint for Student Success



Middle States Regional Forum

Brooklyn, NY • Feb. 13–15, 2013



Welcome from Regional Council Leadership

Dear Colleague,

On behalf of the Middle States Regional Council, we welcome you to the Middle States Regional Forum. Our regional forum provides an interactive environment for professionals in education to be stimulated, challenged and inspired. This year's theme, Collaborate 2013! A Blueprint for Student Success, captures the unique opportunity for our participants to share ideas, find common ground and collaborate across the continuum of college preparation through successful graduation. Attendees will take away fresh insights, practical approaches and an even stronger commitment to foster a culture of high expectations, plan for positive results and drive student success.

We would like to express our appreciation for the many vital contributions to this gathering. Thanks to the Regional Council and the College Board staff for vibrant sessions, dynamic speakers and special networking events. To our presenters and speakers from regional schools and institutions, we applaud your insights, information and expertise.

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.



Joel Lang, Chair
Guidance Counselor
Salesianum School
Wilmington, DE



Arsallah Shairzay, Chair-Elect
Dean of Early College and AP Programs
Friendship Collegiate Academy
Washington, DC

A Message from the College Board President

Hello colleagues and welcome to Brooklyn, host city for this year's Middle States Regional Forum.

Now in my fourth 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 Middle States region. I look forward to sharing some initial thoughts on how the College Board might best fulfill its social mission of connecting students to college opportunity and success. I will also continue to work closely with the members of your Regional Council and with leaders in your universities and school districts to create a collaboration that applauds successes and addresses challenging issues that you face as you foster student academic accomplishment.

This year, the Middle States Regional Forum, Collaborate 2013! A Blueprint for Student Success, joins you with colleagues who share your quest to ensure powerful results for students. Your Forum planning team has designed this year's Forum to identify entrenched and emerging issues facing Middle States educators and to discuss how we can work together — across the full spectrum of educational professionals — to develop and implement real solutions.

Together we can mount a campaign that will ensure greater retention in the Region's higher education institutions and deeper and more powerful curriculum and instruction in K-12 schools and districts.

I am excited to work 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 powerful event.



Sincerely,



David Coleman
President and CEO, The College Board

2012–2013 Middle States Regional Council Members

Joel Lang, Chair

Guidance Counselor
Salesianum School
Wilmington, DE

Arsallah Shairzay, Chair-Elect

Dean of Early College and AP Programs
Friendship Collegiate Academy
Washington, DC

Heather McDonnell, Past Chair

Associate Dean of Financial Aid and Admissions
Sarah Lawrence College
Bronxville, NY

Lacey Bonner

School Counselor
Penns Grove High School
Carneys Point, NJ

Michael Corso Jr.

Director of Financial Aid
Sussex County Community College
Newton, NJ

Natalie Davy

Director of Guidance
Yonkers Public Schools
Yonkers, NY

Joseph Dragone

Superintendent of Schools
Ballston Spa Central School District
Ballston Spa, NY

Donald Generals

Vice President of Academic Affairs
Mercer County Community College
West Windsor, NJ

Brian P. Hazlett

Director of Undergraduate Admissions
Millersville University
Millersville, PA

Robert F. Herr

Dean of Admissions and Financial Aid
Wagner College
Staten Island, NY

Peter V. Johnson

Director of Undergraduate Admission
Columbia University
New York, NY

Gail Kaplan

Professor of Mathematics
Towson University
Towson, MD

Phyllis G. Kremen

Professor
Brookdale Community College
Lincroft, NJ

Teresa Lawrence

Director, Curriculum and Staff Development
Clarence Central School District
Clarence, NY

Darby McHugh

College/AP Coordinator
The Bronx High School of Science
Bronx, NY

Barbara Miller

Director of Financial Aid
Stevenson University
Owings Mills, MD

Evelyn Lugo Morales

Professor
Universidad del Este, Carolina Campus
Carolina, P.R.

Rodney Morrison

Associate Chancellor for Enrollment Management
Rutgers University- Camden Campus
Camden, NJ

Deborah S. Nolan

Guidance Counselor
Red Clay Consolidated School District
Wilmington, DE

Patricia Peek

Director of Admissions
Fordham University
Bronx, NY

Jeffrey Rivell

Deputy Director, Office of Admission
University of Delaware
Newark, DE

Alice Roberson

Project Coordinator
New York State Education Department
Albany, NY

Gerard Rooney

Senior Vice President of Enrollment Management & Planning
St. John Fisher College
Rochester, NY

Victoria Sanders

Vice President for Enrollment Management
East Stroudsburg University of PA
East Stroudsburg, PA

Richard Scott

Specialist in Guidance
Maryland State Board of Education
Baltimore, MD

Timothy Stults

Principal
University City Promise Academy
Philadelphia, PA

Marion Terenzio

Vice President for Academic Affairs
and Dean of Faculty
Bloomfield College
Bloomfield, NJ

Associate Council Member

Kelly Farmer

Director of Freshman Admissions
Stevenson University
Stevenson, MD

Regionally Elected National Assembly Council Representatives

Guidance and Admissions Council Representative

Sharon Alston

Executive Director for Enrollment Management
American University
Washington, DC

Academic Council Representative

Vernon B. Harper Jr.

Associate Vice President for Planning and Academic
Administration
West Chester University of Pennsylvania
West Chester, PA

College Scholarship Service Council Representative

Heather McDonnell

Associate Dean of Financial Aid and Admissions
Sarah Lawrence College
Bronxville, NY

Regionally Elected Trustees

John A. Tucker

Chair, Counseling Department (retired)
Delaware Valley High School
Milford, PA

William Schilling

Director, Student Financial Aid (retired)
University of Pennsylvania
Philadelphia, PA

Registration Desk

Located in the Promenade, Second Floor

Hours

Wednesday, Feb. 13: 7:30 a.m.–5 p.m.

Thursday, Feb. 14: 7:30 a.m.–4:30 p.m.

Friday, Feb. 15: 7:30 a.m.–noon

Resource Center

Located in Foyers D, E, and Promenade, Second Floor

Stop by the Resource Center to meet with representatives from the Middle States Regional Office as well as representatives of College Board programs and services. Find out the latest information and get answers to questions you have about the SAT®, the PSAT/NMSQT®, the College Board’s Net Price Calculator and more. You will also be able to check your email at the Internet café. Check your program for Resource Center Features during each session slot.

Room Capacity

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

Voting Privileges

Each College Board member institution is eligible to appoint one delegate to each of the three national assemblies of the College Board. All delegates are entitled to vote in the assembly to which they are appointed and at the Annual Meeting of the Members of the College Board at the regional forum. There will be voting cards in each delegate’s registration packet.

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Join the conversation: **#MSForum**

Our conference has gone MOBILE!

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Second Floor



Wednesday, Feb. 13

Preconference Sessions

8:30–11:30 a.m.

CEU AP®: Coordinator Workshop

Salon I

This free session will provide AP® Coordinators with the information needed to effectively and successfully manage an AP program. At the end of this session, participants will be skilled in ordering AP Exams, conducting a preadministration session, training proctors, setting up off-site testing, administering exams to students with disabilities, administering exams that require audiovisual equipment, maintaining exam security, handling irregularities and disruptions, and returning and paying for AP Exams. This workshop also gives participants a chance to exchange best practices and learn new ways to handle an AP Coordinator's responsibilities.

Presenter: Cheryl Bell, Principal, Owen J. Roberts School District, PA

College Board 101: Supporting Students in Our Care

Salon F

Together with our members, the College Board champions innovation, equity and excellence for our students. Join us to discover how College Board resources and programs can empower educational leaders from all areas of K–12 and higher ed. We'll explore our advocacy initiatives, membership, college readiness and college connection programs, and how we partner with K–12 and higher ed institutions to promote access and achievement. Don't take our word for it — we've also invited members of our councils and committees and representatives from your schools to share their personal stories and experiences with the College Board.

Presenters: Kevin Corr, Educational Manager, Higher Education Services, Middle States Regional Office, The College Board; Stephen Zori, District Director, Pennsylvania, Middle States Regional Office, The College Board

CEU Eight Components of College and Career Readiness Counseling

Salon H

Part one of this two-part session will provide an overview of the transformative process of the National Office for School Counselor Advocacy's (NOSCA) *Eight Components of College and Career Readiness Counseling*. Participants will learn how the transformative process impacts the implementation of the eight components to gain equitable college and career outcomes, use tools to enhance the delivery of the eight components, and learn to identify data elements and multilevel interventions for college and career readiness counseling. In part two, presenters will discuss how K–12 school counselors can align their practices with the broader school and/or district goals to raise student achievement by implementing NOSCA's *Eight Components of College and Career Readiness Counseling*. Participants will hear from a panel of school counselors about how they have used their student performance data to develop counseling strategies that identify the college and career needs of

their students. After hearing from the panel, participants will be able to use data to guide school counseling practice for equitable outcomes and lead systemic efforts to create a college-going culture in their schools.

Presenters: Clewiston Challenger, School Counselor, Bronx Public Schools, NY; David Eagle, Regional Counselor Ambassador, Middle States Region, The College Board, NY; Coralie Joseph, Regional Counselor Ambassador, Middle States Region, The College Board, NY; Vivian Lee, Senior Director, NOSCA, DC; John Tucker, Chair, Counseling Department (retired), Delaware Valley High School, PA

CEU SAT®: Test Center Supervisor's Workshop

Salon G

The SAT® Test Center Supervisor Workshop is a free professional development opportunity for educators who are responsible for administering the SAT. In this three-hour session, SAT Test Center Supervisors will learn best practices for recruiting and training staff, implementing logistics, creating a welcoming test environment, as well as delivering a secure and standardized administration of the SAT. After hearing from College Board staff, Supervisors will be able to implement test administration protocols that will offer an efficient high-quality testing experience for students. Counselors will actively participate by sharing insights, experiences and lessons learned throughout the Workshop in response to segments displayed on the screen and in response to questions posed by their peers.

This session is for current SAT Test Center Supervisors or Associate Supervisors.

Presenters: ETS and SAT Program Staff

Lunch on your own

Main Conference

1–2 p.m.



Keynote Address: Ken Kay: Defining 21st-Century Student Success and Making It Happen

Grand Ballroom

For today's students to succeed in rigorous higher education course work and the workforce, it is critical for them to be equipped with 21st-century knowledge, competencies and skills. As educators, we are challenged with ensuring that our students receive a meaningful and effective education and are ready for their future in a new global economy. Ken Kay has been a major advocate for preparing students to graduate with the skills and knowledge that are necessary to succeed in a more competitive global environment. Ken will define student success, share strategies for building students' strengths, discuss educational models around the country and highlight success stories and exciting trends.

Ken has also been a force in bringing together education, business and policy leaders to focus collectively on our education system. Ken will address the pivotal role that the K–12 and Higher Education communities will play and why it has become so important to work in collaboration to reinforce 21st-century readiness, better our practices, align our programs, and embrace continuous improvement in our districts, schools and institutions. We are called to work in partnership in supporting all of our students as they move through the educational system to become not only career ready individuals, but successful leaders and citizens.

2:15–3:30 p.m.

CEU **Businesses, Nonprofits and High Schools:
Building Effective Partnerships to Increase
College Access and Student Success**

Salon F

Recently, partnerships among colleges, high schools and other external organizations have grown in significance as a result of budget constraints, evolving career readiness requirements and the increasing need to provide effective educational support services to underrepresented college-bound students. Participants will learn the essential elements for creating and maintaining beneficial partnerships among and across academic, postsecondary and external organizations. Participants will leave with a clear understanding of benefits and challenges associated with these types of collaborations, as well as with a step-by-step guide to initiating collaborations and partnerships at their schools and/or institutions.

Presenters: **Kristen Harris**, Director of College Guidance, Columbia Secondary School for Math, Science and Engineering, NY; **Ian Kamen**, Assistant Principal, John Bowne High School, NY; **Gayle Villani**, Vice President, Programs, PENCIL, NY

CEU **Implementing 21st-Century Skills at the
District Level: Superintendents Share
Their Strategies**

Salon G

Learn how three districts in New York State are implementing the 4Cs (critical thinking, communication, collaboration and creativity) in schools so that every student is ready for the citizenship and economic challenges of the 21st century. A panel of superintendents will share examples of 21st-century skills in action at the district level. Participants will take away the deliberate steps they will need to build capacity to support 21st-century learning in their own schools. In addition, they will learn how they can use assessments to measure 21st-century skills and help drive student success.

Moderator: **Ken Kay**, Chief Executive Officer, EdLeader21, AZ

Presenters: **John Bierwirth**, Superintendent of Schools, Herricks Union Free School District, NY; **Joyce Bisso**, Superintendent of Schools, Hewlett-Woodmere Public Schools, NY; **Joseph Dragone**, Superintendent of Schools, Ballston Spa Central School District, NY

**Introducing the AP | Cambridge Capstone™
Program and Credential**

Salon B

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 are combined with the interdisciplinary seminar curricula and the assessment of research projects and presentations offered by University of Cambridge International Examinations. This interactive session will provide an overview of the development of the new

pilot program and credential, as well as information about the initial stages of the pilot. Participants will learn about the challenges and successes associated with the new pilot program, the timeline for wider implementation, and how they can utilize the AP | Cambridge Capstone Program and Credential in their own schools in the future.

Presenters: **Randy Asher**, Principal, Brooklyn Technical High School, NY; **Drewana Bey**, Principal, Bowie High School, MD; **Randy Deike**, Vice President of Enrollment Management, New York University, NY; **Ariel Foster**, Executive Director, AP College and University Services, The College Board, NY

CEU **Playing by the Rules: Counseling and
Supporting the Student-Athlete**

Salon C

A panel of professionals will highlight best practices for helping student athletes navigate the athletic recruitment process with colleges and universities. Find out how secondary school counselors educate students (and parents) about the rules, academic requirements, eligibility and engagement with colleges and coaches. Hear from higher education professionals about the admission of students with special athletic talents, supporting and tracking their success as well as the institutional tasks of NCAA certification, rules compliance and enforcement. Participants will leave the session with a clear understanding of the NCAA certification process, how students can gain the attention of college coaches, and the most pertinent questions to ask college coaches during the recruiting process.

Moderator: **Jeff Rivell**, Deputy Director, Admissions, University of Delaware, DE

Presenters: **Elizabeth Bender**, Guidance Counselor, Henderson High School, PA; **Michael DiPiazza**, Senior Assistant Director, Admissions, St. Johns University, NY; **Ann Gulino**, Associate Director for Compliance, Athletic Department, St. Johns University, NY; **Tim Morrissey**, Director of Student Services for Athletes, University of Delaware, DE; **Jake Talmage**, Director of College Counseling, St. Paul's School, MD



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2:15–3:30 p.m. (cont.)

CEU Senior Enrollment Management Roundtable

Salon H

From changing demographics to a slow-to-recover economy and from continuously rising college costs to demands for improving outcomes, the roles of enrollment managers are constantly changing as they are presented with new challenges and opportunities. This interactive session will feature experts in the field who will share their ideas about strategic and operational considerations for immediate short-term and long-term enrollment management. Participants will leave the session with a greater understanding of the key issues that affect college enrollment decisions, and be able to develop new strategies to assist their students and parents in the college selection, application and enrollment process.

Moderator: **Fabrizio D'Aloisio**, Executive Director, Higher Education Engagement and Service, The College Board, NY

Presenters: **Richard Alvarez**, University Director of Admission, City University of New York, NY; **John Buckley**, Associate Vice President for Undergraduate Enrollment, Fordham University, NY; **William Conley**, Vice President for Enrollment Management, Bucknell University, PA; **Barbara A. Gill**, Assistant Vice President, Undergraduate Admissions and Enrollment Planning, University of Maryland at College Park, MD; **Beryl Jeffers**, Director for Enrollment Services, Center for Student Recruitment (NYC), The State University of New York, NY

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CEU Test Preparation for Counselors: How to Prepare Students

Salon I

This session is geared toward counselors and educators who play an active role in assisting students with SAT registration and getting ready for test day. Participants will learn about the new security requirements and discuss and share test-preparation experiences. As a result of this session, counselors and educators will be able to help students more effectively meet the new requirements and navigate test day procedures.

Presenters: **SAT Program Staff**, The College Board, NY

CEU Using AVID and AP in Tandem to Close the Achievement Gap

Salon A

The AVID (Advancement Via Individual Determination) and College Board programs are natural allies in preparing students for success in rigorous academic courses such as Advanced Placement® and college readiness. AVID is a schoolwide and districtwide approach featuring a college-preparatory AVID elective course and a rigorous curriculum for students, which typically includes enrollment in AP/Pre-AP® courses. Participants will hear from a local school district that succeeded 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. In addition to developing strategies for the use of AVID and AP in tandem to help close the achievement gap, participants will learn how to use AVID strategies with all AP students. 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.

Presenters: **Jinan O'Connor**, Northeast States Director, AVID Center, NY; **Robert Quinlan**, AVID Site Coordinator, Brooklyn High School for the Arts, NY

**RESOURCE CENTER FEATURE:
EXPLORING HIGHER EDUCATION DATA RESOURCES**

Hear from Middle States Higher Education team members about data resources available to help meet your institutional goals.

3:45–5 p.m.

CEU Building Better Teachers: New York State Initiatives and the Professional Development for Advanced Course Work in the STEM Program

Salon F

This session provides two great opportunities for New York State educators: Learn about the Virtual AP Program, which expands access to AP courses online, from a New York State Department of Education representative who will provide an introduction and overview of the program. Then hear about the New York STEM Course Work Program, which provides free professional development to science, math and technology teachers in grades 7–12. Teachers who have attended the first and second round of STEM workshops will discuss the content of the training and the impact it has had on their teaching and on students' learning. Educators from New York State will leave the session with a

clear understanding of the goals and benefits of the program and will be able to enroll themselves or teachers from their schools in the program. Educators from outside the state will acquire an understanding of this exciting Race to the Top-funded program and be able to replicate similar initiatives in their own states.

Moderator: **Matthew Zarro**, Senior Educational Manager, K–12 Services, The College Board, NY

Presenters: **Wilford Duncan**, Science Teacher, Middle School 31, The William Lloyd Garrison, NY; **Lawrence M. Paska**, Coordinator, Office of Educational Design and Technology, New York State Education Department, NY; **Doris Payne**, Teacher, Ninth Grade Academy, Clara Barton High School, NY; **Priscilla Tuttle**, Chemistry Teacher, Eastport South Manor Junior-Senior High School, NY

CEU Connecting K–12 and Higher Ed Through the Affinity Network: Facilitating Common Core Implementation

Salon H

Improving postsecondary success for all citizens, especially those from underrepresented populations, is critical to our nation's economic and social well-being. Addressing this challenge requires a clear and consistent understanding of what students should know and be able to do to be successful in college and the workforce. The College Board Affinity Network taps into College Board member institutions and identifies barriers to student success, examines innovative ways to overcome those barriers and facilitates improved alignment between K–12 and postsecondary efforts to improve student success. In this session, Affinity Network members and facilitators will present the implications of Common Core State Standards adoption and describe how high school and college faculty in five states, including Maryland, are collaborating with support from the College Board to align high school exit and college entrance expectations and reduce remediation. Participants will compare examples of successful partnerships between K–12 and postsecondary institutions and be equipped to facilitate Common Core implementation in their own communities.

Moderator: **Heather Ayres**, Facilitator, Advocacy, The College Board, NY

Presenters: **Sandra Dunnington**, Vice President for Academic Affairs, Prince George's Community College, MD; **Gladys Whitehead**, Director of Curriculum and Instruction, Prince George's County Public Schools, MD

CEU Demystifying the Admission Process

Salon A

In the college admission process, do high school courses weigh more than grades, GPA or class rank? How important are Advanced Placement, International Baccalaureate and honors-level courses, and how does dual enrollment factor in? How is the essay used in the admission process? What does it mean to be placed on a wait list? High school counselors play a critical role in helping students and their families navigate the admission process. They must be able to answer questions related to the college application, campus life, financial aid and much more, often with students and families who are not familiar with the process. In this session, high school counselors will discuss trends and common challenges they face in their work to connect students to college, as well as the perceptions that students and families have about the college admission process. College admission professionals will discuss how they would “read” an application file. Participants will leave the session with a better understanding of the admission process at regional institutions and with

new strategies for supporting their students before, during and after the college selection and application processes.

Presenters: **Michael Acquilano**, Assistant Head of Upper School and Director of College Guidance, Staten Island Academy, NY; **Bob Herr**, Dean of Admission and Financial Aid, Wagner College, NY; **Chris Markle**, Director of Admissions, Susquehanna University, PA; **Andrea Zaremba**, College Counselor, Don Bosco Preparatory School, NJ

CEU Improving College and Career Readiness Outcomes for Our Black and Latino Young Men

Salon B

The Expanded Success Initiative (ESI) is a research and development initiative to investigate strategies that increase college and career access and success for black and Latino young men. ESI is a component of NYC's Young Men's Initiative, supported by the Open Society Foundations and Bloomberg Philanthropies, which pledges to “transform the lives of New York's most vulnerable children.” ESI is developing strategies that work to increase the rate of black and Latino young men that graduate high school college and career ready. The strategy of ESI is to invest deeply in a targeted group of schools to identify, implement and codify best practices and then disseminates these successes citywide. The investments build on existing work or jump-start new approaches to school operations and organizations that have an evidence base for achieving postsecondary outcomes for black and Latino young men. Participants will leave this session with an understanding of the theoretical underpinnings, and strategies for increasing the rate of black and Latino men who achieve college success from their own schools.

Presenters: **Hector Calderon**, Director of Organizational Learning, Expanded Success Initiative, New York City Department of Education, NY; **Victoria Crispin**, Associate Director, Expanded Success Initiative, New York City Department of Education, NY; **Paul Forbes**, Director, Expanded Success Initiative, New York City Department of Education, NY

Rethinking Student Aid Policy: Pointing the Way to a More Effective Program

Salon C

The College Board Advocacy & Policy Center received grants from the Gates and Lumina Foundations to develop innovative policy ideas intended to shift the national conversation on Pell Grants toward a broader reform agenda that focuses on achieving better outcomes for students. The Gates Foundation also awarded grants to 16 organizations as part of its Reimagining Aid Delivery and Design (RADD) project. Panelists from the College Board's Reimagining Pell Grants project and the National Association of Student Financial Aid Administrators' RADD project will share issues being addressed by their respective study groups and encourage session participants to provide their perspectives on student aid reform.

Moderator: **Mark Lindenmeyer**, Assistant Vice President for Enrollment Management, Loyola University Maryland, MD

Presenters: **Sandy Baum**, Senior Fellow, George Washington University School of Education and Human Development, George Washington University, DC; **Shirley Ort**, Associate Provost and Director, Office of Scholarships and Student Aid, The University of North Carolina at Chapel Hill, NC

3:45–5 p.m. (cont.)

CEU Strategic Recruitment Leads to Student Success

Salon I

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 move students from matriculation to graduation. Participants will examine the changing recruitment landscape and specific institutional illustrations of the strategy and implementation of recruitment plans. They will leave the session with new recruitment plan strategies that will allow them to move beyond simply "getting the numbers" to focusing on students and their success.

Presenters: **Dale Bittinger**, Director of Admissions, University of Maryland Baltimore County, MD; **Bettina Donohue**, Executive Director, Enrollment Programs and Services, The College Board, VA; **Paul Marthers**, Vice President for Enrollment and Dean of Undergraduate and Graduate Admissions, Rensselaer Polytechnic Institute, NY

CEU Where Have All the Freshmen Gone?

Salon G

The traditional entering freshman who is attending college for the first time with no prior college hours is disappearing. Many first-year students who are enrolling in higher education are actually classified as sophomores, juniors and, in some cases, seniors. Students are now able to receive credit via Advanced Placement, dual enrollment, International Baccalaureate and a variety of other ways. Learning how to manage these students is essential. A panel of admission professionals will discuss the challenges that high schools and higher education institutions face when scheduling, advising, assessing student preparedness and evaluating financial aid. Participants will examine existing models and then develop strategies for implementing new practices in their own institutions.

Presenters: **Dave Fedorchak**, Associate Director of Admissions, Towson University, MD; **Robert Piurowski**, Director of Admissions, Concordia College—New York, NY

RESOURCE CENTER FEATURE: AP | CAMBRIDGE CAPSTONE PROGRAM AND CREDENTIAL

Learn about the AP | Cambridge Capstone Program and Credential, including details about the curriculum, the high schools participating in the pilot, and which colleges and universities are supporting the program along with the steps your higher education institution can take to let students know you support the program.

5:15–6 p.m.



Town Hall with College Board President, David Coleman

Grand Ballroom

Get to know David Coleman, the College Board's new president, during his regional forum address. Coleman is the ninth president of the College Board, a mission-driven, not-for-profit organization that connects students to college success and opportunity. Founded in 1900, the College Board is made up of over 6,000 educational institutions, including schools, school districts, colleges and universities.

Coleman grew up in a family of educators and has followed them into the field. He went to public school in New York City before enrolling at Yale University. At Yale, he taught reading to secondary school students from low-income families in New Haven and started Branch, an innovative community service program that worked with students at an inner-city New Haven high school. Based on the success of Branch, Coleman received a Rhodes Scholarship, which he used to study English literature at Oxford and classical educational philosophy at Cambridge. He returned to work at McKinsey & Company for five years, where he led much of the firm's pro bono work in education.

Together with a team of educators, Coleman then founded the Grow Network, an organization committed to making assessment results truly useful for teachers, parents and students. The Grow Network delivered breakthrough quality reports for parents and teachers as well as individualized learning guides for students. Based on the success of Grow, McGraw-Hill acquired the organization in 2005.

Coleman left McGraw-Hill in 2007 and cofounded Student Achievement Partners, a nonprofit organization that assembles educators and researchers to design actions based on evidence to improve student outcomes. Student Achievement Partners played a leading role in developing the Common Core State Standards in math and literacy, a process that drew on the input of teachers, state leaders, higher education professionals, business leaders and researchers from across the country. As a founding partner, Coleman led Student Achievement Partners' work with teachers and policymakers to achieve the promise of the Common Core State Standards. He left Student Achievement Partners in fall 2012 to become president of the College Board. Coleman has been recognized as one of *Time* magazine's "11 Education Activists for 2011" and was recently named one of the New School's Venture Fund's Change Agents of the Year for 2012.

Evening

Your evening is FREE to explore New York. Connect with colleagues, enjoy dinner in Brooklyn, see the Brooklyn Nets at the new Barclay Center, visit the Brooklyn Winery, try the famous barbecue at Fette Sau, or go into Manhattan to enjoy a Broadway show. See the event listing and hotel list in your registration packet for ideas.

Thursday, Feb. 14

Breakfast on your own

9–10:15 a.m.

CEU Building an AP Pipeline: From Students to Teachers to Counselors to Administrators

Salon F

A representative from the College Board Middle States Regional Office will lead a conversation with experienced high school and district staff program users who will discuss specific programs and initiatives that have helped build the AP pipeline in their districts. The session will include an overview of AP Potential™, PSAT/NMSQT–SAT resources, AP resources and other valuable programs that support college readiness. Panelists will talk about implementation of the programs, best practices for use and success stories. After hearing from the panel, participants will develop strategies for using data to inform ELA and math instruction at their own schools.

Presenters: **Laurel Logan-King**, Assistant Superintendent for Curriculum, Assessment and Pupil Services, Ballston Spa Central School District, NY; **Ainsley C. Rudolfo**, Executive Director for Programs and Partnerships, Division of Equity and Access, New York City Department of Education, NY; **Matthew Zarro**, Senior Educational Manager K–12 Services, The College Board, NY

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

Salon I

In this interactive workshop, the presenters will discuss the latest findings on how to effectively engage students in college planning, as well as trends

in social media. Participants will learn about the new free college guidance websites — BigFuture™ and YouCanGo!™ — shaped by this research and created collaboratively by the College Board and the Education Conservancy. Attendees will learn from counselors and other educators how to effectively use these sites in college counseling toolkits.

Presenters: **Charles Anderson**, Principal, Preparatory Academy for Writers, NY; **Laura Barnes**, Senior Director, Online Management, College Planning Services, The College Board, NY; **Roy Ben-Yoseph**, Executive Director, Digital Products, College Planning Services, The College Board, VA; **Jordana James**, School Counselor, Preparatory Academy for Writers, NY

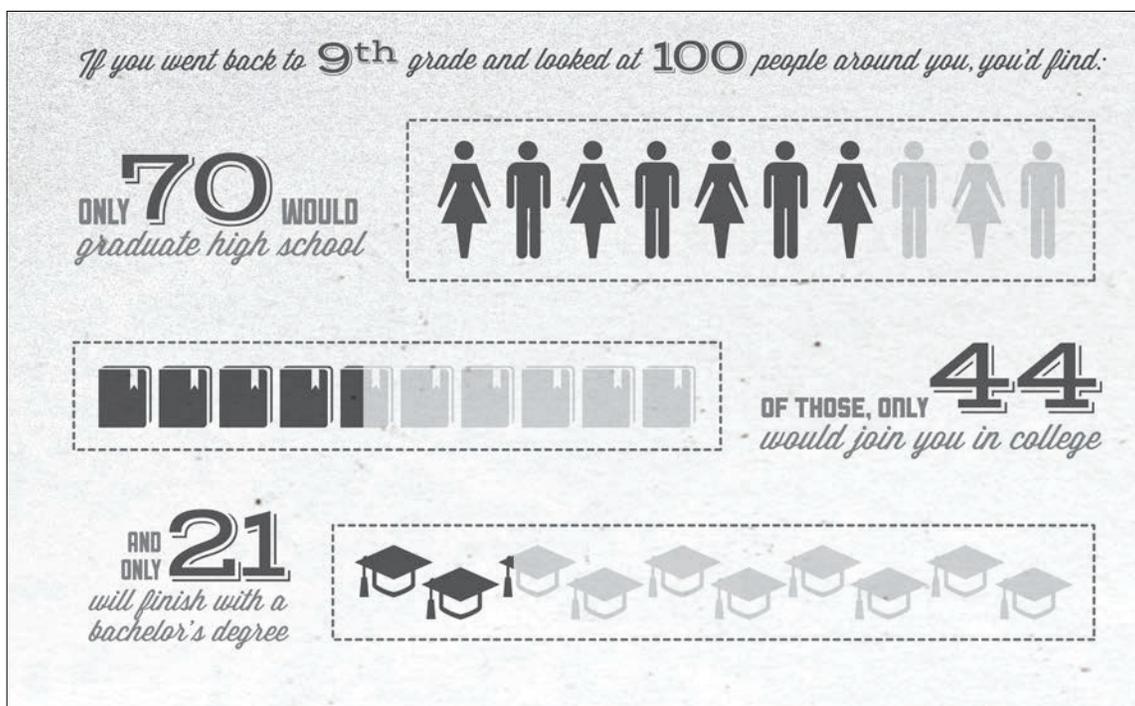
Forum on Financial Aid Issues (CSS Assembly)

Salon A

The College Scholarship Service Assembly is concerned about the many affordability issues of higher education that are swirling around the postsecondary environment. We will discuss the latest updates from Washington, including changes in the budget and how this could affect financial aid. We will touch on the research studies from the Advocacy & Policy Center and how this informs our work. Justin Draeger joins us to seek feedback on how NASFAA can better serve its members, and how NASFAA and the College Board are working toward common goals. Karen Lanning from the College Board will share her insight on the policy work being done on our behalf in Washington. All regional forum attendees are encouraged to participate in this conversation.

Moderator: **Heather McDonnell**, Associate Dean of Financial Aid and Admissions, Sarah Lawrence College, NY

Presenters: **Justin Draeger**, President, National Association of Student Financial Aid Administrators (NASFAA), DC; **Karen Lanning**, Director of Federal Relations, The College Board, DC



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.

9–10:15 a.m. (cont.)

CEU Full Disclosure: Student Responsibility, Counselor Obligation and Postsecondary Expectations

Salon H

When it comes to the college admission process, where does student responsibility lie? As a school counselor, what do colleges expect from us in the process? How much are we expected to disclose about a student's academic and conduct records? Join this panel of school counselors and admission professionals as we discuss the importance of the school counselor's role, as well as the student's role, in the college admission process. Participants will examine their own disclosure responsibilities and leave the session with improved strategies to best support the rights of students and the expectations of our institutions of higher education.

Moderator: Lacey Bonner, School Counselor, Penns Grove High School, NJ

Presenters: Joel Lang, Guidance Counselor, Salesianum School, DE; Joanna May, Associate Director of Undergraduate Admissions, Columbia University, NY; Chris Perlongo, Associate Director of Admissions, New York University, NY; Beth Pili, Associate Director of College Counseling, Horace Mann School, NY

CEU Holistic Admission: From Application Preparation to Committee Review

Salon G

In this interactive session led by college admission and high school guidance professionals, participants will learn how applications are reviewed and which components of a student's submission contribute to a holistic review. The panelists will share their perspectives on the process and discuss the different ways "holistic" can be defined. After the brief presentation, the panelists will lead mock admission committees with the participants. Through a hands-on review of applications, participants will leave the session with a clear understanding of the holistic review and with strategies to use when counseling students on the college application process.

Moderator: Patricia Peek, Director of Undergraduate Admission, Fordham University, NY

Presenters: Pauline Brookfield, Director of College Counseling, The Marymount School, NY; Susan Davidson, Associate Director of Admissions, Cooper Union, NY; Jane Mathias, Director of Guidance, Nardin Academy, NY; Rodney Morrison, Associate Chancellor for Enrollment Management, Rutgers, The State University of New Jersey, NJ; Clare Norton, University Director of Recruitment, City University of New York, NY

CEU Infusing STEM Education into AP Courses

Salon C

STEM education is more than just an acronym for science, technology, engineering and mathematics. It is an approach to teaching and learning that integrates the content and skills of science, technology, engineering, mathematics and other disciplines as appropriate to answer complex questions, investigate global issues, and develop solutions for challenges and real-world problems. STEM education is transdisciplinary and focuses on the real-world application of content knowledge. The Maryland State Department of Education Office of STEM Initiatives has developed process standards and frameworks that provide a foundation for STEM education across all disciplines. In this session, participants will learn strategies for infusing STEM education into any AP course and be able to realize the positive student outcomes when a deep conceptual understanding of content is achieved across their curricula.

Presenter: Tiara Booker-Dwyer, STEM Specialist, Division of Instruction, Maryland State Department of Education, MD

CEU Introducing Engineering into Your STEM Curriculum: Project Lead the Way

Salon B

Today's students are preparing for a future that is driven by a rapidly changing and competitive global economy. By some accounts, this future is yet to be known, defined or even imagined; however, it is the responsibility of America's education system to provide students with the skills, knowledge and habits of mind to be successful in this unknown future. In this session, a presenter from Project Lead the Way (PLTW) will provide an overview of strategies that teachers can utilize to integrate the application of STEM principles through engineering and will showcase the recent work they created in collaboration with the College Board. Participants will leave the session with strategies they can use to integrate engineering into their current classroom instruction.

Presenter: Bryan Kind, Director of Professional Development, Project Lead the Way, IN

RESOURCE CENTER FEATURE: STUDENT SEARCH SERVICE®

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10:30–11:45 a.m.

CEU **Building STEM Programs for Underrepresented Students**

Salon B

This session will highlight programs and practices that successfully connect underrepresented students to STEM majors and careers. Learn about the Meyerhoff Scholars Program at the University of Maryland, Baltimore County, which focuses on increasing diversity among future leaders in science, technology, engineering and related fields. Hear from the principal at P-TECH, the first school in the nation that connects high school, college and the world of work through deep, meaningful partnerships, with a goal for their diverse student population of 100 percent completion of an associate degree within six years. Participants will compare “best practice” strategies for connecting underrepresented students to STEM majors, programs and careers, as well as ways to build successful programs in their own educational communities.

Presenters: **Rashid Davis**, Principal, Pathways in Technology Early College High School, NY; **Keith Harmon**, Director, Meyerhoff Scholars Program, University of Maryland at Baltimore County, MD

CEU **Culture Shift, Using AP as the Driver**

Salon G

Learn how two schools applied different strategies in using AP as the driver for culture shift. Woodbury Junior and Senior High School in New Jersey (an AVID National Demonstration School and a 2012 College Board Gaston Caperton Inspiration Award winner), a school serving 50 percent poverty-level and 50 percent minority students, transformed itself from a place with a few privileged students taking a select few AP courses into an AP powerhouse through widespread adoption of AVID, the elimination of gatekeepers, after-school support, diversity training for staff, AP Summer Bridge classes, AP contracts, and AVID Pathways and AP training for staff. Delaware Valley School District (named one of the “Best High Schools in America” by *The Washington Post*, *Newsweek* and *U.S. News and World Report*, and an AP Achievement Honor Roll district) in Pennsylvania applied a data-driven model to expand and develop a comprehensive AP program in grades 6–12. Participants will examine two research-based examples of effective implementation of AP as a driver for culture shift and will leave the session with a working list of best practices they can take back to their schools to enhance student success.

Presenters: **Donna Cohen**, Curriculum Supervisor, Woodbury Junior and Senior High School, NJ; **Denise Dunham**, Principal, Woodbury Junior and Senior High School, NJ; **John Tucker**, Chair, Counseling Department (retired), Delaware Valley High School, PA

CEU **Federal Student Aid Update**

Whitman Robinson

Join us as a member of the U.S. Department of Education provides an update on recent regulatory changes within Federal Student Aid (FSA) that affect every financial aid office. Participants will learn the most recent changes to 2012–2013 verification procedures, including High School Completion Status and Identify/Statement of Educational Purpose requirements for 2013–2014; IRS Data Retrieval/Tax Transcripts; Satisfactory Academic Progress, as it relates to warning and probation status; and loss of the interest subsidy for Graduate and Professional Students. From this discussion, participants will develop best practices to facilitate their financial aid and enrollment management objectives.

Presenter: **Nautochia Webb**, Training Officer, U.S. Department of Education, NY

Forum on Guidance and Admission Issues (GAAC Assembly)

Salon A

The Guidance and Admission Assembly is concerned about the many issues regarding equity for our students, how changing demographics affect our work, and how the issues of access and inclusion inform our practices. We have invited a panel of counseling and admission colleagues to present and lead a discussion on these topics. We will also provide an update on important issues under consideration by the Guidance and Admission Assembly Council and will request your feedback. All regional forum attendees are encouraged to participate in this conversation.

Moderator: **Sharon Alston**, Vice Provost for Undergraduate Enrollment, American University, DC

Presenters: **Natalie Davy**, Director of Guidance, Yonkers Public Schools District, NY; **Shannon Gundy**, Director, Office of Undergraduate Admissions, University of Maryland, College Park, MD; **Jessica Howell**, Executive Director, Policy Research, The College Board, DC

CEU **Integrating Technology and Instruction: Creating a Virtual or Blended Learning Environment**

Salon F

The Innovation Zone (iZone) is a community of innovative New York City schools committed to personalizing learning around the needs, motivations and strengths of individual students. By doing so, schools are better able to prepare students for success in K–12, college and careers. Across the iZone, schools achieve personalization in a variety of ways based on what’s best for their particular school community. Integrating technology with instruction models conventional real-world education by integrating a set of equivalent virtual concepts for tests, homework, classes and classrooms, and by utilizing many other external academic resources. Participants in this workshop will learn best practices from iZone schools that implement variations of blended learning and will walk away from the session armed with strategies to create blended learning environments within their own schools and districts.

Presenters: **Natalie Cosby**, Implementation Manager, iZone, NY; **Michael Johnson Jr.**, AP Teacher/Assistant Principal, Fordham High School for the Arts, NY

10:30–11:45 a.m. (cont.)

CEU Leading Rigorous Instruction for the Common Core State Standards

Salon H

In this session, teachers and administrators from Red Clay School District, Del., and Charles County Public Schools, Md., will share their experiences including changes in curriculum and students' success implementing SpringBoard® as their Common Core curriculum. Participants will examine the models used in each district and be able to formulate their own strategies for alignment to the Common Core State Standards and for improving student outcomes in their own schools.

Presenters: **Judy Estep**, Assistant Superintendent for Instruction, Charles County Public Schools, MD; **Katrina Holloway**, Teacher, Red Clay Consolidated School District, DE; **Terri Pruitt**, Secondary ELA Teacher, Red Clay Consolidated School District, DE

CEU Preparing Students for STEM Careers

Salon C

During the 2011-12 school year, the Ballston Spa Central School District piloted an Early College High School program in collaboration with Hudson Valley Community College at the college's TEC-SMART facility in NYSERDA's Saratoga Technology + Energy Park (STEP) in Malta, N.Y. The program has been expanded in the 2012–2013 school year to include students from throughout the capital region, and it includes course work for both 11th- and 12th-grade students. A presenter from the Clean Technologies & Sustainable Industries Early College High School will share information about this exciting program and how it provides students with the knowledge and skill sets necessary to make informed college and career decisions as they relate to the clean technology field. Participants will learn how Ballston Spa Central School District secured funding and built sustainable partnerships to give their students hands-on experiences in emerging technology fields. Participants will leave with actionable steps toward building programs that offer authentic experiences and research in their own schools.

Presenter: **Laurel Logan-King**, Assistant Superintendent for Curriculum, Assessment and Pupil Services, Ballston Spa Central School District, NY

CEU Promoting College Aspirations Among Black and Latino Young Men: NYC Urban Ambassadors

Salon I

This session will explore school-related, interpersonal, social and family factors associated with college aspirations among school-age black and Latino males in NYC by utilizing the research of Ivory Toldson on promoting college aspirations among black and Latino young men. This session will reinforce the need for these college access programs, and will identify best practices and lessons learned from student experiences. The importance that "modeling" and positive reinforcement play in building college aspirations will also be emphasized. Students from the NYC Urban Ambassadors program will describe and highlight possible barriers to college matriculation and access and the role that the Ambassadors program plays in their goal setting for college matriculation. Participants will examine the research-based learning outcomes on promoting

college aspirations and will leave this session with strategies for implementing college access programs for black and Latino young men in their own schools.

Presenters: **Ainsley C. Rudolfo**, Executive Director for Programs and Partnerships, Division of Equity and Access, New York City Department of Education, NY; **Ivory Toldson**, Associate Professor, Counseling Psychology Program, Howard University, and Editor-in-Chief, *The Journal of Negro Education*; **Founding Student Members**, NYC Urban Ambassadors, New York City Department of Education, NY

RESOURCE CENTER FEATURE: CONNECTING WITH SPRINGBOARD® FOR ACADEMIC SUCCESS

Aligned to the Common Core Standards for Success, learn how SpringBoard offers the only integrated college readiness program that includes a rigorous curriculum, formative assessments and sustainable professional development.

12–1:30 p.m.



Recognition of Award Winners and an Address by Special Guest Beth Kobliner

Grand Ballroom

A Little Knowledge Is a Dangerous Thing: Why Financially Smart High School Kids Will Solve the Student Debt Crisis

Collectively, the nation owes more than \$1 trillion in student loan debt, and for the first time, delinquency rates on student loans have surpassed those on credit cards. The fact is, many students make decisions in high school about their educational futures with very little financial knowledge or guidance. (The results of the first international test of financial literacy will be released in March 2014, and U.S. high school students are expected to perform abysmally.) Beth Kobliner, a member of the President's Advisory Council on Financial Capability, chair of the Council's Money as You Grow working group, and author of *The New York Times* best-seller *Get a Financial Life: Personal Finance in Your Twenties and Thirties*, will address how parents, teachers, guidance counselors, admission officers, financial aid officers and the government all have a role to play in producing high school graduates who have already made smart choices about their future and will represent a new generation of financially capable young Americans.

1:45–3 p.m.

CEU The AP Program: Changes, Developments and Updates

Salon H

Educators are achieving tremendous success in providing more students the opportunity to engage in rigorous AP course work. This past year, AP scores rose to a level higher than they've been in nearly a decade, demonstrating that the many additional students who have been brought into AP courses have been capable of succeeding and have truly deserved the AP opportunities they were given. These successes also come during an era in which the College Board is deeply committed to improving the quality of AP courses and exams and the

resources available to educators and students. In this session, participants will learn about several major changes in the AP Program, such as this year's online score reports for AP students and the continued roll-out of the redesigned AP courses in science and history; they will learn about a new system of online teacher support and formative assessments focused on the topics and issues that are preventing students from earning scores of 3 or higher on AP Exams and will leave this session with a new awareness of the developments and tools available to support AP success.

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

CEU **Counseling Undocumented Students from Both Sides of the Desk**

Salon F

About 65,000 undocumented immigrant students graduate from high schools each year. These children are guaranteed an education through grade 12, but they may face legal and financial barriers to higher education. Because of this tragedy, the United States stands to lose a vital asset: an educated class of promising immigrant students who have demonstrated a commitment to hard work and a strong desire to be contributing members of our society. A panel of experts will discuss the data on undocumented students, the legal and educational barriers, and how institutions of higher education are responding. Participants will analyze the existing educational barriers and leave the session with proven tools that will help increase the college-going rates for this underserved group.

Moderator: **Rodney Morrison**, Associate Chancellor for Enrollment Management, Rutgers, The State University of New Jersey, NJ

Presenters: **Albania Almanzar**, Attorney, NY; **Richard Alvarez**, University Director of Admission, City University of New York, NY; **Mark Lopez**, Associate Director, Pew Hispanic Center, DC

CEU **Creating Opportunities for Students Through College Readiness Programs**

Salon B

Students across states and districts take multiple College Board assessments that provide actionable data for improving student achievement. This session will provide evidence that demonstrates how educators have integrated and connected student-learning progressions beyond any on-demand, one-time test. Monitoring and mapping student-learning progressions over time provide valuable data on students' skills, strengths and weaknesses. State and district leaders will share pragmatic strategies they have used to make assessment data transparent, accessible and actionable. As the Common Core State Standards are implemented and students are provided with multiple pathways to demonstrate their competency of the standards as well as their college and career readiness, the data from the College Board's assessments can be used to support these efforts through curricular links and design. Participants will leave this session with actionable steps for using programs, tools and data to ensure that students are ready to be successful when they enter postsecondary programs.

Moderator: **Wanda Monthey**, Senior Director District and State Assessment Programs, The College Board, DC

Presenters: **A. Duane Arbogast**, Acting Deputy Superintendent, Prince George's County Public Schools, MD; **Natalie Davy**, Director of Guidance, Yonkers

Public Schools District, NY; **Duncan Smith**, Education Associate/NAEP State Coordinator, Delaware Department of Education, DE

CEU **Financial Literacy Before, During and After College**

Salon I

Experts state that financial planning must start when children are in the third grade, and their future spending patterns are established by the time they are fifth-graders. No longer is it sufficient to think of literacy in terms of general knowledge and understanding of language. To be an effective citizen and to prosper, everyone must have a strong sense of their financial well-being and have the ability to manage all types of resources. Over 22 percent of teenagers say they owe someone more than \$1,000 and most of them are concerned about paying off their loans. A panel of financial experts will discuss this issue and the critical need for children of all ages to become financially literate: the future of education depends on it. Participants will leave the session with access to hands-on resources that can be used to build financial literacy programs in their schools and communities.

Presenters: **Tony Davis**, Community and Economic Development Director, Federal Reserve Bank of New York, NY; **Beth Kobliner**, Author of the best-seller *Get a Financial Life* and member of the president's Advisory Council on Financial Capability, NY; **Anita Pasmantier**, Associate Professor of Finance, Bloomfield College, NJ

CEU **Incorporating the Use of Technology into the STEM Classroom: Texas Instruments**

Salon C

Join this interactive, hands-on workshop and learn how the appropriate use of technology in science and mathematics classrooms can facilitate STEM instruction. Our present and future lives are dependent upon making America more competitive by training a STEM-educated workforce. Participants will leave this workshop with the skills to create an interactive classroom where students are actively engaged in cross-curricular STEM Instruction using handheld technology. They will participate in hands-on activities that will connect mathematics and science to real-world problems.

Presenter: **Linda Antonone**, Teacher, PreCal/AP Calculus, AP Physics, Paschal High School, TX

1:45–3 p.m. (cont.)

CEU Noncognitive Skills: An Important Component of the Student Success Equation

Salon G

Exposing students to rigorous instruction early in their education leads to greater student success. However, there is research and practice under way to identify noncognitive skills that also have an impact on a student's ability to achieve, including self-discipline, effortful practice, persistence, and other elements of character development. Presenters will explore how noncognitive skills are being measured, what preliminary results show about college success prediction and what some high schools are doing to build students' persistence skills. Participants will examine the data, compare and contrast the work of regional schools, and develop strategies to improve student persistence and success in their own schools.

Presenters: **Mitch Brenner**, Character Education Coordinator, KIPP National, NY; **Brian M. Galla**, Postdoctoral Fellow, Department of Psychology, University of Pennsylvania, PA; **Laura Keane**, Director of College Initiatives, Mastery Charter Schools, PA

CEU Unpacking the Findings of the Second National Survey of School Counselors

Whitman Robinson

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 the implications for the school counseling profession. They will leave with concrete strategies from the survey results for increasing college and career readiness for all students at their institutions.

Presenter: **Vivian Lee**, Senior Director, Counselor Advocacy, NOSCA, The College Board, DC

The U.S. Supreme Court Takes On College Admission

Salon A

The Supreme Court heard oral arguments on Oct. 10, 2012, on *Fisher v. University of Texas*, a case that reassesses the appropriate use of race and ethnicity in college admission as a means of achieving institutional diversity goals. In *Fisher v. University of Texas*, the court will review its decision rendered in the 2003 landmark Grutter case, where it affirmed the University of Michigan Law School's limited use of race and ethnicity to meet diversity goals. The outcome of the case could reverse the Grutter decision or significantly modify the means by which the court finds specific enrollment practices suitable. The session will review the current law, the status of the case and the amicus brief filed by the College Board through the Access & Diversity Collaborative. Practitioners will also offer suggestions for responses and reactions to possible outcomes. This case is a critical issue for higher education and will have a longstanding impact on national goals related to access and success in higher education for underserved college-bound students.

Presenters: **Barbara A. Gill**, Assistant Vice President, Undergraduate Admissions and Enrollment Planning, University of Maryland at College Park, MD; **Bradley Quin**, Executive Director, Higher Education Advocacy and Special Initiatives, The College Board, VA

RESOURCE CENTER FEATURE: WHAT'S NEW IN FEDERAL STUDENT AID

Learn from a member of the U.S. Department of Education about the recent regulatory changes within Federal Student Aid (FSA) that affect every financial aid office.

3:15–4:30 p.m.

CEU Best Practices for Building STEM Partnerships

Salon B

This session will highlight schools that successfully build STEM partnerships with colleges, organizations and corporate sponsors. Students at the Bronx High School of Science have the opportunity to spend summers in research labs, seek out internship opportunities at partner schools and businesses, participate in a "College Now" program with CUNY, or take part in an oceanography program through a partnership with City College. Students from Brooklyn Technical High School participate in a robust internship program to meet industry professionals, learn networking skills, and witness the day-to-day activities of professionals in that field and what it might be like to choose that field as a career. Participants will leave the session with a toolkit for developing STEM partnerships in their own communities.

Presenters: **Randy Asher**, Principal, Brooklyn Technical High School, NY; **Julie Mankiewicz**, Biology Teacher, The Bronx High School of Science, NY

CEU The CollegeBound Initiative: Expanding Partnerships with Colleges and Universities Across the Middle States to Broaden College Options for New York City Public School Students

Salon H

The CollegeBound Initiative (CBI) places and supports college counselors in New York City public schools to provide high-quality college planning to students and builds partnerships with colleges and universities to facilitate the college enrollment of first-generation college students. This innovative program is changing the lives of thousands of students. The session will provide an overview of the program and insights from students who have benefited from CBI. College admission professionals will share specific examples of recruitment efforts, unique programming and the overall benefits of creating a pipeline for CBI students that proves to be mutually beneficial. Participants will learn how to provide high-quality college planning to students through effective community and college partnerships.

Moderator: **James Montoya**, Vice President of Higher Education, Relationship Development, The College Board, NY

Presenters: **Darryl Jones**, Senior Associate Director of Admissions, Gettysburg College, PA; **Joe Latimer**, Assistant Dean of Diversity and Outreach, University of Rochester, NY; **Jon Roue**, Director, CollegeBound Initiative, NY; **Student/Alumni Panelists**

CEU **Financial Aid for Counselors: Tools to Help Students and Families Navigate the Process**

Salon I

This session will provide an opportunity for participants to learn the answers to the financial aid questions they often hear from students who are applying to college. College and K–12 experts will provide valuable information regarding the need-based financial aid application process and the components of the Expected Family Contribution and how it relates to the family’s financial aid eligibility. Participants will leave this session with new financial aid resources, practices and tools that will help students and their families understand the true costs of attending college and make sound college decisions.

Presenters: **Michael Corso**, Director of Financial Aid, Sussex County Community College, NJ; **Natalie Davy**, Director of Guidance, Yonkers Public Schools District, NY

Forum on Academic Issues (AAC Assembly)

Salon A

The Academic Assembly is concerned not only about the implementation of the Common Core State Standards but the impact they will have on our P–16 educational system. What is the role of higher education and how can colleges support districts with their initiatives? What’s the role of the state, what are the instructional shifts expected, and how will it challenge teacher paradigms? How can the College Board support both K–12 and higher education in their work? We have invited a panel of colleagues from higher education, a state department, and the College Board to lead a discussion on these topics. We will also provide an update on important issues under consideration by the Academic Assembly Council and will request your feedback. All regional forum attendees are encouraged to participate in this conversation.

Presenter: **Vernon Harper**, Vice President, Planning and Academic Administration, West Chester University, PA

CEU **International Recruiting at Middle States Universities: New Approaches**

Golden Boardroom

Changes in the global economy have increased the pool of students who are studying outside their home countries. Although East Asia has contributed significantly to the growing number of international students at universities in the middle states, opportunities to attract talented students extend far beyond the Pacific Rim. This session will address major trends that impact international student mobility and recruitment to U.S. universities, particularly those in the middle states. 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.

Presenters: **Mitch Leventhal**, Vice Chancellor for Global Affairs, The State University of New York, NY; **Kent Rinehart**, Dean of Admission, Marist College, NY; **Donielle Wright**, Associate Dean of Admission, Princeton University, NJ

NASFAA Speaks: A United Voice on Student Financial Aid

Salon F

Join NASFAA President Justin Draeger in a discussion about new professional development and advocacy initiatives coming out of the financial aid profession. This session will include information on NASFAA University, recent NASFAA policy initiatives on consumer information and student loan indebtedness, and ideas about collaborating on future student aid trends.

Presenters: **Justin Draeger**, President, National Association of Student Financial Aid Administrators, DC; **Heather McDonnell**, Associate Dean of Financial Aid and Admissions, Sarah Lawrence College, NY; **William Schilling**, Director of Student Financial Aid (retired), University of Pennsylvania, PA

CEU **Putting the “Student” Back in Student Search**

Salon G

Over 3 million students a year express an interest in attending college. Institutions spend valuable resources trying to reach these students. What’s the secret to getting on a student’s radar screen? A panel of students will discuss their college search experiences and provide valuable insight into the best way to communicate with potential applicants. Participants will leave the session with new strategies for effectively identifying and communicating with the right college-bound students.

Moderator: **Sheryl Sobiesiak**, Senior Director, Higher Education Services, The College Board, PA

Presenters: **Featuring a panel of high school students** currently engaged in the college search process

CEU **The Wonder Years: Fostering College Aspirations in Younger Students**

Whitman Robinson

In this session, a panel of practitioners will present some of the ways in which college campuses and school districts are working with younger students (early high school, middle school and even younger) who are not yet at “the traditional recruitment stage,” and are coping with increasing resource requirements to successfully execute these programs. This session provides various examples of partnerships that address the college access pipeline. Participants will examine the programs offered by several panelists and leave the session with tools to begin innovative college access programs at their own schools.

Moderator: **Rodney Morrison**, Associate Chancellor for Enrollment Management, Rutgers, The State University of New Jersey, NJ

Presenters: **Dolan Evanovich**, Vice President for Strategic Enrollment Planning, Office of Enrollment Services, The Ohio State University, OH; **Kevin Hudson**, Manager, College Readiness Initiative, Office of College and Career Readiness, District of Columbia Public Schools, DC; **Marc Mannella**, CEO and Founder, KIPP Philadelphia Schools, PA; **Courtney McAnuff**, Vice President, Enrollment Management, Rutgers University, NJ; **Maria Tetzlaff**, Early Intervention Initiative Counselor, Double Discovery Center at Columbia University, NY

RESOURCE CENTER FEATURE: SERVICES FOR STUDENTS WITH DISABILITIES

The College Board is committed to ensuring that students with physical or mental disabilities receive appropriate accommodations on its tests. Stop by and learn more about how to apply, important dates, types of accommodations, and how to access forms and resources.

4:45–6:45 p.m.

Double Down for Kids II**Grand Ballroom**

Relax and have some fun with your colleagues from across the region at our Casino Reception. At this evening's reception, you will be assigned a regional high school impacted by Hurricane Sandy and then have an opportunity to "play" risk free to benefit your school. Our dealers will teach you how to play and win! You will be competing against other teams to collect the most chips for your school; the winner will be announced on Friday at the Attendee Breakfast and Annual Middle States Regional Assembly Meeting. But don't worry; all the regional schools will be winners of college readiness resources for their staff and students.

Friday, Feb. 15

8–9:15 a.m.

Attendee Breakfast and Annual Middle States Regional Assembly Meeting**Grand Ballroom**

Join us as we recognize the winners of the Bernard P. Ireland and William U. Harris awards and hear from our regionally elected representatives about their work with the College Board.

Presenters: **John Tucker**, Chair, Counseling Department (retired), Delaware Valley High School, PA; **William Schilling**, Director of Student Aid (retired), University of Pennsylvania, PA

9:30–10:45 a.m.

CEU Counseling for Students with Disabilities**Salon F**

All counselors face the challenge of providing services to students with disabilities, but they do not always feel they have the information or expertise to do so with confidence. In this session, a counseling expert will share disability trends and a framework for providing equitable college counseling. Participants will learn about the best practices and the available resources for both high school and college students. A representative from the College Board's Services for Students with Disabilities (SSD) program will provide all participants with resources for negotiating the assessment process for their students with disabilities. They will leave the session with a toolkit of resources and the skills necessary to effectively counsel these students.

Presenters: **Megan Krell**, Assistant Professor of Human Services, Behavioral Sciences Department, Fitchburg State University, MA; **Donna Zanolta**, Director of Clinical Review, Services for Students with Disabilities, The College Board, NY

Ensuring Postsecondary Opportunities for All Students: Rigorous Career and Technical Education Today**Salon C**

The College Board supports a rigorous high school education along with college opportunity and success 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 potential role in career and technical education (CTE). Federal Perkins funding for CTE requires the secondary and postsecondary sectors to coordinate in developing and offering rigorous and relevant programs of study, and the College Board has long served as an effective connector across the education pipeline. Presenters will provide background on this exciting initiative, an overview of the CTE landscape, and innovative models to incorporate college-level academics in CTE programs of study. Inspired by New Jersey's statewide Career and Technical Education Partnership grant, the college is working with local high schools to implement a variety of tools and strategies to enhance student college and career-readiness. Attendees will leave with best practices, tools and strategies to enhance the CTE programs available to their own students to promote academic and CTE achievement.

Presenters: **Katherine Hughes**, Senior Director, College Readiness Initiatives, The College Board, DC; **Nancy Jordan**, Dean, Academic Program Development and Partnerships, Raritan Valley Community College, NJ; **Martha McNulty**, Director, Career & Technical Education Partnership, Raritan Valley Community College, NJ; **Tom Rudin**, Senior Vice President, The College Board, DC

CEU Evaluating Academic Rigor in Your District: Research Collaborations with States**Salon B**

Can course sequences boost academic rigor, AP performance, and college readiness among students? Recent initiatives and research collaborations with the College Board are aimed at answering this question and evaluating academic rigor. Participants will analyze how different states are developing policies to increase the rigor of academic preparation and will learn how a research collaboration with the College Board can support state decision making regarding college readiness. Participants in this session will leave with a step-by-step plan for a research collaboration in their state to boost college readiness for all students.

Presenters: **Thanos Patelis**, Vice President of Analysis, Strategy and Operations, Research and Development, The College Board, NY; **Duncan Smith**, Education Associate/NAEP State Coordinator, Delaware Department of Education, DE

CEU Expert, Expert, Hear All About It: Financial Aid Professionals Weigh In on Your Toughest Cases**Salon H**

A panel of experienced financial aid professionals from a number of institutions of higher education will identify and provide answers to the most common questions from students, parents and counselors. Participants are encouraged to bring specific examples of financial aid scenarios to share for a group discussion. They will gain insight into how financial aid decisions are made and will learn the answers to the questions that affect the families they serve.

Presenters: **Arlina DeNardo**, Director of Financial Aid, Lafayette College, PA; **Mark Lindenmeyer**, Assistant Vice President for Enrollment Management, Loyola University Maryland, MD; **Heather McDonnell**, Associate Dean of Financial Aid and Admissions, Sarah Lawrence College, NY; **Barbara Miller**, Director of Financial Aid, Stevenson University, MD

CEU **The Landscape of Higher Education**

Salon I

Many changes are occurring in higher education and often it is difficult to see trends nationally. In this session, experts who are working with national data will present trends in higher education from a forward-looking perspective. The director of the National Center for Higher Education Management Systems will provide information from national data systems that can help higher education policymakers and analysts. The executive research director of the National Student Clearinghouse will offer trends in enrollment and persistence, and senior researchers from the College Board will provide trends using College Board data. Finally, a panelist will provide suggestions about how higher education administrators, policymakers and researchers can use this information. After hearing from the panel, participants will develop new data-driven strategies for preparing, enrolling and providing aid to students in preparation for higher education.

Moderator: **Ellen Sawtell**, Senior Director, Analysis Services, The College Board, NY

Presenters: **Kelcey Edwards**, Senior Research Analyst, Research and Development, The College Board, NY; **Patrick J. Kelly**, Senior Associate and Director of the National Information Center for Higher Education Policymaking and Analysis, National Center for Higher Education Management Systems, CO; **Greg Perfetto**, Executive Director, College Connection and Success, The College Board, VA; **Douglas T. Shapiro**, Executive Research Director, National Student Clearinghouse, VA

CEU **Success and Challenges: Common Core State Standards Implementation Across the Curriculum**

Salon A

Attend this session to learn more about the Common Core State Standards, how the initiative is being implemented in several school districts in the middle states, and about the supporting performance assessments being developed by the Partnership for Assessment of Readiness for College and Careers (PARCC) and the Smarter Balanced Assessment Consortium (SBAC). Participants will hear about the challenges and successes experienced by school districts and about the most significant changes taking place in classrooms. They will compare “best practice” strategies for preparing for and implementing the Common Core State Standards in their own districts.

Moderator: **Angela Faherty**, Executive Director, District and State Assessment Solutions, The College Board, NY

Presenters: **Greg Ahlquist**, Social Studies Teacher; 2013 NY State Teacher of the Year, Webster Central School District, NY; **Jeanette Altruda**, Principal, Walter G. O’Connell Copiague High School, NY; **Adele Bovard**, Superintendent of Schools, Webster Central School District, NY; **Eric Westendorf**, Co-founder and CEO, LearnZillion, DC

RESOURCE CENTER FEATURE: INCREASING AP® PARTICIPATION AND SUCCESS

Review your school’s AP data with a College Board representative to understand your strengths and gaps, and leave with new strategies for increasing AP participation and success.

11 a.m.–noon

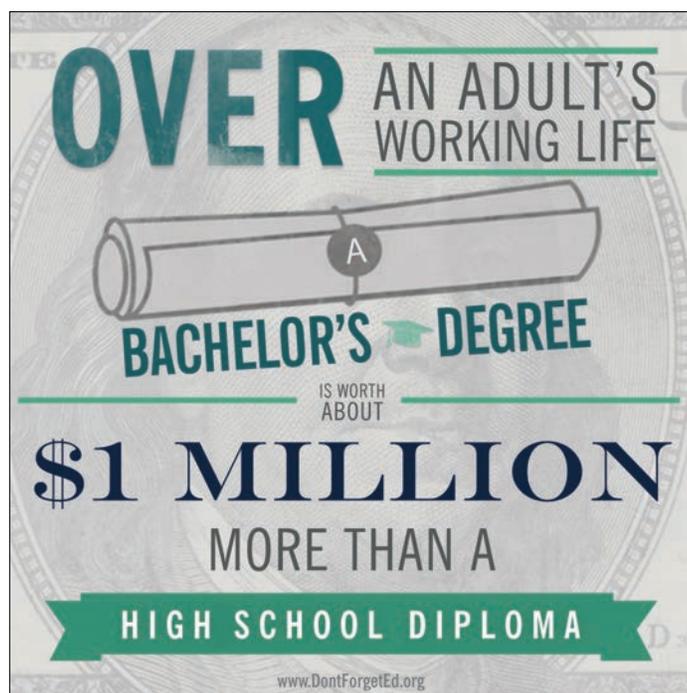
Closing Plenary: Breaking Through — Communicating with Students in a Noisy World

Grand Ballroom

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: **Roy Ben-Yoseph**, Executive Director, Digital Products, College Planning Services, The College Board, VA

Presenters: **Adrienne Hamson**, Associate Director of Admissions for Communications and Campus Visits, Bryn Mawr College, PA; **Erik Medina**, Vice President of Strategy for Enrollment Insights Program, TRU, IL; **Oakley Richins**, Junior at Borah High School and member of the Advisory Panel on Student Opportunity, ID; **Jason Rzepka**, Senior Vice President, Public Affairs, MTV, NY



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.

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Director of Strategy, Outreach and
Response

Michael O'Sullivan

Director of Government Relations

CEU ATTENDANCE FORM

In order to receive continuing education units (CEUs) for your participation in the 2013 Middle States 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 Middle States Regional Office, The College Board, Three Bala Plaza East, Suite 501, Bala Cynwyd, PA 19004-1501. 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. Additional workshops not eligible for CEU credit will be noted in the program.

Wednesday, Feb. 13, 2013	Session Name	Hours	CB Stamp/Sticker
2:15–3:30 p.m.		1.00	
3:45–5 p.m.		1.00	
Thursday, Feb. 14, 2013	Session Name	Hours	CB Stamp/Sticker
9–10:15 a.m.		1.00	
10:30–11:45 a.m.		1.00	
1:45–3 p.m.		1.00	
3:15–4:30 p.m.		1.00	
Friday, Feb. 15, 2013	Session Name	Hours	CB Stamp/Sticker
9:30–10:45 a.m.		1.00	
	Total hours completed		



The College Board has been approved as an authorized provider by the International Association for Continuing Education and Training (IACET), 1760 Old Meadow Road, Suite 500, McLean, VA 22102, and may offer CEUs for its programs that qualify under the ANSI/IACET Standards, internationally recognized as good standards of practice. One (1) CEU is defined as 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

National Chinese Language Conference

APRIL 7–9

Boston, Mass.

www.asiasociety.org/nclc

A collaboration of the College Board and the 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, Ill.

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, Ill.

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, Mont.

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 for Native American students.

ACCUPLACER® National Conference

JUNE 27–29

San Antonio, Texas

accuplacer.collegeboard.org

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, Nev.

apac.collegeboard.org

The AP® Annual Conference is the largest professional development gathering of the AP 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, N.Y.

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

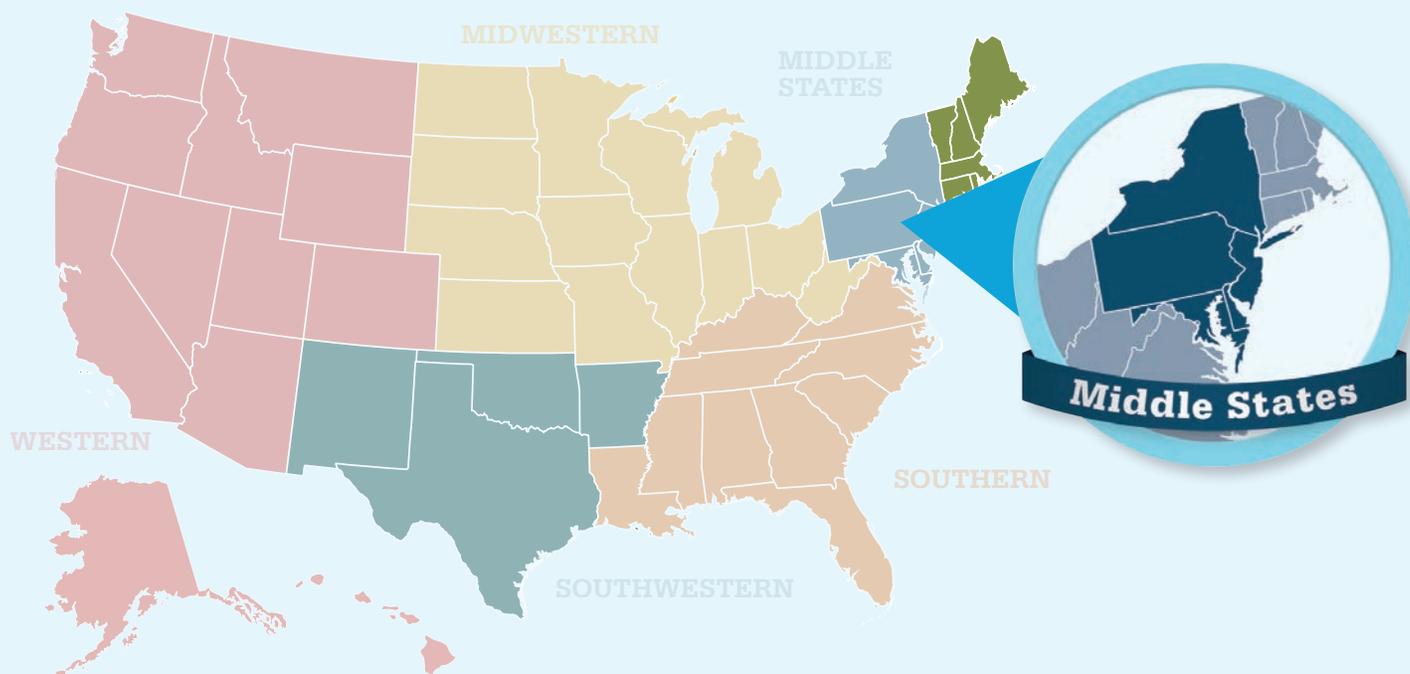
The College Board is a mission-driven, not-for-profit organization that connects students to college success and opportunity. Founded in 1900, the College Board was created to expand access to higher education. Today, the membership association is made up of over 6,000 of the world’s leading educational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

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