



# COLLABORATE!

A Blueprint for Student Success



## Southwestern Regional Forum

Dallas, TX • Feb. 27–28, 2013



## Welcome to the 2013 Southwestern Regional Forum!

On behalf of the Southwestern Regional Council, we welcome you to the 2013 Southwestern Regional Forum. Our delegates are from member institutions and associations in Arkansas, Oklahoma, New Mexico and Texas. Participants at our forum are both College Board members and nonmembers who share our commitment to education.

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

We have designed this year's forum to identify entrenched and emerging challenges and discuss how we can work together — across professions — to develop and implement real solutions. Additionally, we have scheduled opportunities to network, both with peers and cross-sector colleagues. Recognizing the contributions of arts in education, this regional forum features special student artwork, a choir ensemble and the renowned University of North Texas Two O'Clock Lab Band. Texas Education Agency Chief Deputy Commissioner Lizzette Gonzalez Reynolds, will close the regional forum by sharing her insights about the current and future state of education.

Thank you for joining us. We wish you a productive and fulfilling Southwestern Regional Forum.



**Richard Middleton,**  
Vice President,  
Southwestern Regional Office,  
The College Board



**Bruce Richardson,**  
Director of Guidance,  
Plano Senior High School and Chair,  
Southwestern Regional Council,  
The College Board

## Welcome Message from the College Board President

Welcome to Dallas, host city for this year's Southwestern 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 Southwest. 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 Southwestern Regional Forum, Collaborate 2013! A Blueprint for Student Success, joins you with 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 Southwestern 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,



**David Coleman**  
President and CEO of the College Board

## 2013 Southwestern Regional Council

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President  
University of Houston-  
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Division Director of Curriculum  
and Instruction  
Irving Independent School  
District  
Irving, TX

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Associate VP of Enrollment and  
Dean of Admissions  
The University of Texas-Pan  
American  
Edinburg, TX

**Maribeth Lynes**

Assistant Dean and Director of  
Honors College Recruitment  
University of Arkansas  
Fayetteville, AR

**Richard A. Middleton**

*Ex Officio*  
Regional Vice President  
The College Board  
Southwestern Regional Office  
Austin, TX

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Assistant Principal  
Edinburg High School  
Edinburg, TX

**Tracey M. Morman**

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Amarillo Independent School  
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Academic Services  
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College Station, TX

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Director of Scholarships and  
Student Financial Aid  
Texas Christian University  
Fort Worth, TX

**Liliana Valadez**

Executive Director - Division 3  
Dallas Independent School  
District  
Rowlett, TX

**Anne Walker**

Director, Student Financial  
Services  
Rice University  
Houston, TX

**Arlene Williams**

Assistant Superintendent for  
Curriculum and Instruction  
Southwest Independent School  
District  
San Antonio, TX

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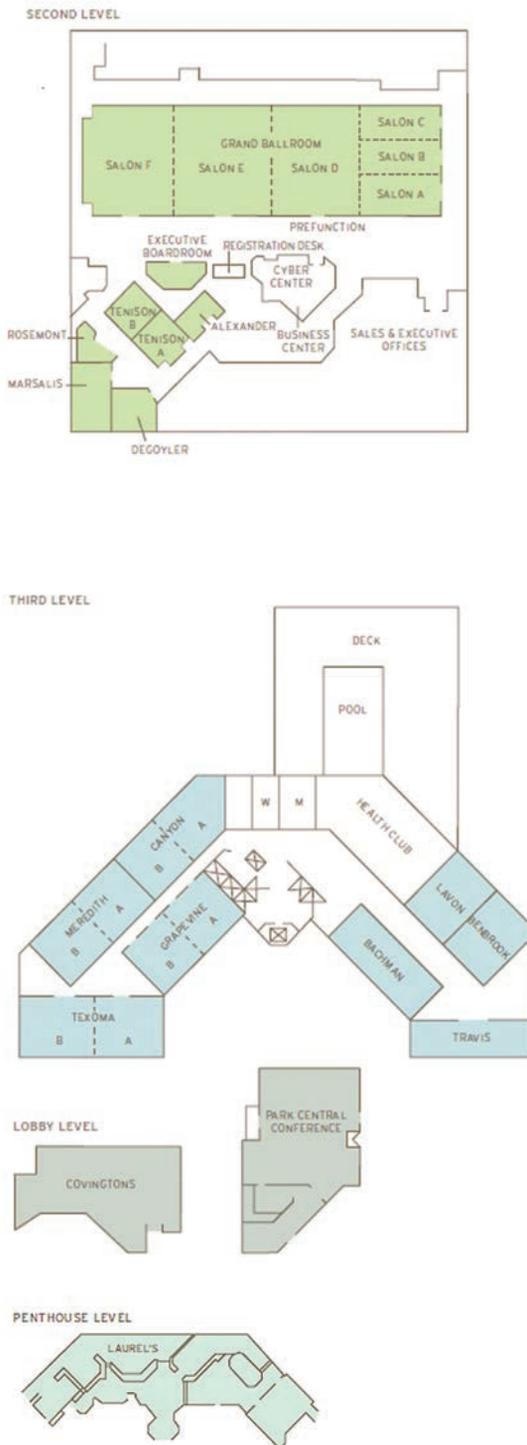
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## Floor Plan



### Connect!



Follow us on Twitter: **@CB\_Forums**  
Join the conversation: **#ForumSW**

### Our conference has gone MOBILE!



Collaborate 2013! A Blueprint for Student Success now has a guide on Guidebook! Improve your experience by taking the schedule, maps, Twitter and more with you on your phone or mobile device. Available for iOS, Android, BlackBerry and Web-enabled devices, completely free. Scan the QR code above or go to [guidebook.com/getit](http://guidebook.com/getit).

Wednesday, Feb. 27, 2013

7:30 a.m.–5 p.m.

## Registration and Resource Center

### Foyer

Stop by the Resource Center to meet with representatives from the Southwestern Regional Office as well as representatives from College Board programs and services. Find the latest information and get answers to questions you have about AP<sup>®</sup>, SAT<sup>®</sup>, the PSAT/NMSQT<sup>®</sup>, College Board membership, Student Search Service and more.

Student artwork is from Plano Sr. High School. Thank you to Plano West Senior High School AP Studio Art teachers Kyle Clark, Andy Serie, and Tiffany Thurman for coordinating this display.

8:30–9:15 a.m.

## Setting the Stage Breakfast

### Grand Ballroom

Join us for breakfast and conversation with your colleagues.

## Special Welcoming Breakfast for First-Timers

### Salon A-B

Make your first Southwestern Regional Forum special! The Southwestern Regional Council welcomes first-time attendees with information and insight to enhance the regional forum experience.

9:30–10:45 a.m.

## OPENING KEYNOTE: Wes Moore, Youth Advocate and Author

### Grand Ballroom

**The Plano West Senior High School student Syncopation Choir is led by Kathy Hackett. College Board recognizes with deep appreciation Plano West High School for its support of the arts in education.**

**Welcoming Remarks from the Texas Higher Education Coordinating Board Commissioner, Raymund Paredes.**

**Presentation of the winner of the 2013 Bob Costas Grant for Teaching of Writing**



### Wes Moore, Youth Advocate and Author

Wes Moore has achieved many things — he is a former Rhodes Scholar, an Army veteran and a published author. Now he is focusing on examining the roles education, mentoring and public service play in the lives of American youth.

Seeking to help young people redirect their lives, Moore is committed to being a positive influence and helping kids find the support they need to enact change. Pointing out that a high school student drops out every nine seconds, Moore says that public servants — the teachers, mentors and volunteers who work with our youth — are as imperative to our national standing and survival as are our armed forces. “Public service does not have to be an occupation,” he says, “but it must be a way of life.”

11 a.m.–12:15 p.m.

## A Differentiated Approach to Building a Culture of College Readiness

### Texoma

Preparing students for college and career success takes more than keeping track of benchmark scores or recording data points; it requires a dedicated team of educators committed to maximizing student potential while they are in the classroom. The College Board provides the resources, assessments and reports necessary. It is our team’s responsibility to design and integrate cohesive instructional practices supportive of college and career readiness standards across all secondary grade levels. Our approach incorporates results from 8th-grade ReadStep™, as well as 10th- and 11th-grade PSAT/NMSQT score reports. Moreover, it provides a step-by-step guide to placing differentiated resources into the hands of the teachers and their students.

**Presenters:** **Trista Anderson**, Secondary ELA Specialist, Carrollton-Farmers Branch ISD, TX; **Gerry Charlebois**, Executive Director, Advanced Academic Services, Carrollton-Farmers Branch ISD, TX; **Tanya Garvey**, Director of High School Math, Carrollton-Farmers Branch ISD, TX; **Patty Parker**, Coordinator of Testing and Accountability, Carrollton-Farmers Branch ISD, TX; **Erica Ysbrand**, Director of High School ELA, Carrollton-Farmers Branch ISD, TX

## Annual Meeting of the College Scholarship Service Assembly

### Meredith

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

**National Assembly Representative:** **Michael Scott**, Director of Scholarships and Student Financial Aid, Texas Christian University, TX

## Best Practices for Supporting AP<sup>®</sup> Teachers Through Professional Development and Ongoing Learning

### Salon B

Who can impact change more than a highly effective teacher? Come join us for a discussion with educators from two mid-sized Texas districts with low and high percentages of economically disadvantaged populations. Processes will be shared for supporting Advanced Placement Program<sup>®</sup> teachers through the strategic use of resources, training, data and collaborative opportunities for reflection and feedback. Time will be provided for participant sharing of best practices.

**Presenters:** **Lisa Brittain**, Director of College and Career Readiness, Leander Independent School District, TX; **Deborah George**, Division Director of Curriculum and Instruction, Irving Independent School District, TX; **Karen Zeske**, Secondary Coordinator, Gifted/Advanced Academics, Irving Independent School District, TX



11 a.m.–12:15 p.m. (cont.)

## Equity and Access in Advanced-Level Courses Through Vertical Teaming

### Bachman

The purpose of vertical teaming is to strengthen the curricular scope and sequence of content areas across grade levels. By using a backward design, AP curricular requirements can be aligned with Pre-AP® strategies, so teachers will be able to scaffold how students interact with knowledge and use these strategies to prepare for success with advanced-level content. These efforts increase access and equity by supporting the time to practice and learn prerequisite skills essential for college readiness. Participants will explore how to duplicate integration of advanced academic best practices into the general education curriculum.

**Presenter:** Rhonda Boyer, Administrative Supervisor, Advanced Academic Services, Austin Independent School District, TX

## Experiences of Low-Socioeconomic, First-Generation Students

### Canyon

What factors related to social capital theory contribute to obstacles or successes in college for low-socioeconomic, first-generation college students? This is a qualitative research study relating experiences of first-generation students and their successes or failures in college to family background, participation in organizations and campus activities, and selection of peer groups. Often, a lack of understanding the social nuances of the dominant college culture creates obstacles that prevent student success. Research is based on interviews and discussions with first-generation college students.

**Presenters:** Allana Patterson, Counselor, Irving High School, TX; **Students,** Irving High School, TX

## Leading Success: Practical Tools to Enhance the Principal-Counselor Relationship for Student Success

### Salon C

Creating an effective principal-counselor relationship is critical to increasing student achievement and college and career readiness. To support the work of school leaders, the College Board Advocacy & Policy Center and the National Association of Secondary School Principals developed a free online toolkit, Leading Success: Dynamic Solutions for Every School, Each Student. This toolkit integrates current research, planning strategies and implementation tools with best practices videos that highlight successful strategies of schools with diverse populations. Each learning module provides collaborative activities for principals, teachers and counselors to develop strong relationships that create a college-going culture, build an inclusive school environment, and grow staff and student leadership. Attendees will learn best practices strategies from principals and counselors featured in Leading Success to build effective relationships that create success for all students. Participants will also begin designing a leadership development plan that incorporates the best practices strategies outlined in the toolkit and utilizes the resources for staff collaboration.

**Moderator:** Fiona Yung, Associate Director, Advocacy & Policy Center, The College Board, NY

**Presenters:** Cindy Caudle, Counselor, M.O. Ramay Junior High School, AR; Matthew Saferite, Principal, M. O. Ramay Junior High School, AR; Vera Wehring, Principal, B. F. Terry High School, TX; Lezli Steffen, Counselor, B.F. Terry High School, TX

## Planning for Tomorrow ... Today: Creating a High School College and Career Crew

### Travis

Do you need a way to inspire and motivate students to make college and career plans? This session helps you establish a College and Career Crew, consisting of high school students trained in activities, game play and skits that raise awareness about careers and build college aspirations in their peers and younger students. In addition, participants will play several college and career games and then work in groups to develop a plan for utilizing a crew in their districts.

**Presenters:** Christi Johnson, College and Career Advisor, Union High School, OK; Ashlee Lowry, College and Career Advisor, Union High School, OK

## Power of Admission Tests to Provide Financial Funds

### Salon A

This session will use AP, SAT, SAT Subject Tests™, and other concepts to illustrate how assessments save students' time and money as the students enter college. Attendees will leave with specific outcomes that reinforce the value and relevance of the different types of assessments. Additionally, attendees will: take away a powerful hands-on presentation, be able to articulate the importance of assessments, and explain the correlation between testing and overall savings for college courses when presenting to their students, parents, teachers, counselors, and others.

**Presenters:** Tracey Morman, Director of Counseling, Amarillo Independent School District, TX; Christina Ritter, Executive Director, Student Performance, Amarillo Independent School District, TX

## Solving the Challenges of the High School Visit

### Tenison

College recruiters vie for time in high schools to talk with prospective students. Some high schools are pressed to accommodate hundreds of visitors each year and have challenges meeting the desires of recruiters. A panel of counselors and a college representative will discuss some of these challenges and discuss possible solutions.

**Moderator:** Clark Mitchell, Assistant College & Career Counselor, Lovejoy High School, TX

**Panelists:** Veronica Adams, Counselor, L. V. Berkner High School, TX; Jeri Bechly, College and Career Advisor, W. T. White High School, TX; Tom Becker, Texas Regional Representative, Iowa State University, IA; Phyllis Hamilton, Lead Counselor, Flower Mound High School, TX; Jeannie Walls, Director of College and Career Guidance, Lovejoy High School, TX

## The New TSI Assessment from ACCUPLACER®: Getting from Here to There

### Grapevine

In summer 2013, the College Board's ACCUPLACER® program will launch a new TSI assessment aligned to the Texas College and Career Readiness Standards. Come learn more about this new assessment and what it means for students and institutions.

**Presenter:** Chantel Reynolds, Senior Director, Assessment Management, The College Board, NY

12:30–1:45 p.m.

## Recognition Luncheon and Colloquium

### Grand Ballroom

Presentation of CollegeKeys Compact™ Innovation Award Winners

### Colloquium — Breaking Through: Communicating to Students and the Public in the Noise and Clutter of Today's Media

What are the communication and technology challenges faced by higher education and secondary institutions? How do we communicate to students and the public by leveraging emerging technologies, social media and the dynamic world of gaming? How can we help students feel engaged in learning on their own terms and ensure the public feels invested in the success and reform of our education system? Enjoy a dynamic and challenging discussion of the issues, and hear thoughtful proposals of how to break through the clutter.

#### Moderator: Michele Bobadilla

Michele Bobadilla is a native Dallasite who believes passionately in her community and in the power of its people to effect change. Ms. Bobadilla demonstrates her commitment and civic responsibility daily through her active involvement in education initiatives, civic boards, and volunteer organizations. Her involvement spans 35 years. As an advocate, educator, and community volunteer, she exemplifies the best in all of us! Ms. Bobadilla's openness and generous spirit coupled with her dedication, perseverance, organizational skills and leadership have garnered widespread community support. Ms. Bobadilla's years of advocacy, community service and leadership have opened doors to higher education for thousands of students. By leveling the playing field, she has ensured access and equity through opportunity and empowerment.



#### Panelists: Van Davis

Van Davis is director of Special Projects in the Workforce, Academic Affairs, and Research Division at the Texas Higher Education Coordinating Board. Van works extensively on distance education and learning technology issues and has directed the state's course redesign grant program, online faculty professional development program, annual Reinventing Instruction and Learning Conference, and the development of the state's digital learning objects repository. He is currently leading the Coordinating Board's efforts in responding to Governor Perry's call for a \$10,000 bachelor's degree as the director of the Texas Affordable Baccalaureate Project.

Van holds a Ph.D. in 20th-Century U.S. History from Vanderbilt University and taught at both public and private institutions for ten years before joining the THECB in 2007.

### Roy Ben-Yoseph

Roy Ben-Yoseph is executive director of Digital Products at the College Board. In his role, he is responsible for creating great student online and mobile experiences, including the BigFuture.org college guidance site, and YouCanGo!™ (ycg.org), which aims to inspire and guide underserved students in the college planning process. Prior to joining the College Board, Roy was vice president, Email Products at AOL where he led a global business and product line that engaged approximately 45M unique users every month and where he was granted multiple patents for innovations fundamental to online communications.

Roy holds a Master of Business Administration degree from Emory University's Goizueta Business School, a law degree from the Emory University School of Law, and a Bachelor of Science in Mathematics from Florida Atlantic University. Roy is a member of the State Bar of Georgia.

### Deborah Maue

Deborah Maue leads TRU's new higher education practice, developing syndicated and custom programs to serve this channel. Building on TRU's legacy for unearthing the deepest, most resonant insights, Deb identifies the needs, values, and priorities that characterize today's teens and college students, to help higher ed institutions understand how to better attract and communicate with prospective and current students. Prior to joining TRU in 2012, Deb spent seven years at DePaul University, where she led DePaul's strategic marketing efforts to prospective students. She oversaw the development of DePaul's brand, strategic marketing plan development, social media and the identification of new academic programs.

Deb received a B.S. in Marketing from Juniata College in Pennsylvania and an MBA from the Kellogg School of Management of Northwestern University.

2–3:15 p.m.

## Annual Meeting of the Academic Assembly

### Salon C

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

**National Assembly Representative:** Deborah George, Division Director of Curriculum and Instruction, Irving Independent School District, TX



2–3:15 p.m. (cont.)

Federal Student Aid Update

**Bachman**

Join us as a member of the U.S. Department of Education provides an update on recent regulatory and operational changes within Federal Student Aid (FSA) that affect every financial aid office. Participants will learn about and examine the Return of Title IV (R2T4) funds for modular programs; verification changes, including the IRS Data Retrieval process; 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:** Trevor Summers, Training Officer, Federal Student Aid, TX

It Gets Better and Better: Weaving Rigor, Relevance and the College-Going Culture into a Tapestry of Success

**Salon A**

Improving AP enrollment, participation and test scores of first-generation students can be a challenge; improving direct-to-college enrollment rates and increasing financial aid and scholarship outcomes can be a challenge; and working with shrinking district financial resources can be a challenge. Two districts near Austin, Texas, will share how they took their students' dreams for a better future and wove them into a successful plan to make them a reality. Participants will learn how they can use these creative "work smarter, not harder" ideas to improve district goals for success. Collaboration with staff, students, parents and community — the whole village — makes postsecondary options real for students. It just keeps getting better and better! Bring your toolkits and let us give you ideas on how this might work in your district and your community.

**Presenters:** Yvonne Bosarge, Counselor, Hays Consolidated Independent School District, TX; Lara Gueguen, College and Career Counselor and Lead, Hays Consolidated ISD, TX; Karen Lewis, Counselor, Hays Consolidated ISD, TX; Sarah Mabry, College and Career Counselor and GO Center Counselor, Del Valle ISD, TX; Sarah Sumpter, Counselor, Hays Consolidated ISD, TX; Allison Tillotson, College and Career Counselor, Director of the GO Center, Hays Consolidated ISD, TX; Charlotte Winkelmann, Director of College and Career Readiness and Guidance, Hays Consolidated ISD, TX

Maximizing Equity and Access in K–12 Schools

**Canyon**

Learn to better define equity in the context of college readiness and begin using newly created organizational and self-assessment tools developed by the College Board to foster greater equity and access in our schools. Participants will look at the assumptions, actions, implicit messages, biases and beliefs that prevail organizationally that may unintentionally hinder our access and equity goals. These assessment tools will help individuals, managers and organizations improve outcomes and work toward closing the opportunity gaps that exist for students in our schools.

**Presenter:** Odette Duggan, Director, College Readiness, Equity and Access Initiatives, The College Board, NY

Moving Potential Dropouts Toward a College-Going Culture

**Texoma**

This session focuses on current research on dropout prevention and how to implement programs that help retain and recover at-risk students. We'll look at ideas from across the nation and discuss how to implement strategies and best practices on your campus. A key focus will be the importance of school counseling as a first line of intervention to assist these struggling students. Participants will learn about creating postsecondary plans for students and how to best match these plans to struggling students.

**Presenters:** Jeff Cranmore, Counselor, McKinney High School, TX; Logan Faris, Principal, McKinney High School, TX

Strategic Recruitment Leads to Student Success

**Meredith**

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 briefly looking at the changing recruitment landscape, this session will feature specific institutional illustrations of the strategy and implementation of recruitment plans and activities that move beyond simply "getting the numbers" to focusing on students and their success. Participants will learn how to connect students with institutions that fit their interests, goals and academic preparation by facilitating communication between prospective students and institutions during the search and admission processes. Participants will also examine best practices for developing and implementing a process designed to attract and enroll students who can succeed and benefit from the educational experience offered by the institution.

**Presenters:** Jeff Fuller, Director of Recruitment, University of Houston, TX; Jason Langdon, Senior Director, Higher Education Services, The College Board, TX; Charlie Wharton, Associate Director, Recruitment and Admissions, The College Board, VA

## Systemwide Implementation of “Own the Turf” Campaign Initiative

### Travis

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/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. Counselor leaders will share how they launched and are managing their systemic campaign, the benefits their schools and districts accrued and the challenges they overcame, as they used the road map — NOSCA’s Eight Components of College and Career Readiness Counseling.

**Presenters:** **Dominique Jones**, Assistant Director, National Office for School Counselor Advocacy, The College Board, DC; **Silvia Lopez**, Director of Counseling Services, Dallas Independent School District, TX

## The College-Level Examination Program®: Promoting Student and Institutional Success

### Grapevine

Students who take CLEP® exams or participate in other forms of Prior Learning Assessment have a college graduation rate of 56 percent compared to the 21 percent graduation rate of non-PLA students. Specific data sets from North Lake College in Irving, Texas, will be reviewed to show that incoming freshmen who earn credit from taking the Spanish CLEP exam achieve higher GPAs and better retention rates. Come learn more about the CLEP program and its impact on student success and completion.

**Presenters:** **Chantel Reynolds**, Senior Director, Assessment Management, The College Board, NY; **Kent Seaver**, Director, Learning Resources, North Lake College, TX

## The Devil Is in the Details: Helping First-Generation College Students Steer the Ship

### Tenison

The college application process is a minefield riddled with details. This experience is especially challenging for first-generation college students. We will share tools that help students meet deadlines while completing strong applications.

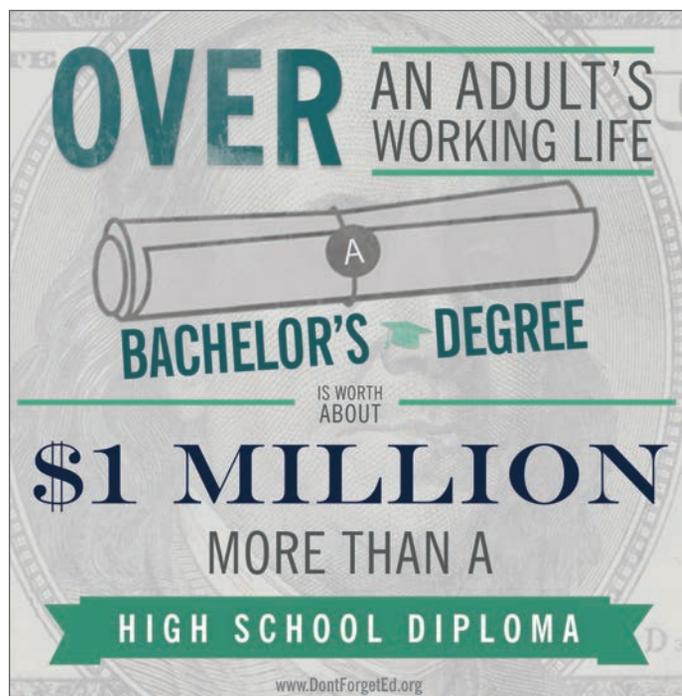
**Presenters:** **Aleta Estrada**, Dean of College Prep, Peak Preparatory School, Uplift Education, TX; **Ann Marano**, College Bound Advisor, Irma L. Rangel Young Women’s Leadership School, TX; **Erma Nieto-Brecht**, Director of Admissions, Texas Woman’s University, TX; **Courtney Skerriitt**, Associate Director of College Counseling, The Hockaday School, TX

## University Crossroads: Paving the Road for College Access and Success

### Salon B

University Crossroads is a partnership of 50 colleges and universities, chambers of commerce, business associations, and community-based organizations. In 2011, the Capital One Bank University Crossroads education storefront located in inner-city Dallas was opened. The center provides direct student services in support of college readiness and rigor, leadership and community service. The group administers a successful scholarship program that awards over \$3 million annually and is a recognized P-16 Council. Through a data-driven approach, University Crossroads works hand in hand with the Dallas ISD College and Career Readiness Department to provide counseling services to ensure college awareness and readiness. Through advocacy efforts, University Crossroads has been successful in garnering districtwide support for a middle school outreach program that will impact 12,000 sixth-graders and their parents during the 2012-13 academic year.

**Presenters:** **Michele Bobadilla**, Senior Associate VP for Outreach Services and Community Engagement/Assistant Provost for Hispanic Student Success, University of Texas at Arlington; **Barbara Merkle**, Director of Admissions, Midwestern State University, TX; **Liliana Valadez**, Executive Director, College & Career Readiness, Dallas ISD, TX; **Brenda Kirby**, SAT Math Instructor, University of Texas at Arlington; **Luis Franco**, Director of Hispanic Outreach, Texas A&M University– Commerce; **Raul Hinojosa Jr.**, Director, Community Outreach & Diversity, University of Texas at Dallas



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.



3:30–4:45 p.m.

**A Successful Implementation:  
Our SpringBoard® Story**

**Texoma**

This presentation takes a look at the first year of implementation of SpringBoard® in one Texas school district. We'll discuss why we chose SpringBoard and the struggles and successes during the first year of implementation. We discovered that continual professional development and understanding the power of unpacking the embedded assessments changed our progress — within two months we went from an emerging level of implementation to a proficient/exemplary level of implementation. As we move forward in the era of EOC testing, we believe SpringBoard will be a key component in our students' success and have developed a comprehensive three-year implementation plan. We hope our experiences and plan can be beneficial to other educators and their students.

**Presenters:** **Earl Parcell**, Principal, Copperas Cove High School, TX; **Russell Porterfield**, Associate Principal, Copperas Cove High School, TX

**Annual Meeting of the Guidance and Admission Assembly**

**Salon A**

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

**National Assembly Representative:** **Nan Davis**, Vice President for Institutional Enrollment, Austin College, TX

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

**Tenison**

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 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 Board's CTE agenda in the months and years ahead.

**Presenter:** **Tom Rudin**, Senior Vice President, The College Board

**Doing More with Less: Proven Efficiencies  
in the Financial Aid Office**

**Travis**

We are often asked to "do more with less." Over five years ago, the University of Mary Hardin–Baylor had to implement a new campuswide system, which also meant learning a different financial aid management system (FAMS). Come learn about some useful tips for handling change and how these financial aid professionals utilized their new PowerFAIDS® and Jenzabar systems to create more efficiencies, while also dealing with budget cuts and hiring freezes.

**Presenters:** **Zach Krueger**, Assistant Director of Financial Aid, University of Mary Hardin–Baylor, TX; **David Orsag**, Associate Director of Financial Aid, University of Mary Hardin–Baylor, TX

**Higher Education AP Policies:  
When Is It Time to Review?**

**Meredith**

What triggers your institution to review its Advanced Placement® (AP) policies? What procedures do you have in place for the regular review of articulation between AP scores and credit award or placement? In light of substantive changes within the AP Program, now might be an ideal time to evaluate your institutional policies and establish a cycle for ongoing review. Attendees of this session will learn about: indicators that might prompt a policy review; tips on developing research-based AP credit policies; best practices in structuring ongoing review cycles; and, why AP can be an effective recruitment tool justifying these policy efforts.

**Moderator:** **Cathy Brigham**, Director of Academic Engagement, AP, The College Board, TX

**Panelists:** **Sheila Amin Gutierrez de Pineres**, Dean of Undergraduate Education, Mary McDermott Cook Distinguished Chair, The University of Texas at Dallas, TX; **Mary Hendrix**, Vice President for Student Access and Success, Texas A&M University-Commerce, TX

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## International Recruiting at Southwestern Universities: New Approaches

### Canyon

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 number of international students at universities in the Southwest, 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 Southwest. Participants will interact with seasoned international admission professionals in order to examine the latest data, discuss the challenges facing international students, and share best practices for recruiting, admitting and enrolling foreign students. Participants will develop insights and effective approaches for reaching ambitious, diverse populations of students. Learning outcomes: Equip participants with strategic approaches that will support institutional goals of reaching and attracting more matched international students. Raise awareness about topics and trends impacting international student mobility and recruiting efforts and make the process more transparent and effective for both students and admission professionals.

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

**Panelists:** Dickie Hargrave, Assistant Director of International Recruitment, University of North Texas, TX; Amy Kice, Director of International Admissions, St. Edward's University, TX; Karen Scott, Director of International Admissions, Texas Christian University, TX

## Show Me the Money: Solutions for Your AP Budget

### Bachman

With the loss of over \$40,000 in yearly AP incentive campus awards and no further reimbursements of AP institutes, Colleyville Heritage High was looking for a way to continue and expand its AP program. The idea for an academic booster club gained momentum. This session will walk participants through the process from the idea to its current status. Since its formation in August, the Advanced Academic Booster Club has provided buses for field trips, registration cost for AP conferences, scholarships for students taking AP Exams and college scholarships.

**Presenters:** Ted Beal, Principal of Advanced Academics, Colleyville Heritage High School, TX; Anne Townsend, AP Physics Teacher, Colleyville Heritage High School, TX

## The AP Program: Changes, Developments and Updates

### Salon B

Educators are achieving tremendous success in finding ways to provide more students with 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 truly deserved the AP opportunities they were given. These successes also come during a time 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, AP Program leadership will provide detailed information on several major changes, such as this year's online score reports for AP students and the rollout of the redesigned AP science and history courses, as well as 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. In addition, the AP Program will seek feedback from the audience and will dedicate time to a Q&A session. Learning outcomes: Understanding of new resources available to enable educators to achieve their goals for increasing access to AP and improved exam performance; understanding of key changes within the AP Program and how to prepare school communities for those changes.

**Presenter:** Potoula Chresomales, Executive Director, AP Program Development, Strategy, and Outreach, The College Board, NY

## Transforming the Educational Experience of Young Men of Color

### Salon C

In 2011, the College Board launched a comprehensive literature review and qualitative study titled *The Educational Experience of Young Men of Color*. This session will discuss the recommendations that were the result of that report, and how to improve the educational experiences and pathways of young men of color (African Americans, Native Americans, Asian Americans/Pacific Islanders, and Latino Americans). In response to three of six recommendations, the National Office for School Counselor Advocacy (NOSCA) developed a journal series and a downloadable companion workbook to help enhance K–12 school counselors' capacity to better support young men of color's college and career readiness, and this session will provide a brief review of the research findings and the barriers that prevent young men of color from advancing through the education system uncovered in this series. It will suggest ways in which counselors and educators can ensure that young men of color have culturally responsive supports and safety nets for advancement through elementary, middle, high school education and beyond. You will hear the voices of young men of color willing to share their expertise and personal perspectives to further the cause of helping educators and counselors gain additional insight to issues that impact them.

**Moderator:** Frank B. Ashley, III, Vice Chancellor, Recruitment and Diversity, The Texas A&M University System, TX

**Panelists:** Patrick Briggs, AVID Texas State Director, Dallas, TX; Luis Franco, Director of Hispanic Outreach and Student Programs, Texas A&M University-Commerce, TX; Ralph Miller, Student, University of Arkansas, AR

5–6:30 p.m.

Networking Reception and Social

Grand Ballroom



Join together with your colleagues for an evening reception of drinks and hors d'oeuvres with a healthy sprinkling of networking, socializing and entertainment. The evening will feature the renowned University of North Texas Two O'Clock Lab Band.

Thursday, Feb. 28, 2013

7 a.m.–12:30 p.m.

Registration and Resource Center

Foyer

7:15–8 a.m.

Continental Breakfast

Grand Ballroom

8:15–9:30 a.m.

Increasing College Success with Pre-AP®

Travis

The program coordinator of the Arkansas Department of Education's Office for Gifted & Talented and Advanced Placement and the president of the Arkansas Advanced Initiative for Math and Science (AAIMS) will present information about the legislation and policies responsible for the growth of Advanced Placement in Arkansas. Data documenting the success of students in the state will demonstrate the value of strong vertical teams and Pre-AP classes in the state's efforts to increase college graduation rates.

**Presenters:** **Tommie Sue Anthony**, President, Arkansas Advanced Initiative for Math and Science (AAIMS), AR; **Mary Kathryn Stein**, Program Coordinator, Office of Gifted & Talented and AP, Arkansas Department of Education, AR

AP and College Completion: Working to Bridge the Gap for Latino Students

Canyon

As the Latino population in the United States continues to grow, so too does the population of Latino AP students. While the majority of these students take the AP Spanish Language Exam, many students are also finding success in a variety of other AP subjects. Presenters will discuss the value of AP as a way to save on college tuition and share some successful strategies to educate Latino students and families about financial literacy. A number of studies point to the fact that concerns about rising tuition costs and loan debt are impacting college persistence and completion rates for Latino students. This session will share data on outcomes and trends related to *The College Completion Agenda: Latino Edition* and highlight practices, ideas and strategies to reach the Latino educational community.

**Presenters:** **Tammie Campos**, Executive Director for Alumni Outreach, New Mexico State University, NM; **Pamela Kerouac**, Director, AP Higher Education Policy, The College Board, NY

College Affordability: Trends in College Pricing and Student Aid

Salon A

Trends in financial aid and tuition are always important topics in our work. The current economic climate and major changes to the student financial aid system have made those topics even more salient. This session will share highlights from the latest research in the College Board's annual Trends series. This information impacts everything from student choices to campus budgets to implications on the local community and the entire economy.

**Presenter:** **Sandy Baum**, Senior Fellow, Graduate School of Education and Human Development, The George Washington University, and Independent Policy Analyst, The College Board

## Government Relations Update: Spotlight on the Southwestern Region

### Bachman

Throughout the Southwest, educational, legislative and political climates continue to be redefined. Each state faces a variety of challenges and changes (budget reductions, political interests, changing leadership, etc.) as the 2013 legislative sessions begin. Join this session to learn more about how these changes and challenges impact you, the role of the College Board in these efforts, and how you can become involved.

**Presenters:** **Michelle Arnold**, Director, State Government Relations, The College Board, TX; **Tom Rudin**, Senior Vice President, The College Board

## Implementing Tools for Strategic Recruitment

### Texoma

There are many vendors that come your way, so how do you know which ones have the products you need to be successful? Texas Tech University will share insights on how they have implemented College Board services, along with other tools, in order to obtain increased enrollments and higher entering-class profiles, to develop a more empowered staff, and to inject more strategy into their recruitment efforts and their decision making.

**Presenters:** **Jamie Hansard**, Director of Marketing and Recruitment for Undergraduate Admissions, Texas Tech University, TX; **Toni Riley**, Assistant Director of Recruitment, Texas Tech University, TX

## Making Best Practices Daily Practices: Improving College and Career Readiness

### Meredith

The purpose of this session is to enhance counselors' use of data to set measurable goals and develop targeted interventions that can be incorporated into daily practice to improve college and career readiness outcomes for all students. The session will identify ways for counselors to consolidate data from a variety of sources into simple tools that can enhance routine interactions with students and parents regarding schedule changes, credit checks, testing and more.

**Presenters:** **Katie Cortest**, Counselor, Norman High School, OK; **Sharon Heatly**, Director of Guidance and Counseling, Norman Public Schools, OK

## Advancing Student Learning and Teaching with AP Insight

### Salon B

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

**Presenters:** **Danielle Dylinski**, Teacher, Northside Independent School District, TX; **Lila Schallert-Wygal**, Executive Director, AP Online Strategy, The College Board, NY; **Elaine Silverstone**, Senior Dir. District Adoption, AP, The College Board, NY; **Sarah Thompson**, Teacher, Northside Independent School District, TX

## NOSCA's Eight Components of College and Career Readiness Counseling

### Salon C

Participants will learn how practicing school counselors integrate NOSCA's Eight Components of College and Career Readiness Counseling into their existing school counseling programs using data elements to guide practice for equitable outcomes. Participants will learn how to assess their school's performance data in developing systemic interventions that incorporate college and career counseling into their school counseling program. Specifically, participants will learn how to develop goals and outreach to their school community in ways that address the identified college and career readiness needs of their students, as well as support schoolwide goals for raising student achievement.

**Presenter:** **Vivian Lee**, Senior Director, National Office for School Counselor Advocacy, The College Board, DC

## Practices to Improve Your AP Program

### Tenison

The best practices of successful AP programs will be shared by three principals from Arkansas who are part of campus-level programs that have received national recognition as a Blue Ribbon School (Bentonville High School), a campus starting an AP program (Rogers Heritage High School), and a campus recognized at the state and national level for AP Scholars (Fayetteville High School). The focus of the presentation will include initiatives to recognize student achievement, involving AP teachers in growing an AP program, creating parent programs and finding new ways to increase enrollment in the Advanced Placement Program.

**Presenters:** **Kim Garrett**, Principal, Bentonville High School, AR; **Karen Steen**, Principal, Rogers Heritage High School, AR; **Steve Jacoby**, Principal, Fayetteville High School, AR

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8:15–9:30 a.m. (cont.)

## What Is the Value of All This Student Testing?

### Grapevine

College Board assessments can provide a vast amount of information about student performance. The results and data can be used for student improvement, access to scholarships, and to identify those students who have not traditionally been 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 and services, such as professional development and assessments intended to reach and support all students in reaching 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 (CTE) and other case studies that show rigorous pathways for students leading toward a brighter future.

**Presenters:** **Stacy Caldwell**, Vice President, District & State Assessment Programs, The College Board, NY; **Tammy Edmonson**, Director of Counseling and College/Career Readiness, Lubbock Independent School District, TX; **Larry Hess**, Coordinator for College and Career Readiness, Lubbock Independent School District, TX; **Wanda Monthey**, Senior Director, District and State Assessment Programs, The College Board, DC

9:45–11 a.m.

## Building PSAT/NMSQT and SAT® Programs That Will Help Students Realize Their College Dreams

### Salon A

Not all students can afford to pay for preparatory classes for the PSAT/NMSQT or SAT. Public schools can help level the playing field by offering college test-prep classes as elective courses and by incorporating PSAT/SAT Prep into the English and mathematics curriculum. The presenter is a teacher at Flower Mound High School, which has an established record of helping students significantly raise their scores (45 National Merit Semifinalists and 113 Commended Scholars this year). She is also the author of “Point Boosters for Reading and Writing on the SAT® and PSAT/NMSQT® Exams.” The presenter shares how Flower Mound built and expanded a successful program that has helped thousands of students maximize their PSAT/NMSQT and SAT potential, gaining admittance into colleges of their choice and earning hundreds of thousands of dollars in scholarships. During the session, the presenter outlines affordable resources (many are free), describes her school’s college test-prep classes and team, and discusses ways to effectively implement PSAT/NMSQT and SAT practice in core classes, especially English classes. The presenter will briefly discuss how preparing for the PSAT/NMSQT and SAT also prepares students for the new Texas English EOC exam and the English portions of the ACT.

**Presenter:** **Sandy Mattox**, Teacher, Flower Mound High School, TX

## Campus Visit Programs That Connect with Best-Fit Students

### Bachman

Research puts the campus visit at the top of the list of most effective recruitment practices. It’s the reason why a student applies to, and in turn chooses, a school. No matter the size or type of college or university, your overall campus visit program, from spring open houses for high school sophomores and juniors to accepted student days and every type of visit in between, should be strategically planned to support your enrollment goals. Most important, your campus visit program should authentically render your school and connect with more, best-fit students. Come hear how three schools in the Southwest Region are improving their campus visit programs, and about the results of their work.

**Presenters:** **Karen Foust**, Executive Vice President for Strategic Initiatives and Vice President for Enrollment, Hendrix College, AR; **Wes Waggoner**, Dean of Undergraduate Admission and Executive Director of Enrollment Services, Southern Methodist University, TX; **Jeff Kallay**, Vice President, Consulting, TargetX, GA; **Jennifer McLendon**, Visit Experience Manager, University of North Texas, TX; **Fred Baker**, Director of Admission, Hendrix College, AR

## Cost, Price and Value: What’s the Bottom Line?

### Travis

According to the September 2012 *StudentPoll*, about half of high school seniors surveyed reported ruling out colleges on the basis of sticker price, without considering their likely financial aid awards. An even higher proportion of students from low- and middle-income families — those in greatest need of financial aid — reported ruling out schools purely on the basis of published cost. Was that the best decision for them to make? What tools could have been used to help these students understand the differences between college cost, price and value? While the value of a college education can be immeasurable as it relates to opportunity, the perceived cost can be a roadblock to access. Students and parents may not understand the difference between published cost and the bottom line for them — the “net price” after all gift aid is applied — and how they might manage that price through work, loans, savings and family income. Participants will discuss best practices and learn how resources such as net price calculators, BigFuture™ and the new federal financial aid shopping sheet can help students navigate the financial aid landscape and terminology to overcome the barrier of cost. Learning outcomes: The difference between published cost and net price is misunderstood by many families, resulting in a narrow college search and constrained college planning process. Resources are available to assist with building financial literacy and awareness so that low- and middle-income families can better understand their options and make decisions that will result in the best possible educational outcomes for the student.

**Presenters:** **David Krause**, Director of Financial Assistance, St. Mary’s University, TX; **Meghan Morgan**, Assistant Director of Financial Aid for Client Services, Oklahoma City Community College, OK; **Julia Padgett**, Director, Financial Aid Services Implementation, The College Board; **Michael Scott**, Director of Scholarships and Student Financial Aid, Texas Christian University, TX

## Creating A College-Going Culture: From Vision to Reality

### Salon C

Round Rock Independent School District (RRISD) embraces the vision that all students will be inspired to become partners in the quest for knowledge. RRISD Guidance and Counseling Department has created a vertically aligned K–12 program focusing on the vision of the district while also aligning with the American School Counselor Association (ASCA) model to ensure that all young people of different socioeconomic status, race, ethnicity, gender, or ability will academically succeed beyond high school. Our school counselors have assessed program effectiveness, analyzed current data, and promoted how students are different as a result of what school counselors do each day. This session will share the RRISD framework currently in place along with the tools and resources that have helped school counselors achieve this vertically aligned vision to all stakeholders who help prepare students for college readiness.

**Presenters:** **Rosemary Kelly**, Director of Guidance and Counseling, Round Rock Independent School District, TX; **Tisha Kolek**, Guidance & Counseling Specialist, Round Rock Independent School District, TX

## How Are You Using Your PSAT/NMSQT Data?

### Meredith

Every year thousands of students take the PSAT/NMSQT in hopes of becoming National Merit Scholars, but once students find out their scores, the data are often never used again. At Northwest Independent School District, we have partnered with the College Board to utilize our students' PSAT/NMSQT data to increase student achievement and help them become college ready. We analyzed the data and then implemented various programs to help our students increase their PSAT/NMSQT scores. When we get the scores back, we guide our students through My College QuickStart™, an individualized program that the College Board offers each student who takes the PSAT/NMSQT. Come see what we are doing and share your ideas with us.

**Presenters:** **Kathleen Eckert**, Associate Principal, Byron Nelson High School, Northwest ISD, TX; **Bobby Morris**, Associate Principal, Northwest High School, Northwest ISD, TX

## Partnerships to Grow College Readiness and Success in Middle School

### Texoma

Research has repeatedly shown that if we are to increase college readiness and success — particularly for students who have been historically underserved — school districts, colleges, community organizations and businesses must work together. Creating such partnerships requires leadership, collaboration, innovation — and funding. After a brief overview of federal grants geared toward college readiness, participants will engage with panelists who have successfully secured competitive state grants and develop strategies for how to build innovative middle school partnerships and position them to secure funding that can expand college readiness and success. This session will share best practices from a variety of sources, including one rural constituency and one suburban constituency.

**Presenters:** **James Lindsay**, Director, Strategy, Outreach, and Response, The College Board, TX; **Debbie Pennington**, Senior Educational Manager, K–12, The College Board, TX; **Kelly Waters**, Principal, Lamar Consolidated Independent School District, TX; **Darrell Westfall**, Assistant Principal, Hardin Jefferson ISD, TX

## Pre-AP, AP and STEM Partnerships to Achieve Academic Success

### Grapevine

To achieve the 2025 goals for college completion, we must expand the pool of students who are prepared in the STEM fields as they enter colleges and universities. A panel of high school and university faculty and administrators will discuss partnerships to enhance AP STEM success, which contribute to higher college-going and college completion rates. This is a working session to share ideas and programs that can effect change.

Inspiring and supporting teaching gives students the confidence to continue learning and to take risks. Sharing teaching strategies and projects that promote interest in learning and that make a link with career awareness will be shared. Successful Pre-AP stories and how partnerships with college and university faculty in STEM fields promote inspired learning are key.

Since there are significant disparities in rates of college enrollment and degree completion among first-generation and underserved students, we must advance all students in the pathway to AP course work. Reaching the goal of 55% of U.S. citizens having a college degree by 2025 demands our attention to the underserved populations. This session will open the floor to examples of such programs.

Involving teachers in developing innovative strategies, with the support of College Board advocacy and programs, as well as sources of support from partner colleges, the private sector, and federal grants, is critical to the future of U.S. education. Working together to optimize learning that moves students from middle school to AP courses in the STEM fields and on to college degree completion is our mandate. The AP course revisions in biology and chemistry will serve as examples of creating that seamless path.

**Presenters:** **Brian W. Hill**, Assistant Dean, University of Arkansas, AR; Ann E. Robinson, University of Arkansas at Little Rock, AR; **Karen Shepherd**, Science Coordinator, Plano Independent School District, TX; **Leslie Yingling**, Director of College Access Initiative and Diversity Affairs Outreach, University of Arkansas, AR

## Strategies, Struggles and Success: Students Share Their Experiences with Rigorous Instruction

### Canyon

Students who have been historically underrepresented in Advanced Placement courses have faced a multitude of obstacles from stereotyping to low expectations to barriers to entry. Once at college, these students can also face further challenges. Participants will listen, learn and discuss these issues with a panel of students, each with a different story of strategy, struggle, strength and success. The students will identify strategies, explain programmatic supports (both at the high school and college level), and speak to the power of peer-to-peer perseverance. Participants will walk away with relevant insights and proven strategies that will support their efforts to create and implement bridges instead of barriers for historically underrepresented students to access and succeed in AP programs and then in higher education, regardless of race, background or family income.

**Moderator:** **Thomas A. Carter, III**, Assistant Dean of Engineering, University of Arkansas, AR

**Panelists:** **Jessica Moreno**, Student, Texas Woman's University, TX; **Julie Soberanis**, Lead Counselor, MacArthur High School, TX; **Terrian Tyler**, Honors Freshman, University of Arkansas, AR; **Student Representative**, Singley Academy, TX; **Student Representative**, MacArthur High School, TX



9:45–11 a.m. (cont.)

**The 2012 Election and the Future of Federal Higher Education Policy**

**Tenison**

With the presidential and congressional elections wrapped up, political pundits are turning their attention away from political campaigns to actual policymaking. This presentation intends to analyze the collection of new policy leaders in order to predict the future of higher education policy in the United States. The presenters will first discuss the results of the 2012 national election, including detailed information about the key players in federal education policy, including President Obama, the Secretary of Education, and the chairs of congressional education committees. Looking at past policy stances of these individuals, the presenters will then make predictions concerning the future of higher education policies that affect both college access and student success, including Pell Grants, the DREAM Act, student loans and other programs designed to increase the nation’s higher education attainment rate.

**Presenters:** **Noah Pittman**, Assistant Director for Honors College Recruitment & APSI, University of Arkansas Honors College, AR; **Matthew Seubert**, Truman Finalist, Senior Business Economics/Political Science Majors/Honors College Fellow, University of Arkansas Honors College, AR

**The AP Program: Changes, Developments and Updates**

**Salon B**

Educators are achieving tremendous success as they look for ways to provide more students with 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 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, AP Program leadership will provide detailed information on several major changes, such as this year’s online score reports for AP students and the rollout of the redesigned AP science and history courses, as well as 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. In addition, the AP Program will seek feedback from the audience and will dedicate time to a Q&A session. Learning outcomes: Understanding of new resources available to enable educators to achieve their goals for increasing access to AP and improved exam performance; understanding of key changes within the AP Program and how to prepare school communities for those changes.

**Presenter:** **Potoula Chresomales**, Executive Director, AP Program Development, Strategy, and Outreach, The College Board, NY

11:15 a.m.–12:30 p.m.

**An Early College Readiness Diploma: Results from a Texas Pilot Project**

**Tenison**

In 2009, the Texas Legislature created an opportunity for research universities to partner directly with Texas school districts to offer an alternative route to a high school diploma to students who demonstrate early readiness for college. Under this program, students who meet the placement standards of the research universities in English language arts, mathematics, science, social studies and a language other than English may be eligible to receive high school diplomas, notwithstanding any other state or local requirements. This option may permit students to enroll in additional courses while in high school or to enroll in college early. Join us to hear the results from the pilot years of this project and to hear recommendations for full statewide implementation.

**Presenters:** **Michelle Arnold**, Director, State Government Relations, The College Board, TX; **Harrison Keller**, University of Texas; a researcher from Texas A&M University; and an elected official from the Texas Legislature

**AP Testing 101**

**Grapevine**

This session is designed to assist both experienced and novice AP Coordinators with tackling the daunting task of coordinating, organizing and testing AP students. Two highly experienced AP Coordinators will discuss and demonstrate vetted best practices that have successfully allowed their schools to balance mandated state testing with AP/IB testing windows. This interactive session provides opportunity for participants to vet questions and concerns, receive new insights, and leave with a toolkit of resources and practical ideas.

**Presenters:** **Brandy Bishop**, Counselor/AP Coordinator, Amarillo ISD/Tascosa High School, TX; **Tracey Morman**, Director of Counseling, Amarillo Independent School District, TX

**Best Practices for Supporting Underserved Students on the Road to College Success**

**Travis**

Attendees will learn how counselors, community organization leaders, and other institutions have supported and have also worked together to support families and help get underserved (e.g., low-income) students into and attend college. The speakers have extensive experience in successfully helping these students maximize their potential. The panel will share the challenges they have faced, best practices applied to successfully address these challenges, and the lessons learned in helping underserved students reach their college aspirations. Attendees will also learn from strategies/tools used by practitioners.

Participants will receive a list of potential resources that can help them support these students in maximizing their college potential.

**Presenters:** **Rosemary Kelly**, Director of Guidance and Counseling, Round Rock Independent School District, TX; **Terry Powell**, Associate Director, SAT College Services, District and State Assessment Program, The College Board, NY

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

### Salon B

Join us for an interactive workshop that discusses 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. Hear 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.

**Presenters:** **April Bell**, Director, The College Board, DC; **Roy Ben-Yoseph**, Executive Director of Digital Products, The College Board, NY; **Jeff Cranmore**, School Counselor, McKinney High School, TX

## Financial Aid Collaborations: Working as a Community to Educate a Community

### Bachman

El Paso Community College and the University of Texas at El Paso have worked jointly for over 20 years to provide FAFSA Nights at area high schools. The presentations are designed to inform parents and students about the various financial aid programs available to assist in pursuing a postsecondary education and to provide assistance in completing the Free Application for Federal Student Aid (FAFSA), which is required to qualify for financial aid eligibility. In 2012, the institutions were approached by the Greater El Paso Chamber of Commerce with an offer to assist conducting the FAFSA Nights, with the goal of increasing the number of FAFSAs completed in the El Paso region. As a result of regular meetings, there is now a working group of multiple interests involved in the project. Participants will learn tested strategies and best practices that they can implement at their institutions.

**Presenters:** **Linda Gonzalez-Hensgen**, Vice-President, Student Services, El Paso Community College, TX; **Raul H. Lerma**, Executive Director, Financial Aid, El Paso Community College, TX; **Ron Williams**, Associate Director, Financial Aid, University of Texas at El Paso, TX

## Helping Our Black and Determined Students Achieve Using Culturally Relevant Teaching

### Meredith

Bowie High School in Arlington, Texas, is one of only nine schools across the nation that has implemented an African American Male Initiative (AAMI) through the AVID Center. Come hear how Bowie and the AVID Center are using culturally relevant teaching (CRT) strategies to engage all learners and increase their access to and success in Advanced Placement courses. The focus of AAMI is on African American male achievement and engagement. Bowie implemented an all-black male AVID elective course on its campus that, according to all indicators, has been highly successful. You will hear from AVID staff, Arlington ISD staff, and Black and Determined (BAD) students as they share with you what they have done, what they are doing, and what they will do to continue promoting academic success for all students.

**Presenters:** **Patrick Briggs**, AVID Center, Texas State Director, Dallas, TX; **Linda Rodgers**, AVID District Director, Arlington Independent School District, TX; **CREST Members**, Bowie High School, TX; **BAD Students**, Bowie High School, TX

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

### Canyon

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 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.

**Presenters:** **Cathy Brigham**, Director of Academic Engagement, AP, The College Board, TX; **Leo Munson**, Associate Provost, Texas Christian University, TX; **Dana Tabor**, Teacher, Carl Wunsche Senior High School, TX



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**11:15 a.m.–12:30 p.m. (cont.)**

**The Future of Student Aid: Voices for Policy Reform**

**Salon A**

Given the fiscal issues facing our country, federal funding for student aid will undoubtedly be affected by any agreement to reduce the deficit. Furthermore, the Pell Grant program faces its own “funding cliff” in 2014, requiring an infusion of dollars to maintain the current maximum grant. As a result, the higher education policy community is focused on finding ways to improve the effectiveness of student aid programs to ensure that they support the educational opportunities and attainment of low- and moderate-income students while using funds efficiently from the perspective of taxpayers. The hope is that Congress will give serious consideration to the recommendations of experts in the field. The College Board Advocacy & Policy Center, with support from the Gates and Lumina foundations, has convened a study group to “rethink” Pell Grants. The group will make several evidence-based recommendations to increase the effectiveness of the Pell Grant program. Organizations participating in the Gates Foundation’s Reimagining Aid Design and Delivery (RADD) project are also proposing improvements to the federal aid system. Presenters will discuss the key issues addressed by the College Board study group against the backdrop of ideas put forth by others and encourage participants to join the conversation about student aid reform.

**Moderator:** Anne Sturtevant, Executive Director, Higher Education Initiatives, The College Board

**Presenters:** Sandy Baum, Senior Fellow, Graduate School of Education and Human Development, The George Washington University, and Independent Policy Analyst, The College Board; Jacob Fraire, Vice President, Student and Institutional Success, Texas Guaranteed Student Loan Corporation (TG), TX

**The New Entering Freshman**

**Salon C**

The traditional entering freshman, who is attending college for the first time with no prior college hours, is disappearing. Many first-year students 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 will address how high schools and higher education institutions are facing the challenges of scheduling, advising, assessing preparedness, and providing financial aid.

**Presenters:** Magdalena Hinojosa, Associate Vice President of Enrollment and Dean of Admissions, The University of Texas-Pan American; Leslie Laws, Counselor, North Dallas High School, TX; Suzanne McCray, Dean of Enrollment Services, University of Arkansas, AR

**Strategies for Leading Rigorous Instruction**

**Texoma**

With a changing instructional landscape, it is important to provide strategies for teachers to use across subject areas, as well as to 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 Texas standards 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 rigorous standards as well as tools they can immediately apply to their everyday work.

**Presenters:** Danny Millett, SpringBoard Field Coach, The College Board, TX; Melanie Sangalli, English Language Arts and Reading Coordinator, Irving Independent School District, TX

**12:45–2:15 p.m.**

**Recognition Luncheon and Southwestern Regional Assembly Annual Business Meeting**

**Grand Ballroom**

Please join your fellow regional forum attendees for lunch, the Southwestern Region Business Meeting and the presentation of awards recognizing your colleagues in the Southwest.

**Remarks from Texas Education Agency Chief Deputy Commissioner, Lizzette Gonzalez Reynolds**

Lizzette Reynolds currently serves as the chief deputy commissioner for the Texas Education Agency (TEA). In that capacity, she oversees management of the agency for Commissioner of Education Michael L. Williams. She previously served as the deputy commissioner for Policy and Programs at TEA.

**Business Meeting Agenda**

- I. Call to Order
- II. Approval of Minutes
- III. Reports
  - a. Trustees, Paul Weaver
  - b. Academic Assembly, Deborah George
  - c. Guidance and Admission Assembly, Nan Davis
  - d. College Scholarship Service Assembly, Michael Scott
- IV. Old Business — Vote on proposed Southwestern Region Governance Changes
- V. New Business
- VI. Announcements/Recognition
- VII. Adjournment

**Presentation of Southwestern Regional Awards**

## Welcome New Members

Please join us in recognizing the following institutions recently voted into membership at the 2012 College Board Forum.

**Academy of Technology, Engineering, Math & Science (ATEMS),**  
Abilene, TX

**Brenham High School,**  
Brenham, TX

**Burleson Centennial High School,**  
Burleson, TX

**Centerpoint High School,**  
Amity, AR

**Dr. John Horn High School,**  
Mesquite, TX

**Dr. Ralph H. Poteet High School,**  
Mesquite, TX

**Dumas High School,**  
Dumas, AR

**Eastern Oklahoma State College,**  
Wilburton, OK

**Generation TX San Antonio,**  
San Antonio, TX

**George Ranch High School,**  
Richmond, TX

**Heritage High School,**  
Frisco, TX

**Instituto Internacional Octavio Paz,**  
Ajijic, Mexico

**Kashmere Senior High School,**  
Houston, TX

**Madill High School,**  
Madill, OK

**Military Child Education Coalition,**  
Harker Heights, TX

**Oklahoma State University Institute of Technology,**  
Okmulgee, OK

**Reagan County High School,**  
Big Lake, TX

**Region 14 Education Service Center,**  
Abilene, TX

**Rouse High School,**  
Leander, TX

**Saint Dominic Savio Catholic High School,**  
Austin, TX

**School of Science and Technology,**  
San Antonio, TX

**South Central Service Cooperative,**  
Camden, AR

**South Coffeyville High School,**  
South Coffeyville, OK

**Southmoore High School,**  
Moore, OK

**Star City High School,**  
Star City, AR

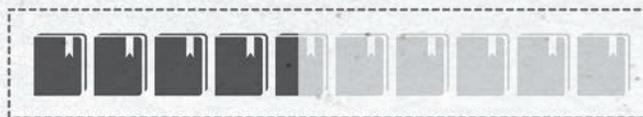
**V. Sue Cleveland High School,**  
Rio Rancho, NM

**West Mesquite High School,**  
Mesquite, TX

**Western Arkansas Education Services Cooperative,**  
Branch, AR

*If you went back to 9<sup>th</sup> grade and looked at 100 people around you, you'd find:*

**ONLY 70** WOULD  
*graduate high school*



**OF THOSE, ONLY 44**  
*would join you in college*

**AND ONLY 21**  
*will finish with a bachelor's degree*



*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.*

## Southwestern Regional Office Staff

The Southwestern Regional Office serves a role in achieving the College Board mission, as well as serving the regional membership and end users of College Board offerings.

States Covered: Arkansas, New Mexico, Oklahoma and Texas

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## CEU ATTENDANCE FORM

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

At the end of each eligible session you attend, have the designated College Board staff person stamp or attach a sticker to your worksheet before you leave the room. After the forum, total your hours, and either drop off your completed and signed worksheet at the registration desk, fax it to 512-721-1841, or mail it to Regional Forum CEUs, The College Board, 4330 Gaines Ranch Loop, Suite 200, Austin, TX 78735-6735. 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.  
Breakout sessions in the timeframes noted below are CEU eligible.

Wednesday, Feb. 27, 2013	Session Name	Hours	CB Stamp/Sticker
11 a.m.– 12:15 p.m.		1.25	
2–3:15 p.m.		1.25	
3:30–4:45 p.m.		1.25	
Thursday, Feb. 28, 2013	Session Name	Hours	CB Stamp/Sticker
8:15–9:30 a.m.		1.25	
9:45–11 a.m.		1.25	
11:15 a.m.–12:30 p.m.		1.25	
	Total hours completed		

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, Massachusetts  
[www.asiasociety.org/nclc](http://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, Louisiana  
[destinationequity.collegeboard.org](http://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, Illinois  
[preparate.collegeboard.org](http://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 chance 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, Illinois  
[dreamdeferred.collegeboard.org](http://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, Montana  
[nasai.collegeboard.org](http://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/professionals](http://accuplacer.collegeboard.org/professionals)

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, Nevada  
[apac.collegeboard.org](http://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, New York  
[forum.collegeboard.org](http://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.

## Save the Date!

2014 Southwestern Regional Forum  
February 26–27  
Hilton Dallas Lincoln Centre — Dallas, TX

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## About the College Board

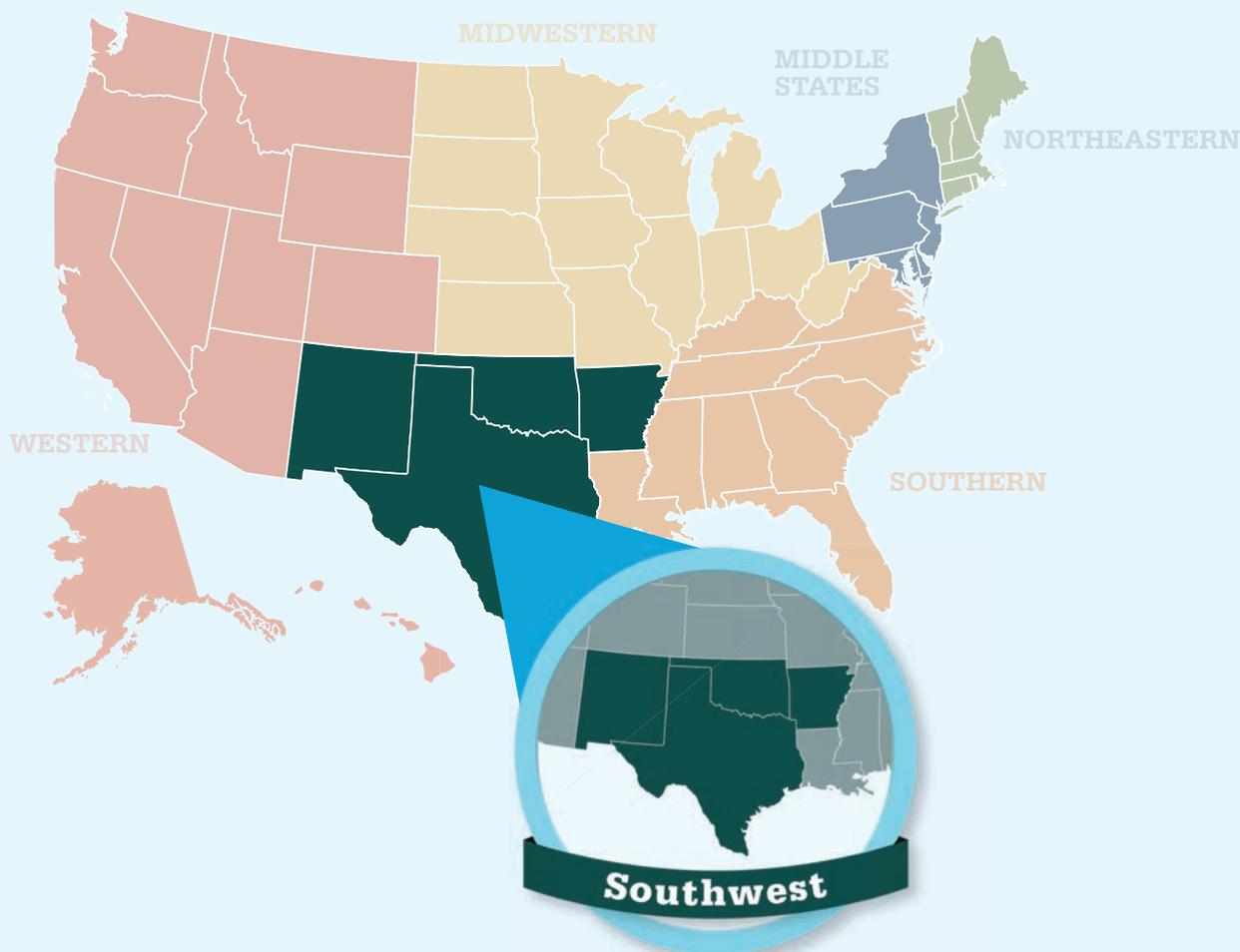
The College Board is a mission-driven, not-for-profit organization that connects students to college success and opportunity. Founded in 1900, the College Board was created to expand access to higher education. Today, the membership association is made up of over 6,000 of the world's leading educational 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<sup>®</sup> and the Advanced Placement Program<sup>®</sup>. 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](http://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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