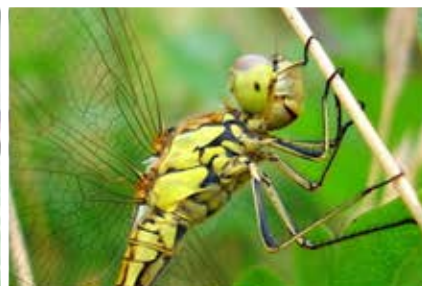


# SCENES

summer 2016



# LETTER FROM THE PRESIDENT



2015-2016  
Iowa ACAC  
President  
John Davis

## *A Changing Landscape*

*Recent changes such as the federal government's "prior-prior" and Governor Branstad's "college and career-ready Iowa" are creating some major challenges to our high school counselors and college admissions professionals. These policies have caused us to take a serious look at the way we have done business for a number of years.*

First, the college search and decision-making process is going to have to begin much earlier for our students. In many ways, this process needs to begin as early as middle school as part of the four-year plan. While these activities may not directly involve our admission staffs, it will mean that our students will be ready much earlier to talk specifics with our admission professionals. For those admission offices that have the resources, there will be opportunities to be a part of this middle school planning process. And while May 1 will still be "decision day," many students will be ready to make their final decision much earlier than that.

Secondly, we need to frame our discussions more around career preparation than campus personality. The push for students to learn more about their personal interests and strengths as they select career pathways will be creating more informed consumers. As much as I believe that college is an

excellent "self-discovery" activity, increased costs have made it more and more difficult for families to justify this type expense. We need to be prepared to show students how our institution will better prepare them to reach their career goal. This may be through non-classroom opportunities as well as classroom activities.

Iowa ACAC is in a unique position to take the lead in this changing landscape. I believe that we have the leadership and creativity necessary to develop training and programs to meet this challenge.

**John Davis**  
**Iowa ACAC President**  
**Educational Transitions**





# ASK ADMISSIONS Amy

“Ask Admissions Amy” will be a recurring section in *SCENES*, where we tackle your tough (or fun) questions related to the world of admissions and school counseling. While we don’t claim to be experts by any stretch of the imagination, we have an extremely talented and experienced membership whom we will reach out to for help!

Admissions Amy:

My students are very much looking forward to college in the fall, but a number of them have expressed concerns about living with a new roommate. Do you have any advice on how to make a roommate relationship work?

*-Worried about Roomies*



If you have a question you would like Amy to help with, email us at [jessica.dewall@uni.edu](mailto:jessica.dewall@uni.edu)

Dear Worried,

Moving to a new place and living with someone new, even if it’s a familiar person, can be nerve-wracking. Feel free to share these tips with your students to help set clear boundaries and expectations from the beginning:

1. Create a roommate agreement. This should be done right away and can be as detailed or vague as you would like, but can outline expectations on various topics that might be of concern later—visitors to the room, quiet hours, cleaning, borrowing clothes or other items. Setting expectations early is key.
2. Communicate! Make sure to discuss things that bug you—talking with your roommate is one of the best ways to address potential issues before they become big problems.
3. Keep an open mind. Your roommate will probably have some different beliefs, hobbies, or interests than you do. Don’t let this be a reason to close

yourself off—don’t jump to judgements, try something new! You don’t have to be best friends, but try to get to know your roommate.

4. Be respectful of your roommate and his or her belongings. Always ask before borrowing something, even if you think your roommate won’t mind. Though you may not think something is a big deal, your roommate may have a different opinion—small actions can lead to large arguments.
5. Know your resources. In the event there is a major issue between you and your roommate that you can’t dissolve together, know who to talk to. Most residence hall buildings will have trained community advisors (CAs) or residence hall coordinators that can help with disputes.

Your Friend,  
*Admissions Amy*

# L.E.A.P. INTO YOUR FUTURE

A Leadership Conference for Underrepresented Youth in Iowa



The Inclusion, Access, and Success Committee is very pleased to report that the L.E.A.P. (Leading & Excelling, Academically & Professionally) Conference was a total success this year. After last year's previously unsuccessful attempt at getting this new initiative off the ground, we had a good turnout of students in attendance. The L.E.A.P. Conference was available to underrepresented high school students, more specifically freshmen, sophomores, and juniors. The conference was designed with the goal of empowering underrepresented students to understand how achieving academic success and pursuing a higher education leads to life-long rewards. The conference focused on the pursuit of higher education, along with leadership, responsibility, becoming a respectful young adult, and making successful life choices.

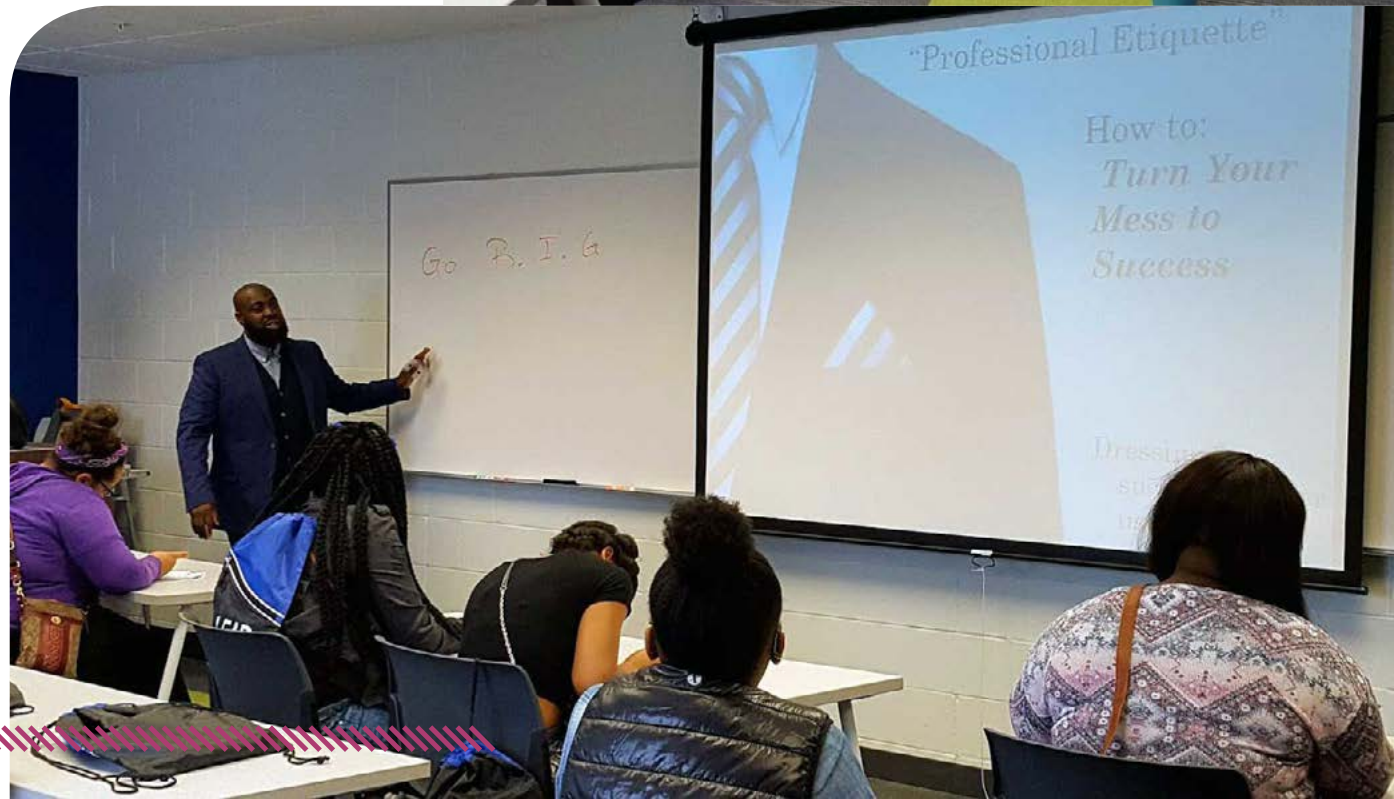
There were 42 students in attendance at the Conference from all across the state of Iowa. We had student representation from the Cedar Rapids, Des Moines, Marshalltown, and Iowa City areas specifically.

The participants were able to choose which sessions they attended, and were able to sit in on 4 of the 5 session offerings. The session topics were:

- **L.E.A.P. Into Your Future** – A session on goal-setting, persistence, and making good choices
- **Do I Really Know How to Study** – A session on teaching students tangible strategies to enhance their success academically in their transition from high school to college
- **Turn Your Mess to Success** – A session that provided attendees with the confidence and comfort level needed to give them a professional advantage when doing interviews, job fairs, conferences, etc.
- **Budgeting BINGO!** – A fun, engaging session that helped participants understand their spending habits to better manage their personal finances
- **Let's Turn Up!** – A discussion based session on the current reality of multicultural students in today's society and how to overcome the odds



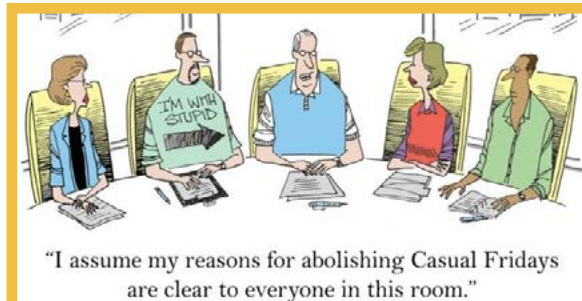
The students in attendance completed an evaluation at the end of the day, where they all had very positive feedback. They found key takeaway information from each session, and found our keynote speaker to be very motivating and inspiring. We also had follow up conversations with some of the group chaperones, who said that they are very much looking forward to bringing their students to the L.E.A.P. Conference again in the future. More information about the L.E.A.P. Conference for 2017 will be announced soon!



# THE BEST PART ABOUT WORKING IN HIGHER EDUCATION IN THE SUMMER



**1** FINALLY getting caught up on nine months' worth of emails...only to have it build back up by the time you come back from your summer vacation.



**3** Casual Friday!



**5** Looking on your work calendar and seeing you don't have any student appointments.

**BRACE YOURSELF.  
A TEAM BUILDING  
EXERCISE IS  
COMING**



**2** Super-duper fun staff retreats



**4** Seeing a student you have been recruiting all year at summer orientation.



**6** Finally getting to use all those hotel toiletries you have been saving up to go on your own vacation! **\*\*Double Bonus\*\*** really impressing any guests you have visiting over summer with your extensive toiletry welcome basket.



**7** Getting to leave the office for lunch.

# ADMISSION COUNSELOR UNIVERSITY

Earn a B.A. in Admissions!

July 26-27, Iowa City, IA

Admission Counselor University, often known as ACU, is an annual event for new Iowa Admissions professionals. I sat down with Sabrina Tapps-Fee, the departing chair of the Professional Development Committee, and Sauvik Goswami, the entering chair, to see get an insider's take on what ACU is all about!

## What can someone attending ACU expect and how should an ACU participant prepare?

ACU participants can expect to be busy and engaged the whole time! Many different topics are covered throughout ACU including – “how to survive on the road,” “tips for effective high school visits,” and “polishing your presentation skills.” This year, ACU will cover Prior-Prior Year and discuss how the changes will affect their work.

Participants can prepare for ACU by coming with an open mind, positive attitude and willingness to learn!

*“To this day, ACU is still one of my favorite memories of my admissions career. The relationships built and the information learned were invaluable!”*

*Haley Best, ACU Class of 2014*

## What improvements have been made to the 2016 ACU?

This year, participants will have the opportunity to create a recruitment plan for a University or College that they create. Throughout ACU they will work in small groups to create a plan to reach their recruitment goals and then will present their plan at the end of ACU.

## Top 5 reasons to attend ACU 2016

1. Networking: The opportunity to begin building a relationship new Admissions professionals who may see out on the road!
2. Learn the basics or expand your knowledge: ACU provides a place for Admissions professionals to connect and learn about other institutions from all over the state.
3. It's a safe zone: This is a place where you can confidently voice your opinion on current Admissions related issues and ask questions without fear.
4. Learn more about Iowa ACAC: ACU offers a session on the benefits of getting involved with Iowa ACAC and



Register here: [www.iowaacac.org/prof-devel](http://www.iowaacac.org/prof-devel)

how it can help you not only as an Admissions Professional but with your overall career goals!

5. It's fun!

*“ACU was a great experience that not only allowed me to learn new tips and strategies to help me be an effective Admissions Counselor, it also offered great opportunities to network and get to know fellow counselors to connect with during travel season!”*

*Peter Fegley,  
ACU Class of 2015*

# THE RIDE 2016



The 2016 RIDE, short for Rediscovering Iowa's Diverse Education, was another successful experience this year! Thirty two participants spent June 12-15 touring nine Iowa colleges and universities. This year's region of focus was north central Iowa. Stops included Northern Iowa Area Community College, Waldorf University, Wartburg College, University of Northern Iowa, Allen College, Hawkeye Community College, Northeast Iowa Community College, Luther College, and Upper Iowa University.

Special Thanks to the NACAC Imagine Grant and the Iowa School Counselor Association (ISCA) for their support!

The event was planned by the Iowa ACAC RIDE committee which includes high school counselors and admissions professionals. The group of participants' toured campuses, stayed in residence halls, and discovered what makes each institution unique. Stay tuned for details about the 2017 RIDE route—don't miss the bus!





# 2016 MIDWest Conference

## Blueprints for Success Wrap-up

Thank you to all the members who attended this year's spring conference, "Blueprints for Success." The event brought more than 500 admissions professionals from five states: Iowa, Minnesota, North Dakota, South Dakota and Wisconsin. The event was held at the Marriott Minneapolis City Center in downtown Minneapolis, Minnesota. With 50 sessions, members were able to gain valuable information from the presenters as well as fabulous networking opportunities with other admissions professionals. Keynote speaker, Phil Gwoke from BridgeWorks shared interesting information on the generational gap and how we can work to understand the different mindsets.

During the individual Iowa ACAC State meeting on Monday evening, a few of our members were recognized for their outstanding work. Congratulations to Jill Allen from Grinnell High School for being named the 2016 School Counselor of the year. Don Darland from Indian Hills Community College was awarded the 2016 Admissions Professional of the Year. Our 2016 Rising Star was Nick Kettmann from Kirkwood Community College.



Through raffle ticket sales money was raised for College Possible. Prizes ranged from restaurant coupons, tickets to professional sporting events, overnight hotel packages plus much more! Monday evening's entertainment was held just down the street at the Fine Line Music Café. "Pop ROCKS is what you get when you combine the music of a DJ, the theatrics of a Broadway musical, and the live energy of an Arena Rock extravaganza!"



# 2016 MIDWest Conference



# RAGBRAI

As every resident of the Hawkeye State knows, the [Des Moines] Register's Annual Great Bicycle Ride Across Iowa, or "RAGBRAI," as it is better known, is a true Iowa tradition. For 44 years, cyclists of all ages and abilities have come together to participate in this organized group ride across the state of Iowa during the last week in July.

There are many reasons to participate in RAGBRAI. Some pedal all those miles to reach their fitness goals. Others take the "party on wheels" approach, savoring delicious Iowa food every few miles along the way and enjoying adult beverages each night. For most, though, the opportunity to be a part of such a large event, in such a beautiful part of the country, is incentive enough.

For those of us in the high school counseling and college admissions professions, the opportunity to explore institutions of higher education along the way is an added bonus to the experience! In recent years, RAGBRAI riders have stayed overnight in Grinnell, home of Grinnell College, one of the most prestigious liberal arts colleges in the country, and last year, riders passed through Cornell College's campus in Mt. Vernon. The RAGBRAI route changes every year, but no matter which highways the riders traverse, institutions of higher education are never far.

RAGBRAI XLIV will take riders on a tour of southern Iowa. On Sunday, July 24, riders will pedal 50 miles from Glenwood to Shenandoah. Before beginning the ride from Glenwood, they can check out the main campus of Iowa Western Community College, located just 20 miles north, in Council Bluffs. It would be fitting to see IWCC's main campus before arriving in Shenandoah, where riders will encounter one of the institution's additional four locations.

On Monday, riders will put in a good effort for 75 miles and can reward themselves at their overnight destination of Creston with a visit to Southwestern Community College's main campus.

RAGBRAI riders will arrive in Leon after 59 miles of riding on Tuesday, and if they have some extra time, they can pay a visit to Graceland University, located just 15 miles southwest of Leon, in Lamoni. One of Iowa's private liberal arts institutions, Graceland is a residential college that consistently falls within U.S. News & World Report's "first tier" for best colleges in the United States.

On Wednesday, riders will traverse 65 miles (or up to 97 miles, if they tackle the optional "Karras Loop") to Centerville. After the long day of riding, cyclists might enjoy spending some time at Indian Hills Community College. The school's Centerville campus offers arts and sciences courses, in addition to several advanced technology and nursing programs. The Centerville campus is also home to IHCC's baseball team. Fifty-one miles later, in Ottumwa, riders can spend their Thursday evening visiting another Indian Hills campus.

On Friday, cyclists will pedal 69 miles into Washington, where they can see one of Kirkwood Community College's campuses. Although KCC's main campus is in Cedar Rapids, it has additional facilities in eight locations, including Washington.

With a final 50-mile push, riders will arrive in Muscatine, dip their tires in the Mississippi River, and celebrate their achievement. Before they leave town, though, they just might want to complete their cross-Iowa college tour with a visit to Muscatine Community College. Founded in 1929, MCC is the oldest of the three Eastern Iowa Community Colleges.

RAGBRAI participants can approach the ride however they'd like. They can turn their Iowa tours into farm tours, beer tours, or pie tours, to name a few. Education enthusiasts just might want to consider giving their ride a college theme this year!

# Understanding

## *Financial Aid* Award Letters

*Laura L. Steinbeck, Director of Business Development*

For many families, figuring out which colleges their student can afford may be an overwhelming process. Follow these four steps to help your students and their families break the financial aid award letter code and decide if your school is the best fit for them.

### **1. Decode the Offer**

All award letters contain the same basic information, including:

- Cost of Attendance (COA)
- Financial aid package
- Federal student loans
- Expected Family Contribution (EFC)

The key is making sure students understand what each of these mean and how each factor will help them evaluate the cost of college.

### **2. Review the Data**

To easily compare their offers side by side, we suggest students make a spreadsheet with a column for each school. Once they've listed out "free money," federal

student loans, their EFC, and the money their family has saved for college, they should subtract that total from the COA. Students are left with the payment gap.

### **3. Solve the Gap**

There are options to fill the gap including private student loans, a private parent loan, or a Federal Direct PLUS loan. But it's important that families and students understand they'll need to pay all loans back.

### **4. Examine the Factors**

Students should always consider other factors like environment, location, and programs offered. Any or all of these may tip the scale in a school's favor.

*For more information on how to help your students understand financial aid award letters, along with free tools and tips about paying for college, visit [www.SallieMae.com/AwardLetters](http://www.SallieMae.com/AwardLetters)*





# DEFENDING AMERICA



Whether responding to natural disasters such as tornadoes, blizzards and floods within the state, defending our nation during time of war, or serving during a national time of need, the Iowa Army and Air National Guard continues to provide the most proficient, capable, accessible, and technologically-trained Soldiers and Airmen in the history of Iowa. We remain focused on our most fundamental mission – Defending America – at home and abroad.

The Iowa National Guard has proven that we are, and will remain, Iowa's Service of Choice for our young men and women who want to serve their state and nation, and keep Iowa strong as part of our all-volunteer force. Today's Iowa National Guard offers our young people the opportunities to serve, to learn new skills, to gain valuable higher education and training, and to better themselves and the world around them by taking a vow to rebuild the broken and defend the good.

Nearly 1,200 of our men and women received up to 100% tuition paid at the State Regents' rate to attend Iowa colleges, universities, and community colleges through this program, keeping young Iowans here in the state and providing them with a high-quality, Iowa education. For job opportunities, or questions about our National Guard Educational Assistance Program (NGEAP), contact your nearest Iowa National Guard recruiter.

# CHANGES OF SCENERY

## Wartburg College

Wartburg welcomes Brian Zaun as Assistant Director of Admissions. Brian will serve as a regional counselor in Denver, CO and comes to us with experience at Eckerd College and Ruffalo Noel Levitz and a minor league career with the Los Angeles Dodgers.

Wartburg Assistant Director of Global Admissions Kassy Kahler, will marry Wartburg graduate Dan Glosser in October. Congratulations Kassy and Dan!

Lindsey Leonard, Assistant Director of Admissions and her husband Sean welcomed Thomas Miles on February 29th.

## Iowa State University

On May 20, 2016, Danielle Whitney (MN Regional Representative) and her husband Dan welcomed their first child, Quinn Avery Whitney into their family. She was 5 pounds and 18.75 inches long and decided to surprise her parents 5 weeks ahead of schedule. All are doing well!

## University of Northern Iowa

Danielle Weide (Transfer Admissions Counselor) and her husband Ryan welcomed their third child, Madison Marie into their family. Madison weighed 8 pounds, 15 ounces, and was 20 inches long. Big brothers Carter and Brayden absolutely love and adore their baby sister.

Jordan Bruess will be joining the UNI team as a new admissions counselor. Jordan is a UNI alum and we be coming to UNI from Loras College, where she has been an admissions representative. Jordan's first day in the office will be Monday, July 11th.

Kara Hadley-Shakya will be our new Director of Admissions. Kara comes to UNI from Eastern Illinois University, where she has served as an Associate Director of Admissions for Recruitment, campus visits and special events, and Interim Director of Admissions. Kara was also at St. Cloud State University in Minnesota, where she served in various roles.

Bryant Dowd has accepted a new position as our International Admission Counselor. Bryant is a 2010 graduate of UNI who has served in the admissions office as an International Record Analyst for the past five years.

## Coe College

Seven new members will be starting at Coe College this summer including Riley Galbraith (Admission Counselor), McCall Meade (Admission Counselor), Ali Romano (Admission Counselor), Connor Jordan (Admission Counselor), Yuri Tilapa (Admission Counselor), Maggie St. Clair (Visit Coordinator), and Larimer Porter (Visit Coordinator).

## Mount Mercy University

Congratulations to Tyler Poldervaart for receiving his Masters in Strategic Leadership from Mount Mercy!

Congratulations to Joe Slocum for receiving his MBA from Mount Mercy University!

## Western Iowa Tech Community College

Brent Swanson has joined the WITCC team as a new recruitment specialist. Brent, originally from Ames, IA, comes back to Iowa from University of Minnesota-Crookston. Brent was an admissions counselor and PSEO coordinator. Brent joined us in April and will be covering Northwest Iowa and South Dakota.

Karrie King has joined the WITCC team as our new intermediary network specialist. Karrie comes to us from where she was the business development coordinator. Karrie joined us in March and will be working with our local high schools and businesses to provide career connection opportunities for our high school students.

## University of Iowa

Becky Keogh, Admissions Counselor, and her husband welcomed baby Maggie to their family.

## Change of Scenery Announcements

*Got news from your office? New employees? Promotions? Departures? Marriages or babies? Let us know. Send changes of scenery to Jessica DeWall at [jessica.dewall@uni.edu](mailto:jessica.dewall@uni.edu).*