

SCENES

fall 2016



IOWA ASSOCIATION
FOR COLLEGE ADMISSION COUNSELING

LETTER FROM THE PRESIDENT



2016-2017
Iowa ACAC
President
Erin Gabriel

Building Connections

As the school year is underway, this time of year brings such excitement! Moving from high school to college campuses, preparing high school students each year toward graduation, and how the college search process can change from year to year! What a year of changes—and challenges for the Class of 2017! Buzz words such as Prior-Prior, New SAT, College and Career Readiness, and The Coalition Application to name a few, are thrown toward our students (and parents). With these changes, confirms the importance for continued relationships between the high school counselors, and admission professionals—both on the two and four year campuses—to communicate and help ease the stress/tension.

I'm fortunate to have worked on both sides of the desk—nine years in admissions at Drake University and starting my third year at Dowling

Catholic as the College/Career Coordinator. As an admissions counselor, I always looked forward to seeing my students and parents and assisting through the college search as each student has their own path. As someone who now in on the high school side, I realize how important the relationship can be for students when they connect with their admissions representatives. As I was helping a senior student as we approached the 'May 1 Decision Day', she mentioned that she loved everything about her college choice—she was accepted, loved campus, major, fit, activities/ involvement, and housing—she felt 'wanted' and she knew she was at the right place.

As high school counselors and college representatives we all work together. These relationships are always mutually beneficial. If an admissions representative has a relationship with a school counselor, it's easier for the admissions officer

to call and ask questions about the student, and vice versa. At the same time, it benefits the admissions representative to have a good working relationship with counselors; if a student seems like a good fit, the counselor is more likely to recommend the college or university to the student. It's a win-win for everyone!

We all want to build those connections with our students and we have to know our institutions and students better so we can recommend the right school to our students. Iowa ACAC members (on either side of the desk) have always been about finding the right fit for students and having them feel 'wanted' so this year is no different—here's to the changes and challenges!

Erin Gabriel
Iowa ACAC President



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!



If you have a question you would like Amy to help with, email us at jessica.dewall@uni.edu

Dear Amy:

I’m working with a new freshman on our campus and she is really struggling with homesickness. Her family lives just a couple hours away and she has plans to go home almost every weekend. How can I help?!

–Helping with Homesickness

Dear Helping:

Please let your student know she’s not alone—most college students experience at least some degree of homesickness, especially during the first year they’re away from home. What she’s going through is completely normal, and she should remember that! Share these tips with your student to help her acclimate to life at your campus:

- 1. Use Technology!** There are so many ways to stay connected without actually getting together in-person. Plan a few times a week to video chat or call your parents, then stay in touch via texting the other days—but try to limit conversations to a few minutes so you can...
- 2. Explore Campus:** Familiarize yourself with the different buildings, find the different coffee shops and dining centers, look for a good study spot—the more you get to know campus, the more comfortable you’ll be and the more it will feel like home.
- 3. Meet People:** Sometimes, students who are homesick want to stick close to their residence hall room—don’t do this! Get involved in an academic or social club to meet people with similar interests. Invite your roommate or

someone from a class to grab a coffee or lunch. The more you do, the more people you will meet and the more familiar you will become with campus!

4. Make Plans to Visit Home...but not too soon: Try to stay at school for at least the first few weeks after moving in; this is when many activities happen that will help you meet people, get involved, and get to know campus. Set dates to go home for the weekend, you can look forward to these times, but don’t head home before your planned trips—focus on making campus your second home!

Ultimately, the goal is to encourage your student to stay busy and really become part of the campus community in whatever way most fits her style—academic clubs, Greek life, theatre, music, in her residence hall—there are countless options! Once she has a “friend family” on your campus, she’ll be less homesick and want to go home less.

If you’re worried it might be a deeper issue than just homesickness, please refer her to your campus counseling services.

Best,

Admissions Amy



Gotta Try 'Em All



Travel season means many things to Admissions professionals: unhealthy amounts of Casey's breakfast pizza, reconnecting with travel pals, the open road (and no one to judge you for singing loudly to Taylor Swift's latest hit,) and most importantly, caffeine! We have compiled a list of the best places throughout the state to grab a cup of joe. With fall travel in full swing, be sure to stop by some of these local gems and tell them Iowa ACAC sent you!



Northeast Iowa

Decorah

Java John's Coffee House

Cedar Falls

Cup of Joe

Waverly

Duos Coffee and Ice Cream

Mason City

Cabin Coffee

Continued...

Eastern Iowa

Iowa City

Java House

Prairie Lights Bookstore

(A coffee shop is located inside!)

Coralville

Café Crema

Clinton

392 Café

Cedar Rapids

Brewed Awakenings

Dubuque

Monks

Inspire Café

Einstein's Bagels

Jitterz

(Especially if you need a gluten-free pick me up!)

Davenport

Dunn Brothers Coffee

Southeastern Iowa

Ottumwa

Main Street Donuts

**Not coffee but also of interest in Ottumwa may be the Recovery Room – best tenderloin as judged by the Iowa Pork Council*

Fairfield

Café Paradiso

Centerville

Tangleberries Eats

Treats and Coffee Shop



Central Iowa

Des Moines

Smokey Row *(great specialty drinks)*

Ankeny

Café Diem

Ames

Stomping Grounds

Pella

The Brew Coffee House

Indianola

Mudslinger's Coffee

Southwest Iowa

Council Bluffs

drips

Creston

Adams Street Espresso and Soda Shoppe

Logan

Sister's Country Kitchen

Villisca

Euie's Coffee Cup

Northwest Iowa

Humboldt

Caribbean Coffeehouse

LeMars

Habitue

Carroll

Queen Bee's Coffee House

Storm Lake

Grand Central Coffee Station

Sioux City

Pierce Street Coffee Works

Welcome New Admissions Professionals!

We're glad you're here!

The Professional Development committee welcomed 33 new admissions professionals into the field on July 26th and 27th.

Participants of the 2016 ACU checked into the Sheraton Hotel Tuesday evening. The new Admissions professionals had an opportunity to get to know each other by participating in a scavenger hunt around Iowa City and the University of Iowa campus. Participants enjoyed dinner with IACAC executive board members, Erin Gabriel, Nick Kettman, Lauren Garcia and Terry Crumley. They woke up Wednesday morning to continental breakfast and a full day of learning about life in Admissions!



"I had the best time at ACU 2016. While I learned quite a bit about tricks of the trade, the best part was connecting with other new admissions counselors. To meet people who are in the same boat as me and who are as passionate as I am about their own colleges was pretty amazing. I can't wait to get on the road and see everyone again!"

Larissa Mincks, Simpson College

Sessions included – “Presentations on Presentations,” “Financial Aid presented by Iowa College Access Network,” and a “High School Counselor Panel.”

New this year, participants were given the task of creating their own University and had a goal to increase total enrollment. They then worked in groups to create an enrollment plan and presented to ACU faculty. They utilized the sessions throughout the two days of ACU to build their plan. Congratulations to the winning team–Beyond University!

Iowa ACAC has a great group of people joining the admissions field and we are excited to see what the future brings for each of them!



“After being in admissions for 11 months now, I was so happy to hear this info from “veteran” colleagues and also to meet other’s in the business. I definitely have a new sense of pride for being an admission counselor and I hope to be involved with IACAC soon!”

Shauna Schmitt, University of Dubuque



THE JOURNEY MATTERS

As you are traveling this Fall, keep in mind the popular phrase “It is the journey that matters, not the destination.” When you find yourself in an unfamiliar place on the road and have some downtime, consider stepping outside your comfort zone to explore some of the unique Fall festivals, corn mazes, pumpkin patches, and haunted houses that may be near you. Enjoy your journey this Fall!

Fort Dodge Oktoberfest

Fort Dodge, IA

September 24, 2016

Music from Sayer Brown as headliner with special guest Farm Rock. Custom wooden dance floor, German food and German and domestic beers.

Steam Threshing Festival

Forest City, IA

September 16–18, 2016

A little bit of everything offered from tractor pulls, consignment sale, kids’ activities, and all you can eat sweet corn & bologna (Because who knew they were so tasty together?!).

Harris Haven Funeral Home

Evansdale, IA

Opens October 2nd and weekends (some Thursdays)

Nothing is more frightening than a funeral home and demented caretaker.

Northside Oktoberfest

Iowa City, Iowa

September 24, 2016.

Includes brewfest with over 500 beers, Sodafest, 14 local food vendors, live music, beaked chicked dance, adult contests, a stage with children’s entertainment and a harvest market.

Harvest Barn

Osceola, IA.

Opens daily the first weekend in September–October

A fun place with a pumpkin patch, corn maze, barnyard, mini golf, duck races, wagon rides on weekends and so much more.

World Food and Music Festival

Des Moines

Sept 16–18, 2016

Featuring live entertainment and cuisine from around the world. Free admission!

Manning Oktoberfest

Manning, IA

October 8, 2016

German beer tasting, German food, polka music, dance lessons and Hausbarn tours. 5 PM keg tapping with Home Brew contest followed by German music and dancing from 7–10:30 PM.

Adventureland Oktoberfest

Altoona, Iowa

October 1, 2016

Live music, yummy food, games, great German beer and so much more!

PumpkinLand

Orange City, IA

Opens September 1–October 31

Check out this family farm since 1911! Features include a petting zoo, children’s free corn maze, adult corn maze, pumpkin patch, retail store, school field trips and on Saturday’s special events every weekend.

Antique Fall Festival

Walnut, IA

Sept 17–18, 2016

Enjoy autumn and antiques with dealers setup indoors and outdoors.

Dubuque Oktoberfest

Dubuque, IA

Sept 17, 2016

Enjoy live music, craft beer tasting, great food, dancing, games and last but not least, wiener dog races!

Kalona Fall Festival

Kalona, IA

September 23-24, 2016

Adult admission is \$5 and kids ages 7-12 is \$2. Food, entertainment, children's activities including pony rides. There is also demonstrations, wine sampling, chainsaw sculptures, antique show and arts & crafts.

Haunted Carter Farms

28322 Great River Road, Princeton, Iowa

Open October Weekends

Haunted Carter Farms is advertised as the Original Haunted Corn Field Maze. They operate The Amazing Haunted Maize Maze and The 3rd Dimension attractions. It has been in operation for over 18 years.

The Pumpkin Ranch

Winterset, IA.

Last weekend in September–late October A family owned honey and pumpkin farm. They feature zip lines, horseback rides, face painting, and kids games.

Latino Heritage Festival

Des Moines

Sept 24–25, 2016

One of the largest ethnic events in the state of Iowa celebrates the Latino community with live music, cultural booths and children's activities.

Octagon Art Festival

Ames, IA

Sept 25, 2016

An outdoor event in the Main Street Cultural District with free admission to original artwork featuring visual arts, children's art areas and performing arts.

Center Grove Orchard

Cambridge, IA.

Opens September 10, 2016

The orchard features pumpkins, apples, hayrides, farm animals, and a corn maze. They are open daily in the fall with live music entertainment on weekends.

Information courtesy of www.funober.com. Times and dates subject to change, please check websites prior to arriving.





A Glimpse into How America Pays for College 2016

Laura L. Steinbeck, Director, Business Development, Sallie Mae

Figuring out how to pay for college can be a challenge for your students and their families. They know other families are making college happen, but how?

How America Pays for College 2016, the national study by Sallie Mae and Ipsos, explores how parents and students are funding college, the steps they're taking to make college more affordable, the value they place on education, and more.

The 2016 study reflects the results of interviews with 799 undergraduate students, ages 18-24, and 799 parents of 18-24 year-old undergraduates. Here are key findings:

- Families spent less out-of-pocket for college in academic year 2015-16. By tapping more scholarships and grants, families were able to spend about \$1,100 less from savings, income, and loans than in 2014-15.
- Scholarships and grants were the top college-funding source. They covered 34 percent of college costs—the largest percentage of any resource in the last five years.
- Nearly all families—98 percent—took at least one step to make college more affordable, and students are doing their part: 77 percent worked during the year, 62 percent cut personal spending, 49 percent lived at home, and 27 percent were working toward earning their degree faster.

- Fewer than half of families borrowed last year. Borrowing by the student covered 13 percent of college costs, down from 16 percent in 2014-15. Parent borrowing covered seven percent, up from six percent the prior year.
- Cost is a factor, but not the top factor. Sixty-seven percent of families narrowed college choices based on cost, but when it came to making the final decision on where to attend, the primary reasons for choosing a college were split between academic program and personal choice (31% each), followed by cost (27%).

Families firmly agreed on the value of college; 97 percent said higher education is an investment in their student's future. An overwhelming majority of families, 90 percent, expected their student to earn at least a bachelor's degree; 54 percent expected their student to earn a graduate degree. The study also found 88 percent of families were willing to stretch themselves financially to make college happen, and 83 percent felt confident they made the right decisions when choosing how to pay.

See the full report and related infographic at SallieMae.com/HowAmericaPaysForCollege, and join the conversation using [#HowAmericaPays](https://twitter.com/HowAmericaPays).

SAVE *the* DATES



NACAC Conference: September 22-24

**General Membership meeting at
NACAC September 23, Columbus, OH**

ISCA Conference: November 7–8

*The events and contact
person for each get-together
are listed below.*



**IOWA ASSOCIATION
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December 1: Imagine Grant Deadline

Imagine Grants provide financial support for individuals who might otherwise be unable to attend NACAC and Affiliate professional development programs. Secondary and Postsecondary members are encouraged to apply. The Iowa ACAC Membership team invites you to join us for some Member Meetups during the upcoming college fair season! Learn more about membership, bring us any ideas for Iowa ACAC, and simply come be social. The food and drinks are on your own, but the arrangements for space, a welcome smile, and great conversation will be provided by us!

When? September 14, following the Cedar Rapids College Fair, Kirkwood Community College

Meetup location? Jerseys Pub and Grub (5761 C St SW, Cedar Rapids, IA)

What time? 11:30–1:30

Contact: Joe Slocum, jslocum@mtmercy.edu

When? September 25, following the Golden Circle College Fair, Downtown Des Moines

Meetup location? Buzzard Billy's (615 3rd St #4, Des Moines, IA 50309)

What time? 3:30–5:00pm

Contact: Justin Haas, justin.haas@drake.edu

When? October 10, following the Sheldon College Fair, Northwest Iowa Community College

Meetup location? Langer Bar and Grill (207 8th St, Sheldon, IA 51201)

What time? 11:45am–1:30pm

Contact: Sean Hartnett, shartnett@icansucceed.org



CHANGES OF SCENERY

Mount Mercy University

Tyler Poldervaart is now the Graduate & Accelerated Recruiter for Mount Mercy University.

Ali Casella has been promoted to Assistant Director of Admissions and is responsible for our Event Coordination.

Mount Mercy has hired Erik Ryan '16 and Rich Reasner as Admissions Counselors. Both new counselors will work with freshmen and transfer students.

Wartburg College

Wartburg College Admissions wishes the best to Kyle Scobee '14 who accepted a position as admissions counselor at Florida Southern College.

Wartburg College Admissions welcomes Adrian Norris as an Admissions Counselor covering southern and western Iowa.

Wartburg College Admissions congratulates Kassy Kahler, Assistant Director of Global Admissions on her marriage to Dan Grosser.

Wartburg College Admissions congratulates Adrian Norris, Admissions Counselor on his marriage to Wartburg softball coach Jamie Mueller.

Natalie Smith, Associate Director of Admissions and her husband Chris, daughter Macy served as Grand Marshals of the Mitochondrial Disease Walk in Minneapolis on August 20th. Please join the family for Mitochondrial Disease Awareness Week September 18–24.

University of Iowa

The University of Iowa is excited to have Kristen Borel and Marcus Phillips join the admissions team as Admission Counselors. Marcus will be traveling Southeast Iowa along with areas in Illinois and Kristen will be spend time in Minnesota. We are also excited to have Taylor Ullrich join admission as the On-Campus Programs Coordinator and Jennifer Timmons has joined the staff as Associate Director of Transfer Relations and Outreach.

Congratulations to University of Iowa Admission Counselor, Becky Keogh, husband Ed and children Evelyn and James on the beautiful addition of Margaret (Maggie) Cairns Keogh on April 29th.

Coe College

Coe College is proud to announce that Julie Staker has been promoted to Vice President for Admission & Marketing, Natalie Bordignon has been promoted to the Assistant Director for Marketing, and Maddison LeClere is now the Recruiting Assistant.

University of Northern Iowa

The University of Northern Iowa is excited to have Tydel Jones joining our admissions team! Tydel Jones is a recent graduate of UNI. She received a BA in Supply Chain Management and served in a multitude of leadership roles as a student.

Megan Dunn will also be joining our admissions team, she graduated with a BA in Spanish and International Relations from Wartburg College. She served as an English Language Assistant in Spain for the Community of Madrid and Government of Spain.

The University of Northern Iowa Admissions congratulates Colby Reinking, Admissions Counselor, on his marriage to Martha Meineke.

Congratulations to Kristi Marchesani, Associate Director/ International Recruitment & Admission, on her recent marriage to Jorge Marquez.

UNI congratulates Ryan Puhmann, Admissions Counselor, on his recent marriage to Magness Forsyth.

University of Northern Iowa Admissions wishes the best to Jesus Lizarraga who accepted a position as Assistant Director of Admissions at Iowa State University.

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.