



The CLARION

Wisconsin Association for College Admission Counseling

MAKING THE MOST OF ACAC CONFERENCES

I am so excited for the MIDWest ACAC conference in Dubuque! Not only do I love the city of Dubuque (check out the Fenelon Place Elevator, Crystal Lake Cave, and the National Mississippi River Museum and Aquarium for a few reasons why), but this will be my tenth consecutive WACAC conference. There’s something about milestone numbers that gives you cause to reflect.

My first conference was a bit overwhelming. I was a first-year admissions counselor, largely tagging along with Ken Anselment at the conference in Green Bay. I had not done much recruiting in Wisconsin, so there were not too many folks I knew. Instead, I found myself engaging with the ideas of the presentation sessions. I left that conference with pages of notes: ideas to implement and questions to ask on campus.

Perhaps the most important question I asked the next week was: **how do I get involved?** With the support of my office, I found myself on the conference planning committee a few weeks later. I met new friends and colleagues. People who became mentors, offered guidance and collaborators on my latest crazy idea. These connections have been among the most important in my own professional development. Of course there’s value in learning how to get donations for a fundraising raffle, but there’s something invaluable about a mentor outside of your office.

As you review the list of sessions offered at the conference, consider them for what you’ll be able to bring back to your office. But don’t lose sight of the value of this networking opportunity – to find like-minded professionals who can help make sense of the challenges and opportunities in your own job. I hope those of you who are attending the conference in Dubuque for the first time will find something or someone that makes you want to get more involved. It can make all the difference. I hope to see you not just in Dubuque in 2018, but in Minneapolis, the tentative site for the 2028 MIDWest ACAC conference.



Looking forward,

Teege Mettill
WACAC President

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MIDWEST KEYNOTE: ALAN FEIRER, AUTHOR OF "THE GROUP DYNAMIC FIELD GUIDE"

Mary Beth Petrie, Director of Admissions, Lawrence University

Alan Feirer says that "times of change can be daunting." I couldn't agree more. When I think of "change" in college admissions, a long string of words pop into my head to the tune of Billy Joel's "We Didn't Start the Fire": PPY, Common App, new CRMs, new deans, new directors, FLSA (then no FLSA), generation Z, demographic shifts, revenue goals, refresh on SPGP... Okay, the rhythm is off (way off) but you get the picture.

Change is not bad. In fact, it can be exciting and fun. As members and leaders of our work teams, we experience change in different ways and in different stages. Our keynote speaker at the MIDWest conference in May, Alan Feirer, will explore those stages with us and how we can motivate our teammates and leverage change.

Alan has a master's degree in education and worked as a teacher until he launched his company, Group Dynamic, in 2010. He works with people in a variety of businesses and organizations in fields that include health care, agriculture, and Fortune 200 companies.

In addition to his keynote address, Alan will also offer two breakout sessions on "Communication for Connection" that I have already added to my "dance card" for the conference. These are high-level professional development opportunities for both me and my colleagues.

I look forward to hearing Alan talk to us about change, because we know that is the one constant in life. And as our conference theme reminds us, we will "just keep swimming."

Upcoming Professional Development Opportunities

As we prepare for the MIDWest conference in just a few weeks, we would like to also encourage you to continue the conversation at one of our free professional development workshops throughout the academic year. These workshops are free, and open to any high school counselor or admission professional in the state. A variety of topics are covered each spring and fall including: financial aid, post-secondary night planning, social media, and cultural fluency. We are open to suggestions for topics you are interested in as well! The professional development workshops are hosted in a

PROFESSIONAL AWARD NOMINATIONS

There is still time to nominate individuals for the WACAC Professional Awards! Nominations will be accepted for:

- High School Counseling Professional of the Year
- Admission Professional of the Year
- Support Staff of the Year
- WACAC Rising Star
- NACAC Rising Star - **Please note that the WACAC Rising Star is focused on serving the needs of students whereas the NACAC Rising Star is focused on serving the needs of the affiliate.**

Nominations can be submitted online at <http://wacac.wildapricot.org/Professional-Awards-Nomination-Form>.

THE REWARDS OF PRESENTING: GIVE IT A TRY!

Jim Stamatakos, Director of College Advising, Divine Savior Holy Angels High School

Professionals on both sides of the desk are eager to better serve their students and communities. Several I remember the day well. I was driving down I-43 early in the morning of May 5, 2011 on my way to the Westin Hotel in Itasca, Illinois from my home in Green Bay, Wisconsin. "Sister Havana" by Urge Overkill was blaring through my car speakers.

Someone who'd spent almost ten years as an on-air personality at two radio stations in a Top 50 radio market shouldn't get nervous when thinking about speaking in front of people he doesn't know...but I was a wreck.

I was headed for the Illinois Association for College Admission Counseling's annual conference and my first ever professional conference presentation. I was in my final semester of graduate school and learned a good deal about student development theory. I had an idea to present at IACAC's conference about student development theory in a way that could be relevant for admission counselors make them curious about student development theory (I was certainly no master, but I knew enough to be dangerous).

Myriad questions were stampeding through my head as I continued my drive toward Itasca. Did I prepare enough? Did I really know what I was talking about? What if no one came to my presentation? What if someone called "bullsh*t" on something I said and challenged me on it, openly, in front of my peers?

Did I mention that I would be presenting all by myself? No co-pilots...just me against an army of unknown size and experience.

To make a long story short, my presentation went off without a hitch. Not only did people come to my presentation, but it was packed...standing room only. I relaxed, spoke casually, and eagerly welcomed comments from those in the audience during my hour-plus long presentation, helping it become more of a discussion than a lecture. I found that several in the audience were, themselves, in graduate programs and were also familiar with what I was talking about. Their comments reinforced why the topic I was presenting mattered so much. My presentation ended with a resounding applause from the audience.

Since that fateful day in May, I've since presented at WACAC's New Counselor Institute, the Wisconsin Academic Advising Association's annual conference, and most recently at WACAC's 2017 annual conference.

I've always been comfortable in front of crowds...I was a theatre geek in high school for God's sake...but presenting in a professional setting has given me a new kind of confidence. It's a confidence that only comes by putting oneself on full display in front of his or her peers and contributing to the discussion...whatever the topic may be.

So many times, it's easy to sit on the sidelines and watch things happen. To grow, to change, to learn, people need to become uncomfortable. Presenting at a professional conference is perfect for these reasons and more

As we prepare for the MIDWest Conference in Dubuque, and what's sure to be a wonderful slate of presentations on many pertinent topics, I encourage everyone who hasn't presented yet, either at WACAC's conference or at the MIDWest, to think about when they'll jump in the pool with the rest of us. Presenting helps feed a passion for lifelong learning. Presenting helps professionals build networks and collaborate with colleagues. Presenting is a shot of confidence in the arm for a young college graduate who's finding his or her place in the world of work. For me, my first presentation helped point me toward a career in advising and counseling. There are more reasons to present than not.

And if you finally decide to take the plunge and need a little pick-me-up before your presentation, may I suggest cranking "Sister Havana" up to 11?

GOVERNMENT RELATIONS

John McGreal, Government Relations Committee Chair

In 2013, I was given the opportunity to attend my first MIDWest Conference 'Setting the Sails for Higher Education' in Madison. It was a great opportunity to learn, network endlessly, and take my first steps toward greater involvement in WACAC. Dan Hamron and the government relations committee had arranged the Day on the Hill to take place immediately following the conference. As a group, we were able to spend the day meeting with state lawmakers telling our story and advocating for better support of our mission of college access, affordability, and school counselor ratios.

I had long been interested in government, so getting involved in the Government Relations Committee was an obvious step for me. My biggest advice is to find something you enjoy and leverage that into an opportunity to get involved. Through my experience with Government Relations, I have had the chance to get to know our board of directors, meet with lawmakers, and travel to Washington DC for the NACAC National Day of Advocacy.

This year at conference, I encourage you to seek me out or anyone else on the WACAC Board of Directors to learn about ways to get involved. Specifically, the GRC is looking for members to help us grow our advocacy efforts by creating new initiatives for outreach at local, city, state, and federal levels. These efforts can be as simple as letter writing and as complex as helping organize our Day on the Hill efforts.

If you have not yet signed up for the Day on the Hill in Madison, I encourage you to do so. Legislative meetings are not as scary as you imagine. Often times the meetings last about 15 minutes and the people we meet with just want to hear your story. You can sign up by clicking [here](#) or going to the WACAC website. The event will be from 9:00 a.m. to 12:00 p.m. on April 17. The event will be attended by the Government Relations Committee and the entire WACAC Board of Directors.

Get a Head Start on Your Travel

The 2018 Fall Wisconsin Education Fair schedule is now available. Start planning your fall travel by viewing the schedule and registering for fairs at: www.wefs.org.

WEEK ONE		
Sept. 17	Delevan-Darien	9am – 11am
Sept. 17	Franklin	6pm – 8pm
Sept. 18	Kenosha	9am – 11am
Sept. 18	Harland	6pm – 8pm
Sept. 19	Milwaukee	9am – 11am
Sept. 19	New Berlin	6pm – 8pm
Sept. 20	Sun Prairie	9am – 11am
Sept. 20	Sun Prairie	6pm – 8pm
Sept. 21	Beloit	9am – 11am
WEEK TWO		
Sept. 24	Marinette	9am – 11am
Sept. 25	Fond du Lac	9am – 11am
Sept. 25	Menasha	6pm – 8pm
Sept. 26	Oshkosh	9am – 11am
Sept. 26	De Pere	6pm – 8pm
Sept. 27	De Pere	9am – 11am
Sept. 28	Sheboygan	9am – 11am
WEEK THREE		
Oct. 1	WI Rapids	9am – 11am
Oct. 2	Platteville	9am – 12pm
Oct. 3	Richland	9am – 11am
Oct. 4	LaCrosse	9am – 1:30pm
Oct. 5	Eau Claire	9am – 11am
WEEK FOUR		
Oct. 8	Minocqua/Eagle River	9am – 11am
Oct. 8	Wausau	6pm – 8pm
Oct. 9	Wausau	9am – 11am
Oct. 11	Ashland	9am – 11am
Oct. 12	Rice Lake	9am – 11am

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