



The CLARION

Wisconsin Association for College Admission Counseling

THE REVIVAL EDITION

Dear WACAC Members,

Happy Spring, a time of renewal and hope! Soon, many of us will be putting seedlings in the ground, in anticipation of the flowers and edibles to come. Some of us are getting to those big cleaning projects, organizing and preparing for the long haul. It's a time of rejuvenation, hard work, and planning.

In the same spirit, this very newsletter, the new Clarion, is just one of the projects WACAC leaders have been engaged in to re-energize our organization. In these pages, you'll read about other efforts to better serve our membership, provide opportunities to grow and connect, and to help college-bound students find fertile ground and reach higher.

We hope that as you read, you'll find yourself feeling renewed in your work and will consider lending your talents and perspective to our committees, or taking advantage of the professional development opportunities available both at the local and national level. It's a bright new day for WACAC!



Susan Zarwell
WACAC President

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MILWAUKEE NATIONAL COLLEGE FAIR

SAVE THE DATE

October 15, 2017
12 - 3 p.m.
Wisconsin Center
Milwaukee, WI



GOVERNMENT RELATIONS

Following up on the National Day on the Hill, WACAC sent a delegation of seven members to Madison for a day of Advocacy at the Capital. Joining Peter Welch and John McGreal, WACAC GRC Co-Chairs, were Ben Soman, Alyssa Ritter, Kate Hooper, Becky Callan, and Alli Baird. They met with 21 legislative offices to discuss positions that WACAC and NACAC see as vital to our organization.

While on the Hill, we participated in Advocacy meetings with state lawmakers centered on three important issues facing our membership.

First, decreasing the ratio of school counselors to students in Wisconsin, which, as of 2014, was 1 to 459. The American School Counselor Association and NACAC promotes a 1 to 250 ratio. Second, a reaffirmation of the state's commitment to non-profit colleges and universities. Currently, for-profit enrollees amount to 10% of college enrollments, but 50% of ALL student loan defaults. Lastly, greater and more access to need based financial aid for Wisconsin students.

Overall, our message was well received. The lawmakers and their staff were eager to hear from us and have asked for greater information, specifically about school counselor to student ratios. John will be working with the Department of Public Instruction to get the information requested in order to continue our advocacy efforts. The Government Relations Committee encourages you to advocate for the WACAC/NACAC positions.



Pictured left to right: Teege Mettelle, Peter Welch, and Susan Zarwell in Washington D.C. in March.



Pictured left to right: Alyssa Ritter, John McGreal, Ben Soman, Peter Welch, Becky Callan and Alli Baird in Madison.

Top 5 Ways to Advocate

1. Join the WACAC Government Relations Committee.
2. Write a letter, send an email to your State Representative or Senator.
3. Read up and learn a specific issue.
4. Attend local community meetings.
5. Make sure you vote in local and federal elections.

For more information, contact Government Relations Committee Co-Chair, John McGreal.

John.McGreal@ua.edu

414-335-4588

2017 WACAC CONFERENCE



Ann Kerian to keynote WACAC Conference in Appleton

As we prepare to gather for our annual conference, the theme seems perfect for the times: Gearing up for a Changing Generation. We are thrilled to be joined by Ann Kerian, who will be our keynote speaker and will set the stage for a productive and energizing conference.

Ann is a well-credentialed and sought-after motivational speaker. While her topics can range from innovation to research, she'll be bringing stories of her own child's college search process to the conference to bring the work we do to life.

After our keynote kickoff, we'll move ahead with 20 hand-selected conference sessions with content tracks for school counselors, middle management, diversity and inclusion and transfer admissions. We'll complete our association business at the WACAC meeting, and still reserve time for plenty of round table discussions, networking, and socialization in downtown Appleton.

For more information on the conference and to register, visit www.wacac.com/WACAC-Conference.

We hope to see you at the WACAC conference!

Teege Mettelle
Conference Planning Committee Chair

WACAC Conference Schedule

Thursday, May 18, 2017

- ▶ 8:30 a.m. - Registration/Check-in
- ▶ 9:30 a.m. - Welcome
Keynote Speaker Ann Kerian
- ▶ 10:30 a.m. - Session A
- ▶ 11:15 a.m. - Roundtable 1
- ▶ 11:45 a.m. - Lunch
NACAC Representative
- ▶ 1:00 p.m. - Session B
- ▶ 1:45 p.m. - Roundtable 2
- ▶ 2:15 p.m. - Exhibitor break
- ▶ 2:45 p.m. - Session C
- ▶ 3:30 p.m. - Roundtable 3
- ▶ 4:00 p.m. - WACAC Business Meeting
- ▶ 5:00 p.m. - Cocktail Reception
- ▶ 6:00 p.m. - Dinner, WACAC Awards

Friday, May 19, 2017

- ▶ 7:30 a.m. - Breakfast
WACAC Committee Roundtables
- ▶ 8:45 a.m. - Session D
- ▶ 9:30 a.m. - Roundtable 4
- ▶ 10:00 a.m. - Closing

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OF THE CLARION?**

**REQUEST FUTURE COPIES OF THE CLARION
BE DELIVERED U.S MAIL BY FILLING OUT
THE FORM ON THE WACAC
COMMUNICATIONS COMMITTEE WEBSITE**

NOMINATIONS

The WACAC Nomination Committee is pleased to announce the following candidates for the WACAC Board of Directors. The election will take place at the WACAC Conference. The following candidates are your nominees.

WACAC PRESIDENT-ELECT CHRISTINE VOICE

School Counselor
Kohler High School



NACAC DELEGATE STACY ESLICK

Executive Director
Wisconsin School
Counselor Association



NACAC DELEGATE BRIAN WEBER

Director of Admission
Viterbo University



NACAC DELEGATE LEIGH MLODZIK

Dean of Admission
Ripon College



We are still seeking a candidate for the Treasurer-Elect position. If interested or you want more information, please email Emmy Stocklien at Emmy.Stoecklein@cuw.edu.

For full candidate bios, please visit wacac.com. We hope to see you at the election in Appleton!

WACAC Nominations Committee

INCLUSION, ACCESS & SUCCESS

Macaw's Inclusion, Access, and Success Committee manages the IDEA Scholarships. These scholarships are awarded to first generation, low-income students intent upon pursuing a college degree in the state of Wisconsin. Each recipient is awarded \$500 for higher education expenses during the 2017-18 school year. Proceeds from the WACAC Conference raffle go directly to this fund! Find out more about the IDEA Scholarships at wacac.com/IDEA-Scholarship.

In addition, the Inclusion, Access, and Success Committee manages the Project Possible Award, which is designed to help a Wisconsin high school in need. The award includes donations of school supplies, college counseling materials, and \$1,000 for use at a supply store of the recipient's choice. Find out more at wacac.com/Project-Possible. Third-party donations will be accepted at the WACAC Conference.

MEMBERSHIP UPDATE

WACAC Takes a Step in the Right Direction

This past fall, WACAC made the step forward to a new membership service! The new service features cleaner data, more user-friendly event registration, and a brand-new website. One of the most exciting new features is the ability to bundle our secondary school members! This means that each secondary school will have a bundle administrator who renews and pays for the account. Other members from that school are then attached to that account and have their own login, although they don't need to worry about renewal and payment. Overall, it was a seamless transition and has immensely helped WACAC!

All active members still have an account that is associated with their email address. When logging into the updated system for the first time, members will need to use the "Forgot My Password" tool to reset the password. Within individual accounts, members are now able to sign up for events and process payments! If you know someone whose membership lapsed, they will need to complete the New Member form to create a new membership. Questions regarding membership can be directed to Lindsay Barbeau at Lindsay.Barbeau@marquette.edu.

Membership Happenings

This past year the membership committee focused on moving to the new membership service along with cleaning up data. We are happy to say that this data is much cleaner. Our focus this upcoming year will be to increase membership and we can do this with your help! There are many perks to obtaining a WACAC membership such as: having access to valuable resources, access to events and job postings, and multiple opportunities for networking, so please invite any interested candidates to join!

In other news, WACAC received NACAC's Public School Counselor Grant this past fall. Part of this grant was used to give various secondary schools access to WACAC or NACAC by becoming members. WACAC specifically welcomed 9 new secondary schools with the Imagine Grant and we would like to welcome them now! Welcome to WACAC: Cudahy High School, Brown Deer High School, Casimir Pulaski High School, Laona School District, Waukesha South High School, Lodi High School, Carmen Schools of Science and Technology, Neillsville High School, and La Follette High School!

The screenshot shows the WACAC website homepage. At the top, there is a search bar and a login link. The WACAC logo is prominently displayed. Below the logo is a navigation menu with links for HOME, ABOUT US, MEMBERSHIP, PROGRAMS AND EVENTS, COMMITTEES, LATEST NEWS, and JOB CENTER. A large banner image shows a campus scene with trees and a building. Below the banner, there are several news updates:

- Website Update:** WACAC has completed a change with our website and membership management service. Because of this, all active members will need to use the Forgot Password function to log into their account. If you previously have had a membership, but didn't renew it, you will need to rejoin WACAC by completing the new membership form. If you have additional questions, contact Lindsay Barbeau at lindsay.barbeau@marquette.edu.
- Candidates for the WACAC Board:** The WACAC Nomination Committee has announced candidates for the WACAC Board of Directors. The election of these candidates will take place at the WACAC Conference, May 18-19 at the Radisson Paper Valley Hotel in Appleton, WI. Read more about the candidates [here](#).
- Spring Professional Development Workshops:** These workshops are a collaboration between high school counselors and admissions professionals. For more information and to register, [please click here](#). Registration is open to both WACAC and non-WACAC members.
- Conference registration is open!** Registration for the annual WACAC Conference is now open. The conference will take place on May 18-19 at the Radisson Paper Valley Hotel in Appleton, WI. Check out the [conference webpage](#) for additional details.
- Want to get Involved?** WACAC is always looking for volunteers to get more involved. If you would

On the right side of the page, there is a Twitter feed showing tweets from @NACAC and a Facebook Like button for the WACAC page.

ADMISSIONS PRACTICES: END OF CYCLE REMINDERS

May 1, the National Candidates Reply Date, is a little less than a month away and it is important for all admission, school and independent counseling professionals to be familiar with NACAC's Statement of Principles and Good Practices and how they direct important work with our students over the next few weeks.

Postsecondary members agree they will:

- Permit first-year candidates for fall admission to choose, without penalty, among offers of admission and financial aid until May 1. (Candidates admitted under an Early Decision program are a recognized exception to this provision).
- Work with their institution's senior administrative officers to ensure that financial aid and scholarship offers and housing options are not used to manipulate commitments prior to May 1.
- Establish wait list procedures that ensure that no student on any wait list is asked for a deposit in order to remain on the wait list or for a commitment to enroll prior to receiving an official written offer of admission
- Notify accepted aid applicants of financial aid decisions before the enrollment confirmation deadline, assuming all requested application forms are received on time
- Not knowingly offer financial aid packages to students who are committed to attend other institutions, unless the students initiate such inquiries. Athletic scholarships, which adhere to nationally-established signing periods, are a recognized exception to this provision.

Counseling members agree they will:

- Report any significant change in a candidate's academic status or qualifications, including personal school conduct record between the time of recommendation and graduation, where permitted by law
- Counsel students not to submit more than one admission deposit, which indicates their intent to enroll in more than one institution
- Not reveal, unless authorized, a candidate's college or university preferences
- Urge students to understand and discharge their responsibilities in the admission process in a timely manner
- Counsel students and their families to notify and withdraw applications from other institutions when they have accepted an admission offer

You may obtain best practices information and an FAQ about the SPGP on the WACAC website at www.wacac.com/Admission-Practices. The NACAC Admission Practices Complaint Form may also be located at this website should members wish to bring a concern to the committee's attention.

UPDATE ON THE NEW STATEMENT OF PRINCIPLES OF GOOD PRACTICES

NACAC's Admission Practices Committee has been working hard on developing a new SPGP with a goal of having it acted on at this year's national conference in Boston. Towards that end the National Steering Committee has shared its first draft with the state and regional AP Committee Chairs and have had numerous conference calls designed to provide feedback and observations before a final draft is prepared.

According to Lou Hirsh, Chair of the NACAC Admission Practices Committee, the new SPGP is primarily a document about professional ethics. In deciding what should be in it, the Steering Committee has tried to distinguish between practices that are ethical imperatives from those that might not be wise educational policy, but do not rise to the level of being unethical.

Second, we know that there is a line between providing ethical guidance and being so prescriptive that we micromanage everyone's day-to-day practices. We've tried to avoid micromanaging.

Look for more information about the New Statement of Principles of Good Practices in your NACAC Journal or website as well as national membership outreach in the months ahead.

Please remember your Admission Practices Committee members invite you to call upon us as a professional resource.

Co-Chairs: Jenn Machacek, Ripon College; machacekj@ripon.edu
Perry Robinson, University School of Milwaukee; probinson@usmk12.org

Committee Members: Gisela Turner, Independent Educational Consultant
Laurie Bookstein, Independent Educational Consultant

PROFESSIONAL DEVELOPMENT

NCI Dates Released

The New Counselor Institute (NCI) will again be hosted at St. Norbert College this year from August 9-11th. NCI is geared toward new admission professionals looking to learn basic information and network with other professionals. This year's conference will have a new session where participants will dive into the topic of Undocumented Students, but have no fear, the famous Ethics in Admissions, Rookies on the Road, and multiple other sessions will also be returning! Registration will go live for NCI in May.

NCI is also looking for new members! Most of the work for NCI takes place during the summer with a small amount happening in the Spring. You'll get to work with a dynamic, fun group and help build bridges for new admission counselors. If you would like to join our team, complete the volunteer form at www.wacac.com/WACAC-Volunteer-Form indicating your interest in NCI.

Professional Development Committee

COMMUNICATIONS

Thank you for reading this issue of *The Clarion*. WACAC just has too many events and updates to not share with membership, so we hope the revival of this newsletter will be informative, inspiring, and interesting to our membership. In this Revival Edition of *The Clarion*, our theme is just that: REVIVAL. WACAC has undergone exciting changes and improvements this past year. To help serve our members' needs, we plan to publish *The Clarion* three times a year: April, August, and January. Any feedback on information you would like to see in upcoming publications, or news you would like to share can be emailed to WACAC Communications Chair, Kate Hooper at kannala@nmu.edu.



COLLEGE SEMINAR TOUR 2017

Take the opportunity to explore colleges and universities while you earn graduate credits.

During the week-long tour, which runs from **June 19–23**, participants will travel throughout Wisconsin and Minnesota. For more information and to register:

marianuniversity.edu/cst

The cost for this exciting week-long tour is \$680. This covers transportation on an air-conditioned luxury coach, all meals and lodging for the week along with three graduate credits through Marian University.

Wisconsin Association for College Admission Counseling • Marian University
For more information contact Shannon LaLuzerne at (920) 923-7661 or cst@marianuniversity.edu



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GEARING UP FOR A CHANGING GENERATION
May 18-19 • Appleton, WI

And join the WACAC Conference Facebook Event for conference updates!