



# The CLARION

Wisconsin Association for College Admission Counseling

## FALLING IN LOVE WITH COLLEGE ADMISSIONS COUNSELING

It is appropriate for me that this quarter's issue of the Clarion is entitled 'Falling in Love with College Admissions Counseling' as it was almost a year ago that I got married. While looking out at the reception, I realized most of the friends I had invited, I had met through my career, including my best man. It was an amazing moment in which I realized just how wonderful and important this career has been to me. Not only have I helped thousands of students on their college search, but I have made friends that I call in sorrow and celebration. It was a great day filled with opportunity, excitement, and hope for what was to come in the future.

In many ways, I feel the same way about this moment in our profession. Filled with hope, filled with opportunity, and filled with excitement for what is to come. While we are in uncertain times, we have the opportunity to redefine ourselves. We have the excitement of reimagining what will be the future of College Admissions Counseling. I personally have the hope that we can create a new equilibrium for our profession with students at the heart of everything we do.

As you are traveling this fall, I hope you take a few moments to reflect on what a joy it is to do this work. To paraphrase Mark Twain, if you love your work, you'll never have to work a day in your life. I hope you all have a safe travel season and end to the first semester. As always, please let me know how the WACAC Board can continue to serve you.

NACAC has also asked the affiliates to get feedback from its members on the following questions. Please feel free to email myself or NACAC directly at [governance@nacacnet.org](mailto:governance@nacacnet.org).



- What if the CEPP becomes best practices?
- Can we envision an admission process without mandatory statements, monitoring complaints, and actions for noncompliance?
- What would be the effect on the college admissions process?
- What if NACAC made education the focus of its efforts to promote ethical behavior
- Without enforcement and the threat of penalties, how could NACAC continue to ensure consistency in the admissions process among professionals at the post-secondary and secondary levels?
- What should NACAC share with counselors, parents, and students about the moratorium on enforcement, the deletion of key statements in the CEPP and what their admissions process might become?

In your service,

John F. McGreal  
President, WACAC  
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# UPDATE ON ADMISSION PRACTICES

## SIGNIFICANT CHANGES IN THE CODE OF ETHICS AND PROFESSIONAL PRACTICES

*Perry Robinson, Admissions Practices Committee Chair*

### **Background:**

Shortly after the 2017 National Association of College Admissions Counseling National Conference concluded, the Department of Justice Anti-trust Division, launched an investigation into the approved NACAC Code of Ethics and Professional Practices (CEPP) with respect to an anti-trust complaint focusing on certain provisions in the document which allegedly had the potential of restricting trade. The charge and subsequent investigation centered on three provisions in the CEPP document:

1. Incentivizing Early Decision
2. Transfer recruitment of enrolled students
3. "Poaching" enrolled students after May 1

Over the last two years, NACAC leadership along with NACAC legal-counsel navigated through the investigation and subsequent findings by the DOJ – AT Division. In February of 2019, NACAC legal-counsel strongly advised leadership to reach an agreement with the Department, in order to bring an end to the legal pursuit and avoid further financial drain on the organization. In July 2019, the Presidential Council of NACAC agreed to follow the NACAC Board direction and take the necessary steps to remove the problematic provisions. At the recent NACAC National Conference in Louisville, membership voted to remove the offending provisions from CEPP.

### **Implications for WACAC members:**

**College Admissions:** We believe many admissions offices are still trying to figure out implications/opportunities on their end.

### **High School Counseling:**

1. Aggressive and earlier marketing to students
2. Incentivized early application plans
3. Continuation of marketing to students after May 1
4. Incentivizing enrolled students to transfer from one college to another
5. Increased need for teacher recommendations to be completed by the summer before senior year
6. Increasing majority of students having applications out-the-door early in the senior year
7. Enrollment deposit amounts significantly increasing in an attempt to hold the class – curb summer melt
8. An increase of breaking and/or ignoring ED agreements once it becomes financially preferable to do so

### **Future of Admission Practices Committee:**

Clearly, these changes in our profession's mandated ethical practices warrant an evolution in the role of our association's admission practices committee. Over the next few months our board and membership will be in conversation deciding on that new direction. Regardless, it is safe to assume that the investigation and enforcement role of the committee with respect to ethical compliance has probably ended. That said, our other responsibility; that of educating membership on best ethical practices will minimally continue.

## NEW COMMUNICATIONS INITIATIVE: MEMBER SPOTLIGHTS

### CELEBRATING WACAC MEMBERS FOR THEIR COMMITMENT TO THE PROFESSION

*Maddie McCoy, Communication Committee Co-Chair*

One of the Communication Committee's goals for the 2019-2020 cycle is to allow WACAC's Facebook page to be an avenue for all members to connect and be informed about the resources, networking events, and professional development opportunities available through our organization. If you are not connected with WACAC on Facebook, be sure to follow our page, "[Wisconsin Association for College Admission Counseling \(WACAC\)](#)."

Along with being a place to learn and grow, we also want this page to be a platform to celebrate our members and all of the wonderful work you are doing with your students! At least once a month we will be interviewing a different member, publishing an article about them on our website, and posting a "Member Spotlight" about them on our Facebook page.

If you know someone who deserves a nomination, please send their name and contact information our way! We are seeking professionals from all sides of the desk, as well as varying locations around Wisconsin. We want to hear from you who you think is excelling in their role, and how we can best celebrate and learn from them. Please send thoughts to [McCoyM@Ripon.Edu](mailto:McCoyM@Ripon.Edu). We're looking forward to celebrating someone you know, soon!



### WACAC in Louisville

A large group of WACAC members gathered for a group shot this year in Louisville at the 2019 NACAC Conference. One of the best parts of being in WACAC is meeting colleagues who soon become mentors and friends!



Chuck Erickson, M. Ed.  
Independent College Consultant  
College Connectors

## WACAC MEMBER SPOTLIGHT:

### What did you study in college? Was your plan to enter the higher education world

I have a Bachelor of Arts in Spanish and a Bachelor of Music in Choral/General Music Education, both from Lawrence University. After my student teaching experience, I made the decision to work in higher education, specifically in admissions. I worked at Lawrence University for a year before heading to Iowa State University to earn my Master of Education in Educational Leadership and Policy Studies with a focus in Higher Education & Student Affairs. I then worked at Grinnell College and returned back to Lawrence University in 2006.

### What inspires you most about your job?

I left my full time job in Admissions in 2016 to start working full time as an Independent Educational Consultant with College Connectors. I love being able to work one-on-one with students and families to truly help them navigate the college search and application process. I love meeting with them in the afternoons, evenings, and weekends when we have plenty of time to chat about everything that is going on.

### What is the best part of what you do?

Working with students is the best part of my job. The seniors have weekly meetings with me and they always leave with more things checked off from their college application to-do list. I love being able to help them relax and feel confident through this process. I also really enjoy touring colleges and universities throughout the country.

### How has being a member of WACAC helped you?

Since switching to my work as an Independent Educational Consultant, WACAC has helped me to remain connected to my friends who work in Admissions at the various colleges and universities in Wisconsin. It has also enabled me to learn more about the roll of school counselors in the college search and application process.

### What is one piece of advice you would give a new admissions counselor or high school counselor?

Learn about all of the various people that are helping your students through the process. It could be parents, guardians, relatives, friends, Community Based Organizations, or even an Independent Educational Consultant, then consider reaching out to those people to see how you can help them help your students.

### What's an interesting fact about you that has nothing to do with admissions counseling?

In 1997, I was a soloist with the Sound Of America Choir and we went on a four week tour of Europe where we performed in seven countries along with the Sound of America Band.

## 2020 CONFERENCE PLANS UNDERWAY TO "SHARE THE VISION"

*Kate Hooper, WACAC Conference Committee Member*

We have a robust group of professionals from Wisconsin, Minnesota, Iowa and the Dakotas ACACs collaborating to plan the MIDWest Conference in Madison May 17 - 20, 2020. With our theme, "Share the Vision", we hope to inspire all of us to continue looking to the future and collaborate most effectively to serve the students and families we work with. The Conference Planning Committee will soon be deciding on a Keynote Speaker, as well as a social event for all of us to enjoy together when we gather in Madison.

It's our hope that in announcing our conference theme, we can start inspiring our members to start thinking of session proposals! Please start thinking of sessions you'd like to present to share your expertise for college admission and high school counseling with our own affiliate and other members across the Midwest. Stay tuned for announcements and emails of when session proposals will be opening, as well as early bird registration.

If you have any questions or input about the 2020 MIDWest Conference, please feel free to contact Committee Co-Chairs Mary Beth Petrie ([marybeth.petrie@lawrence.edu](mailto:marybeth.petrie@lawrence.edu)) and Kate Hooper ([kannala@nmu.edu](mailto:kannala@nmu.edu)).

### Save-the-Date

2020 MIDWest Conference in Madison!  
May 17 - 20, 2020  
Madison Concourse Hotel

This is a joint conference with the Minnesota, Iowa and Dakotas

### AMAZON SMILE

Did you know WACAC has an Amazon Smile account? Amazon Smile donates a small portion of each Amazon purchase to the non-profit organization of your choice. **[Click here](#)** and log into your Amazon account to begin donating to WACAC and the **IDEA Scholarship** with your Amazon purchases!

## PROFESSIONAL DEVELOPMENT

*Nick Spaeth, Professional Development Committee Co-Chair*

Your Professional Development Committee has had a busy few months of planning!

**WACAC Wednesday Webinar Series:** every third Wednesday of the month, log in at noon for 30 minutes of enrichment. If you're not able to make the live webinar, recordings of all past webinars can be found on our website at <https://wacac.com/page-7741> (you will need to sign in to access the recordings). The last webinar on October 16, was entitled "NACAC 2019: A Recap and How We Move Forward."

**Fall Workshop: Reaching Across the Desk (again)!** In response to positive feedback regarding the spring workshop in Milwaukee, we are bringing the same program north, to the membership in the greater Fox Valley area. UW Oshkosh will be hosting us on Tuesday, November 5th. Please register online at [www.wacac.com](http://www.wacac.com).

### TOPICS AT THIS WORKSHOP WILL INCLUDE:

- The School Profile – A Review from Both Sides of the Desk
- Summer College Workshop/Camps for Rising Seniors
- Encouraging Parent-Student Engagement in the College Conversation
- Transfer Student Options – How To Increase Students Reception To This Pathway
- Memorable, Worthwhile College Rep High School Visits

### NEW! MEMBER-ONLY SECTION OF THE WEB SITE

The Membership Committee is happy to announce that there is now a Members Only section on the website! We have spent the past couple of months working on how we can clearly showcase the benefits of a WACAC Membership and found that this was a benefit that every member can participate in. The Members Only area can be found by going directly to [wacac.com/members](http://wacac.com/members) OR from the home page and clicking Members Only. If you do not know your password, please use the forgot password function to reset the password and gain access to exclusive content!

## MILWAUKEE NATIONAL FAIR RECAP

*Samantha Martens, NACAC College Fair Committee Member*

The National College Fair in Milwaukee was a huge success. Thank you to everyone who came to work or volunteer. There were about 3,500 people in attendance, which is up about 500 from last year. There were 221 different booths and 213 schools represented. Many students and their families were excited as they roamed the hall to find their path to their future in education. Without everyone's hard work, dedication and willingness to volunteer their time, we could not have made this event as successful as it was. Feedback seemed generally positive and we will receive more from the survey that NACAC sends out to attendees. Please submit your responses so we can work harder to make next year even better. If you have any direct feedback on date, time, location, looking for ways to bus students in or anything else, please let myself, or Mark Swenson know.

Special shout out to all the volunteers who helped in the Counseling Help Center. The Help Center was fully staffed and it looked great to the attendees that we had a diverse set of volunteers to help answer questions. If we missed you on this list, we are very sorry as we know more people had a hand in helping out.

### THANK YOU NACAC FAIR VOLUNTEERS!!

Kris Besler - Homestead High School  
 Nick Spaeth - Brookfield Academy  
 Megan Greischar - Brookfield Academy  
 Sharon Koenigs - Brookfield Academy  
 Joshua Rybaski - UW Help  
 Connie Bennett - Marquette University High School  
 Annette Cleary - Marquette University High School  
 Scott Brown - Shorewood High School  
 Susan Zarwell - University School of Milwaukee  
 Perry Robinson - University School of Milwaukee  
 Julie Nelson - Xavier University  
 Jake Maechtle & Sam Poullette - Lakeland University  
 Amanda Virzi - Gateway Technical College  
 Joel Buschmann - UW-Milwaukee  
 Angela Sarni - Mount Mary University  
 Lindsay Barbeau - Marquette University

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