

PNACAC NEWS

FALL 2010

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PRESIDENT'S PEN

Welcome Back!



Alicia Ortega,
PNACAC President:
Associate Director
for Admissions,
Oregon State
University

Is it just me, or does each year seem to go by faster than the one before? I feel like it was just a few days ago that we were celebrating the end of another successful school year at the annual conference in Boise and now I'm heading to the National Conference in St. Louis. Where does the time go?

Professionally, the last year was a complete whirlwind as I had the unique opportunity to step out of my regular role as Associate Director of Admissions at OSU and work for nearly ten months on a project for the Oregon University System. The project included research and work with key stakeholders and policy makers to examine the issues that exist surrounding access to and success in higher education for the regions rapidly growing Latino student population. From a big picture perspective, this work reminded me of the incredible importance of what admissions professionals do each and every day. You change lives by providing valuable information and encouragement at a very critical time. I know that counselors and admissions staff very rarely get the thanks and praise they deserve, so please accept this as a thank you on behalf of all the students families that you work with. Your hard work and dedication does not go unnoticed!

In the upcoming year, the Executive Board has identified three overarching themes to guide our work:

1. Increase - to grow our membership and identify partnership opportunities with like-minded organizations.
2. Engage - to improve the quality of services and programs available to members and increase participation.
3. Understand - in order to increase and engage our membership, we must better understand their needs.

Initial action steps include providing more information, content, and tools on the newly improved PNACAC website, and creating a survey to better understand who we are and what resources we need. Your feedback and ideas are always welcome!

Time goes by and many things change, but through it all I know I can count on the support of my PNACAC colleagues and the inspiration that comes from working with students and their families as they ponder one of the most important decisions of their young lives. I encourage you to take a moment to reflect on where you are and where you would like to go in the upcoming year. It will be June before you know it!

Sincerely,
Alicia Ortega

ADMISSIONS PRACTICES COMMITTEE REPORT

By Rob Findtner,
PNACAC Admissions Practices
Committee Chair

Dear Colleagues,

Whether you are a seasoned veteran or new to the profession, I wish you all the best as we dive into the school year. As we roll up our sleeves to assist students with their college search and selection process, I encourage you to review the NACAC Statement of Principles of Good Practice (SPGP) via the Admissions Practices Committee page on the PNACAC web site. In addition to the SPGP, the Admissions Practices Committee page includes a list of committee members and the NACAC Admissions Practices Inquiry Form.

If you have any questions or concerns regarding the SPGP, please do not hesitate to contact me or one of my fellow committee members.

Thank you,

Rob Findtner
Admissions Practices Committee Chair
Western Oregon University, Director of
Admissions



MEMBERSHIP REPORT

By Rob Lamb,
PNACAC Membership Chair,
Counselor, The Overlake School

So far this membership year, exactly 33% of our membership is represented by people/groups outside our region, which is statistically significant and worth comparing to other years and regions.

The data shows a significant drop and consistent downward trend in the numbers of high schools represented in PNACAC (perhaps due to budget cuts affecting secondary school counselors).

At the same time, there has been a steady

increase in the number of colleges in and outside the region represented in PNACAC.

A marked drop in WA members this year is also worth considering and analyzing more closely, as this is traditionally the largest regional group represented.

I welcome your input about ways we can serve you. Please feel free to e-mail me with any ideas you may have as well as if you would like to serve on the membership committee. You can reach me at rlamb@overlake.org.

Thank you for all you do for your students!

Below you will find the PNACAC membership statistics as reported at the NACAC Conference in St. Louis.

PNACAC Membership as of September 2010

Colleges In PNACAC Region	86
Colleges Outside PNACAC	66
High Schools	36
Independent Counselors	25
Service Organizations	2
Retired	2
Grad Students	1
Total Paying Organizations/Individuals	218
Total Number of Members	627

Alaska

Paying Individuals/Organizations	2
Total Members	2

Idaho

Paying Individuals/Organizations	17
Total Members	70

Montana

Paying Individuals/Organizations	9
Total Members	27

Oregon

Paying Individuals/Organizations	53
Total Members	174

Washington

Paying Individuals/Organizations	67
Total Members	238

Guiding the Way to Inclusion Conference

By Eki Yandall, PNACAC GWI Scholarship Recipient, Willamette University, Admissions Officer



As a young professional in the field of college admissions, I have come to ask many questions of my seasoned colleagues. While I constantly pool wisdom from co-workers, my attendance at the GWI Conference in Atlanta provided education as well as perspective. This condensed two day program provided input from active administrators and directors, and produced a myriad of relevant questions from young professionals.

The slate of presenters provided in depth coverage on accessibility, cultural competency, and the changing demographics of higher-ed prospects. It was beneficial for information to be presented by professionals from private institutions, flagship universities and community colleges, as all three presented different perspectives and solutions to shared issues.

With only two days of packed programming, my only suggestion would be to lengthen the program to three days. Networking opportunities were limited, but easily sufficient. With four different breakout sessions to choose from at a time, and limited repeat sessions offered, I missed out on a number of involved discussions. Descriptive words such as 'profound, informative and passionate' were used by those attending breakout sessions opposite me. Although I thoroughly enjoyed my sessions, I wanted to soak up all the information being disseminated. If only I could attend two sessions at once! This compressed format ensures my interest to attend the GWI conference again next year, or at the very least, recommend another Willamette representative attend.

Guiding the Way to Inclusion Conference

By Christina Y. Nakada, PNACAC GWI Scholarship Recipient, Oregon State University, Admissions Advisor



I am incredibly grateful to PNACAC and the Members of the Diversity, Equity & Access Committee for the scholarship opportunity and to my Oregon State colleagues for the encouragement to attend Guiding the Way to Inclusion (GWI). Due to this amazing opportunity, I gained a great deal from the presenters and attendees during the two day GWI workshop held in Atlanta, GA. During my travel to Atlanta, I reflected on my personal obstacles going to college and thought about students I've counseled that experienced their own struggles in their journey accessing higher education. I was excited for the challenge to push myself further to learn ways to better serve students through the perplexing college admissions process. The environment at GWI allowed me to really look deep into issues that prevent students disenfranchised in their pursuit of higher education.

The opening workshop laid a perfect foundation that set the tone for GWI. Reine T. Sarmiento from LaGuardia Community College, presented to over 80 participants from a broad segment of post-secondary advisors and a few high school counselors on the millennium multicultural student population. She provided data on self identified minority and low social economic students and how efforts from an admissions office can be the change for the future. Another presenter, Bonnie C. Joerschke from the University of Georgia, led a presentation and facilitated a discussion on the current and future complexities of the FAFSA. Ms. Joerschke referenced interesting data from the 2009 NACAC report titled "Effects of the Economy on the Admission Process, 2008-09" that focused on students and their financial distress. I was able to expand further at a diverse range of workshops, round table discussions and presentations gaining more effective tools to share with my colleagues at Oregon State University and constituents in PNACAC.

GWI provided an outlet for me to expand my ideas for more effective outreach to positively impact for minority and low income students. I have returned from this experience completely refreshed and energized to implement resources to heighten my voice for ever students' right to access higher education. There is so much to gain from this workshop and I strongly encourage PNACAC members to take action and attend GWI. I've learned a great deal from the GWI experience and I am thankful for the PNACAC scholarship to encourage my growth.

ANNOUNCEMENTS

By Matt Burns, PNACAC President Elect, Woodrow Wilson High School

SAVE THE DATE! The 2011 PNACAC Annual Conference is coming! This year's conference will be held May 18th-20th, 2011 on the beautiful University of Puget Sound campus in Tacoma, Washington. As Co-Chairs, Mike Rottersman and I are very excited about providing you and hundreds of our colleagues from around the Northwest this outstanding professional development and networking opportunity. We're looking forward to the chance to meet with friends old and new and to show you all what the Puget Sound and Tacoma have to offer. In addition to a number of educational sessions, other offerings include pre- and post-conference activities, college tours, exhibitors and several fun social gatherings. We hope you'll join us next May in Tacoma!

Matt Burns
mburns@tacoma.k12.wa.us

GOVERNMENT RELATIONS: PNACAC ADVOCACY UPDATE

By Grant Blume



Grant Blume, PNACAC Government Relations Chair;
University of Washington

PNACAC's Government Relations & Legislative Advocacy Committee can be a great way for you to get involved and create the changes we so desperately want for our students. Over the next year, PNACAC will post regionally-specific policy papers as a resource for you to educate yourself and your colleagues about current policy issues facing our professional field and the students we serve. These non-partisan papers will take a critical look at the local, state and federal issues that shape the college admissions environment.

You can find the first of these PNACAC policy papers posted on the Government Relations/Legislative Advocacy page under the "Committees tab of PNACAC's website. (<http://www.pnacac.org/mc/page.do?sitePageId=113635&orgId=pnacac>). The current policy paper examines the Pathways to College Act, an exciting piece of federal legislation that NACAC policy makers helped to write.

As I type this, NACAC is tantalizingly close to its goal to deliver 15,000 messages to lawmakers from affiliate ACAC members in support of the Pathways to College Act; the current policy paper on the PNACAC website contains instructions on how to contact your elected officials if you're so inclined.

I strongly encourage you to contact me and get involved with PNACAC's Government Relations & Legislative Advocacy Committee if you're passionate about public policy or you simply have an interest in learning more about the legislative process and how it works. In our committee, there's exciting work to be done that directly impacts the lives and futures of our students. Grant can be reached via e-mail at gblume@u.washington.edu.

Do you care about access to post-secondary education? Do you feel strongly that students in American high schools should have access to quality counseling services? No doubt all of us answer "yes!" to these questions, and yet it often seems frustrating when we feel like there is nothing one person can do to create a positive systemic change for our students.

IN OUR REGION

Roosevelt High School

Jennifer Reeves-Eisbach is now a school counselor at Roosevelt High School in Portland, Oregon. Jennifer formerly worked as an Admissions Advisor for Oregon State University and as Associate Director of Recruitment for Clark College in Vancouver, Washington. She recently finished a two year school counseling masters program at Lewis & Clark College in Portland, Oregon. She can be reached at jreevese@pps.k12.or.su.

GET INVOLVED:

The Newsletter Committee needs your help. If you or someone you know would like to be involved in the planning and coordination of the newsletter please e-mail Mike Ouert at mrouert@montana.edu.

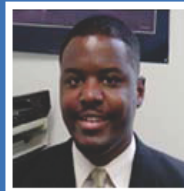
SAVE THE DATE:

2011 PNACAC Annual Conference
Dates: May 18-20, 2011
Location: University of Puget Sound, Tacoma, Washington

2011 NACAC National Conference
Dates: Sept. 22-24, 2011
Location: New Orleans, Louisiana

Imagine the possibilities...

- **CONNECT** with colleagues at the NACAC conference
- **DEVELOP** a summer program for underserved students
- **PROMOTE** legislative action in your affiliate
- **HELP** underserved students go on a college tour
- **EDUCATE** new school counselors



"My participation in GWI has enhanced my awareness with respect to outreach efforts involving the underrepresented populations that I serve..."

Imagine Grant Recipient: Kenneth Bordelon
Regional Admissions Counselor-Houston
Texas State University-San Marcos (TX)
Imagine Grant Awarded for:
Professional Development Assistance-Guiding the Way to Inclusion Workshop



The Affiliate Presidents Council and the Imagine Fund are pleased to announce the opening of the 2011 Imagine Grants Program.



Imagine a grant for your professional development needs or a special project that will help your students.

Apply online at www.nacacnet.org/ImagineGrants. If you or your students are underserved, NACAC's Imagine Grants are for you.

Grow professionally and personally by continuing your involvement despite a restricted budget. NACAC has the resources!

Submission Deadline:
December 1, 2010

