



MAXIMIZE YOUR MEMBERSHIP

WE ASKED NACAC MEMBERS WHAT THEY VALUE MOST.

Over the past year, we asked your colleagues, what do you value most about your NACAC membership? Their responses helped create this list.

Take a look—are you taking full advantage your membership benefits? Check off all the ways you resolve to maximize your membership in 2020!

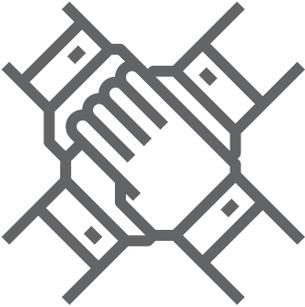


PROFESSIONAL RESOURCES

- **INFORMATION**—NACAC publications, research reports, and web resources support your learning and keep you up-to-date. Favorite resources are the *State of College Admission* report, *The Journal of College Admission* magazine, *College Openings Update*, *Fundamentals of College Admission* textbook, *Step by Step: College Awareness & Planning for Families, Counselors, and Communities* guide, and the website's Knowledge Center.
- **GUIDES**—Tools and guides that are easy to share with students and families are highly valued. Favorites include the NACAC student application fee waiver form and *College Admissions Decoded* podcast.
- **AUTHORITY**—Being a part of NACAC means being part of an organization that represents a commitment to ethics and professional expertise. Membership speaks to your, and your institution's, stature and reputation.
- **SAVINGS**—Membership in NACAC pays for itself. Members enjoy discounts on National College Fairs, conference registrations, e-learning, and more. Some resources and opportunities are only available to members.

“I have been fortunate enough to be a member of NACAC since 1997. Being a part of this amazing association has helped me grow as a professional and as a leader. It has also helped me to understand the important issues impacting our profession and our ethical responsibilities.”

— Nancy Gibson, Denison University (OH)



COMMUNITY

- **CONNECTION**—Your membership links you to peers on both sides of the desk who generously offer both insights and inclusion. Favorite sources are the Exchange listserv, NACAC Facebook page, Special Interest Groups, and local affiliates.
- **ENGAGEMENT**—Within this field you care about, there are many ways to deepen involvement in *your* professional association. Easy ways to get started are: review session proposals, write for the *Journal*, submit an Imagine Grant proposal. Other options are: speak at the national conference, join your local affiliate, volunteer for committee service.

“I joined when I was early in my career and it has honestly never occurred to me not to renew my membership. It’s a wonderful way to be able to connect with my colleagues and meet people.”

— Lisa Sohmer, independent educational consultant



EDUCATION AND TRAINING

- **CONFERENCES**—Signature events such as the NACAC national conference and the Guiding the Way to Inclusion conference give you the chance to hear and learn from experts on critical issues and trends in admission.
- **WORKSHOPS**—Professional development workshops such as Chief Enrollment Officers' Forum and Leading a Dynamic College Counseling Program provide intensive learning in a supportive environment.
- **E-LEARNING & WEBINARS**—NACAC’s on-demand courses and webinars make it possible to obtain training whenever is best for your schedule. NACAC’s growing list of e-learning courses include *Financial Aid 101* and *The Counselor’s Guide to the Student-Athlete Advising Process*. Webinars include the Industry Insights series offering the latest perspectives as well as the annual FAFSA webinar that “sells out” each year.

“My NACAC membership is priceless. Learning best practices through NACAC’s education programming has made me a better counselor, leader, and person.”

—Jennifer Nuechterlein, Hunterdon Central Regional High School (NJ)

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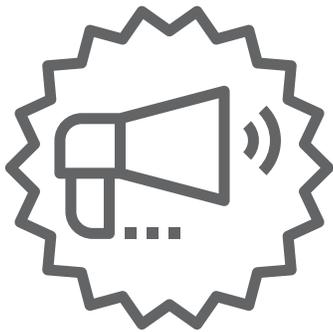


NETWORKING

- **CAREER**—NACAC provides hundreds of opportunities to meet, build relationships, and advance your career. Favorites include the Career Center job board as well as conference sessions focused on career transitions and growth.
- **PARTNERSHIPS**—As the convener for the admission field, NACAC brings together individuals from “all sides of the desk” to share information, form partnerships, and exchange ideas. Connect with counselors, admission officers, vendors, consultants, and related education associations.
- **RECRUITMENT**—NACAC offers the nation’s premier college fairs, allowing you to reach hundreds of thousands of high school students and bolster your recruitment efforts. At these events, meet with like-minded colleagues from schools, community-based organizations, and admission offices who value access and opportunity for students.

“One of the biggest benefits NACAC has provided me is being able to connect with leaders in the field. I have found some great mentors who have helped guide my professional growth.”

—Cyrus Nichols, University of Oregon



OUTREACH

- **ADVOCACY**—NACAC amplifies our voices. Through NACAC’s policy work, we speak together when it comes to federal, state, and local legislation that protects students and enhances their opportunities. Favorite resources include NACAC Action Alerts, *Legislative Update*, and advocacy days on Capitol Hill.
- **MEDIA RELATIONS**—Inquiries from radio, television, and print reporters present an opportunity to be part of the national conversation. Members often answer media requests to raise awareness about NACAC’s policy priorities.
- **LEADERSHIP DEVELOPMENT**—NACAC offers numerous opportunities to become a confident leader and speaker. Service on the board of directors, committees, and affiliates as well as delegate and other leadership roles all make a difference.

“The world of college admission is never static, and it is my responsibility to stay current in order to be the best resource and advocate for my students. I am truly grateful for the action alerts, allowing my voice to be heard on national policies affecting our profession.”

—Charlie Runyan, The Hockaday School (TX)