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NACAC National Office: 1050 N. Highland Street, Suite 400, Arlington, VA 22201
www.nacacnet.org | 703.836.2222
Dear Colleagues,

On behalf of the NACAC Board of Directors and the national office staff, welcome to the 2019 Guiding the Way to Inclusion (GWI) conference!

Our work to provide education, training, and resources related to diversity, inclusion, and access is core to our mission as an association. To best serve our membership, it is critical that we focus and foster discussion and collaboration on these important concepts. We all benefit by coming together as advocates to address the challenges and opportunities for underrepresented and marginalized students.

Our work is complex. Each year more students from diverse backgrounds attend our schools and arrive on our campuses, and we are often deeply embedded in assisting them on their journeys. As the needs of these students continue to grow, we all benefit from more education, the chance to learn from others, and the opportunity to examine how we can be even more impactful in our roles in the future.

I hope you find GWI to be empowering and inspiring as you look to continue your good work in service to our students and families. Use this opportunity to take full advantage of the conference: network with colleagues, share best practices, and examine new ideas. I applaud you for taking this time to come together to learn from each other and invest in enhancing your ability to serve a growing population of diverse students.

I look forward to participating in GWI with you and learning from you throughout the next few days together.

Sincerely,

Stefanie Niles
NACAC President
General Info

Accessibility for Persons with Disabilities
NACAC events are accessible to all participants. If you require assistance to fully participate in an event, speak to a NACAC staff member at the registration desk.

Cell Phones
NACAC requires that you set your cell phone to vibrate during educational sessions. If you must use your phone, step outside the meeting room to avoid disturbing others.

Emergency/First Aid
The safety and security of attendees and staff is NACAC’s priority. In an emergency, pick up a house phone. The operator will dispatch an officer to the location. Then contact a NACAC staff member.

Handouts
In support of our greening efforts, presentations and resources are available online.

Small Groups
Your small group is indicated by a colored dot on your name badge.

<table>
<thead>
<tr>
<th>Small Group Facilitator</th>
<th>Room</th>
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</thead>
<tbody>
<tr>
<td>Tahriah Jordan Crawford</td>
<td>Atlantic Ballroom 1–2</td>
</tr>
<tr>
<td>Derek DuBose</td>
<td>Atlantic Ballroom 3</td>
</tr>
<tr>
<td>Natalie Garza</td>
<td>Atlantic Ballroom 4–5</td>
</tr>
<tr>
<td>Beth Gilfillian</td>
<td>Atlantic Ballroom 4–5</td>
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<tr>
<td>Stephanie Gonzalez</td>
<td>Atlantic Ballroom 6</td>
</tr>
<tr>
<td>Khala Granville Ashaolu</td>
<td>Atlantic Ballroom 6</td>
</tr>
<tr>
<td>Marion Meadows</td>
<td>Atlantic Ballroom Foyer</td>
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<tr>
<td>Andrew Moe</td>
<td>Las Olas Ballroom 1</td>
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<tr>
<td>Trey Moore</td>
<td>Las Olas Ballroom 2–5</td>
</tr>
<tr>
<td>Suzi Nam</td>
<td>Las Olas Ballroom 2–5</td>
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<tr>
<td>Bryan Nance</td>
<td>Las Olas Ballroom 2–5</td>
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<tr>
<td>Cyrus Nichols</td>
<td>Las Olas Ballroom 2–5</td>
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<tr>
<td>Olufemi Ogundele</td>
<td>Las Olas 6</td>
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<tr>
<td>Mosadi Porter</td>
<td>Las Olas 6</td>
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<tr>
<td>Andre Richburg</td>
<td>Rio Vista 1</td>
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<tr>
<td>Beverly Henry Wheeler</td>
<td>Rio Vista 2</td>
</tr>
<tr>
<td>Heather Wofford</td>
<td>Oceanside 2</td>
</tr>
<tr>
<td>Beverly Woodson Day</td>
<td>Oceanside 2</td>
</tr>
</tbody>
</table>

Smoking Policy
Smoking is prohibited in guest rooms and meeting space. Smokers must be at least 25 ft. from buildings.

Social Media
Connect with colleagues before, during, and after GWI via the NACAC Exchange, Facebook, Twitter, and Instagram. Use #nacacGWI to join the conversation.

Facebook: NACAC Guiding the Way to Inclusion (GWI) | Twitter: @NACACedu and @NACAC | Instagram: @nacacheadquarters
Thank You to Our 2019 Sponsors

ACT

FIU

initialview

University of Richmond
## Schedule

### SUNDAY, JULY 28

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<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>1 p.m. – 6 p.m.</td>
<td>Registration and Information</td>
<td>Las Olas Ballroom Foyer</td>
</tr>
<tr>
<td>2 p.m. – 2:15 p.m.</td>
<td>Welcome from Crystal Newby, senior associate director, NACAC (VA) and Stefanie Niles, NACAC president</td>
<td>Las Olas Ballroom 2–5</td>
</tr>
<tr>
<td>2:30 p.m. – 3:30 p.m.</td>
<td>Small Group Sessions</td>
<td>See page 2</td>
</tr>
<tr>
<td>3:45 p.m. – 5 p.m.</td>
<td>Keynote Address by Brian Coleman</td>
<td>Las Olas Ballroom 2–5</td>
</tr>
<tr>
<td>6 p.m. – 7:30 p.m.</td>
<td>Opening Reception</td>
<td>Sky Terrace</td>
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<tr>
<td>8 p.m.</td>
<td>Optional Dine-Arounds</td>
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### MONDAY, JULY 29

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:30 a.m. – 5:30 p.m.</td>
<td>Registration and Information</td>
<td>Las Olas Ballroom Foyer</td>
</tr>
<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td>Breakfast</td>
<td>Las Olas Ballroom 2–5</td>
</tr>
<tr>
<td>8:45 a.m. – 9:45 a.m.</td>
<td>Plenary Session 1</td>
<td>Las Olas Ballroom 2–5</td>
</tr>
<tr>
<td>10 a.m. – 11 a.m.</td>
<td>Breakout Sessions 1</td>
<td>Las Olas Ballroom 1, 2–5 Atlantic Ballroom 1–2, 3, 4–5</td>
</tr>
<tr>
<td>11:15 a.m. – 12:15 p.m.</td>
<td>Breakout Sessions 2</td>
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<tr>
<td>12:15 p.m. – 1:30 p.m.</td>
<td>Lunch</td>
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<td>1:45 p.m. – 2:45 p.m.</td>
<td>Breakout Sessions 3</td>
<td>Las Olas Ballroom 1, 2–5 Atlantic Ballroom 1–2, 3, 4–5</td>
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<tr>
<td>3 p.m. – 4 p.m.</td>
<td>SIG Fair</td>
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</tr>
<tr>
<td>4:15 p.m. – 5:30 p.m.</td>
<td>Small Group Sessions</td>
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<tr>
<td>6 p.m.</td>
<td>Optional Dine-Arounds</td>
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### TUESDAY, JULY 30

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 a.m. – 5:30 p.m.</td>
<td>Registration and Information</td>
<td>Las Olas Ballroom Foyer</td>
</tr>
<tr>
<td>7 a.m. – 8 a.m.</td>
<td>Breakfast</td>
<td>Las Olas Ballroom 2–5</td>
</tr>
<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td>Plenary Session 2</td>
<td>Las Olas Ballroom 2–5</td>
</tr>
<tr>
<td>8:45 a.m. – 9:45 a.m.</td>
<td>Plenary Session 3</td>
<td>Las Olas Ballroom 2–5</td>
</tr>
<tr>
<td>10 a.m. – 11 a.m.</td>
<td>Breakout Sessions 4</td>
<td>Las Olas Ballroom 1, 2–5 Atlantic Ballroom 1–2, 3, 4–5</td>
</tr>
<tr>
<td>11:15 a.m. – 12:15 p.m.</td>
<td>Small Group Sessions</td>
<td>See page 2</td>
</tr>
<tr>
<td>12:15 p.m. – 2:30 p.m.</td>
<td>Lunch Off-site on Own</td>
<td></td>
</tr>
<tr>
<td>2:30 p.m. – 3:30 p.m.</td>
<td>Breakout Sessions 5</td>
<td>Las Olas Ballroom 1, 2–5 Atlantic Ballroom 1–2, 3, 4–5</td>
</tr>
<tr>
<td>3:45 p.m. – 4:45 p.m.</td>
<td>Breakout Sessions 6</td>
<td>Las Olas Ballroom 1, 2–5 Atlantic Ballroom 1–2, 3, 4–5</td>
</tr>
<tr>
<td>5 p.m. – 6 p.m.</td>
<td>CEO Search Discussion</td>
<td>Las Olas Ballroom 2–5</td>
</tr>
<tr>
<td>6:15 p.m. – 7:15 p.m.</td>
<td>Optional Networking Mixer</td>
<td></td>
</tr>
</tbody>
</table>

### WEDNESDAY, JULY 31

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td>Breakfast</td>
<td>Las Olas Ballroom 2–5</td>
</tr>
<tr>
<td>8:45 a.m. – 9:45 a.m.</td>
<td>Roundtable Discussions</td>
<td>Las Olas Ballroom 2–5</td>
</tr>
<tr>
<td>10 a.m. – 11 a.m.</td>
<td>Plenary Session 4</td>
<td>Las Olas Ballroom 2–5</td>
</tr>
<tr>
<td>11 a.m. – 11:15 a.m.</td>
<td>Closing Remarks</td>
<td>Las Olas Ballroom 2–5</td>
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</tbody>
</table>
Sunday, July 28

**REGISTRATION AND INFORMATION**  
1 p.m. – 6 p.m.  
*Las Olas Ballroom Foyer*

**WELCOME REMARKS**  
2 p.m. – 2:15 p.m.  
*Las Olas Ballroom 2–5*  
Crystal Newby, senior associate director of education and training, NACAC (VA), @crystalnewby  
Stefanie Niles, NACAC president, vice president for enrollment and communications, Ohio Wesleyan University

**SMALL GROUP SESSIONS**  
2:30 p.m. – 3:30 p.m.

**KEYNOTE ADDRESS**  
3:45 p.m. – 5 p.m.  
*Las Olas Ballroom 2–5*  
*Brian Coleman, school counselor, Jones College Prep (IL)*

Brian Coleman, a school counselor and counseling department chair at Jones College Prep in Chicago, is the American School Counselor Association’s (ASCA) 2019 School Counselor of the Year. He has served as a school counselor at Jones College Prep since 2014. As the faculty sponsor to JonesPride, the school’s LGBTQ+ student organization, Coleman became aware of students’ frustration about the lack of resources, relationship support and inclusive language for gender and sexual minorities in the freshman sexual health curriculum. In response, he collaborated with the Student Government Association to spearhead a revised sexual health education program for 377 sophomore students.

Coleman is a graduate of Northwestern University (IL) and DePaul University (IL). As a former actor, he found his love for education and students while performing with About Face Theatre company and its youth talk-back program. These programs encouraged him to earn his master’s degree in education and pivot into the school counseling field. He says serving as a school counselor affords him daily opportunities to “support, validate and affirm the next generation of leaders and change agents.”

**OPENING RECEPTION**  
6 p.m. – 7:30 p.m.  
*Sky Terrace*
Monday, July 29

REGISTRATION AND INFORMATION
Las Olas Ballroom Foyer
7:30 a.m. – 5:30 p.m.

BREAKFAST
Las Olas Ballroom 2–5
7:30 a.m. – 8:30 a.m.

PLENARY 1
8:45 a.m. – 9:45 a.m.
Update on Students for Fair Admissions v. Harvard
Las Olas Ballroom 2–5
Jay Rosner, executive director, The Princeton Review Foundation
Michaele Turnage Young, senior counsel, NAACP Legal Defense Fund
Get an insider’s perspective on the SFFA v. Harvard case from presenters who were in the courtroom for much of the trial and who worked with four student witnesses who testified in support of affirmative action. Hear an update on the status of what most assuredly will be an appeal, along with background on little-known factors in the trial and an in-depth discussion of race-conscious admission and what you should know (and perhaps do) about it.

BREAKOUT 1
10 a.m. – 11 a.m.
Removing Barriers to College Access for All Students
Las Olas Ballroom 1
Stephanie Niedoba, user experience designer, The Common Application (VA)
Stephanie Owens, director of programs, Reach Higher, The Common Application (VA)
Andrew Moe, senior associate dean of admissions, director of strategic initiatives, Swarthmore College (PA), @andrewsmoe
Suzi Nam, executive director, Lenfest Scholars Foundation (PA)
The higher education admission landscape has never been more complex. Creating new pathways for underrepresented and adult student populations to access college opportunity has become critical for the survival of higher education institutions. However, reaching these audiences requires lowering both the logistical and systemic barriers in applying to college. Learn how The Common Application and Reach Higher, a college access and success initiative started by former First Lady Michelle Obama, are helping to increase college access and transfer admission for first-generation and low-income students, as well as veterans and other post-traditional adult learners, by streamlining the application process, supporting those who support students with comprehensive counseling tools, connecting students to financial aid and scholarship resources, and more.
Partnerships Over Pipelines: Building a Collaborative Model for College Success and Completion  
*Las Olas Ballroom 2–5*

LaShone M. Gibson, senior director of university partnerships and academic excellence, Boys Hope Girls Hope International, @LGibsonGlobal

Bruce King, assistant to the president and chief diversity officer, St. Olaf College (MN)

Angel Pringle, program director, Boys Hope Girls Hope Illinois

Many colleges and universities often see diversity and inclusion admission practices through pipeline glasses, thus facing blind spots when seeking out prospective high-achieving, first-generation, low-income students of color to recruit and enroll. Many community-based, college-readiness organizations involved with these same students encounter difficulties identifying higher education institutions that will authentically embrace and provide a wider passage in supporting the numerous and comprehensive needs of these students. The combined approach of St. Olaf College (MN) and Boys Hope Girls Hope International encompasses student-level goals and organizational-level objectives designed to share data, level the playing field, nurture a sense of belonging, and navigate campus bureaucracy and customs with the capstone goal of college completion.

What About the Middle Class? Not all Students of Color are Poor  
*Atlantic Ballroom 1–2*

Curtis Ferguson II, associate director for admissions, DePauw University (IN)

Katrina Tijerina, assistant director of admission, Denison University (OH)

Explore the changing socioeconomic status of people of color in the US. Learn effective strategies for recruiting students of color using data to help understand who makes up America’s middle class; explore the preferred language when discussing race and socioeconomic class; and discuss best practices for recruiting middle class students of color.

New Perspectives: The View from the Other Side of the Desk  
*Atlantic Ballroom 3*

Natalie Garza, associate director of college counseling, St. John’s School (TX)

Tahirah Jordan Crawford, director of college placement, People’s Preparatory Charter School (NJ)

Success in the world of higher education revolves around partnerships that span across multiple realms. Colleges and universities, high schools, and community-based organizations (CBOs) frequently collaborate to ensure the success of students during the college application process and beyond. Since we are all working toward a common goal, switching to the other side of the desk is a common occurrence in our profession. Hear from two professionals about their path to switching to the high school and CBO side after starting their careers in college admission.
Monday, July 29

BREAKOUT 1 (CONT.)

10 a.m. – 11 a.m.

Advancing in the College Admission Profession

*Atlantic Ballroom 4–5*

*Cyrus Nichols,* associate director for recruitment and outreach, University of Oregon, @CyNichols

*Trey Moore,* associate director, diversity enrichment programs, University of Oklahoma, @Clydetrey

For those working with underrepresented populations, the quest to advance in the profession can be daunting. How do we balance our desire to serve underrepresented populations with our desire to advance our careers? When is the right time to leave your institution or how do you advance within your institution? Hear from seasoned admission professionals about how they advanced in the profession and get tips on how to build a successful admission career.

BREAKOUT 2

11:15 a.m. – 12:15 p.m.

Educated in a Small Town: Approaches to Recruiting and Supporting Rural Students

*Las Olas Ballroom 1*

*Andrew Moe,* senior associate dean of admissions, director of strategic initiatives, Swarthmore College (PA), @andrewsmoe

*Rhiannon Pabich,* senior assistant director for multicultural recruitment, Northeastern University (MA)

Nearly 20 percent of the US lives in a rural area, and 50 percent of operating school districts are located in rural America. However, rural students have less access to advanced coursework in their high schools and attend college at a lower rate than their urban and suburban peers, despite boasting higher graduation rates. We all have a responsibility to understand, engage with, and support rural students. Hear from two institutions that prioritize recruiting and supporting rural students and share your own stories.

Wonder Women of Color

*Las Olas Ballroom 2–5*

*Steph Gonzalez,* associate director of admission for diversity, Williams College (MA), @stephgonz

*Suzi Nam,* executive director, The Lenfest Scholars Foundation (PA)

Women of color (WOC) face a distinctive set of challenges in the workplace, whether it be in college admission offices, high schools, or community-based organizations. Connect with WOC colleagues through asset-based conversations that focus on the benefits of being a woman of color in education. Gain insight and tips on how to navigate job searches, graduate school, work/life balance, and professional development opportunities as a WOC and leave this year’s GWI with new mentors, colleagues, and friends.
Generation Z is Officially Here: Recruiting the Most Diverse and Inclusive Generation Yet

Atlantic Ballroom 1–2

Guadalupe Sanchez, assistant director of multicultural recruitment, Radford University (VA)

Meet Generation Z, born between the mid-1990s and the early 2000s. This is the most diverse, multicultural, and inclusive generation yet, with half of the population belonging to a minority group. Admission professionals know that Generation Z is headed to college in dramatic numbers, which means innovation will be essential in reaching this population. So how exactly do admission professionals shift their recruitment strategies from millennials to this entirely new generation? Learn how to better understand the needs and challenges of our new audience—beyond knowing that Gen Z is tech savvy and heavily wired through social media. Create an intentional approach to recruiting the most diverse generation in US history.

Pedagogy of Dialogue: How to Create a Trust Bond Through Deliberate Verbal Communication

Atlantic Ballroom 3

Bryan Nance, Mid-Atlantic regional recruiter, The Ohio State University
Kathy McMahon-Klosterman, eminent faculty scholar for community engagement and service, Miami University (OH)

What do a young, hip, African American man with dreads and an old straight (but not narrow) white woman who wears cameos have in common? What do they have to offer each other as allies and friends? Do they have what each other needs to create a healthy world? Explore how boundaries are crossed and how each party grows to understand what each doesn’t know. What can young, college-bound people of color heading off to college learn about whom to trust, how to trust, and why they must trust? What skills are required to make the transition from a high school student to an independent college student? How do you identify allies for support? What are the indicators of authentic support and authentic communication?

Challenging Your Lens: Diversity Training for Admission Readers

Atlantic Ballroom 4–5

Olufemi Ogundele, assistant vice chancellor and director of undergraduate admissions, University of California, Berkeley
Ashley Pallie, associate dean of admissions, Pomona College (CA)
Calvin Wise III, director of recruitment, Johns Hopkins University (MD)

Admission readers are tasked with the important responsibility of evaluating applicants cognizant of a student’s context. To do the job well, admission readers need to constantly examine their unconscious bias and their understanding of applicants’ cultural, social, economic, and national experiences. Explore strategies and models to train admission readers to better understand the context and complexities of diverse applicants.

LUNCH

12:15 p.m. – 1:30 p.m.

Las Olas Ballroom 2–5
Monday, July 29

SPONSOR REMARKS
InitialView
12:30 p.m. – 12:45 p.m.

BREAKOUT 3
1:45 p.m. – 2:45 p.m.

Creating a Culture of Autonomy, Confidence, and College Access Through Strategic School District Partnerships

Las Olas Ballroom 1
DéRecco Lynch, associate director of admissions, strategic populations, University of Cincinnati (OH)
Delonte J. LeFlore, assistant director for admissions, access, and diversity, University of Cincinnati (OH)
Carver Ealy, assistant director of admissions, access, and diversity, The Ohio State University, @MrKarver

Restoring trust, community buy-in, and college access created a challenge for a public institution after its successful efforts to increase its national recognition and competitiveness overlooked some demographic groups and communities. The institution took on this challenge head-on through an initiative that utilizes rising high school seniors as peer mentors to increase college access while restoring trust within the public high school system and community. Learn more about how this peer-to-peer coaching program model has increased students’ sense of agency in their navigation of postsecondary pathways, restored trust within the local community, and redefined undergraduate admission recruitment strategies for Generation Z.

Here to Stay: Working Together to Serve Undocumented Students

Las Olas Ballroom 2–5
Ann Marano, college bound advisor, Irma Lerma Rangel Young Women’s Leadership School (TX), @collegeboundtx
Emma Chalott Barron, press and information officer, North Texas Dream Team

Fewer than half of undocumented young adults ages 18-24 with a high school degree have attended any college and less than 10 percent will enroll in college immediately upon graduation from high school. How do we share the dream of higher education with these students? How do we direct undocumented students on the path to a college degree and beyond? Join a veteran college admission counseling professional and a young activist to understand who they are, the struggle they face, and the higher education opportunities available to them. Engage in this candid, challenging, and hopeful discussion to learn more about identifying these students, employing best practices for serving them, connecting with networks of support, and how to navigate the current legislative landscape and national dialogue.
Monday, July 29

Shifting Gears: Successfully Facilitating and Developing Transitional Leadership

Atlantic Ballroom 1–2

Calvin Wise III, director of recruitment, Johns Hopkins University (MD)

Leadership transition is common and finding the best candidates for positions in your institution is only the first step. Ensuring the successful onboarding of the new employee is one of the most critical factors in ensuring a productive transition. Learn more about the creation, recruitment, and development strategy for the associate director of access and diversity position at Johns Hopkins University (MD). Discover best practices on how to effectively support and develop transitional leaders, and hear from colleagues on the challenges and successes faced when supporting leadership transitions.

Institutional Forces at Play: What Undermines College Access?

Atlantic Ballroom 3

Andrew Moe, senior associate dean of admissions, director of strategic initiatives, Swarthmore College (PA), @andrewsmoe
Kaila Brown, assistant director of admissions, Vanderbilt University (TN), @kailamariebrown
Nicole Molina, senior assistant director, University of Southern California, @bxnmolina

Do the elite, highly-educated, and affluent have a leg up in the admission process compared to their lower-income peers? Examine the institutional goals that tend to erode college access: recruited athletes, legacy admission, prospective and current donors, and Early Decision programs. How do these college priorities compress space and push out high-achieving, low-income first-generation students? Can anything be done? Engage in a lively conversation about institutional practices, solutions, and organizational change.

Engaged: Bringing Current Students into the World of Diversity Recruitment

Atlantic Ballroom 4–5

Ja’Niah Downing, associate director, Purdue University (IN), @PurdueJD
Tony Moore, associate director, diversity enrichment programs, The Pennsylvania State University

BoilerTracks and S.M.A.R.T. are student organizations that assist Purdue University-West Lafayette (IN) and Penn State University in recruiting students from diverse backgrounds. They play a pivotal role in the recruitment process as they allow prospective students of color to see students who look like them at open houses, high school visits, and shadowing events. Join the discussion about recruiting, training, mobilizing, and activating current diverse students to help recruit prospective students, and tackle nitty gritty topics like budgeting, campus collaborations, and sharing resources.
Monday, July 29

NACAC SPECIAL INTEREST GROUP FAIR  3 p.m. – 4 p.m.
Las Olas Ballroom 2–5 and Las Olas Foyer

Yanecia Green, senior associate director of membership and affiliate relations, NACAC (VA)
Cyrus Nichols, associate director for recruitment and outreach, University of Oregon, @CyNichols

Network and learn more about NACAC’s 31 Special Interest Groups (SIGs) at our SIG Fair. SIGs include: Public School Counselors, Women’s Colleges, Student Athletes, LGBTQ/Allies, and many more. Join NACAC staff and SIG leaders in an information session to explore how to become more involved in NACAC’s SIGs and how to start a group of your own. NACAC SIGs continue to expand by offering diverse and inclusive interest areas that help develop and broaden the association’s membership base.

SMALL GROUP SESSIONS  4:15 p.m. – 5:30 p.m.
See page 2 for locations.

WHY GIVE to the NACAC Imagine Fund?
The Imagine Fund supports Imagine Grants, 100 percent of all proceeds raised for Imagine directly benefit college admission counselors. Grantees are provided financial assistance to attend professional development opportunities or to implement a new school program.

To donate, text IMAGINE to 56512, you will be sent a follow up message to complete your donation online.

DONATE TODAY!

“The Imagine Grant gave me the opportunity to participate in the Guiding the Way to Inclusion Conference this year and I’m so grateful. Having the chance to network, examine current themes, discuss ideas, and get support from other professionals of color and allies was an incredible way to kick off the next recruitment cycle. I came back with a fresh perspective and new goals and hope that others are able to find the same outcomes with their professional development in the future!”

—Heather Wofford, Oregon State University (OR)
Tuesday, July 30

REGISTRATION AND INFORMATION
Las Olas Ballroom Foyer
7 a.m. – 5:30 p.m.

BREAKFAST
Las Olas Ballroom 2–5
7 a.m. – 8 a.m.

PLENARY 2
7:30 a.m. – 8:30 a.m.
The Long-Term Implications of the Varsity Blues Scandal
Las Olas Ballroom 2–5
Stefanie Niles, vice president for enrollment and communications, Ohio Wesleyan University, NACAC President
David Hawkins, executive director for educational content and policy, NACAC (VA)
In March 2019, the Department of Justice’s announcement of indictments against dozens of wealthy, well-known parents for their role in the Varsity Blues bribing and cheating scandal sparked widespread outrage and concern. As coverage wore on, much of the discussion turned to the effects of wealth and privilege in college admission, which covers familiar ground for those in the college admission counseling profession. While the questions raised during this extended discussion were not new, the Varsity Blues scandal could act as a catalyst for changes in college access and admission, including (but not limited to) new state or federal regulations, proposals to end practices perceived as perpetuating the effect of privilege in the college transition, and a new ways to speak to students and families about the full spectrum of the college admission process. Hear an overview of NACAC’s response to the scandal, learn about regulatory and other proposals resulting from the scandal, and share your thoughts with NACAC’s leaders on new ways to address persistent challenges in college access.

PLENARY 3
8:45 a.m. – 9:45 a.m.
Let’s Talk About Mental Health in Minority Student Populations
Las Olas Ballroom 2–5
Kariny Contreras-Nunez, senior assistant director of admission, Purdue University (IN)
Khala Granville, senior associate director of admission, Indiana University, @redrover117
Help expand the conversation on mental health in minority populations. According to the American Psychiatric Association (APA), minorities are more likely to have persistent and long-lasting mental illness compared to their white counterparts. Learn to identify social structures that amplify the effects of mental illness; gain awareness on how to identify minority students who may be struggling with mental illness; and share resources relevant to underrepresented student populations.
BREAKOUT 4

Guided Pathways: Community College Route to Success
Las Olas Ballroom 1
Andre Richburg, enrollment management professional (PA)

Community colleges nationwide have experienced abysmal retention and graduation rates. Guided Pathways is a nationwide community college initiative intended to improve retention and graduation rates by equipping staff and faculty with essential tools that will positively affect student goals. Discover on-campus programming that can improve students’ outlook on advising, career exploration, and program commitment.

Harvard Cited Weaker Rec Letters for Asian American Applicants: Now What?
Las Olas Ballroom 2–5
Alyson Tom, associate director of college counseling, Castilleja School (CA)
Christine Loo, director of college counseling, The Stony Brook School (NY)

The Wall Street Journal reported that Harvard’s admission dean testified that weaker teacher and school counselor recommendations are among the reasons Asian-American applicants as a group score lower than white applicants in the personal rating portion of the school’s admission process. But how much of the issue is implicit bias on the part of the recommendation letter writers and/or the application readers? Learn how to recognize the impact of implicit bias as it affects the way we read and write letters of recommendation.

Negotiating Your Professional Future as a Person of Color
Atlantic Ballroom 1–2
Beverly Woodson Day, interim AVP of strategic enrollment and director of admissions, The University of Texas at San Antonio, @WoodsonDay
Beverly Henry Wheeler, regional director of admissions, Hendrix College (AR), @Beverlyhwheeler

As you consider your journey in the profession, are you making the right decisions, asking the right questions, doing a deeper investigation of what really lies ahead? Is it all about the money, the title, or the longevity? Are you getting bogged down or tired of where you are and feel it is time to move? Is the grass always greener on the other side? Get tips on how to negotiate your professional future as you grow and move in the profession.
Deviating from the Standard: Removing Barriers for Underrepresented Students in STEM

Atlantic Ballroom 3

Aimee Huffstetler, assistant director of admission, diversity recruitment, University of Louisville (KY), @Cardsaimee

Although participation by minorities in higher education has increased, the gap in access and graduation in the STEM fields is growing between students of color and their white counterparts. Researchers have identified barriers like institutional leadership, peer support, faculty engagement, and campus climate as factors that deter access and success among students of color in STEM. Find out what can be done to shrink the gap.

EMERGE College Trips: Exposing High-Performing Students from Low-Income Communities to Selective Colleges

Atlantic Ballroom 4–5

Felicia Martin, managing director, college success, EMERGE (TX)
Mikayla Brennan-Burke, assistant dean of admission, Colgate University (NY)

Traveling for campus visits is reportedly one of the largest barriers faced by low-income applicants. EMERGE, a community-based organization that works with this student population in Houston-area school districts, has created a week-long summer college trip as part of its curricular developmental model. EMERGE believes that through increased exposure, students are more likely to aspire toward applying and matriculating to selective colleges. Through these experiential learning opportunities, students can see themselves at a selective college. Explore the EMERGE model and hear suggestions for how colleges and universities can support this access effort.

SMALL GROUP SESSIONS

11:15 a.m. – 12:15 p.m.
See page 2 for locations.

LUNCH OFF-SITE ON OWN

12:15 p.m. – 2:30 p.m.

BREAKOUT 5

2:30 p.m. – 3:30 p.m.

Collective Recruiting: Making Recruitment Everyone’s Job

Las Olas Ballroom 1

Heather Wofford, assistant director of admissions for multicultural recruitment, Oregon State University

With recruitment resources and funds continually becoming more limited, it is important to utilize every resource available. Leveraging campus partners and community-based organizations that share similar goals is a promising way to meet recruitment and enrollment goals. Learn some of the different methods and programs Oregon State University is using to cultivate and foster relationships with campus partners and community-based organizations, as well as some of the challenges they faced along the way. Explore how your institution can better utilize partnerships across campus and hear from other institutions on how they have implemented similar initiatives and programming to expand multicultural recruitment efforts.
BREAKOUT 5 (CONT.)  2:30 p.m. – 3:30 p.m.

Just Do It — The Importance of Black Male Leadership in Higher Education and College Access
Las Olas Ballroom 2–5

Donnell W. Wiggins, assistant vice president, new markets for admissions enrollment management, University of Dayton (OH)
Marion Meadows, associate director of programs and training, I Know I Can (OH)

Make a greater impact and increase outreach to underrepresented students by scaling efforts and building partnerships that help the students who need it the most. Get2College, a program of the Woodward Hines Education Foundation, is a nonprofit organization that helps first-generation, low-income students in Mississippi prepare, plan, and pay for college. Without hiring more people or spending more money, discover ways to assess scaling opportunities in your recruitment strategies, develop partnerships, and determine how to increase college access and success for underserved students.

Should I Stay or Should I Go?
Atlantic Ballroom 1–2

Suzi Nam, executive director, Lenfest Scholars Foundation (PA)
Vern Granger, director of undergraduate admissions, University of Connecticut
Art Rodriguez, vice president and dean of admissions and financial aid, Carleton College (MN)
Tamara Siler, senior associate director of admission and coordinator of minority recruitment, Rice University (TX)
Adele Brumfield, associate vice chancellor for enrollment management, University of California, San-Diego

The days of staying at one institution for the bulk or entirety of one’s career is rare in the current employment landscape. The benefactors of such longevity primarily have been, and continue to be, white men. Examine the realities, challenges, and benefits of staying at one institution and making strategic moves within one’s career and within the context of the current state of college admission.
Tuesday, July 30

I’m Still First-Gen: Ongoing Challenges, Triumphs, and Lessons of Being a First-Generation Professional

*Atlantic Ballroom 3*

*Nicole Williams*, associate director of admission for transfer students, Merrimack College (MA)

*Jamiere N. Abney*, senior assistant dean of admission, coordinator of outreach for opportunity and inclusion, Colgate University (NY), @JA_AllDay26

*Cristina Usino*, assistant director of admission, coordinator of multicultural recruitment and student access, Lafayette College (PA)

Once first-generation in the classroom and campus spaces, now first-generation in secondary and higher education work spaces. In the transition from student to employee, how have our identities impacted our navigation in career spaces? Explore lived experiences as first-generation professionals on topics such as support, community building, professional development, and personal development. Share your perspective on what advice worked or didn’t. Where did you find your support in college? Where do you find your support now? Are they the same or different? Does the support need to look similar or is it different? Are there any reading materials that you’ve found helpful? Share your experience.

Let’s Get Together and Feel All Right: High School and College Partnerships to Promote Access

*Atlantic Ballroom 4–5*

*Beth Gilfillan*, assistant professor of counseling, Bowling Green State University (OH), @BethGilfillan1

*Victoria Herrera*, associate director of admission/access initiatives, Texas Christian University

High school counselors and college representatives have the same goal: supporting students in the admission process and increasing college access and inclusion. However, most of the time we approach this goal separately. Finding ways to work together will better serve students and families. Hear survey results on how high school counselors and college admission representatives spend their workdays and how these collaborations could impact their work. Explore a model for approaching partnerships between high school counselors and college admission representatives. Share experiences and ideas, then brainstorm how you can turn them into practice.
BREAKOUT 6  
3:45 p.m. – 4:45 p.m.

Taking a Holistic Approach to the Recruitment, Yield, and Retention of Underrepresented Students  
Las Olas Ballroom 1 
Trey Moore, associate director, diversity enrichment programs, University of Oklahoma, @Clydetrey 
Through targeted outreach including visits, programming, and the use of student interns, Diversity Enrichment Programs (DEP), a department within the University of Oklahoma’s Admissions and Recruitment office, utilizes a holistic approach to reach underrepresented students. Explore DEP’s recruitment model, including programming, communications, and office structure, and see how it could be implemented at other universities in their work with underrepresented populations.

Supporting Survivors: Admissions in the #MeToo Movement  
Las Olas Ballroom 2–5 
Kaelie Lund, admissions officer, Carleton College (MN), @kaelielund 
Learn about the history of the #MeToo movement, its relation to admission work, and how to have difficult (but productive) conversations with students and parents about sexual violence on college campuses. Learn about specific needs that survivors may have throughout the application process and come away with a toolkit of resources for supporting survivors and practicing self-care. Nobody has to do everything, but everyone has to do something: Discover how you can use your role in admission, counseling, and consulting to support survivors.

Managing an Enrollment Crisis: How One Institution Responded to a Campus Incident of Bias 
Atlantic Ballroom 1–2 
Kayla St. Clair, senior assistant director, Virginia Tech, @VTGateway 
Alphonso Garrett, director of undergraduate diversity recruitment, Virginia Tech, @ThatGuyAtVT 
When a Snapchat video goes viral and exposes an incident of bias days before an overnight yield event for underrepresented students, how do you react? What happens when your event relies on current students to host prospective students on-campus and the university response to the incident is seen as insufficient? With the current political climate and an increased number of incidents of bias being reported across the US, are you prepared to navigate and coordinate a university-wide response through the lens of enrollment management? Participate in a case study and learn how a large, predominantly white research institution managed an on-campus incident and the outcome. Learn how to develop a plan to respond to an incident of bias, identify campus stakeholders and partners to create a university-wide response, and learn how to align your response with your university’s mission and strategic goals.
Tuesday, July 30

#FIU Strong: Student Success After a Disaster
Atlantic Ballroom 3
Jody Glassman, director of university admission, Florida International University
Bridgette Cram, director of academic programs and partnerships, Florida International University

During the 2017–18 school year, Hurricane Harvey flooded parts of Texas; Irma had the entire state of Florida on alert; Maria tore through the Caribbean islands and left places like Puerto Rico in ruins. In the span of a week, Florida International University became a hub to nearly 300 college students evacuating the devastation left behind by Hurricane Maria. There is no manual for how to recruit and retain students when disaster strikes your campus. Hear how FIU served its community of faculty, staff, students, and evacuees and launched the #FIUStrong project.

I Feel Like Grit!
Atlantic Ballroom 4–5
Mosadi Porter, associate dean, admissions and outreach, Lone Star College (TX), @Sadi1922

Grit is the science of what it takes to persevere, flourish, and succeed. It is courage and resolve and strength of character. Our students need grit in order to navigate the higher education maze, but so do we as practitioners. Our emotional and mental health is extremely important in order for us to be able to operate properly in every area of our lives. Learn how grit pertains to our students and encourage attendees to look deep within themselves by taking a transparent journey with the presenter as she shares how her grit saved her life and how it could possibly save theirs.

CEO SEARCH DISCUSSION
Las Olas Ballroom 2–5
Joi Hayes, Consultant, Russell Reynolds Associates

Take part in a special discussion that will help to set the course for NACAC’s future. CEO Joyce Smith has announced plans to retire in 2020 and the process to appoint her successor has begun. A search committee, under the leadership of NACAC President-elect Jayne Fonash with the help of search firm Russell Reynolds Associates, has been selected to guide the effort. The committee wishes to hear from as many NACAC members as possible. Share your perspectives on the most important issues facing the association, and the types of skills and knowledge the new CEO will need.

OPTIONAL NETWORKING MIXER
Off-site
Wednesday, July 31

BREAKFAST 7:30 a.m. – 8:30 a.m.
Las Olas Ballroom Foyer

ROUNDTABLE DISCUSSIONS 8:45 a.m. – 9:45 a.m.
Las Olas Ballroom 2–5
These roundtable discussions give attendees the opportunity to engage in conversations about trending topics that impact college admission counseling. From the mental health of marginalized professionals to application fee waivers for underserved student populations, these discussions are not to be missed!

PLENARY 4 10 a.m. – 11 a.m.
Communicate, Collaborate, and Coordinate: Making Sense of the College-Going Process
Las Olas Ballroom 2–5
Melissa H. Caperton, director, American College Application Campaign, ACT’s Center for Equity in Learning (IA)
Laura Owen, research associate professor, director, center for postsecondary readiness and success, American University (DC)
Stephanie Owens, director of programs, Reach Higher, The Common Application (VA)
Kathy McDonald, assistant director for network partnerships, Florida College Access Network
As the nation seeks to improve college-going and completion rates, it is important to mobilize partners, coordinate messaging, and develop collaborative programming to support all students in completing the steps to college. In this panel, ACT’s Center for Equity in Learning will highlight its effort in bringing together national campaign leaders seeking to simplify the college-going process. In partnership with ACT’s Center for Equity in Learning, the American College Application Campaign, the National College Access Network, Reach Higher, and the Center for Postsecondary Readiness for Success have developed Steps2College.org, a national repository of activities and resources that link the four national campaign efforts. The goal of the partnership is to support college-going students on the path to success, elevate individual campaigns, and set an example of collaboration for other national, state, and local partners. Panelists will share highlights of their campaign efforts; discuss the need for a broad, coordinated coalition effort to leverage combined communication resources to reach as many students as possible; and how the campaigns aim to equip counselors and advisers with the information and tools they need to help their students successfully navigate education and career options.

CLOSING REMARKS 11 a.m. – 11:15 a.m.
Las Olas Ballroom 2–5
SAVE THE DATE

NACAC’S ANNUAL ADVOCACY DAY
March 2020 | Washington, DC

Each year, NACAC holds an annual advocacy meeting to urge Congress to support our college access agenda. Join us next year—connect with NACAC and affiliate leadership and, most importantly, support your students.

No experience necessary. You will be given all the tools you need to have successful meetings with your senators and representatives.

Contact Michael Rose, NACAC’s director for government relations, at mrose@nacacnet.org for more information.
Preconference Workshops

Sept. 25 – 26
nacacconference.org/PreconferenceWorkshops

Expand your education by delving deeper into a variety of issues that daily affect your students. You’ll receive in-depth, hands-on training in an intimate environment.

Admission Middle Management Institute, a unique professional development opportunity for college admission mid-level leaders (3–7 years), encourages exchange of insight for mutual professional advancement.

Chief Enrollment Officers’ Forum engages participants with prominent current and future considerations impacting enrollment management: diversity, access and inclusion; financial and institutional aid; organizational change and strategic planning.

Leading a Dynamic College Counseling Program is an intensive preconference workshop designed to support secondary school and college counseling professionals, college counseling department directors and supervisors, aspiring directors, and veteran counselors in the acquisition of essential tools, resources, and knowledge.

Transitioning to Private Practice College Consulting Workshop, presented in cooperation with the Independent Educational Consultants Association, provides the keys to starting and building an independent college counseling practice.

2019 NACAC National Conference

Sept. 26 – 28 | nacacconference.org

NACAC’s national conference is a dynamic education and networking event held annually to build relationships among college admission counseling professionals, higher education thought leaders, national policymakers, and others who support students and families in the transition from high school to college.

It is the only event of its kind to bring together professionals from both sides of the college admission desk.

At the profession’s preeminent education and networking event:

• Hear from leading voices in the field.
• Fine-tune your skills.
• Discover new techniques.
• Explore issues affecting your student.

More than 6,500 admission professionals from across the world gather annually for the three-day event. Register today and check out the schedule to start planning your trip!
## NATIONAL COLLEGE FAIR FALL SCHEDULE

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<th>City</th>
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<tbody>
<tr>
<td>Cincinnati</td>
<td>Saturday, Sept. 14</td>
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<td>Birmingham</td>
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<td>Long Island</td>
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<td>Nashville</td>
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<td>Indianapolis</td>
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<td>Louisville</td>
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<td>Denver</td>
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<td>New Orleans</td>
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<td>Baton Rouge</td>
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<td>Minnesota</td>
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<td>Chicago</td>
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<td>Orlando</td>
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<td>Baltimore</td>
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<td>Seattle</td>
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<td>Spokane</td>
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<td>For more information, visit nacacfairs.org/ncf</td>
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## PERFORMING AND VISUAL ARTS FAIR SCHEDULE

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## STEM FAIR FALL SCHEDULE

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GUIDING THE WAY TO INCLUSION 2020
JULY 26 – 29, 2020
LAS VEGAS

GUIDING THE WAY TO INCLUSION 2020

Registration Rates
Member Early: $595, Nonmember Early: $695 • After 6/16/20: Member: $645, Nonmember: $745

Hotel Information
Flamingo Las Vegas
3555 S. Las Vegas Blvd.
Las Vegas, NV 89109

Important Dates and Deadlines

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